

**The role of hedonic and utilitarian shopping motivations in males' fashion leadership
behaviour in Gauteng**

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Dissertation

Master's degree in Consumer Science: Clothing Retail Management

Supervisor: Mrs B Jacobs (University of Pretoria)

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behaviour in Gauteng**

**by
Lizelle Engelbrecht**

**Dissertation submitted in partial fulfilment of the requirements for the degree Master's
in Consumer Science: Clothing Retail Management**

In the

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Department of Consumer Science
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November 2015

DECLARATION

I, Lizelle Engelbrecht declare that this research study is my own original work. It is submitted in partial fulfilment of the requirements for the degree Master of Consumer Science: Clothing Retail Management, University of Pretoria. It has not been submitted by me or anyone else before for any degree or examination at any other University. I further declare that I have obtained the necessary authorisation and consent to carry out this research.

Lizelle Engelbrecht

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The introduction of new fashion products is an important growth strategy for retailers to be competitive. However, for these new products to be successful consumers and ultimately the mass market need to adopt them within the apparel product's relative lifetime (Goldsmith, Heitmeyer & Freiden, 1991; Polegato & Wall, 1980). Fashion leadership plays an immense role in the adoption and success of new fashions, or innovations, as it facilitates and accelerates mass acceptance (Kim & Hong, 2011; Kang & Park-Poaps, 2010: 312). Fashion innovators adopt new styles, interpret them and give them visibility within their social worlds, and fashion opinion leaders interact and spread the fashion innovation both visually and verbally (Kaiser, 1997: 492; Goldsmith & Flynn, 1991).. Fashion leaders represent a small portion of the population, but they are responsible for the ultimate success of this innovation as they initiate and accelerate the diffusion process of a new fashion product (Clark & Goldsmith, 2006; Goldsmith *et al.*, 1999).

Purchase decisions are driven by certain shopping motivations largely categorised as utilitarian and hedonic (Babin, Darden & Griffin, 1994: 644). Utilitarian shopping motivations are task-orientated, rational and cognitive; it depends on whether the particular consumption need stimulating the shopping trip was accomplished (Cardoso & Pinto, 2010: 540; Babin *et al.*, 1994: 646). Whereas hedonic shopping motivations can be defined as those facets of behaviour that relate to the multisensory, fantasy and emotive aspects of consumption and is therefore driven by the fun associated with consumption of the product and the criteria for

success is essentially aesthetic in nature (Cardoso & Pinto, 2010: 540; Arnold & Reynolds, 2003: 78). Male shoppers are becoming increasingly important in retail and other consumer settings and yet they are under-represented or either totally ignored by most consumer research (Bakewell & Mitchell, 2004: 237). To date research has primarily focused on women as they buy so many products and influences so many decisions; this has led to male shopping behaviour being grossly under-researched even though societal role and expectation shifts have taken place (Mitchell & Walsh, 2004: 332). The purpose of this study was to empirically investigate the role of hedonic and utilitarian shopping motivations in males' fashion leadership behaviour in Gauteng.

An exploratory survey research design was employed to provide insight into what are the shopping motivations of male fashion leadership behaviour. The sample consisted of 250 (n=250) male consumer who purchase apparel and reside in the Gauteng province of South Africa, specifically the metropolitan areas of Johannesburg and Pretoria. A non-probability sampling technique was used in this study. Purposive sampling was used where the sample selected by the researcher was composed of elements that contain the most characteristics, representative or typical attributes required for the specific unit of measurement (Strydom, 2011: 232). Communication patterns and friendships among a clique of innovators are common, even though they may be geographically distanced (Rogers, 2003: 282); therefore snowball sampling was also employed. Referrals were used in order to maximise exposure to relevant respondents (Strydom, 2011: 233). The questionnaire was distributed through paper-based and online self-administered format.

The results of this study provided valuable insights regarding the shopping motivations of male fashion leaders within a South African context. The male fashion opinion leader and innovator proved to hold a unique set of values that motivate their fashionable purchasing decisions. It can be concluded that utilitarian shopping motivations are of the most importance when targeting male fashion leaders and should be a main focus for marketers and retailers. Especially within the current economic climate which has proved volatile with rising exchange rates, increased prices and margin cuts. However, the fashion innovator still desires the more frivolous in terms of hedonic shopping motivations and idea and escapism shopping motivations should be targeted.

Keywords: Fashion leadership, fashion innovation, fashion opinion leadership, hedonic shopping motivations, utilitarian shopping motivations.

TABLE OF CONTENTS

DECLARATION	i
ACKNOWLEDGEMENTS	ii
SUMMARY	iii
LIST OF FIGURES	ix
LIST OF TABLES	xi
LIST OF APPENDICES	xii
CHAPTER 1: THE STUDY IN PERSPECTIVE	1
1.1 THE SOUTH AFRICAN RETAIL LANDSCAPE	1
1.1.1 Fashion diffusion and acceptance as an aspect of retail growth	2
1.1.2 Male consumers and apparel fashion leadership.....	4
1.2 RESEARCH PROBLEM	7
1.3 JUSTIFICATION OF THE STUDY	9
1.4 OBJECTIVES OF THE STUDY	11
1.5 DEFINITION OF TERMS	11
1.6 PRESENTATION AND OUTLINE OF THE STUDY	12
1.7 CONCLUSION	14
CHAPTER 2: THEORETICAL PERSPECTIVE	15
2.1 NEW FASHION APPAREL PRODUCTS AS AN INNOVATION	15
2.2 DIFFUSION OF INNOVATION THEORY	16
2.3 ADOPTER CATEGORIES	16
2.3.1 Characteristics of fashion leaders.....	17
2.4 ELEMENTS OF THE DIFFUSION OF INNOVATION THEORY	19
2.4.1 The innovation	19
2.4.2 Communication channels.....	20
2.4.3 Time.....	20
2.4.4 A social system.....	21
2.5 FACTORS INFLUENCING THE RATE OF ADOPTION	21
2.6 THE ADOPTION PROCESS	23
2.6.1 Knowledge stage	23
2.6.2 Persuasion stage	23

2.6.3	Decision stage	23
2.6.4	Implementation stage.....	24
2.6.5	Confirmation stage.....	24
2.7	CONCLUSION.....	24
 CHAPTER 3: LITERATURE REVIEW.....		25
3.1	FASHION LEADERSHIP	25
3.1.1	Fashion innovators.....	27
3.1.1.1	Characteristics of fashion innovators	27
3.1.1.2	Fashion innovators and elements of the diffusion of innovation theory	28
3.1.1.3	Factors influencing the rate of adoption	28
3.1.1.4	The adoption process	29
3.1.1.5	Fashion opinion leaders	30
3.1.1.6	Characteristics of fashion opinion leaders	30
3.1.1.7	The fashion opinion leader and elements of the diffusion of innovation theory	31
3.1.1.8	Factors influencing the rate of adoption	31
3.1.1.9	The adoption process	32
3.2	SHOPPING MOTIVATIONS	33
3.2.1	Utilitarian shopping motivations	34
3.2.2	Hedonic shopping motivations	35
3.3	FASHION LEADERSHIP AND SHOPPING MOTIVATIONS	37
3.4	CONCEPTUAL FRAMEWORK.....	39
3.5	RESEARCH HYPOTHESES	40
3.6	CONCLUSION.....	41
 CHAPTER 4: RESEARCH METHODOLOGY.....		42
4.1	RESEARCH DESIGN, PURPOSE AND APPROACH	42
4.2	INSTRUMENT DEVELOPMENT	43
4.2.1	Conceptualisation and operationalization	46
4.2.2	Pre-testing of the instrument.....	48
4.3	SAMPLE AND SAMPLING TECHNIQUES.....	49
4.3.1	Sample.....	49
4.3.2	Sampling technique and sampling size	50
4.4	DATA COLLECTION PROCEDURE.....	50
4.5	DATA ANALYSIS.....	51
4.6	ETHICS.....	53

4.7	CONCLUSION.....	54
CHAPTER 5: RESULTS AND DISCUSSION.....		55
5.1	DEMOGRAPHIC PROFILE OF THE SAMPLE	55
5.2	SHOPPING PATTERNS.....	56
5.3	FACTOR ANALYSIS.....	58
5.3.1	Exploratory factor analysis	58
5.3.1.1	Factor 1: Escapism shopping motivations.....	61
5.3.1.2	Factor 2: Fashion innovativeness	61
5.3.1.3	Factor 3: Value shopping motivations	62
5.3.1.4	Factor 4: Achievement shopping motivations.....	62
5.3.1.5	Factor 5: Fashion opinion leadership	63
5.3.1.6	Factor 6: Efficiency shopping motivations.....	63
5.3.1.7	Factor 7: Role shopping motivations.....	64
5.3.1.8	Factor 8: Social shopping motivations	64
5.3.1.9	Factor 9: Idea shopping motivations	64
5.3.1.10	Confirmatory factor analysis.....	65
5.4	CLUSTER ANALYSIS OF RESPONDENTS BASED ON FASHION LEADERSHIP BEHAVIOUR	66
5.5	SHOPPING MOTIVATIONS ACROSS CLUSTERS.....	68
5.5.1	Hedonic shopping motivations across clusters	69
5.5.2	Utilitarian shopping motivations across clusters.....	71
5.6	DEMOGRAPHICS ACROSS CLUSTERS.....	73
5.7	SHOPPING MOTIVATIONS BY DEMOGRAPHIC	73
5.7.1	Shopping motivations and age.....	73
5.7.2	Shopping motivations and income	74
5.7.3	Store patronage across clusters	75
5.8	CONCLUSION.....	77
CHAPTER 6: CONCLUSIONS.....		78
6.1	REFLECTION OF THE STUDY.....	78
6.2	CONCLUSIVE REMARKS IN TERMS OF THE SAMPLE	79
6.3	CLUSTERS IN TERMS OF FASHION LEADERSHIP BEHAVIOUR	80
6.4	CONCLUSIVE REMARKS IN TERMS OF THE OBJECTIVES.....	81
6.4.1	Hedonic shopping motivations across clusters	82
6.4.1.1	Escapism shopping motivations.....	82

6.4.1.2	Value shopping motivations	84
6.4.1.3	Role shopping motivations	85
6.4.1.4	Social shopping motivations.....	86
6.4.1.5	Idea shopping motivations	87
6.4.2	Utilitarian shopping motivations.....	89
6.4.2.1	Achievement shopping motivations.....	89
6.4.2.2	Efficiency shopping motivations	90
6.5	SHOPPING MOTIVATIONS BY DEMOGRAPHIC	91
6.5.1	Shopping motivations and age.....	91
6.5.2	Shopping motivations and income	92
6.6	STORE PATRONAGE ACROSS CLUSTERS	92
6.7	IMPLICATIONS AND RECOMMENDATIONS	93
6.8	LIMITATIONS OF STUDY AND FUTURE RECOMMENDATIONS	94
6.9	FINAL CONCLUSIONS	95
	LIST OF REFERENCES.....	96

LIST OF FIGURES

FIGURE 2.1: ADOPTER CATEGORISATION ON THE BASIS OF INNOVATIVENESS (ROGERS, 2003: 281).....	17
FIGURE 3.1: CONCEPTUAL FRAMEWORK OF THE SHOPPING MOTIVATIONS THAT DRIVE FASHION LEADERSHIP BEHAVIOUR	39
FIGURE 5.1: FACTOR ANALYSIS MODEL.....	65

LIST OF TABLES

TABLE 3.1:	GENDER DIFFERENCES AND SHOPPING BEHAVIOUR (Bakewell & Mitchell, 2004: 226)	33
TABLE 4.1:	CONCEPTUALISATION AND OPERATIONALISATION	46
TABLE 4.2:	CRONBACH ALPHAS OF THE PILOT STUDY	48
TABLE 5.1:	SAMPLE CHARACTERISTICS	56
TABLE 5.2:	PERCENTAGE OF INCOME SPENT ON CLOTHING PURCHASES.....	57
TABLE 5.3:	TOP FIVE STORES FREQUENTED BY RESPONDENTS.....	57
TABLE 5.4:	ROTATED FACTOR PATTERN.....	59
TABLE 5.5:	CLUSTER SUMMARY	67
TABLE 5.6:	DESCRIPTIVE STATISTICS BY CLUSTERS	68
TABLE 5.7:	MULTIVARIATE TESTS ^a IN TERMS OF HEDONIC SHOPPING MOTIVATIONS.....	69
TABLE 5.8:	TESTS OF BETWEEN-SUBJECTS EFFECTS: MULTIPLE COMPARISONS.....	70
TABLE 5.9:	MEAN DIFFERENCE BETWEEN CLUSTERS.....	70
TABLE 5.10:	MULTIVARIATE TESTS ^a IN TERMS OF UTILITARIAN SHOPPING MOTIVATIONS.....	71
TABLE 5.11:	TESTS OF BETWEEN-SUBJECTS EFFECTS: MULTIPLE COMPARISONS.....	72

TABLE 5.12:	MEAN DIFFERENCE BETWEEN CLUSTERS.....	72
TABLE 5.13:	DESCRIPTIVE STATISTICS BY AGE GROUP.....	74
TABLE 5.14:	DESCRIPTIVE STATISTICS BY GROSS MONTHLY INCOME.....	75
TABLE 5.15:	FIVE MOST PATRONISED STORES ACROSS CLUSTERS	76
TABLE 5.16:	TOP FIVE STORE RANKINGS	76

LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE.....	104
APPENDIX B: PILOT STUDY TEN-FACTOR EXTRACTION.....	109
APPENDIX C: RESULTS OF QUESTIONNAIRE	112
APPENDIX D: INITIAL EXPLORATORY FACTOR ANALYSIS.....	114

CHAPTER 1: THE STUDY IN PERSPECTIVE

This chapter provides a summary of the study and its layout. Within this chapter an overview is given of the current South African retail environment, indicating the importance of understanding fashion leadership as a determining factor of the success of new fashions and retail growth. Male fashion leaders are discussed as an untapped market that previous research had not focused on - specifically in a South African context. Important elements of the chapter include: the justification for the research, the research problem and the overall objective of this study. Conclusively, the chapter provides an outline of the study, summarising the content of the remaining chapters.

1.1 THE SOUTH AFRICAN RETAIL LANDSCAPE

The global financial crisis of 2008, as well as the recent Eurozone crisis and economic slowdown in Asia have intensified continual economic uncertainty (PwC, 2012). The deteriorating global economic landscape has heavily impacted the South African economy and continues to restrict growth potential in various industries and unemployment levels within South Africa (BUSA, 2012). The South African economy has seen a slowdown in 2014 driven by labour strikes, diminishing private investment, rising inflation and uncertain electricity supply (Bizconnect, 2014).

Furthermore, as an emerging market¹ South Africa offers economic growth opportunities as well as unique characteristics which impacts on viable marketing approaches (Sheth, 2011: 166). Based on population size and the appeal of the economy South Africa is classified as a “strategic opportunity market” (Vital Wave, 2009), which implies being an attractive economy despite current challenges as the gross domestic product is showing promising growth and the standard of living is increasing (Vital Wave, 2009).

Within the uncertain economic landscape retailers are forced to cut prices and run aggressive promotions - in turn causing margins to minimise and competition to be more intensive (Bizconnect: 2014). These factors contribute to limited volume growth, increasing costs and falling prices (PwC, 2012). Even though growth outlooks are marginal and fragile (PwC, 2012), retail sales in South Africa continue to be the better performing indicator, showing that

¹ An emerging market can be defined as a country that has a gross national income of \$11.456 or less per capita (Vital Wave, 2009: 1).

consumer spending has been a supporting factor in keeping economic growth positive (BUSA, 2012: 3). In addition, South Africa boasts the most sophisticated economy on the African continent, the biggest retail market in sub-Saharan Africa as well as the 20th largest retail market in the world (PwC, 2012).

The South African apparel retail industry is of substantial importance to the economic growth of the country, contributing immensely to the economy, employment levels, and gross domestic product, to name but a few (Tustin, Van Aardt, Jordaan, Van Tonder, Meiring, 2014: 1). This influential industry consists of a multitude of highly competitive key role players, each aiming to achieve success within a volatile environment. In 2012, the South African apparel retail industry grew by 5% to reach a value of \$8.9 billion and is forecasted to reach a value of \$12.1 billion by 2017 (Marketline, 2013). More specifically the clothing industry was a R29.57 billion (\$4.36 billion) market in 2011 (PwC, 2012) and it is forecasted to expand by 36% over the period of 2012 to 2017. More recent studies indicate that the South African apparel retail industry reached a value of \$7.4 billion in 2014, a growth of 9.6% and is estimated to grow by a further 41.9% in the period 2014 to 2019 to a value of \$10.5 billion (Marketline, 2015).

Retailers in today's ever-changing and highly competitive apparel retail environment need to maintain a competitive advantage and market share (Marketline, 2013). As competition increases, companies have to introduce more efficient supply chains, reduce costs and enhance consumer experience (PwC, 2012). These companies also contend for the same share of the consumer's disposable income, translating into more power of choice for the consumers (PwC, 2012). Hence, today's consumers exert scrutiny and desire only the best products with the best value for money offering.

1.1.1 Fashion diffusion and acceptance as an aspect of retail growth

The introduction of new products is an important growth strategy for retailers to maintain their position, however in order for these new introductions and new products to be successful consumers and ultimately the mass market need to adopt these products within the apparel product's relative lifetime (Goldsmith, Heitmeyer & Freiden, 1991: 37; Polegato & Wall, 1980: 327). Fashion change² contributes to the necessity to accelerate and facilitate the mass

² Fashion change can be viewed as planned obsolescence promoted by fashion retailers in order to motivate consumers to continuously purchase new clothes (Law, Zhang & Leung, 2004: 362).

adoption of new fashion products as this type of product's lifecycle is short and stock clearance is of high importance in order to remain profitable.

The ultimate goal is to encourage consumers to reject what they currently own in favour of the latest and more fashionable clothing styles (Workman & Johnson, 1993: 60). This is achieved to a great extent through the effective targeting of fashion leaders, as they act as change agents who accelerate and facilitate the diffusion of a new fashion apparel product (Kang & Park-Poaps, 2010: 312; Polegato & Wall, 1980: 327). This adoption of new fashion styles occurs within the greater economic landscape and hence is not only influenced by the consumer, but also by their disposable income and what they are willing to spend on fashion apparel within a declining economy. The clothing and footwear retail sectors have proven to be successful even during the economic downswing, contributing 56.1% to retail sales trade growth indicating that the buying power still exists (Tustin *et al.*, 2014: 26).

A product's acceptance by the majority of consumers is integral to the success of new fashions (Clark & Goldsmith, 2006: 34; Polegato & Wall, 1980: 327). This successful acceptance ultimately manifests as purchases, profits and stock clearance. Constant changes in fashion trends as well as forced obsolescence ensure that most fashion products introduce newness into the market and can be seen as innovations (Solomon & Rabolt, 2004: 94). Fashion leadership plays an immense role in the adoption and success of new fashions, or innovations, as it facilitates and accelerates mass acceptance (Kim & Hong, 2011: 315; Kang & Park-Poaps, 2010: 312; Polegato & Wall, 1980: 327).

Fashion leadership is an important consumer characteristic due to the interpersonal influence essential in the consumption process of apparel (Kim & Hong, 2011: 314). Fashion leaders are the chief buyers in the introductory stage of a new fashion product (Phau & Lo, 2004: 399; Kaiser, 1997: 492) and have significant influence on the product at later stages, therefore influencing companies' strategic decision-making regarding diversification, product line extension and brand extension (Phau & Lo, 2004: 400). Within an apparel context fashion innovativeness³ and opinion leadership⁴ are the dimensions that constitute fashion leadership

³ Fashion innovativeness is the tendency to buy a new fashion earlier than any other consumers (Workman & Studak, 2005: 69; Sproles & Burns, 1994: 87) and to do so based on non-personal communication (McDonald & Alpert, 2007: 425).

⁴ Fashion opinion leadership is the degree to which an individual is able to influence informally other individuals' attitudes or overt behaviour in a desired way with relative frequency (Workman & Studak, 2005: 69; Rogers, 2003: 27, 300, 388).

and also signify the beginning of the diffusion process (Kang & Park-Poaps, 2010: 312; Kaiser, 1997: 492).

Fashion innovators adopt new styles, interpret them and give them visibility within their social worlds, and fashion opinion leaders interact and spread the fashion innovation both visually and verbally (Kaiser, 1997: 492; Goldsmith & Flynn, 1991: 42). Therefore fashion followers constantly imitate fashion leaders, and fashion leaders continue to find new fashion styles in order to differentiate themselves and to maintain innovativeness (Kaiser, 1997: 492) within the fashion world. Fashion leaders represent a small part of the population, but they are responsible for the ultimate success of this innovation as they initiate and accelerate the diffusion process of a new fashion product (Clark & Goldsmith, 2006: 34; Goldsmith *et al.*, 1999: 7). It seems that the targeting of fashion leaders could play a fundamental role in retailers and marketers' effort to launch a new fashion product in the market (Clark & Goldsmith, 2006: 34).

1.1.2 Male consumers and apparel fashion leadership

In South Africa menswear represents 28.2% of the apparel retail industry, compared to ladieswear which remains strong at 51.4%, the largest segment of the apparel retail industry (Marketline, 2015). Male shoppers are becoming increasingly important in retail and other consumer settings and yet they are under-represented or either totally ignored by most consumer research (Bakewell & Mitchell, 2004: 237). Research has primarily focused on women as they buy so many products and influences so many decisions; this has led to male shopping behaviour being grossly under-researched even though societal role and expectation shifts have taken place (Mitchell & Walsh, 2004: 332). Male fashion leadership research is a field of study that has, to date, received little to no attention considering the modern milieu and changing fashion involvement of male consumers.

As stated by Naderi (2013: 100) there is a gap in the research regarding men's involvement in fashion clothing, as current research have found that men have changed their focus and orientation from conventional clothing to fashion clothing in recent years, hence making them an attractive segment for fashion clothing products. Limited research exists on male fashion leadership, and certain research suggests that women have a higher likelihood to be considered fashion leaders (Cho & Workman, 2014: 379). Bakewell, Mitchell and Rothwell (2006: 169,175) found that Generation Y male consumers do exhibit fashion consciousness

but do not necessarily actively adopt new fashions. Their higher involvement in fashion can be accounted to their younger age, changing roles in households, as well as the conditioning effects of mass media which portray fashion more positively (Bakewell *et al.*, 2006: 170).

Previous research indicates there is no definitive conclusion regarding the demographic profiles of fashion leaders and this market cannot be easily segmented by demographic and lifestyle characteristics (Kang & Park-Poaps, 2010: 315; Michon *et al.*, 2007: 491; Goldsmith & Flynn: 1991:48-49; Polegato & Wall, 1980: 327,337). Conversely, previous research on gender differences and shopping behaviour has indicated that there is a clear differentiation between the ideologies held by women versus that held by men (Bakewell & Mitchell, 2004; 226). This difference in gender based shopping behaviour may indicate that male fashion leadership behaviour could differ from extensively researched female fashion leadership behaviour.

Young men have been found to be more involved in shopping compared to previous generations and certain product categories, previously seen as female, now also target male consumers (Kotzé, North, Stols & Venter, 2012: 417; Bakewell & Mitchell, 2006: 1297). Shopping has greatly been categorised as a feminine activity and men generally avoid it in order to preserve their masculinity, in contrast to women who perceive shopping as enjoyable (Bakewell & Mitchell, 2004: 226). Men generally perceive themselves as being competent shoppers, but many do not enjoy the experience (Workman & Lee, 2011: 52,55), those who do find shopping enjoyable show higher fashion trait consciousness (Kotzé *et al.*, 2012: 417), which could indicate that shopping enjoyment for male consumers may be linked to fashion leadership behaviour. These findings also indicate that the shopping motivations⁵ that influence male consumers may be different from those influencing female consumers.

Purchase decisions are driven by certain shopping motivations largely categorised as utilitarian and hedonic (Babin, Darden & Griffin, 1994: 644). Utilitarian shopping motivations are task-orientated, rational and cognitive; it depends on whether the particular consumption need stimulating the shopping trip was accomplished (Cardoso & Pinto, 2010: 540; Babin *et al.*, 1994: 646). Whereas hedonic shopping motivations can be defined as those facets of behaviour that relate to the multisensory, fantasy and emotive aspects of consumption and is therefore driven by the fun associated with consumption of the product and the criteria for success is essentially aesthetic in nature (Cardoso & Pinto, 2010: 540; Arnold & Reynolds, 2003: 78). Traditionally shopping has been considered as related to completing a task or

⁵ Shopping motivations are the processes responsible for the particular behaviour of people (Kang & Park-Poaps, 2012: 313; Kim & Hong, 2011: 315).

obtaining a product related goal, but shopping can also provide satisfaction on an emotional level and as entertainment (Kim & Hong, 2011: 315). Hence, the difference between utilitarian and hedonic shopping motivations are performing an act “to get something” as opposed to doing it because “you love it” (Babin *et al.*, 1994: 645).

Shopping motivations are of relevance for formulating retail marketing strategies and applicable to market segmentation as shopping motivations are frequently used as a basis for market segmentation and development of retail marketing strategies (Wagner, 2007: 569). Especially when considering specific shopping motivations that affect the fashion leadership of South African men. Shopping motivations are indicative of and closely related to fashion leadership. For example, certain utilitarian and hedonic shopping motivations relate directly to fashion innovators and fashion opinion leaders respectively. Utilitarian shopping motivations are linked to fashion opinion leadership and conversely hedonic shopping motivations are linked to fashion innovativeness (Kang & Park-Poaps, 2010: 324). Research has not previously differentiated between male and female fashion leadership, even though a clear difference in what motivates their shopping behaviour exists. Therefore, research focusing on shopping motivations of fashion leadership from a male consumer’s perspective may be beneficial to marketers and retailers.

Due to the importance of fashion leaders within the diffusion process, a range of research has focused on this phenomenon. Kang and Park-Poaps (2010: 312) investigated the direct relationship between fashion leadership and shopping motivations. This research was conducted in the United States of America and does not reflect whether or not the diffusion of innovation will be affected in the same manner in an emerging market context such as in South Africa. Furthermore, their study only considered female students (Kang & Park-Poaps, 2010: 319) thus disregarding the possibilities of research on male fashion leaders.

The importance of specific shopping motivations such as consumer need for uniqueness, attention to social comparison information, status consumption, and role-relaxed consumption with opinion leadership and opinion seeking for new fashionable clothing (Goldsmith & Clark, 2008; Clark & Goldsmith, 2006) have been highlighted. Extensive research has been done regarding the self-concept (Goldsmith *et al.*, 1999; Goldsmith, Flynn & Moore, 1996) as well as social values of fashion leaders (Goldsmith *et al.*, 1991). Kim and Hong (2011: 326) found women’s fashion leadership tendencies to directly influence their motivations for value,

gratification, social, and idea shopping. A gap exists in the literature regarding hedonic and utilitarian shopping motivations of male fashion leaders specifically.

Phau and Lo (2004) studied fashion innovators in terms of their demographic profile, self-concept, and whether innovators make impulsive online purchases and also found no conclusive evidence that demographics serve as an indication of fashion innovativeness. Polegato and Wall (1980) indicated information source usage by fashion innovators and followers but did not examine any motivations behind their behaviour. Other research has also focused on fashion innovativeness as a segmentation tool (Workman & Kidd, 2000: 227). Goldsmith and Flynn (1991) primarily focused on identifying factors of innovators and non-innovators, identifying preferences but omitting what motivates fashion leader's purchase behaviour, especially male consumers. In addition to investigating variables that might predict innovativeness, research has been conducted on characteristics that differentiate fashion innovators from non-innovators (Workman & Johnson, 1993: 61). Focusing on specific attributes that impact on hedonic and utilitarian shopping motivations of fashion leaders and followers, for example the shopping mall environment (Michon, Yu, Smith & Chebat, 2007). Wagner (2007) investigated a hierarchical theory of shopping motivation. Cardoso and Pinto (2010) identified the main shopping motivations of young Portuguese consumers, but did not focus on male fashion leaders as a consumer group.

As stated by Kang and Park-Poaps (2010: 313) it is important to not only have a better understanding of demographic variables of fashion leaders, including gender, but to understand the primary motivations associated with fashion leadership in order to create attractive marketing strategies and shopping environments that would satisfy targeted shopping motivations and thus influence fashion leadership behaviour.

1.2 RESEARCH PROBLEM

Fashion leadership has long been an interest of marketers and researchers as it plays such an important role in consumer decision-making (Flynn *et al.*, 1996: 137; Kang & Park-Poaps, 2010:312). These studies have not been successful in explaining what drives fashion leadership in an emerging market context, in a manner that it will be useful to marketers and retailers in South Africa. A product's acceptance by fashion leaders is of great importance as they are responsible for spreading the idea to the next group of adopters through word-of-

mouth, hence assisting in product acceptance and economic success (Du Plessis & Rousseau, 2003: 349).

Furthermore, a gap exists in the literature regarding the ever-evolving male consumer market, which has proven to show higher fashion involvement in current years. Menswear contributed towards 34.4% of the total retail market value in 2004 (Du Preez, Visser & Zietsman, 2007: 2). This figure has changed in the last decade and now menswear contribute towards 28.2% of the industry, a value of \$2.1 billion (Marketline, 2015: 9) lamenting the fact that this consumer market is of high importance to the South African retail environment and economy. Male consumers also have a varying set of needs and motives as compared to females which creates a need for retailers and marketers to gain a better understanding of their purchasing behaviour (Du Preez *et al.*, 2007: 4). Previous research on male shopping behaviour has indicated that female and male decision-making styles vary (Bakewell & Mitchell, 2006: 1299). As there is a contextual gap it is of importance to study the hedonic and utilitarian shopping motivations of South African male fashion leaders to determine whether or not the same results will be yielded within a South African context focusing specifically on male consumers. To date most studies in terms of fashion leadership focused on women, limited research exist related to male fashion leadership and factors compelling their fashion leadership.

This study empirically investigates, from a South African perspective, whether male fashion leaders (fashion innovators and fashion opinion leaders) are motivated by hedonic and/or utilitarian shopping motivations, in order to better understand male fashion leadership behaviour. More specifically the study explores to what extent male fashion leadership, fashion innovators and fashion opinion leaders, differ in terms of hedonic and utilitarian motivational factors related to new fashion consumption as well as across demographic variables such as age and income. This study aims to develop a better theoretical understanding, to retailers and marketers alike, of the diffusion of apparel innovations in terms of the crucial shopping motivations that are of importance to each dimension of fashion leadership as it relate to male consumer behaviour.

In light of the lack of knowledge about which hedonic and utilitarian shopping motivations drive male fashion leaders' acceptance of new fashion products in a South Africa context, the following research statement was formulated for this study:

Male fashion leadership (fashion innovators and fashion opinion leaders) will be motivated differently by hedonic and utilitarian shopping motivations in the South African market.

1.3 JUSTIFICATION OF THE STUDY

Marketers and retailers need to have a clear understanding of the needs and requirements of their target market in order to ensure the commercial success of their product (Goldsmith, Moore & Beaudoin, 1999: 7). Markets are often segmented by gender, but still there is a lack of interest in male shopping behaviour (Du Preez *et al.*, 2007: 2). Historically females have been seen as the principal buying agents for the household even though social and demographic changes are placing pressure on traditional gender roles and males are now more involved in shopping compared with previous generations (Bakewell & Mitchell, 2004: 224). The traditional idea of masculinity is being challenged and is evolving through cultural and social changes (Solomon & Rabolt, 2004: 156). Therefore a better understanding of not only male shopping behaviour but also male fashion leadership behaviour could be beneficial to marketers and retailers as it could allow for differentiation at store and product level (Blakewell & Mitchell, 2004: 224). The results of this study will enable retailers and marketers to accelerate the rate of adoption of new fashion products through effectively targeting the shopping motivations related to both fashion innovativeness and fashion opinion leadership of male consumers.

The neglect of men in consumer decision-making research in South Africa is lamentable given the clear evidence that they are a growing consumer segment and they are likely to make shopping decisions differently from women (Du Preez *et al.*, 2007: 3). Previous research on male shopping behaviour has indicated that female and male decision-making styles vary (Bakewell & Mitchell, 2006: 1299) and that it is integral to gain knowledge on gender differences in order to predict consumer behaviour (Workman, 2011: 131). Given the above statement, previous research has focused on comparing gender differences; however no current studies have investigated male fashion leadership exclusively.

According to Mitchell and Walsh (2004: 332) research needs to address the issue of male shoppers by examining differences in decision-making that could help marketers to find better ways of communicating with men and to guide marketing mix decisions. Marketers and retailers will be able to improve communication directly aimed at male consumers and also be

able to better target male fashion leadership behaviour that will ensure adoption and diffusion of new fashion products. The findings of this study will fill a void in the literature not only by furthering research on shopping motivations that drive fashion leadership behaviour, but also by examining male consumers within a South African context. Therefore this study will contribute towards the academic research on fashion leadership by empirically identifying the shopping motivations that drive fashion leadership behaviour, and additionally provide a distinction between fashion leadership and fashion innovativeness based on the shopping motivations related to each.

Moreover, fashion leaders as a targeted focus of retailers and marketers' could play a fundamental part in launching a new fashion product in the market (Clark & Goldsmith, 2006: 34). Sproles & Burns (1994: 85-87) suggests that retailing or marketing strategies that target or activate fashion innovativeness and fashion opinion leadership also effectively facilitate the acceptance of new fashions in the mass market.

The successful diffusion of new fashions is influenced by innovators and opinion leaders as they influence later adopters through word-of-mouth as well as their actions (Clark & Goldsmith, 2006: 35). Retailers and marketers seek to maximise sales and profits by appealing to their best customers and can increase their success by focusing on opinion leaders as they are frequent buyers and encourage others to shop and buy (Goldsmith, Flynn & Goldsmith, 2003: 54; Goldsmith & Flynn, 1991: 42). Additionally sales to the initial buyers stimulate positive cash flow that covers the expenses of new product development (Goldsmith *et al.*, 1999:7; Goldsmith & Flynn, 1991: 42). Research and development and the expenses associated with launching a new product are costly exercises; therefore it is of importance for marketers and retailers to better understand consumer innovativeness (Clark & Goldsmith, 2006: 34). Especially male fashion leadership as this market has proven to be under-researched indicating that improvements can be made in marketing to male consumers.

Furthermore, the emotional and psychological motivations that influence fashion forward purchasing behaviour is of importance to marketers as well as consumer retailers as a better understanding will contribute towards the body of knowledge regarding the motivations of buyer behaviour and provide specific guideline for marketing strategy (Goldsmith & Stith, 1990: 10). Earlier studies mainly focused on defining and developing scales for hedonic shopping motivations (Arnold & Reynolds, 2003: 77) and developing scales to measure hedonic and utilitarian shopping motivations (Flynn *et al.*, 1996, Babin *et al.*, 1994), which were adapted

and utilized for this study. Therefore the investigation of the hedonic and utilitarian shopping motivations of male fashion leaders will contribute towards the knowledge on the field and aid marketers and retailers in developing appropriate marketing strategies.

A thorough understanding of the hedonic and utilitarian drives behind fashion leadership behaviour will supply local retailers and marketers with the knowledge to stimulate male fashion leadership behaviour and ultimately mass acceptance of a new fashion product.

1.4 OBJECTIVES OF THE STUDY

The overall objective of the study is to explore the shopping motivations (hedonic and utilitarian) for male fashion leadership (fashion innovativeness and fashion opinion leadership) in order to better understand male fashion leadership behaviour in the South African context.

Specific objectives of the study are:

- To investigate the extent to which male fashion leadership (fashion innovativeness and fashion opinion leadership) differ with regard to *hedonic shopping motivations* in a South African context.
- To investigate the extent to which male fashion leadership (fashion innovativeness and fashion opinion leadership) differ with regard to *utilitarian shopping motivations* in a South African context.
- To investigate hedonic and utilitarian shopping motivations across fashion leaders' different demographic variables (age, income and ethnicity).

1.5 DEFINITION OF TERMS

Important concepts and terms used throughout the study are defined below for the sake of comprehensiveness and also to increase the theoretical validity of the study.

Fashion refers to a behavioural precedent that is accepted and widely held by a group of people, regardless of size, at a specific time (Yurchisin & Johnson, 2010: 1; Solomon & Rabolt, 2004: 6). In terms of this study fashion refers to male apparel fashions.

Fashion leadership signifies the beginning of the diffusion process and are comprised of two dimensions namely *fashion innovativeness and fashion opinion leadership* (Kang & Park-Poaps, 2010: 312; Kaiser, 1997: 492).

Fashion innovativeness is the tendency to buy a new fashion earlier than any other consumers (Sproles & Burns, 1994: 87).

Fashion opinion leadership is the degree to which an individual is able to influence informally other individuals' attitudes or overt behaviour in a desired way with relative frequency (Workman & Studak, 2005: 69; Rogers, 2003: 27, 300, 388).

Shopping motivations are the processes responsible for the particular behaviour of people (Kang & Park-Poaps, 2012: 313; Kim & Hong, 2011: 315). The various shopping motivations that influence fashion leaders are primarily driven by utilitarian and hedonic reasons (Wagner, 2007: 571; Babin *et al.*, 1994: 645). Motivation is the internal driving force that induces action. This "driving force" results from a state of tension that exists as a result of an unfulfilled need (Du Plessis & Rousseau, 2003: 227). Shopping motivations refers to internal forces that compel consumers/customers to behave in specific manner when buying or purchasing desired goods.

Hedonic shopping motivations can be defined as those facets of behaviour that relate to the multisensory, fantasy and emotive aspects of consumption and is therefore driven by the fun associated with consumption of the product and the criteria for success is essentially aesthetic in nature (Cardoso & Pinto, 2010: 540; Arnold & Reynolds, 2003: 78).

Utilitarian shopping motivations are task-orientated, rational and cognitive; it depends on whether the particular consumption need stimulating the shopping trip was accomplished (Cardoso & Pinto, 2010: 540; Babin *et al.*, 1994: 646).

1.6 PRESENTATION AND OUTLINE OF THE STUDY

Chapter 1: The study in perspective, provides a summary of the study and its layout. Within this chapter an overview is given of the current South African retail environment, indicating the importance of understanding fashion leadership as a determining factor of the success of new fashions. Male fashion leaders are discussed as an untapped market that previous research

has not focused on specifically in a South African, emerging market context. Important elements of the chapter include the justification for the research, the research statement, and the overall objective of the study. Conclusively - the chapter provides an outline of the study, summarising the content of the remaining chapters.

Chapter 2: Theoretical perspective, discusses the theoretical perspective used in this study, namely Rogers' (2003) diffusion of innovation theory, specifically focusing on the characteristics of fashion leadership. The characteristics of fashion leadership are the focus as this determines whether an individual can be defined as either a fashion innovator or a fashion opinion leader.

Chapter 3: Literature review, investigates previous literature, focusing on the concepts of fashion leadership, specifically fashion innovativeness and fashion opinion leadership, as well as hedonic and utilitarian shopping motivations. For this study specific focus is placed on the influence of these variables within a South African male's fashion decision-making process. The chapter starts with an in-depth look at fashion leadership and shopping motivations, and continues to review the influence of these factors on each other as applicable to the male fashion leader in a South African context. This chapter is concluded with the conceptual framework as well as the research hypotheses developed for this study with the literature background in mind.

Chapter 4: Research methodology, describes and justifies the research design and methodology utilised for this study. The conceptualisation and operationalisation of the various concepts included in the hypotheses are discussed in detail, as well as the development of the instrument, the sample, sampling techniques, data collection techniques and analysis techniques for the study. Furthermore, this chapter includes an explanation of the methods used to ensure reliability and validity in the study, as well as the researcher's contribution to ethical considerations.

Chapter 5: Results, provides an explanation of the data analysis and presents the results and interpretation thereof. The data is presented according to the hypotheses developed for the study.

Chapter 6: Discussion and conclusion, consists of the interpretation of the results and presents final conclusions according to the hypotheses and conceptual framework developed

for this study. Based on the conclusions drawn, the implications of the results on fashion retailers and marketers are highlighted and recommendations are made in terms of suitable strategies to trigger male fashion leadership in order to ensure a high rate of adoption of new fashion apparel products. Furthermore, limitations of the study are stated as well as suggestions for future research.

1.7 CONCLUSION

In this chapter the study was outlined in terms of the context, various concepts and research problem and overall objective of the study. Chapter 2 will focus on the theoretical perspective, Rogers' (2003) diffusion of innovation theory. A more in-depth description of the relevant concepts of this will be defined and discussed in Chapter 2.

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CHAPTER 2: THEORETICAL PERSPECTIVE

Chapter 2 discusses the theoretical perspective used in this study, namely Rogers' (2003) diffusion of innovation theory, specifically focusing on the characteristics of fashion leadership. The characteristics are the focus - as this determines whether an individual can be defined as either a fashion innovator or a fashion opinion leader. The theory also provides insight into the adoption of new ideas in order to predict fashion leadership behaviour and the successful adoption of new fashions.

2.1 NEW FASHION APPAREL PRODUCTS AS AN INNOVATION

Seasonally new fashion products are introduced into the marketplace; these vary in terms of their level of innovation or newness (Sproles & Burns, 1994: 71). Fashion products that rate high in terms of their innovation or newness pose the risk of not being adopted by the mass market and therefore result in financial losses for the retailer. Retailers, designers and marketers act as change agents⁶ as they determine what and how many innovations are introduced into the market (Brannon, 2005: 49). However, fashion designers and marketers cannot dictate what fashion innovations will be accepted, fashion leaders determine whether an innovation will be adopted or rejected (Sproles & Burns, 1994: 85). These change agents control the diffusion of innovation by being knowledgeable, understanding newness and spreading information (Brannon, 2005: 48).

Constant changes in fashion trends as well as forced obsolescence ensure that most fashion products introduce newness into the market and can be seen as innovations. Adoption of fashion innovations is a continuous process for both the fashion industry and consumers (Sproles & Burns, 1994: 71). According to Law *et al.* (2004: 363) the change in fashion and subsequent adoption by consumers aims at conforming to the newly formed taste in the society. Hence, apparel retailers and marketers need to fully understand how consumers will react towards their fashion products in order to ensure the successful adoption of these fashions.

⁶ Change agents are considered as a composite group of innovators and opinion leaders whom communicate fashion trends through action and word-of-mouth, hold a greater knowledge of fashion and have good taste (Brannon, 2005: 48). In this study also referred to as fashion leaders.

2.2 DIFFUSION OF INNOVATION THEORY

The investigation into the innovative nature of males' fashion leadership was supported by the diffusion of innovation theory of Rogers (2003). The diffusion of innovation or adoption theory (Rogers, 2003) was chosen as a suitable framework for this study. As this theory suggests that the characteristics of the consumer will influence their decision to adopt an innovation and provides insight into the adoption of new ideas in order to predict fashion leadership behaviour, including but not limited to the shopping motives that drive fashion leadership. The diffusion of innovation theory also reflects on consumers' reactions to an innovation, such as fashion, over a period of time (Brannon, 2005: 41). This model has been used as the basis for a multitude of studies considering consumer behaviour and adoption of fashion products in various social systems (Brannon, 2005: 48). Especially with a focus on the far left-hand side of Rogers' bell-shaped diffusion curve, this illustrates the adoption of innovations over time as well as adopter categories (Rogers, 2003: 45).

The innovation-decision process can be defined as: "The process through which an individual passes from gaining initial knowledge of an innovation, to forming an attitude toward the innovation, to making a decision to adopt or reject, to implementation of the new idea, and to confirmation of this decision." (Rogers, 2003: 168). Based on this definition it is clear that individuals making new fashion product purchasing decisions will be influenced by the various shopping motivations throughout the innovation-decision process.

2.3 ADOPTER CATEGORIES

The individuals in a social system do not all adopt an innovation at the same time. Rather, consumers adopt an innovation over time, resulting in classification based on when a consumer first begins to use a new idea (Rogers, 2003: 267).

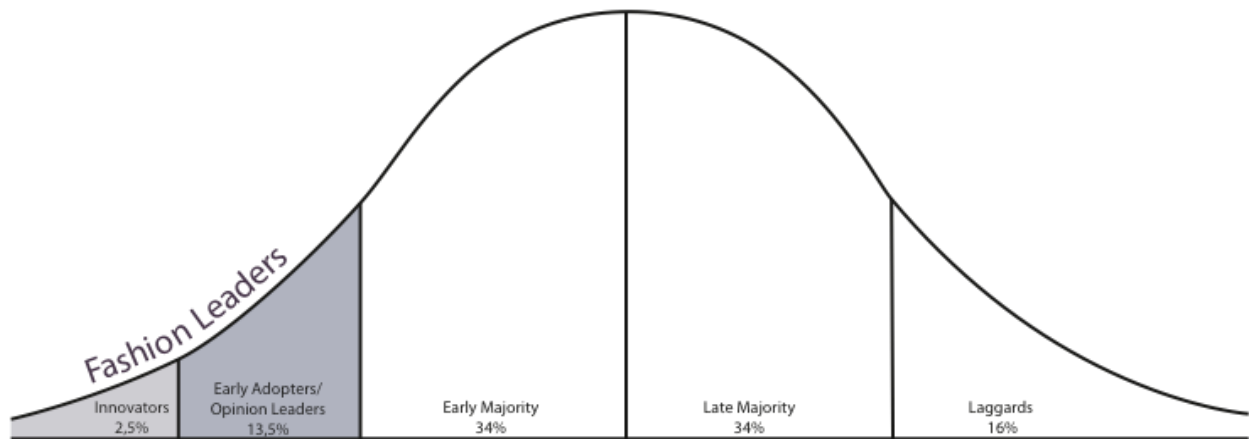


FIGURE 2.1: ADOPTER CATEGORISATION ON THE BASIS OF INNOVATIVENESS (ROGERS, 2003: 281).

As indicated in the figure above, there are five adopter categories: innovators, early adopters, early majority, later majority, and laggards (Rogers, 2003:280). Innovators and early adopters (fashion leaders) are the first to adopt an innovation and represent 2.5% and 13.5% of the population respectively (Rogers, 2003: 281). Fashion leaders, specifically fashion innovators and opinion leaders, represent an important sub-sector of the population as they activate and spread the adoption of an innovation and are therefore the focus of the present study. Fashion followers, comprised of early majority, late majority and laggards, act as imitators as they adopt at a later stage and also represent the majority of consumers (Kaiser, 1997: 492-493).

Within any social structure opinion leaders spread the innovation through the social group by means of visual and verbal information, whereas innovators do not as they are seen as untrustworthy with limited influence (Rogers, 2003: 26). Innovators however are the earliest consumers to communicate the new fashion product and even though they do not spread the innovation they create original awareness through visual display and initial exposure (Kaiser, 1997: 493).

2.3.1 Characteristics of fashion leaders

Both innovators and opinion leaders play an immense role in not only the mass acceptance of a new fashion products but also the rate of diffusion⁷; innovators launch the new idea in the

⁷ The rate of diffusion indicates the relative speed with which an innovation is adopted by members of a social system (Rogers, 2003: 221).

social group whereas opinion leaders spread the innovation in the form of advice and information to the rest of the social group (Rogers, 2003: 283). It is therefore of utmost importance to be able to identify the individuals that act as fashion leaders within their social system. In order to do so one must have an understanding of the characteristics of innovators and opinion leaders as well as what hedonic and utilitarian shopping motivations drives fashion leaders to portray fashion forward purchasing behaviour.

According to Rogers (2003: 287) consumers possess three sets of characteristics that determine their level of innovativeness: socio-economic characteristics, personality values and communication behaviour. In order for a consumer to be classified as a fashion leader they must possess the socio-economic, personality, and communication characteristics as highlighted below:

On a *socio-economic level* fashion leaders are believed to be the same age as other adopters, obtained a formal education and to be affluent (Rogers, 2003: 288).

A consumer's *personality influences* their purchasing decisions and their general behaviour; hence how they respond to their specific marketing environment (Brannon, 2005: 49). In terms of personality variable fashion leaders are believed to be more emphatic, less dogmatic, possess a greater ability to deal with abstraction, act more rationally, have more intelligence, have more favourable attitudes to change, can deal with uncertainty and change, have a more favourable attitude towards science, are less fatalistic, and have higher aspirations (Rogers, 2003: 289-290).

Based on a fashion leader's personality, innovations may appeal to them on a different level. Innovators who prefer to be challenged on a mental level and solve problems may prefer communication through mass media and explore to find innovations, for example go window-shopping (Brannon, 2005:49). Whereas innovators who prefer to be stimulated on a sensory level and take risks prefer visual to verbal communication (Brannon, 2005: 49).

In terms of *communication behaviour* fashion leaders are believed to have more social participation, are more connected, more cosmopolite, have more contact with change agents, have greater exposure to mass media and interpersonal communication, they seek information about innovations, have greater knowledge about innovations, and have a higher degree of

opinion leadership (Rogers, 2003: 290-291). Additionally fashion leaders are inherently interested in the product group for which they are a leader (Brannon, 2005: 49).

Fashion leaders are sensitive towards the Zeitgeist and can anticipate change, they are confident enough to visualise this new taste or fashion and influential enough in the social group to spread the innovation both verbally and visually (Brannon, 2005: 49-50).

Applying the diffusion of innovations theory, the present study focuses on the rate of adoption and what drives and accelerates it. Many retailers and marketers face the problem of how to accelerate the rate of diffusion or adoption of an innovation (Rogers, 2003: 1). An innovation is only adopted if and when fashion leaders spread it in their social group (Brannon, 2005: 59). Fashion followers (the majority of adopters) need to buy into the new fashion in order to prove it a success. Certain trends may be large for many seasons or years and prove to be profitable for retailers at any stage in the diffusion curve, whereas other new fashions may be a fad and have a short-lived window of profitability (Brannon, 2005: 54). Hence retailers have to identify where trends or innovations are in the diffusion curve to successfully back a new fashion or when to introduce a new trend or innovation. This will enable retailers to maximise on innovations and combined with an understanding of how to target fashion leader's ensure continuous fiscal success.

2.4 ELEMENTS OF THE DIFFUSION OF INNOVATION THEORY

According to Rogers (2003: 5), the diffusion of innovation theory describes the process of diffusion by which an innovation or new idea is communicated through certain channels over time among the members of a social system. Therefore four elements of the theory can be identified, namely innovation, communication channels, time and social system. These elements are briefly discussed below.

2.4.1 The innovation

An innovation is an idea, practice, or object that is perceived as new by an individual or other units of adoption (Rogers, 2003: 12). In terms of the present study the innovation is any new fashion product. Innovations in terms of fashion can refer to any style, design or look viewed as new by the consumer, even if it has been available in the marketplace and utilised by other consumers (Solomon & Rabolt, 2004: 94).

In order for a new fashion to be viewed as an innovation it must possess novelty, it must seem different to what is already owned by the consumer, their social group or the marketplace (Brannon, 2005: 44).

2.4.2 Communication channels

For an innovation to be adopted, knowledge or information needs to be communicated from an individual who has the information to an individual who does not (Rogers, 2003: 18). This can also be seen as “social copying” whereby consumers adopt innovations in a group as it is introduced and diffused throughout the social environment and in turn becomes part of the fashion norm (Yurchisin & Johnson, 2010: 3). Newness of an innovation is determined by knowledge, persuasion, or a decision to adopt (Rogers, 2003:12). The newness is not necessarily objective and the product may be familiar, as with fashion products, however new knowledge is necessary (Sproles & Burns, 1994: 86). As new knowledge is required persuasion is needed to convince the consumer to adopt new fashion products.

Essentially the innovation-decision process is an information seeking and information-processing activity whereby an individual is motivated to reduce uncertainty about the advantages and disadvantages of the innovation (Rogers, 2003: 14). Fashion leaders play a great role as potential adopters look to early adopters for advice and information about an innovation, and therefore speed up the diffusion process (Rogers, 2003: 283; Kaiser, 1997: 492).

Awareness-knowledge is created through communication, especially interpersonal channels, such as word-of mouth that has proven to be more effective than other communication channels, and the Internet has also become more important (Rogers, 2003:18). Consumers with high fashion opinion leadership are likely to influence mass consumers through interpersonal communication, mainly occurring among intimate social groups where they can legitimate the acceptance of a new fashion (Kang & Park-Poaps, 2010: 314).

2.4.3 Time

Furthermore, the time associated with the adoption of an innovation includes the time it takes to pass over knowledge, how quickly an innovation is adopted, as well as the rate of adoption

(Rogers, 2003:20). The rate of adoption of a new fashion product is greatly influenced and determined by the behaviour of opinion leaders as they determine the rate of adoption of an innovation in a system through interpersonal communication (Rogers, 2003: 300; Sproles & Burns, 1994: 87). The time it takes for an innovation to diffuse throughout a social system is linked to the continuity or familiarity of a style; the more familiar the quicker it is adopted (Yurchisin & Johnson, 2012: 3). For this study the focus will be placed on innovators and fashion opinion leaders as they influence the rate of adoption of new fashion products and trends.

2.4.4 A social system

Adoption also takes place within a social system; the social structure of the system affects diffusion as it is a boundary (Workman & Studak, 2005: 66; Rogers, 2003: 24). Therefore an innovation is more likely to be adopted within a certain social group, for example knowledge on a new fashion product is most likely to spread within a certain homogeneous group where the individuals share similar attributes such as beliefs, education, and socio-economic status (Rogers, 2003: 19). The fashion process involves group acceptance of socially defined norms of what is considered fashionable, therefore individuals in a social system will strive to conform to behaviour of others in the group and accept socially approved fashion norms (Sproles & Burns, 1994: 139-140).

Furthermore, as the consumption of fashion relates to collective social behaviour, fashion leaders are important as they provide leadership in directing fashion consumption (Kim & Hong, 2011: 316). Furthermore, fashion innovations also spread across different social systems; it may be diffused within a modern social system and then introduced and diffused to traditional or less innovative social systems (Sproles & Burns, 1994: 81-82).

2.5 FACTORS INFLUENCING THE RATE OF ADOPTION

Certain factors support or deter the adoption of an innovation (Brannon, 2005: 44), Rogers (2003) identified five characteristics of an innovation that influence the rate of adoption of an innovation:

Relative advantage is the degree to which an innovation is perceived as being better than previous alternatives (Rogers, 2003: 229). When applied to fashion innovations this refers primarily to the degree to which a new style is differentiated from previous fashions (Sproles & Burns, 1994: 72) as well as how beneficial the innovation is versus the competitors (Solomon & Rabolt, 2004: 101).

Compatibility is the degree to which an innovation is perceived as consistent with the existing values, past experiences, and needs of potential adopters (Rogers, 2003: 240). In other words as simplified by Solomon and Rabolt (2004: 99): “The innovation should be compatible with consumers’ lifestyle”. Therefore, if a fashion innovation is too novel or unique, it is likely not to be accepted by the majority of consumers (Sproles & Burns, 1994: 72).

Complexity is the degree to which an innovation is perceived as relatively difficult to understand and use (Rogers, 2003: 257). Within the fashion industry market-related communication is utilised in order to educate consumers, hence the learning experience is quick and easy and the fashion innovation is adopted (Sproles & Burns, 1994: 72-74).

Trailability refers to the extent to which a consumer can test a product before purchase, hence decreasing risk (Solomon & Johnson, 2004: 99). When a new style is expensive or different from current fashions, risk is substantial and trialability is reduced, however if it is socially accepted after the risk has been taken, the test of trialability has been passed and this may lead to increased adoption (Sproles & Burns, 1994: 74, McDonald & Alpert, 2007: 428).

Observability is the degree of visibility that the innovation offers (Brannon, 2005: 44; Rogers, 2003: 258). Fashion innovations are visibly communicated, this observability influences adoption and diffusion (Sproles & Burns, 1994: 74, McDonald & Alpert, 2007: 428).

New fashion apparel products therefore have a relatively quick rate of adoption, as it possesses these five characteristics. The apparel retail industry is known for the forced obsolescence of its products and consumers have been conditioned to a throw away culture that supports constant consumption of fresher and enhanced products (Kaiser, 1997: 482). Apparel products are also easy to understand and compatible with the consumer’s existing values, past experience and needs. Furthermore fashions can easily be experimented with at a relative low cost and all fellow consumers observe it in the same social system.

2.6 THE ADOPTION PROCESS

Subsequently a new idea or innovation is adopted through an innovation-decision process, through which an individual passes from gaining knowledge about an innovation, to forming an attitude toward the innovation, to a decision to adopt or reject, to implementation of the new idea and to confirmation of this decision (Rogers: 2003: 216). The five stages of this process are explained below.

2.6.1 Knowledge stage

Knowledge is obtained when a consumer acquires information about an innovation, executing awareness but not judgement (Solomon & Rabolt, 2004: 95). This information may be gained passively or through behaviour they initiate (Rogers, 2003: 171), fashion leaders will generally seek information and then communicate messages about this innovation. Within the fashion industry awareness and knowledge is mostly spread through mass media and interpersonal communication (Sproles & Burns, 1994: 264). Fashion leaders are more involved in obtaining information and often take on the role of opinion seekers; hence they are more knowledgeable consumers (Solomon & Rabolt, 2004; 419).

2.6.2 Persuasion stage

Persuasion occurs when an individual forms a favourable or an unfavourable attitude towards the innovation (Brannon, 2005: 45; Rogers, 2003: 174). Therefore, after knowledge is acquired about an innovation individuals become more psychologically involved with the innovation, actively seek more information to reduce uncertainty and risk and applies this to their current or future situation (Rogers, 2003: 175).

2.6.3 Decision stage

Decision takes place when an individual engages in activities that lead to a choice to adopt or reject the innovation (Brannon, 2005: 45; Rogers, 2003: 177). An inherent aspect of diffusion is that some degree of uncertainty is involved (Rogers, 2003:6), the consumer of a new fashion product will have to evaluate the risk involved and make a decision to adopt or reject this

innovation. When consumers or potential adopters become aware of an innovation, certainty about the relative advantage of the innovation is still unknown (Rogers, 2003:14).

2.6.4 Implementation stage

Implementation occurs when an individual puts a new idea into use (Rogers, 2003: 179). For example, the consumer of new fashion apparel products can exercise overt behaviour and purchase the innovative product. On the other hand the consumer may evaluate the uncertainty and risk to be too high and not purchase the new fashion.

2.6.5 Confirmation stage

Confirmation takes place when a consumer seeks reinforcement of an innovation-decision already made, but he or she may reverse this previous decision if exposed to conflicting messages about the innovation (Rogers, 2003: 189). This is done in order to either avoid or reduce a state of dissonance (Rogers, 2003: 189); therefore decreasing uncertainty even after the purchasing decision has been made.

2.7 CONCLUSION

The next chapter investigates previous literature, focusing on the concepts of fashion leadership, specifically fashion innovativeness and fashion opinion leadership, as well as hedonic and utilitarian shopping motivations. This study specifically focuses on the influence of these variables within a male's fashion decision-making process in a South African context. The chapter starts with an in-depth review of fashion leadership and shopping motivations, and continues to review the influence of these factors on each other as applicable to male fashion leadership. This chapter is concluded with the conceptual framework as well as the research hypotheses developed for this study with the literature background in mind.

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CHAPTER 3: LITERATURE REVIEW

This chapter investigates previous literature, focusing on the concepts of fashion leadership, specifically fashion innovativeness and fashion opinion leadership, as well as hedonic and utilitarian shopping motivations. This study specifically focuses on the influence of these variables within a male's fashion decision-making process in a South African context. The chapter starts with an in-depth review of fashion leadership and shopping motivations, and continues to review the influence of these factors on each other as applicable to male fashion leadership. This chapter is concluded with the conceptual framework as well as the research hypotheses developed for this study with the literature background in mind.

3.1 FASHION LEADERSHIP

Fashion is defined by Schrank (1973: 534) as a socially derived valuation of an idea, practice or product, or as a form of collective behaviour, which in turn has implications on many facets of human group living. Therefore the consumption of fashion apparel products does not only influence the economy, but also the behaviour of consumers (Kang & Park-Poaps, 2010: 313). It is seen as a social force that permeates modern existence in its entirety and is therefore a subject of interest to social science as well as marketers (Baumgarten, 1975: 12; Brett & Kernaleguen, 1975: 775).

In order to better understand fashion's influence on the apparel industry an understanding of change agents, especially fashion leaders, are of utmost importance as they influence others to buy. The fashion industry is driven by changes in fashion trends as this increases demand for clothing, but this change results in uncertainty as it is unknown what route the demand will follow (Brett & Kernaleguen, 1975: 778). Torres, Summers and Belleau (2001: 205) stated that "Change, the only constant in fashion, has significantly affected all aspects of the apparel industry ... and menswear, in particular." Men's fashion needs have evolved from work centric to individuality centric (Torres *et al.*, 2001: 205). Fashion companies need to ensure that innovations and changes in men's fashion are diffused into the market by positioning products to ensure sales and increased profitability. (Rahman, Saleem, Akhtar, Ali & Khan, 2014:49). The goal of fashion marketers is to provide the right merchandise at the right time, in the right place, and in the right assortments and quantities to satisfy consumer demand (Kaiser, 1997: 493). Therefore marketers need to have a good understanding of the target consumer's preferences and characteristic behaviour, particularly fashion leaders who influence other consumers in their social groups (Clark & Goldsmith, 2006: 34). The frequent introduction of

new clothing styles within the fashion market results in a desirable area of study regarding innovativeness (Baumgarten, 1975: 12).

Within the diffusion of innovations theory (discussed in the previous chapter), Rogers describes adopter categories, as not all consumers adopt an innovation at the same time. These categories describe different groups as a means of convenience by grouping members of a social system together - based on their level of innovativeness (Rogers, 2003: 267). Furthermore the individuals in a specific adopter category exhibit distinctive behavioural traits (Brett & Kernaleguen, 1975: 775), which differentiate each group from one another. Simplified we can identify change agents who are first to adopt and communicate new fashions to other consumers, and fashion followers who seek information and are influenced by change agents (Rahman *et al.*, 2014: 53).

The diffusion of innovations applies to the adoption of new fashion products just as it applies to all new ideas and innovations. Hence, in this study two of Rogers' adopter categories are adapted to suit the investigation within the apparel context, consequently we consider innovators as fashion innovators and early adopters as fashion opinion leaders (Kang & Park-Poaps, 2010: 312; Kaiser, 1997: 492). These dimensions constitute fashion leadership and signify the beginning of the diffusion process (Kang & Park-Poaps, 2010: 312; Kaiser, 1997: 492), and these individuals are viewed as fashion change agents.

Fashion leaders are the first adopter categories to adopt an innovation (see Figure 2.1), and they activate and spread the adoption of an innovation (Phau & Lo, 2004: 399; Kaiser, 1997: 492). Similarly Kang and Park-Poaps (2010: 312) suggests that the mass acceptance of a new fashion is often initiated and accelerated by fashion leadership.

Although fashion innovators adopt new styles first, interpret them and give them visibility within their social worlds, fashion opinion leaders interact and spread the fashion innovation both visually and verbally (Kaiser, 1997: 492; Goldsmith & Flynn, 1992: 42). Therefore fashion followers constantly imitate fashion leaders, and fashion leaders continue to find new fashion styles in order to differentiate themselves and to maintain innovativeness (Kaiser, 1997: 492). Alas fashion innovators and opinion leaders only represent 2.5% and 13.5% of the population respectively (Rogers, 2003: 281). As they constitute such a small percentage of the population all efforts must be exerted in order to ensure these consumers are targeted successfully and

that the diffusion process is activated. This study specifically focuses on fashion leadership, which consists of fashion innovators and fashion opinion leaders.

In the following section fashion innovators and opinion leaders will be discussed in more detail, based on Rogers' diffusion of innovation theory as discussed in Chapter 2.

3.1.1 Fashion innovators

Fashion innovativeness is the tendency to buy a new fashion before any other consumers (Workman & Studak, 2005: 69; Sproles & Burns, 1994: 87) and to do so based upon non-personal communication (McDonald & Alpert, 2007: 425). Innovators are important, as these consumers are the first to adopt a style and influence the general adoption of a new fashion as they create initial awareness (Phau & Lo, 2004: 400; Kaiser, 1997: 493). Furthermore fashion innovators may be the first to wear new styles, but also create new looks themselves and are therefore of great interest to fashion retailers and marketers (Sproles & Burns, 1994: 87) as they influence the direction of trend.

3.1.1.1 Characteristics of fashion innovators

Fashion innovators display varying sets of values and psychological characteristics compared to typical mass-market consumers (Kang & Park-Poaps, 2010: 315). Fashion innovators are characterised as the first buyers of new fashionable apparel and comprise a unique and important segment of the fashion apparel market (Phau & Lo, 2004: 400). Within the product adoption or diffusion curve innovators are placed first, they are eager to try new ideas and willing to take risks, they are young, educated and socially connected outside their groups (du Plessis & Rousseau, 2003: 349). Fashion innovators show interest in new fashions, have high exposure to fashion relevant-media, spend more on new fashion products and exhibit impulsive shopping behaviour (Phau & Lo, 2004: 402-403).

Innovators can be classified as being venturesome; their interest in new ideas leads them out of their social system and into more extended social relationships (Rogers, 2003: 282; Kaiser, 1997: 495). They have a unique self-image, exhibit impulsive behaviour and are excitable, indulgent, contemporary, liberal and colourful (Phau & Lo, 2004: 399; Goldsmith *et al.*, 1996: 246). Innovators can also be described as having a greater need for uniqueness (Workman &

Kidd, 2000: 233) as well as variety in the form of mental stimulation (Workman & Johnson, 1993: 63) when compared to fashion followers (Michon *et al.*, 2007: 497).

3.1.1.2 Fashion innovators and elements of the diffusion of innovation theory

Innovations in terms of fashion can refer to any style, design or look viewed as new by the consumer, even if it has been available in the marketplace and utilised by other consumers (Solomon & Rabolt, 2004: 94). In order for a new fashion to be viewed as an innovation it must possess novelty, it must seem different to what is already owned by the consumer, their social group or the marketplace (Brannon, 2005: 44).

Fashion innovators are venturesome and actively seek out new ideas outside of their social system in order to launch and innovation within their social system (Kaiser, 1997: 495). As innovators have a desire for the rash, the daring, and the risky (Rogers, 2003: 283; Kaiser, 1997: 495; Goldsmith & Stith, 1990: 11), they are more open to experiment with new fashion products and therefore act as gatekeepers in the flow of new ideas in a system (Rogers, 2003: 283).

Innovators display unique *communication* patterns as they are not the consumers who spread the innovation through word-of-mouth, they are the first to communicate the innovation but do so through creating initial awareness through visual display and initial exposure (Kaiser, 1997: 493). Communication patterns and friendships among a clique of innovators are common, even though they may be geographically distanced (Rogers, 2003: 282).

Moreover, fashion innovators influence the *time* it takes for an innovation to be accepted and adopted as they create initial awareness within their *social system*. Other members may not respect innovators in a local system, however they still play an important role in the diffusion process; they launch the new idea in the system by importing the innovation from outside of the system's boundaries (Rogers, 2003: 312).

3.1.1.3 Factors influencing the rate of adoption

Fashion innovations possess *relative advantage* as these styles are differentiated from previous fashions (Sproles & Burns, 1994: 72). Fashion innovators are venturesome and seek out these new products with relative advantage, thus increasing the rate of adoption as they

visually introduce the innovation in their social system. Furthermore, fashion innovators increase *observability*; influencing adoption and diffusion (Sproles & Burns, 1994: 74, McDonald & Alpert, 2007: 428).

Fashion innovators are inquisitive by nature and are not afraid to take risks, hence new fashions display *compatibility* with their lifestyle and ideologies (Solomon & Rabolt, 2004: 99). Innovators also display the ability to understand *complex* new ideas and technical knowledge and to cope with uncertainty (Rogers, 2003: 282; Kaiser, 1997: 495). Hence, guaranteeing that innovators adopt novel fashions and consequently introduce it in their social system increase the rate of adoption. Furthermore, fashion innovators are highly educated and more financially well off (Rogers, 2003: 288) which simplifies the possibility of *trailability* as they can test a product before purchase.

3.1.1.4 The adoption process

Consumers at a high level of fashion innovativeness tend to be the first to display a new fashion, being the forerunner regarding the new fashion's acceptance (Kang & Park-Poaps, 2010: 314; Clark & Goldsmith, 2006: 36; Sproles & Burns, 1994: 87). Within the fashion industry *awareness and knowledge* is mostly spread through mass media and interpersonal communication (Sproles & Burns, 1994: 264). Fashion innovators are more involved in obtaining information of new fashions; hence they are more knowledgeable consumers (Solomon & Rabolt, 2004; 419).

After knowledge is acquired about an innovation individuals become more psychologically involved with the innovation, actively seek more information to reduce uncertainty and risk and applies this to their current or future situation (Rogers, 2003: 175). Fashion innovators play the role of creating initial awareness and giving visibility to a style, hence assisting in the *persuasion* stage of other members in their social system.

Fashion innovators are the first to adopt and as they are risk-takers their *decision* to adopt or reject an innovation is integral as when they introduce it in their social system they reduce the risk perceived by later adopters, hence increasing the probability that other consumers may decide to adopt (Rogers, 2003:6). Additionally fashion innovators *implement* the innovation first among their peers and need less *confirmation* as they are confident consumers of new ideas.

3.1.1.5 Fashion opinion leaders

Fashion opinion leadership is the degree to which an individual is able to influence informally other individuals' attitudes or overt behaviour in a desired way with relative frequency (Workman & Studak, 2005: 69; Rogers, 2003: 27, 300, 388). Early adopters have the highest degree of opinion leadership in a system (Rogers, 2003: 283) and have the greatest impact on mass acceptance of a new fashion (Sproles & Burns, 1994: 87). Therefore for the purpose of this study the term opinion leaders will be employed and encompasses the adopter category of early adopters.

3.1.1.6 Characteristics of fashion opinion leaders

Opinion leaders are second in line to adopt a new product or fashion and are younger, mobile, creative, have more limited social connections outside their groups (compared to fashion innovators) and spread word-of mouth and advice among other consumers (Phau & Lo, 2004: 400; Du Plessis & Rousseau, 2003: 34).

In terms of men's apparel fashions it has been found that characteristics such as fashion interest and fashion venturesomeness are associated with male opinion leadership (Bertrandias & Goldsmith, 2006: 28). However, younger men have been found to withhold information sharing or word-of mouth communication related to fashion styles as their competitiveness acts as a barrier (Bakewell *et al.*, 2006: 176).

Both fashion innovators and fashion opinion leaders have an intense interest in new fashions, high exposure to fashion relevant-media, heavier spending on new fashion products and exhibit impulsive shopping behaviour (Phau & Lo, 2004: 402-403).

Through their conformity to the system's norms, opinion leaders serve as a model for the innovation behaviour of their followers and exemplify and express the system's structure (Verette, 2004: 90; Rogers, 2003: 27), therefore they are known as localites (Rogers, 2003: 283). Due to their status as opinion leaders potential adopters look to early adopters for advice and information about an innovation, and therefore speed up the diffusion process (Rogers, 2003: 283; Kaiser, 1997: 496).

3.1.1.7 The fashion opinion leader and elements of the diffusion of innovation theory

Fashion opinion leaders legitimise a style (Goldsmith *et al.*, 1999: 12; Sproles & Burns, 1994: 87; Workman & Johnson, 1993: 60), but still stay within the range of accepted norms, they will adopt tone-down or modified versions of a new fashion *innovation* after innovators have created awareness thereof (Kaiser, 1997: 496).

Interpersonal *communication* has been found to play an immense role in the diffusion of information regarding fashion (Baumgarten, 1975: 12). Fashion opinion leaders exert both a visual and verbal influence on fashion followers within their social system (Bertrandias & Goldsmith, 2006: 27). Consumers are influenced by other consumers, and word-of-mouth communication plays an immense role in the adoption of a new fashion product as consumers gather information from other consumers, imitate purchase and consumption behaviour they admire, and seek advice from individuals who have greater knowledge and experience (Kang & Park-Poaps, 2010: 314; Flynn *et al.*, 1996: 137). Furthermore, it has been proven that information spread by word of mouth has a greater impact on purchasing decisions as opposed to other market-dominated sources such as publicity (Vernette, 2004: 90; Flynn *et al.*, 1996:137). Some research even argues that word-of mouth communications may eclipse traditional advertising channels as an influence on product and brand choice (Bertrandias & Goldsmith, 2006: 26).

Therefore behaviour of opinion leaders is important in determining the *rate of adoption* of an innovation in a *social system* (Bertrandias & Goldsmith, 2006: 27; Rogers, 2003: 300). Fashion possesses a high word-of mouth aspect as it is a social construct and sensitive towards judgement and social comparison (Bertrandias & Goldsmith, 2006: 26).

3.1.1.8 Factors influencing the rate of adoption

Fashion opinion leaders communicate the *relative advantage* of new fashions to the rest of the social system by proving it to be different to existing fashions (Sproles & Burns, 1994: 72) and more advanced than other competitor's alternatives (Solomon & Rabolt, 2004: 101).

Compatibility is the degree to which an innovation is perceived as consistent with the existing values, past experiences and needs of potential adopters (Rogers, 2003: 240). Through word-

of-mouth communication the fashion opinion leader conveys and convinces later adopters that an innovation is attuned to their lifestyles.

If a fashion innovation is too novel or unique, it is likely not to be accepted by the majority of consumers (Sproles & Burns, 1994: 72). Hence it is important for the *complexity* of an innovation to be reduced; fashion opinion leaders aids in this by convincing other consumers that new fashions do not pose explicit risk. If a fashion innovation is socially accepted after this risk has been taken, the test of *trialability* has been passed and this may lead to increased adoption (Sproles & Burns, 1994: 74, McDonald & Alpert, 2007: 428).

3.1.1.9 The adoption process

Opinion leaders, compared to their followers, are more exposed to external communication, have higher socio-economic status and are more innovative (Rogers, 2003: 27; Kaiser, 1997: 497). This leads them to be more *knowledgeable* consumers whom spread their knowledge through interpersonal communication.

They *persuade* the critical mass to adopt an innovation as they are respected by their peers and embody discrete, successful use of new ideas (Rogers, 2003: 283).

Fashion opinion leaders decrease uncertainty about a new idea by adopting it and communicate the innovation to peers through interpersonal networks (Rogers, 2003: 283). Hence they simplify the *decision stage* of the adoption process by verbally reinforcing the relative advantage of adopting the new fashion. This increases the probability of fashion followers *implementing* the fashion innovations by putting this new idea into use (Rogers, 2003: 179).

Confirmation takes place when a consumer seeks reinforcement of an innovation-decision already made, but he or she may reverse this previous decision if exposed to conflicting messages about the innovation (Rogers, 2003: 189). This is done in order to either avoid or reduce a state of dissonance (Rogers, 2003: 189); therefore decreasing uncertainty even after the purchasing decision has been made. Fashion opinion leaders achieve confirmation through verbal communication that through the messages' approval supports that the decision to adopt was in fact the correct decision.

3.2 SHOPPING MOTIVATIONS

Within the scope of diffusion of a new apparel product it is important to note that individuals, specifically fashion leaders, are not only influenced by their personality traits based on their adopter category but also by specific shopping motivations.

Shopping motivations are the drivers responsible for the particular behaviour of people (Kang & Park-Poaps, 2012: 313; Kim & Hong, 2011: 315). Hence, shopping motivations are of relevance to formulating retail-marketing strategies as well as to market segmentation (Wagner, 2007: 569). Previous literature primarily focused on the behaviour of female fashion consumers and generalise the findings upon male consumers, however as stated by Bakewell & Mitchell (2004:226) it is clear that differences exist between male and female shoppers in terms of shopping involvement, attitude, time spent shopping, shopping style and pathologies. Table 3.1 presents these differences:

TABLE 3.1: GENDER DIFFERENCES AND SHOPPING BEHAVIOUR (Bakewell & Mitchell, 2004: 226)

Shopping issue	Male shoppers	Female shoppers
Shopping involvement	Less involved	More involved
Shopping attitude	Less positive	More positive
Time spent shopping	Less	More
Shopping Style	Utilitarian	Leisure/social
Shopping pathologies	Less compulsive shopping	More compulsive shopping and more regret experienced
Money Spent	More	Less

Women and younger consumers are generally more inclined to show higher fashion involvement (Naderi, 2013: 100). Blakewell and Mitchell (2004: 234) did however also find that some males (10% of their sample) did indicate that they find shopping to be a leisurely activity and they enjoy engaging in it, which could demonstrate different character traits in fashion leaders as compared to the rest of the male consumer population group. Male shoppers' shopping enjoyment is mostly linked to recreation, brand loyalty, price competitiveness,

knowledgeable salespeople and well-known brands (Carpenter & Brosdahl, 2011: 894). Otnes and McGrath (2001: 112-113) expressed beliefs that the reasons for men to shop may not be aligned with real world realities of male shopping behaviour as men are not frequently researched, even though men are noticeably seen to be more involved in shopping activities.

Shopping has traditionally been seen as a task and goal-orientated product acquisition activity (utilitarian); however it can also be valued as a source of emotional satisfaction and entertainment (hedonic) (Kim & Hong, 2011: 315). Hence a differentiation has to be made between the concepts, simply put the difference between utilitarian and hedonic shopping motivations are performing an act “to get something” as opposed to doing it because “you love it” (Babin *et al.*, 1994: 645).

In consumer behaviour studies it is of importance to consider hedonic and utilitarian shopping motivations. These shopping motivations trigger a consumer’s response to particular products that seem to have the attributes required to satisfy needs (Workman, 2010: 127). Previous research has shown that fashion leadership are primarily driven by utilitarian and hedonic shopping motivations (Wagner, 2007: 571; Babin *et al.*, 1994: 645).

3.2.1 Utilitarian shopping motivations

According to Workman (2010: 126) from the utilitarian perspective, consumers are motivated to purchase products with an efficient and timely expenditure of resources. Utilitarian shopping motivations are task-orientated, rational and cognitive; it depends on whether the particular consumption need stimulating the shopping trip was accomplished (Cardoso & Pinto, 2010: 540; Babin *et al.*, 1994: 646). Kim (2006: 58) defined two dimensions of utilitarian motivation namely efficiency and achievement.

Efficiency refers to the consumers need to save time and resources while *achievement* refers to a goal related shopping orientation where success in finding specific products that were planned for at the outset of the trip is important (Kim, 2006: 58). Male shoppers have been conditioned to believe that shopping is a feminine activity and therefore is has been stereotyped that men mainly act on utilitarian drives (Otnes & McGrath, 2001: 131). Workman and Lee (2011:55) have found that men do not invest the same resources in shopping as women do, many men avoid shopping altogether and if they cannot avoid it - they shop speedily. Mostly men do not enjoy shopping, but still consider themselves as proficient

shoppers (Kotzé *et al.*, 2012: 417), they focus on more utilitarian aspects such as quality, price, selection of merchandise, convenience and service (Torres *et al.*, 2001: 205, 209).

Workman and Studak (2005: 72) found that men reflected a “need-based” approach to fashion problem recognition style, indicating that men lean towards the utilitarian aspects of shopping motivation. Men have been reported to be less fashion involved, greatly due to a bigger acceptance of physical appearance as compared to females (Mitchell & Walsh, 2004: 333). Middle-aged men are generally perceived as convenience shoppers, concerned with fulfilling shopping responsibilities, while older married men are generally apathetic shoppers who see shopping as a burden (Kotzé *et al.*, 2012:417).

This has implications on retailers and marketers as they need to understand their target market in order to successfully introduce new fashion apparel. As fashion innovators are considered to be influenced to a greater extent by hedonic motivations (Kang & Park-Poaps, 2010: 324), this influences marketing activities, product development as well as visual merchandising directives as the drives need to be targeted in order to stimulate the innovator to adopt. Whereas opinion leaders require more utilitarian drive (Kang & Park-Poaps, 2010: 324), which also need to be targeted to ensure success of new fashion products.

3.2.2 Hedonic shopping motivations

From the hedonic perspective consumers are motivated by the shopping experience itself as fun, enjoyable, and entertaining regardless of whether a purchase is planned or made (Yurchisin & Johnson, 2010: 40-41; Workman, 2010: 126). Hedonic consumption can be defined as those facets of behaviour that relate to the multisensory, fantasy and emotive aspects of consumption and is therefore driven by the fun associated with consumption of the product and the criteria for success is essentially aesthetic in nature (Cardoso & Pinto, 2010: 540; Arnold & Reynolds, 2003: 78). A related concept is that of shopping enjoyment; satisfaction or pleasure derived from the shopping activity itself, which is seen as a leisure or recreational activity (Reynolds & Beatty, 1999: 511). Shopping enjoyment has various sources as does hedonic drives have different categories.

Arnold and Reynolds (2003: 80) developed a validated scale of six broad categories of hedonic shopping motivations namely adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, and value shopping. These categories are expanded on below.

Adventure shopping refers to shopping for stimulation, adventure, and the feeling of being in another world (Arnold & Reynolds, 2003: 80). Men who do enjoy shopping exhibit brand consciousness and fashion trait associations, thus they will spend their time shopping but also spend frivolously and without monetary concern (Kotzé *et al.*, 2012: 417).

Arnold and Reynolds (2003: 80) define *social shopping* as the enjoyment of shopping with friends and family, socialising while shopping, and bonding with others while shopping. Otnes and McGrath (2001:125) found that women enjoy socialising with friends while shopping, while male shoppers generally find shopping boring. In an emerging market context Kotzé *et al.* (2012: 421) found that in South Africa, both genders do not enjoy shopping to socialise.

Gratification shopping involves shopping for stress relief, to alleviate a negative mood, and a special treat to oneself (Arnold & Reynolds, 2003: 80). Gratification shopping can either be interpersonal, where for example a salesperson creates a pleasurable experience or it can be non-interpersonal, referring to enjoyment obtained from procuring the product (Kotzé *et al.*, 2012: 418). South African males do not like to shop when they feel depressed for any manner of gratification (Kotzé *et al.*, 2012: 421).

Idea shopping reports shopping to keep up with trends and new fashions, and to see new products and innovations (Arnold & Reynolds, 2003: 80). This concept is related to enjoyment derived from shopping to browse, which has been found to be an enjoyable activity to younger men (Arnold & Reynolds, 2003: 80). Kotzé *et al.*'s (2012: 421) study found that both male and females enjoy idea shopping and browsing. Fashion leaders portray specific behaviour towards idea shopping and keeping up with trends, they either enjoy the mental stimulation and seek information through media and store environments or they prefer visual and verbal communication (Brannon, 2005: 49). Regardless, fashion leaders would be believed to rate especially high in terms of idea shopping due to their inquisitive nature.

The enjoyment that shoppers derive from shopping for others, the influence that this activity has on the shoppers' feelings and moods, and the excitement and intrinsic joy felt by shoppers when finding the perfect gift for others refers to *role shopping* (Arnold & Reynolds, 2003: 80). South African men have shown in previous research that role shopping is the third highest source of enjoyment (Kotzé *et al.*, 2012: 421).

Value Shopping is described as shopping for sales, looking for discounts, and hunting for bargains (Arnold & Reynolds, 2003: 80). Shoppers compare prices of products and look for the best price or deal before purchasing; this provides a great level of shopping enjoyment and sense of accomplishment (Kotzé *et al.*, 2012: 418). Female shoppers tend to make purchasing decisions systematically by considering all aspects and are proud of their shopping abilities, whereas male shoppers are determined and want to spend the least time and effort on a purchasing decision (Kotzé *et al.*, 2012: 418). Male shoppers are believed to spend less time shopping, however they still exert time and effort in terms of Internet and catalogue research (Otnes & McGrath, 2001: 131).

Kotzé *et al.* (2012: 421) found that South African men and women enjoy shopping for bargains the most out of all motivations, which reinforces private enjoyment of shopping. Shopping enjoyment has been seen as a function of gender (Kotzé *et al.*, 2012: 416) and various differences has been noted between female and male shopping behaviour especially relating to entertainment (Kotzé *et al.*, 2012: 421).

3.3 FASHION LEADERSHIP AND SHOPPING MOTIVATIONS

Fashion leadership is an important consumer characteristic due to the interpersonal influence essential in the consumption process of apparel (Kim & Hong, 2011: 314). Fashion leaders act as change agents that accelerate the diffusion process, hence it is of importance to regard what motivates them to shop. Fashion leaders have been found to be influenced primarily by utilitarian and hedonic shopping motivations (Wagner, 2007: 571; Babin *et al.*, 1994: 645).

An individual with a higher level of fashion innovativeness or fashion opinion leadership may be more involved in fashion and thus be more willing to cognitively process information when shopping for fashion products (Kang & Park-Poaps, 2010: 317). Fashion leaders are driven by higher involvement cognitive processing, whereas fashion followers are mood driven (Michon *et al.*, 2007: 488). This results in fashion leaders to be influenced by specific shopping motivations based on their characteristics and personality.

Fashion innovativeness has been found to be associated with some hedonic shopping motivations (adventure, idea, and value shopping motivations) (Kang & Park-Poaps, 2010: 324). This implies that adventure seeking and desires for new ideas are primary motivations

for consumers with a high level of fashion innovativeness to experiment with new fashions at the very first life stage of the product (Kang & Park-Poaps, 2010: 324; Goldsmith, *et al.*, 1991: 37). Whereas fashion opinion leadership was associated with a utilitarian shopping motivation but not with any hedonic shopping motivations (Kang & Park-Poaps, 2010: 324). Consumers with high fashion opinion leadership are motivated by achievement of shopping goals and efficiency of the shopping process (Kang & Park-Poaps, 2010:324), hence utilitarian shopping motivations.

As most research has focused on female consumers this study may postulate different results as to what is stated above. Kotzé *et al.* (2012: 417) noted that male and female shoppers are motivated by different sources of shopping enjoyment and as an example Generation Y males may not partake in word-of-mouth information sharing (Bakewell *et al.*, 2006:176). Therefore this study aims to create a differentiation between previous generalised results based on male shopping motivations.

3.4 CONCEPTUAL FRAMEWORK

The following conceptual framework was developed for this study based on the literature reviewed and illustrates the motivations investigated through the formulated hypotheses for this study.

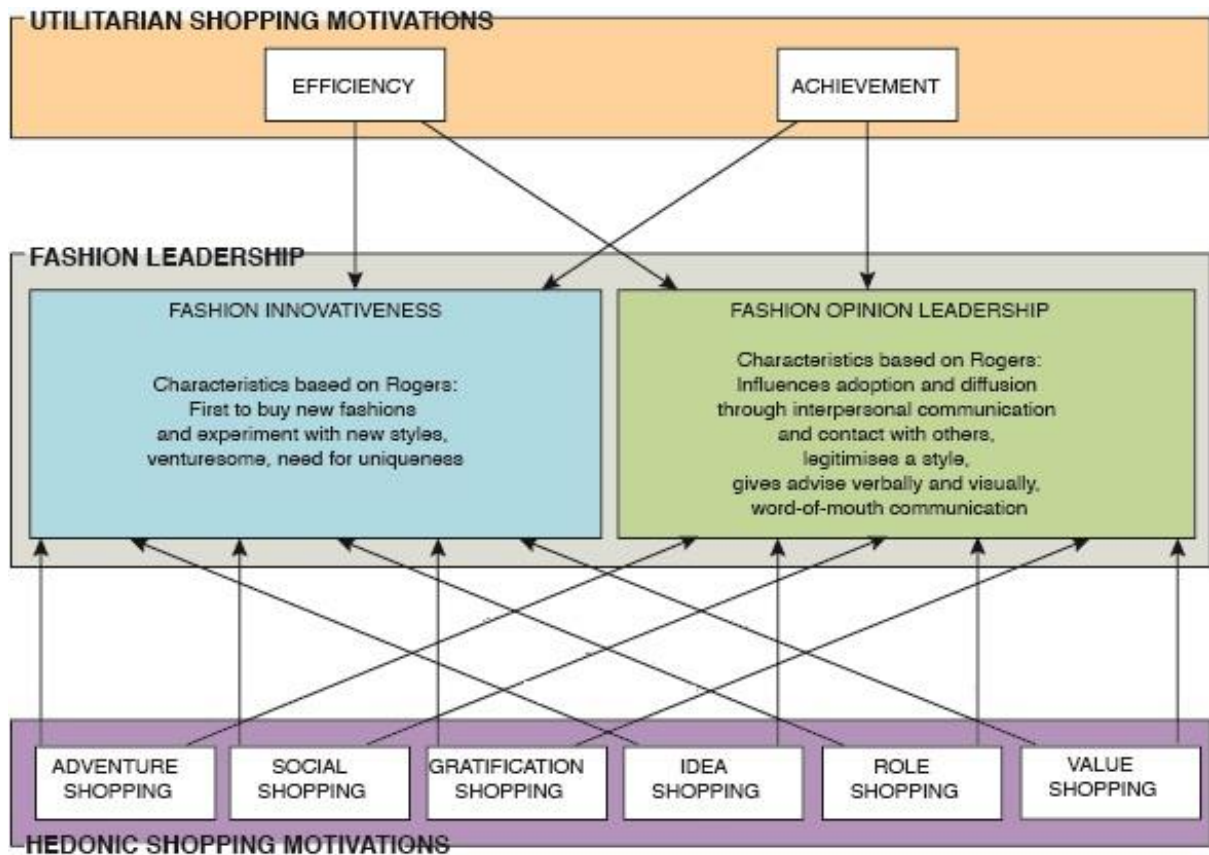


FIGURE 3.1: CONCEPTUAL FRAMEWORK OF THE SHOPPING MOTIVATIONS THAT DRIVE FASHION LEADERSHIP BEHAVIOUR

The conceptual framework indicates that fashion leadership is affected by a number of shopping motivations. Previous research states that fashion innovativeness is more susceptible to hedonic shopping motivations and fashion opinion leadership is more disposed to utilitarian shopping motivations (Kang & Park-Poaps, 2010: 324). However, within an emerging market context and with a focus on male consumers the shopping motivations that drive fashion innovative and fashion opinion leadership may be differently influenced. In order to better understand fashion leadership behaviour and to accelerate the rate of adoption of a new fashion product the extent to which shopping motivations drive fashion leadership need to be determined.

The adoption of a new fashion product is initiated and accelerated through fashion leaders (innovators and opinion leaders) and therefore it is of importance to study the shopping motivations associated with them. Furthermore as indicated in the sections above, there is a gap in the literature regarding male fashion leadership and its correlation to specific shopping motivations. As indicated in the conceptual framework, fashion innovators and opinion leaders display certain characteristics as defined by Rogers (2003). These characteristics determine whether a consumer can be viewed as an innovator or opinion leader and were discussed in detail in previous sections of this chapter.

Two categories of shopping motivations are applicable to this study, firstly utilitarian shopping motivations (Kim: 2006; Babin *et al.*, 1994), and secondly hedonic shopping motivations (Arnold & Reynolds, 2003). Utilitarian shopping motivations consists of two categories namely achievement and efficiency (Kim: 2006). Hedonic shopping motivations consists of six categories namely adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, and value shopping.

3.5 RESEARCH HYPOTHESES

Considering the research problem and review of the relevant literature, the following directional hypotheses were developed to reflect the extent to which fashion leadership (fashion innovativeness and fashion opinion leadership) is motivated by utilitarian and hedonic shopping motivations. Therefore shopping is seen as an activity which satisfies utilitarian and hedonic motivations and fashion leadership as a personal determinant of shopping motives (Kim & Hong, 2011: 318).

H1: Hedonic shopping motivations (e.g., adventure, social, gratification, idea, role and value shopping) will differ between male **fashion innovators and fashion opinion leaders** in the South African market.

H1a: Male **fashion innovators and fashion opinion leaders** will be motivated differently by **adventure shopping motivations** in the South African market.

H1b: Male **fashion innovators and fashion opinion leaders** will be motivated differently by **social shopping motivations** in the South African market.

H1c: Male **fashion innovators and fashion opinion leaders** will be motivated differently by **gratification shopping motivations** in the South African market.

- H1d: Male **fashion innovators and fashion opinion leaders** will be motivated differently by **idea shopping motivations** in the South African market.
- H1e: Male **fashion innovators and fashion opinion leaders** will be motivated differently by **role shopping motivations** in the South African market.
- H1f: Male **fashion innovators and fashion opinion leaders** will be motivated differently by **value shopping motivations** in the South African market.
- H2: **Utilitarian shopping motivations** (e.g., efficiency and achievement shopping) will differ between male **fashion innovators and fashion opinion leaders** in the South African market.
- H2a: Male **fashion innovators and fashion opinion leaders** will be motivated differently by **efficiency shopping motivations** in the South African market.
- H2b: Male **fashion innovators and fashion opinion leaders** will be motivated differently by **achievement shopping motivations** in the South African market.
- H3: Male **fashion innovativeness and fashion opinion leadership** will differ across **demographic variables** such as age, income and ethnicity.

3.6 CONCLUSION

In order to test the hypotheses stated above the research design and methodology used for this study will be explained in Chapter 4. Chapter 4 will describe the manner in which the research was executed; describing the research design, sampling techniques, measuring instrument, data collection procedure and data analysis. For the development of a valid and reliable instrument, all concepts discussed and defined in this chapter were conceptualised and operationalised in Chapter 4.

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CHAPTER 4: RESEARCH METHODOLOGY

This chapter describes and justifies the research design and methodology utilised for this study. The conceptualisation and operationalisation of the various concepts included in the hypotheses are presented, as well as the development of the instrument, the sample, sampling procedures, data collection techniques and data analysis for the study. Furthermore, this chapter includes an explanation of the methods used to ensure reliability and validity in the study and concludes with the researcher's consideration to ethical issues.

4.1 RESEARCH DESIGN, PURPOSE AND APPROACH

The overall purpose of this study was to empirically investigate and discuss what utilitarian shopping motivations stimulate male fashion leadership behaviour. In order to develop a better theoretical understanding of the diffusion of apparel innovations in terms of the crucial shopping motivations that are imperative to each dimension of fashion leadership as it relates to the male consumer a survey research design was employed. This study replicated the survey method and comparative approach followed by Kang and Park-Poaps (2010) with a focus on South African male fashion leaders and what shopping motivations drive their purchasing behaviour. This aimed to contribute to the literature as it is one of few studies that investigate the drive between fashion leadership and pre-positioned shopping motivations (Kang & Park-Poaps, 2010: 312) of South African males residing in Gauteng. To test the hypotheses developed for this study, primary information was collected through a quantitative research approach, in the form of a structured questionnaire. The hypotheses were based on the literature review in Chapter 3. Theoretical validity was ensured through compiling a thorough literature review and theoretical perspective from a broad range of sources and that contains clear and logical definitions thus eliminating uncertainty.

As previous research has already determined the correlation between the variables a quantitative prediction study was carried out (Walliman, 2011: 14). Thus this type of research has enabled the researcher to predict possible future behaviour of fashion leaders as stimulated by the relevant shopping motives.

Non-experimental, correlation research was applied to this study as it describes the linear relationship between two or more variables without any hint of attributing the effect of one variable on another (Salkind, 2012:203). It was not the intent of this study to establish the causality between shopping motivations and fashion leadership, but rather to establish and describe what hedonic and utilitarian shopping motivations influence fashion leadership behaviour. Therefore the approach of correlation research was ideal. The motivation between the independent variables, hedonic and utilitarian shopping motivations, and the dependant variables, fashion innovativeness and fashion opinion leadership, was investigated and will be discussed in chapter five and six.

The study was cross-sectional and empirical in nature since the influence of shopping motivations on fashion leadership at that current time was studied (Fouché, Delpont & De Vos, 2011: 158).

4.2 INSTRUMENT DEVELOPMENT

This study aimed to investigate what shopping motivations drives fashion leadership behaviour of South African male consumers. The following constructs were measured; fashion innovativeness and fashion opinion leadership as the two constructs of fashion leadership (dependent variables) as well as utilitarian shopping motivations (achievement, efficiency) and hedonic shopping motivations (adventure, social, gratification, idea, role and value shopping) as constructs of shopping motivation (independent variables). Table 4.1 presents the conceptualisation and operationalization of the constructs as well as the existing scales utilised along with the adapted scales for this study.

The self-administered questionnaire (**Appendix A**) consisted of 60 items. The first section comprised of questions regarding general demographic information about the respondents. The following section pertained to respondent's shopping patronage in order to determine the main retailers successfully targeting fashion leaders. Lastly, items adapted from existing scale were utilised in order to measure fashion leadership as well as shopping motivations. To ensure reliability multiple items were used to measure each construct to ensure each hypothesis can be supported. However only applicable items were included to ensure that no questions are unclear and unreliable (Salkind, 2012: 118).

In terms of fashion leadership the six-item domain-specific innovativeness scale as developed by Goldsmith and Hofacker (1991) was used to measure fashion innovativeness, whereas the six items of Flynn and Goldsmith's (1996) fashion opinion leadership scale was used to measure fashion opinion leadership. The reliability and validity of these scales have been determined in previous studies dealing with fashion products (Kang & Park-Poaps: 2010; Goldsmith & Clark, 2008; Flynn *et al.*, 1996; Goldsmith *et al.*, 1996; Flynn & Goldsmith, 1993; Goldsmith & Hofacker, 1991). The scales were adapted in order to address the hypotheses within a South African context. The respondents were asked to rate their level of agreement to each statement according to their self-perception on a six-point Likert scale, ranging from 1 = very strongly disagree to 6 = very strongly agree (Kang & Park-Poaps: 2010: 319). A six-point Likert scale was used in order to avoid neutral responses that is generally a popular response in five and seven point Likert scales.

To measure the constructs of shopping motivation two scales were used; firstly the scale developed by Arnold and Reynolds (2003) with six hedonic dimensions and secondly Kim's (2006) with two utilitarian dimensions, which was based on previous research by Babin *et al.* (1994). The reliability and validity of these scales have been established in previous studies on fashion behaviour (Cardoso & Pinto, 2010; Kang & Park-Poaps: 2010; Kim, 2006; Arnold & Reynolds: 2003). The scales were also adapted in order to address the hypotheses within a South African context. The six hedonic dimensions namely; adventure, gratification, role, value, social and idea shopping motivations was each measured by four to six items, rated on a six-point Likert scale. The two utilitarian dimensions namely; achievement and efficiency shopping motivations was measured by five and four items respectively, rated on a six-point Likert scale. As per Kang & Park-Poaps (2010: 319) respondents were asked to first think about their most recent shopping trip for fashion products before proceeding with the survey in order to refresh the respondent's memory about their shopping habits to ensure more precise responses.

As stated above each dimension was measured by multiple items which was of importance to establish the reliability, which occurs when a test measures the same thing more than once and results in the same outcomes as error is reduced (Salkind, 2012: 115, 118). Validity on the other hand refers to the ability of an instrument to measure what it is intended to measure (Salkind, 2012: 123). As stated above construct validity⁸ was accomplished through the use of scales and measurement instruments that have been proven successful in previous research as well as conceptualisation and operationalisation of constructs and adaptation of scales to

⁸ Construct validity refers to how well a test assesses some underlying construct (Salkind, 2012: 124).

the context of the study. Measurement validity was guaranteed through the use of conversational language to avoid complexity as well as by not including any leading questions (Salkind, 2012: 124).

4.2.1 Conceptualisation and operationalization

TABLE 4.1: CONCEPTUALISATION AND OPERATIONALISATION

Hypotheses	Dimension	Indicators	Existing Measurement & Scales	Adaptation for Questionnaire	V#
H1: Hedonic shopping motivations (e.g., adventure, social, gratification, idea, role and value shopping) will differ between male fashion innovators and fashion opinion leaders in the South African market.	H1a: Male fashion innovators and fashion opinion leaders will be motivated differently by adventure shopping motivations in the South African market.	Stimulation, adventure, and the feeling of being in another world	A seven-Point Likert scale which ranges from 1 (strongly disagree) to 7 (strongly agree). Adapted from Arnold & Reynolds (2003). To me, shopping is an adventure I find shopping stimulating Shopping makes me feel like I am in my own universe	A six-point Likert scale which ranges from 1 (very strongly disagree) to 6 (very strongly agree). To me, shopping for clothing is an adventure I find shopping stimulating Shopping makes me feel like I am in another world Shopping for clothing is a fun experience Shopping is a way for me to get away from my everyday routine	V25 V29 V46 V36 V56
	H1b: Male fashion innovators and fashion opinion leaders will be motivated differently by social shopping motivations in the South African market.	Shopping with friends and family	A seven-point Likert scale which ranges from 1 (strongly disagree) to 7 (strongly agree). Adapted from Arnold & Reynolds (2003). I go shopping with my friends or family to socialise I enjoy socialising with others when I shop Shopping with others is a bonding experience	A six-point Likert scale which ranges from 1 (very strongly disagree) to 6 (very strongly agree). I go clothing shopping with my family to socialise I go clothing shopping with my friends to socialise I enjoy hanging out with my friends when I shop for clothes Shopping with others is a bonding experience I prefer shopping alone**** Clothing shopping trips with my friends are enjoyable	V40 V60 V24 V52 V32 V57
	H1c: Male fashion innovators and fashion opinion leaders will be motivated differently by gratification shopping motivations in the South African market.	Stress relief, spoiling yourself	A seven-point Likert scale which ranges from 1 (strongly disagree) to 7 (strongly agree). Adapted from Arnold & Reynolds (2003). When I'm in a down mood, I go shopping to make me feel better To me, shopping is a way to relieve stress I go shopping when I want to treat myself to something special	A six-point Likert scale which ranges from 1 (very strongly disagree) to 6 (very strongly agree). When I'm in a down mood, I go shopping for clothes to make me feel better To me, shopping for clothes is a way to relieve stress I go shopping when I want to treat myself to something special I go shopping to make myself feel better	V53 V34 V50 V43
	H1d: Male fashion innovators and fashion opinion leaders will be motivated differently by idea shopping motivations in the South African market.	Keeping up with the latest trends and fashion	A seven-point Likert scale which ranges from 1 (strongly disagree) to 7 (strongly agree). Adapted from Arnold & Reynolds (2003). I go shopping to keep up with the trends I go shopping to keep up with the new fashions I go shopping to see what new products are available	A six-point Likert scale which ranges from 1 (very strongly disagree) to 6 (very strongly agree). I go shopping to keep up with the trends I go shopping to keep up with new fashions I go shopping to see what new products are available I don't care about new fashions when I go shopping for clothes****	V54 V35 V42 V31
	H1e: Male fashion innovators and fashion opinion leaders will be motivated differently by role shopping motivations in the South African market.	Enjoyment from shopping for others, the influence on feelings and moods, and the excitement and joy felt by shoppers when finding the perfect gift for others	A seven-point Likert scale which ranges from 1 (strongly disagree) to 7 (strongly agree). Adapted from Arnold & Reynolds (2003). I like shopping for others because when they feel good I feel good I enjoy shopping for my friends and family I enjoy shopping around to find the perfect gift for someone	A six-point Likert scale which ranges from 1 (very strongly disagree) to 6 (very strongly agree). I like buying clothing for others because when they feel good I feel good I enjoy shopping for my friends I enjoy shopping for my family I enjoy shopping around to find the perfect clothing gift for someone I prefer shopping for others	V49 V27 V58 V44 V39
	H1f: Male fashion innovators and fashion opinion leaders will be motivated differently by value shopping motivations in the South African market.	Looking for sales, looking for discounts, and hunting for bargains	A seven-point Likert scale which ranges from 1 (strongly disagree) to 7 (strongly agree). Adapted from Arnold & Reynolds (2003). For the most part, I go shopping when there are sales I enjoy looking for discounts when I shop I enjoy hunting for bargains when I shop	A six-point Likert scale which ranges from 1 (very strongly disagree) to 6 (very strongly agree). For the most part, I go clothes shopping when there are sales I enjoy looking for discounts when I shop I enjoy hunting for bargains when I shop for clothing When shopping for clothing, I prefer going to sales	V47 V30 V41 V38

Hypotheses	Dimension	Indicators	Existing Measurement & Scales	Adaptation for Questionnaire	V #
H2: Utilitarian shopping motivations (e.g., efficiency and achievement shopping) will differ between male fashion innovators and fashion opinion leaders in the South African market.	H2a: Male fashion innovators and fashion opinion leaders will be motivated differently by efficiency shopping motivations in the South African market.	Need to save time and resources	A seven-point Likert scale which ranges from 1 (strongly disagree) to 7 (strongly agree). Adapted from Kim (2006). A good store visit is when it is over very quickly It is disappointing when I have to go to multiple stores to complete my shopping	A six-point Likert scale which ranges from 1 (very strongly disagree) to 6 (very strongly agree). A good store visit is when it is over very quickly It is frustrating when I have to go to multiple stores to complete my clothes shopping I like shopping for clothing when it is over quickly I like shopping for clothing when it is easy to find what I want	V26 V48 V59 V55
	H2b: Male fashion innovators and fashion opinion leaders will be motivated differently by achievement shopping motivations in the South African market.	Goal related shopping orientation where success in finding specific products that were planned for at the outset of the trip	A seven-point Likert scale which ranges from 1 (strongly disagree) to 7 (strongly agree). Adapted from Kim (2006). It feels good to know that my shopping trip was successful On a particular shopping trip, it is important to find items I am looking for It is important to accomplish what I had planned on a particular shopping trip I like to feel smart about my shopping trip	A six-point Likert scale which ranges from 1 (very strongly disagree) to 6 (very strongly agree). It feels good to know that my shopping trip was successful On a particular shopping trip, it is important to find the clothes I am looking for It is important to me to find what I had planned on a particular shopping trip I like to feel smart about my shopping trip It is important that I know what clothing I am looking for when I go shopping, and that I find it	V45 V23 V51 V28 V37
Fashion innovativeness	First to buy new fashions and experiment with new styles, venturesome, need for uniqueness	A seven-point Likert scale which ranges from 1 (strongly disagree) to 7 (strongly agree). Adapted from Goldsmith <i>et al.</i> (1996) and Goldsmith and Hofacker (1991). In general, I am the last in my circle of friends to know the names of the latest designers and fashion trends Compared with my friends, I do little shopping for new fashions In general, I am among the last in my circle of friends to purchase a new outfit or fashion I know more about new fashions before other people do If I heard that a new outfit was available through a local clothing or department store, I would be interested enough to buy it I will consider buying a new fashion, even if I haven't heard of it yet	A six-point Likert scale which ranges from 1 (very strongly disagree) to 6 (very strongly agree). In general, I am the last in my circle of friends to know the names of the latest designers **** In general, I am the last in my circle of friends to know the latest fashion trends**** Compared to my friends, I do little shopping for new clothing fashions**** In general, I am among the last in my circle of friends to purchase a new outfit or fashion**** I know more about new fashions before other people do If I heard that a new outfit was available through a clothing store, I would be interested enough to buy it I will consider buying a new fashionable clothes, even if I haven't heard of it yet I like to buy unique clothes as soon as it becomes available in stores I like to buy new clothes as soon as it becomes available in stores	V9 V22 V15 V19 V21 V11 V17 V12 V33	
Fashion opinion leadership	Influences adoption and diffusion through interpersonal communication and contact with others, legitimises a style, gives advice verbally and visually, word-of-mouth communication	A seven-point Likert scale which ranges from 1 (strongly disagree) to 7 (strongly agree). Adapted from Goldsmith and Clark (2008) and Flynn and Goldsmith (1996). I often persuade other people to buy the fashion that I like Other people rarely come to me for advice about choosing fashion People that I know pick their fashions based on what I have told them My opinion of fashion seems not to count with other people I often influence people's opinions about fashion When they choose fashionable clothing, other people do not turn to me for advice	A six-point Likert scale which ranges from 1 (very strongly disagree) to 6 (very strongly agree). I often persuade other people to buy the fashion that I like Other people rarely come to me for advice about choosing fashionable clothes**** People that I know make their clothing choices based on what I have told them My opinion of fashion seems not to count with other people**** I often influence people's opinions about fashion My friends do not turn to me for advice when they are buying fashionable clothing**** I talk to my friends about the new clothing I have bought	V13 V18 V8 V14 V20 V16 V10	

4.2.2 Pre-testing of the instrument

The aim of the pilot study was to pre-test the instrument on a small number of people with similar characteristics of the intended sample for the study in order to identify any possible sources of uncertainty and misunderstanding (Walliman, 2011: 191). The questionnaire was confirmed by the researcher and statistician and pre-tested in order to identify any faults and to eliminate ambiguous statements, hence ensuring content validity which refers to how well the item represents the entire universe of items (Salkind, 2012: 124).

As detailed in the previous section; the items measured in the questionnaire comprised of various scales that were adapted for the study. The pilot study was conducted with 34 respondents in order to increase the reliability of the study and to determine the effectiveness of the questionnaire. Male respondents were contacted and recruited through e-mail and Facebook during November 2014. To establish reliability of the constructs Cronbach Alphas were determined.

Cronbach's alpha is a coefficient of reliability (UCLA, n.d.), In social science studies a reliability coefficient of 0.7 and higher are considered as a good measure (UCLA, n.d.). The below table illustrates the Cronbach's α for the pilot study, with the measurement ranging from 0.698 (Value Shopping) to 0.904 (Role Shopping). Therefore the pilot study determined that the set of items measuring each construct are closely related as a group (UCLA, Not dated) and the measurement was sufficient.

TABLE 4.2: CRONBACH ALPHAS OF THE PILOT STUDY

Dimension	Cronbach's alpha
Adventure Shopping	0.862282
Social Shopping	0.899547
Gratification Shopping	0.875971
Idea Shopping	0.837971
Role Shopping	0.904192
Value Shopping	0.698338
Efficiency Shopping	0.742443
Achievement Shopping	0.766817
Fashion Innovativeness	0.843348
Fashion Opinion Leadership	0.867668

Ultimately these values confirmed that the questionnaire was reliable in measuring the constructs and suitable to be used for the actual data collection. Hence no changes were applied to the questionnaire at this stage and the researcher proceeded to recruit respondents.

4.3 SAMPLE AND SAMPLING TECHNIQUES

4.3.1 Sample

The target population for this study was mainly young male consumers who purchase apparel and reside in the Gauteng province of South Africa, specifically the metropolitan areas of Johannesburg and Pretoria. Gauteng has a number of retailers and shopping opportunities that enable male consumers to participate in fashion purchases. Furthermore a larger amount of respondents were recruited to ensure that the sample was representative and reliable (Salkind, 2012: 118). This sample was chosen as previous research has indicated that fashion leaders are generally younger and largely reside in cities (Kang & Park-Poaps, 2010: 314-315; Rogers, 2003: 290). Furthermore fashion leaders are believed to be the same age as other adopters, obtained a formal education, and to be more affluent (Rogers, 2003: 288).

As seen in previous research there is no definitive conclusion regarding the demographic profiles of fashion leaders and this market cannot be easily segmented by demographic and lifestyle characteristics (Kang & Park-Poaps, 2010: 315; Michon *et al.*, 2007; 491; Goldsmith & Flynn, 1991:48-49; Polegato & Wall, 1980: 327,337). Therefore the sample included a generalised subset of the male population (regardless of income and age) by targeting consumers who would be likely to consume fashionable apparel products. This does not conclude that all respondents will be fashion leaders, but rather it was investigated whether the sample portrayed fashion leadership behaviour, which percentage of the sample portrayed such behaviour and if so what shopping motivations drove their purchase decision-making process.

In order to obtain a meaningful sample the following screening criteria was identified before a candidate could participate in this study:

- Respondents had to be of the male gender, all questionnaires gathered from female respondents were discarded.

- Respondents had to reside within the greater Pretoria and Johannesburg metropolitan areas in order to accomplish an area specific study.

4.3.2 Sampling technique and sampling size

A non-probability sampling technique was used in this study. Not all males living in Gauteng had the same odds of being selected as the population size and the members of the population are unknown (Strydom, 2011: 231). Purposive sampling was used where the sample selected by the researcher was composed of elements that contain the most characteristics, representative or typical attributes required for the specific unit of (Strydom, 2011: 232). As stated above male respondents residing in Gauteng were requested to partake in the study as the probability of these individuals portraying the desired characteristics is higher.

It is known that communication patterns and friendships among a clique of innovators are common, even though they may be geographically distanced (Rogers, 2003: 282); therefore snowball sampling was also employed. Referrals were used in order to maximise exposure to relevant respondents (Strydom, 2011: 233). Informants who were willing to assist were identified and with their assistance additional respondents who qualified to partake in the study were recruited.

4.4 DATA COLLECTION PROCEDURE

Primary data was gathered through a self-administered questionnaire. Respondents were either contacted electronically or approached with physical questionnaires and their participation in the questionnaire was requested. All respondents had the option of rather completing the questionnaire electronically at a time of their convenience. The cover letter informed the respondents of the purpose of the study and insured confidentiality.

The online and physical questionnaires were solicited to potential respondents from November 2013 to August 2014. The pilot study was conducted during November 2013 and the responses for the study were gathered from March to August 2014. The time frame was extensive as there were complications with the initial method of distributing and completing the questionnaires. As per the statisticians recommendation a PDF questionnaire was compiled and emailed to respondents, which they had to complete and email back to the statistician.

This method proved inefficient and the risk of duplication and non-response was high. Furthermore, the PDF was not compatible with all computers and operating systems. Seventy-one questionnaires were collected through this approach. In order to simplify the data collection procedure the researcher then proceeded to set-up an online survey utilising the web-based survey tool Survey Monkey. The link to the questionnaire was distributed and shared primarily through Facebook and e-mail. One-hundred-and-thirty-nine responses were gathered through this approach. Furthermore, thirty-two additional paper-based questionnaires were manually collected. In total 276 questionnaires were completed.

Through using a web-based survey it was difficult to standardise the conditions under which the test was taken, however respondent were informed of the time it takes to complete the questionnaire and urged to complete the survey in agreeable conditions. The survey was worded in easily understandable format and language to ensure the degree of difficulty is moderated and instructions were standardised (Salkind, 2012: 118) and included in the cover letter. Consistent coding procedures were maintained with the help of the Survey Monkey web survey software (Salkind, 2012: 118) as well as during the coding of the paper-based and PDF questionnaires. Responses were coded and re-checked by the researcher to ensure further validity.

4.5 DATA ANALYSIS

The data was analysed in order to reduce the data to an intelligible and interpretable form so that the relations of research problems can be studied and tested, and conclusions drawn (Fouché & Bartley, 2011: 249). Descriptive statistics were used such as means, percentages and frequencies, which will be presented in graphs, tables and figures in Chapter 5 to describe the basic body of data (Fouché & Bartley, 2011: 249). Inferential statistics such as correlation coefficient tests (MANOVAs) were run to test the hypotheses developed for the study establishing the correlation between the independent variables with the dependent variable in support of the hypotheses. A statistician was consulted in order to formulate the data as well as to determine the most suitable statistical methods to use for this study.

Two-hundred-and-seventy-six questionnaires were gathered of which two-hundred-and-fifty (n= 250) usable questionnaires remained as some were omitted due to females completing them and other due to non-completion. The data gathered from the remaining 250

questionnaires were deemed reliable and valid as the researcher avoided administrative errors and data cleaning of all raw data were performed along with the study leader and statistician. Hence the data analysis procedure could proceed.

Firstly an exploratory factory analysis was executed in order to determine the latent factor structure (Suhr, 2006: 1). certain items were omitted (V14r, V17, V40, V21, V11, V28) due to low communality. The constructs were redefined in accordance with the study and a confirmatory factor analysis was applied.

Cronbach's alpha reliability coefficient was measured to determine the consistency of the constructs measured as well as whether items measuring the same construct were answered consistently. The Cronbach's alpha for each construct is included in **Appendix C**. A Cronbach's alpha of 0.7 and higher was considered as a good measure of internal consistency). The Cronbach's alpha indicated that the internal reliability for all constructs was high varying from 0.702 (Achievement shopping) to 0.921 (Escapism Shopping).

In order to measure fashion innovativeness and fashion opinion leadership adapted existing scales were used. Fashion innovativeness was measured using the six-item domain-specific innovativeness scale as developed by Goldsmith and Hofacker (1991), whereas the six items of Flynn and Goldsmith's (1996) fashion opinion leadership scale was used to measure fashion opinion leadership. The scales were adapted in order to address the hypotheses within a South African context and some items were omitted due to the results of the EFA. Ultimately fashion innovativeness was measured by six items (V9r, V15r, V16r, V18r, V19r, V22r) and fashion opinion leadership was measured by three items (V8, V10, V20).

An exploratory cluster analysis was conducted to determine the amount of homogenous groups evident in the data (Cardosa & Pinto, 2010: 549). Responses were tested based on the scores achieved on each of the scales that measures fashion innovativeness and fashion opinion leaders. The researcher could then determine what percentage of the sample could be considered as fashion innovators and fashion opinion leaders. Based on the cluster analysis it was found that two clusters were evident in the data; the first being fashion innovators (47% of respondents) and the second being fashion opinion leaders (41% of respondents). An additional 30 responses (12% of respondents) did not achieve high scores for any of the scales and can be considered fashion followers; for the purpose of this study these response were omitted from the remaining tests as they were not of relevance.

Multivariate analysis of variance (MANOVA) tests were run to determine if there were any noteworthy differences between these groups/clusters identified through the cluster analysis in terms of not only their demographic information, but also in terms of shopping motivations.

4.6 ETHICS

Ethics as defined by Strydom (2011: 114) is “a set of moral principles which is suggested by an individual or group, is subsequently widely accepted, and which offers rules and behavioural expectations about the most correct conduct towards experimental subjects and respondents, employers, sponsors, other researchers, assistants and students.” The following ethical issues will be taken into consideration for this research:

- It was of ethical importance to maintain privacy as well as anonymity of all respondents (Salkind, 2012: 86). In respect to the study this was of concern as the identity of the respondent shouldn't be revealed through the research findings. The questionnaire in all its different formats were administered in such a way that any personal information required from the respondents, such as their email address was not shared with any other parties and kept confidential.
- Alternatively the process of obtaining the sample could come forward as invasive as all specific respondents were contacted directly. The researcher aimed not to invade another's personal space by explaining the anonymity of the study as well as including a clear cover letter.
- The objectives of the study were clearly communicated to the respondents.
- The study was conducted under the guidance of a study leader.
- Respondents were allowed to discontinue their participation at any time.
- Ethical clearance was obtained from the University of Pretoria.

4.7 CONCLUSION

This chapter described the research methods employed for the study, including the research design, sampling techniques and data collection. Furthermore it described the development of the instrument highlighting the adapted scales used and the conceptualisation and operationalisation of the constructs. The next chapter considers the data analysis and presentation of the data and presentation of the results according to the hypotheses developed for the study.

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CHAPTER 5: RESULTS AND DISCUSSION

In this chapter the results of the study will be presented. The overall objectives as outlined in Chapter 1 are used for the presentation of the results. Primary data was collected through paper-based and electronic self-administered questionnaires and the subsequent results will be discussed with the aid of tables and charts. Firstly, a brief overview will be provided regarding the demographic profile of the sample. Secondly, descriptive and inferential statistics will be presented in terms of the research hypotheses.

5.1 DEMOGRAPHIC PROFILE OF THE SAMPLE

Two-hundred-and-fifty ($n = 250$) valid questionnaires were completed by male respondents from Johannesburg and Pretoria. Respondents were requested to indicate their gender as a screening question. Only the two-hundred-and-fifty usable questionnaires solely completed by males were used for data analysis and the incomplete questionnaires were omitted.

The sample included males residing in Gauteng between the ages of 19 and 58 years with an average age of 28.68 years. Table 5.1 indicates that most of the respondents (71.11%) were between the ages of 19 and 29, with 21.78% of respondents between 30 and 39 and only 7.11% of respondents over 40 years of age. In terms of monthly income before deductions, the majority of the respondents (64.32%) earn R25 000 or less a month. Of the remaining 35.68% of respondents 24.48% earn between R25 000 and R50 000 and 11.20% earn more than R50 000 per month gross income. The majority of respondents (89.60%) indicated that they were Caucasian or White, with a small percentage (10.40%) of the respondent forming part of other racial groups. Respondents residing in the Johannesburg metropolitan area comprised 38% of total respondents, whilst most of the respondents (68%) resided in the Pretoria metropolitan area.

TABLE 5.1: SAMPLE CHARACTERISTICS

Sample Variable	Frequency	Percentage (%)
Age at last birthday (n = 225)		
19-29	160	71.11%
30-39	49	21.78%
40-58	16	7.11%
Monthly income before deductions (n = 241)		
Less than R5000	25	10.37%
Between R5001 and R10000	32	13.28%
Between R10001 and R15000	34	14.11%
Between R15001 and R20000	31	12.86%
Between R20001 and R25000	33	13.69%
Between R25001 and R30000	22	9.13%
Between R30001 and R35000	11	4.56%
Between R35001 and R40000	12	4.98%
Between R40001 and R45000	9	3.73%
Between R45001 and R50000	5	2.07%
More than R50000	27	11.20%
Classification according to the Employment Equity Act (n=250)		
African	19	7.60%
White	224	89.60%
Coloured	2	0.80%
Asian	1	0.40%
Indian	3	1.20%
Chinese	1	0.40%
Area residing (n=250)		
Johannesburg Metropolitan area	95	38.00%
Pretoria Metropolitan area	155	62.00%

In the following section the spending patterns and retailer preferences of the sample will be presented.

5.2 SHOPPING PATTERNS

As a prediction of shopping behaviour the respondents were also requested to indicate which percentage of their monthly income they spend on clothing purchases. Most of respondents (61.45%) indicated that they spend between 0 and 10% of their monthly income on clothing purchases. The remaining sample, 26.10% spend between 11 and 20% and 12.45% more than 21 % of their income on clothing purchases. This could be due to the relative young age of the respondents and the low income, possibly causing the average respondent to not have a high

disposable income to spend on a luxury such as apparel. Table 5.2 depicts the monthly income spent on clothing purchases.

TABLE 5.2: PERCENTAGE OF INCOME SPENT ON CLOTHING PURCHASES

Sample Variable	Frequency	Percentage (%)
Percentage of monthly income spent on clothing purchases (n=249)		
0 - 10%	153	61.45%
11 - 20%	65	26.10%
21 - 30%	22	8.84%
31 - 40%	5	2.01%
41 - 50%	4	1.61%

Furthermore, store patronage was determined by asking respondents to list the top five clothing stores they frequent. As a result the top five stores over all responses are indicated in Table 5.3. Woolworths was indicated as the most frequented as respondents indicated this option more than half (53.7%) of all responses. Woolworths is a retailer which stocks a wide array of apparel products, from in house product to international branded apparel. Their wide assortment in terms of variety and price point makes them a favourite retailer amongst all demographics and could explain why most respondents favour this retailer.

TABLE 5.3: TOP FIVE STORES FREQUENTED BY RESPONDENTS

Sample Variable	Frequency	Percentage (%)
Stores where respondents purchase clothing (n=244)		
Woolworths	131	53.7%
Edgars	119	48.8%
Mr. Price	84	34.4%
Markham	70	28.7%
Cotton On	63	25.8%

In the next section the procedure and results of the exploratory and confirmatory factor analyses is presented.

5.3 FACTOR ANALYSIS

Factor analysis enables the researcher to minimise the variables of a construct in order to determine factor scores that can be used as dependant variables (Salkind, 2012, 191).

5.3.1 Exploratory factor analysis

Exploratory factory analysis (EFA) determines the latent factor structure of a set of variables without applying a predetermined structure on the results (Suhr, 2006: 2). An EFA is in essence a data reduction technique “to identify a reduced set of dimensions out of a large amount of information.” (Mazzochi, 2008: 219). Since scale items were slightly adapted and items were added for the purposes of this study and to date have not been used to measure relevance of constructs related to males’ fashion leadership behaviour, an exploratory factory analysis was performed on the existing validated items to isolate relevant constructs and concepts in the dataset. Additionally the study was conducted on a new sample (South African males) and hence the EFA investigated the internal reliability of the constructs. The EFA was used to create reliable factors for fashion leadership (fashion innovativeness and fashion opinion leadership), utilitarian shopping motivations (achievement shopping and efficiency shopping) as well as hedonic shopping motivations (adventure shopping, social shopping, gratification shopping, idea shopping, role shopping and value shopping).

SPSS software was used to perform the EFA, utilising Varimax rotation with Kaiser Normalization as the extraction method. Based on Kaiser’s criterion all factors that had an eigenvalue of above 1 were retained. The initial unrestricted EFA produced nine factors (Table 5.4). The initial exploratory factor analysis is presented in **Appendix D**. Items with low communality were omitted and following the removal of items a principle axis factor analysis was performed. If an item had a factor loading higher than 0.5 and no cross-loadings, it was retained. The nine factors were labelled as escapism shopping, fashion innovativeness, value shopping, achievement shopping, fashion opinion leadership, efficiency shopping, role shopping, social shopping, and idea shopping.

TABLE 5.4: ROTATED FACTOR PATTERN

	Dimension	V#	Item	Factor								
				1	2	3	4	5	6	7	8	9
Escapism Shopping	Gratification Shopping	V34	To me, shopping for clothes is a way to relieve stress	.833	-.359	.084	.155	.214	-.390	.511	.353	-.387
	Gratification Shopping	V43	I go shopping to make myself feel better	.832	-.225	.127	.056	.127	-.195	.437	.359	-.440
	Gratification Shopping	V53	When I'm in a down mood, I go shopping for clothes to make me feel better	.798	-.299	.142	.015	.169	-.227	.485	.389	-.461
	Gratification Shopping	V50	I go shopping when I want to treat myself to something special	.725	-.387	.178	.182	.289	-.157	.488	.402	-.374
	Adventure Shopping	V29	I find shopping stimulating	.698	-.327	.135	.288	.139	-.418	.483	.235	-.324
	Adventure Shopping	V36	Shopping for clothing is a fun experience	.687	-.410	.229	.194	.268	-.588	.455	.320	-.423
	Adventure Shopping	V46	Shopping makes me feel like I am in another world	.633	-.194	.005	.202	.137	-.354	.458	.420	-.374
	Adventure Shopping	V56	Shopping is a way for me to get away from my everyday routine	.616	-.216	.091	.019	.184	-.037	.327	.465	-.389
	Adventure Shopping	V25	To me, shopping for clothing is an adventure	.608	-.386	.119	.179	.278	-.532	.386	.524	-.412
Fashion Innovativeness	Fashion Innovativeness	V19r	In general, I am among the last in my circle of friends to purchase a new outfit or fashion	.387	-.829	.048	.043	.297	-.429	.269	.228	-.437
	Fashion Innovativeness	V22r	In general, I am among the last in my circle of friends to know the latest fashion trends	.257	-.767	.066	-.084	.222	-.264	.237	.138	-.432
	Fashion Opinion Leadership	V16r	My friends do not turn to me for advice when they are buying fashionable clothing	.256	-.744	.104	.094	.626	-.321	.276	.284	-.288
	Fashion Innovativeness	V9r	In general, I am the last on my circle of friends to know the names of the latest designers	.275	-.740	.135	.055	.139	-.237	.303	.141	-.365
	Fashion Opinion Leadership	V18r	Other people rarely come to me for advice about choosing fashionable clothes	.246	-.729	.071	.031	.593	-.375	.227	.318	-.356
	Fashion Innovativeness	V15r	Compared to my friends, I do little shopping for new clothing fashions	.178	-.625	.038	.079	.247	-.320	.088	.161	-.311
Value Shopping	Value Shopping	V38	When shopping for clothing, I prefer going to sales	.010	.046	.849	-.011	-.068	-.006	-.026	-.126	-.031
	Value Shopping	V41	I enjoy hunting for bargains when I shop for clothing	.139	-.107	.822	.050	.265	-.201	.228	-.065	-.059
	Value Shopping	V47	For the most part, I go clothes shopping when there are sales	.179	-.166	.787	-.065	.016	.043	.158	.097	-.113
	Value Shopping	V30	I enjoy looking for discounts when I shop	.104	-.050	.719	.095	.214	-.118	.092	-.068	.069
Achievement Shopping	Achievement Shopping	V51	It is important to me to find what I had planned on a particular shopping trip	.024	-.047	-.013	.716	.107	.230	.016	.083	-.034
	Achievement Shopping	V37	It is important that I know what clothing I am looking for when I go shopping, and that I find it	-.055	.048	.064	.698	.181	.069	-.100	-.134	-.069
	Achievement Shopping	V45	It feels good to know that my shopping trip was successful	.340	-.246	.167	.590	-.010	-.049	.244	.072	.014
	Achievement Shopping	V23	On a particular shopping trip, it is important to find the clothes I am looking for	.083	.073	-.116	.518	-.062	.023	.050	-.031	-.019

Fashion Opinion Leadership	Fashion Opinion Leadership	V20	I often influence people's opinions about fashion	.383	-.501	.207	.116	.696	-.377	.421	.222	-.465
	Fashion Opinion Leadership	V8	People that I know make their clothing choices based on what I have told them	.255	-.412	.198	.053	.646	-.201	.342	.248	-.351
	Fashion Opinion Leadership	V10	I talk to my friends about the new clothing I have bought	.487	-.302	.130	.169	.516	-.370	.389	.417	-.402
Efficiency Shopping	Efficiency Shopping	V59	I like shopping for clothing when it is over quickly	-.280	.384	-.007	-.001	-.266	.753	-.257	-.349	.343
	Efficiency Shopping	V26	A good store visit is when it is over very quickly	-.433	.482	-.066	-.030	-.250	.700	-.273	-.342	.382
	Efficiency Shopping	V48	It is frustrating when I have to go to multiple stores to complete my clothes shopping	-.255	.344	-.122	.038	-.179	.551	-.214	-.087	.190
	Efficiency Shopping	V55	I like shopping for clothing when it is easy to find what I want	-.004	.151	-.092	.281	-.089	.550	.055	-.074	.151
Role Shopping	Role Shopping	V39	I prefer shopping for others	.336	-.178	.106	.058	.169	-.097	.833	.337	-.229
	Role Shopping	V49	I like buying clothes for others because when they feel good, I feel good	.447	-.284	.108	.120	.267	-.182	.753	.402	-.282
	Role Shopping	V27	I enjoy shopping for my friends	.457	-.260	.072	.115	.184	-.228	.746	.489	-.284
	Role Shopping	V58	I enjoy shopping for my family	.420	-.154	.111	-.100	.067	-.018	.675	.441	-.228
	Role Shopping	V44	I enjoy shopping around to find the perfect clothing gift for someone	.472	-.194	.175	.094	.283	-.121	.625	.403	-.310
Social Shopping	Social Shopping	V57	Clothing shopping trips with friends are enjoyable	.426	-.240	.023	.043	.267	-.202	.516	.840	-.347
	Social Shopping	V52	Shopping with others is a bonding experience	.450	-.166	.094	.078	.165	-.137	.465	.809	-.326
	Social Shopping	V24	I enjoy hanging out with my friends when I shop for clothes	.497	-.196	.005	.076	.315	-.192	.426	.748	-.356
	Social Shopping	V60	I go clothing shopping with my friends to socialise	.460	-.163	.028	-.005	.315	-.165	.493	.724	-.451
	Social Shopping	V32r	I prefer shopping alone	.169	-.187	-.118	-.081	.063	-.197	.292	.625	-.203
Idea Shopping	Fashion Innovativeness	V33	I like to buy new clothes as soon as it becomes available in stores	.409	-.399	.090	.143	.300	-.257	.277	.306	-.808
	Idea Shopping	V35	I go shopping to keep up with new fashions	.505	-.439	.080	.088	.265	-.324	.353	.434	-.781
	Idea Shopping	V54	I go shopping to keep up with the trends	.538	-.391	.083	.041	.286	-.241	.472	.590	-.724
	Fashion Innovativeness	V12	I like to buy unique clothes as soon as it becomes available in stores	.448	-.479	.071	.093	.385	-.238	.307	.285	-.723
	Idea Shopping	V31r	I don't care about new fashions when I go shopping for clothes	.329	-.471	.038	.099	.114	-.405	.352	.229	-.574
	Idea Shopping	V42	I go shopping to see what new products are available	.557	-.472	.327	.195	.315	-.255	.430	.215	-.558
	Fashion Opinion Leadership	V13	I often persuade other people to buy the fashion that I like	.413	-.369	.067	.075	.552	-.198	.416	.400	-.554
Cronbach Alpha Value				0.921	0.89	0.845	0.702	0.786	0.755	0.852	0.878	0.892
Eigen Value				15.543	3.523	3.138	2.558	1.991	1.664	1.597	1.29	1.176

5.3.1.1 Factor 1: Escapism shopping motivations

The exploratory factor analysis (EFA) collapsed the two constructs *Adventure shopping* and *Gratification shopping* into one factor which was relabelled as Escapism shopping motivations. This is supported through the finding of Cardoso and Pinto (2010: 545); they state that the combination of these two constructs can be explained by the similarities in terms of engaging the consumer through pleasure and stimulation. Nine items ultimately measured this factor (V34, V43, V53, V50, V29, V36, V46, V56, V25) and the factor had an eigenvalue of 15.543 and Cronbach's alpha value of 0.92 as indicated in Table 5.4. The mean for Escapism shopping was 3.025, which indicates a preference for shopping for stimulation, adventure, stress relief, and as a special treat to oneself (Arnold & Reynolds, 2003: 80).

5.3.1.2 Factor 2: Fashion innovativeness

The EFA supported the removal of three of the initial nine fashion innovativeness items. Six items (V19r, V22r, V16r, V9r, V18r, V15r) measured the Fashion innovativeness factor tapping into respondents' need for uniqueness, experimentation with new styles and being first to buy new fashions. Four items were retained from the original fashion innovativeness construct (V19r, V22r, V9r, V15r) as well as two fashion opinion leadership items (V16r, V18r). The items "My friends do not turn to me for advice when they are buying fashionable clothing" (V16r) and "Other people rarely come to me for advice about choosing fashionable clothes" (V18r) was classified as items measuring fashion opinion leadership by the original adapted scales, but for this study loaded as items to measure the Fashion innovativeness factor. Innovators are important, as these consumers are the first to adopt a style and influence the general adoption of a new fashion as they create initial awareness (Phau & Lo, 2004: 400; Kaiser, 1997: 493). Innovators display unique communication patterns as they are not the consumers who spread the innovation through word-of-mouth, they are the first to communicate the innovation but do so through creating initial awareness through visual display and initial exposure (Kaiser, 1997: 493). Hence, even though they do not purposefully spread the innovation verbally, they can still be asked for advice by other members in their social system.

The item "I will consider buying a new fashionable clothes, even if I haven't heard of it yet" showed low communality and was removed from the scale and excluded from the factor analysis. The item "I know more about new fashions before other people do" loaded on two factors, a factor loading of 0.544 on one factor and a factor loading of 0.448 on another factor.

Since this item loaded on two factors it was removed from the scale and excluded from the factor analysis. The item “If I heard that a new outfit was available through a clothing store, I would be interested enough to buy it” loaded on two factors, a factor loading of 0.551 on one factor and a factor loading of 0.529 on another. Hence, this item was removed from the scale and excluded from the factor analysis. The remaining values had an eigenvalue of 3.523 and Cronbach’s alpha of 0.89 as illustrated in Table 5.4.

Fashion innovativeness obtained a mean of 3.555, indicating a relatively strong tendency to buy fashions at the very first life stage of the product (Kang & Park-Poaps, 2010: 324; Goldsmith, *et al.*, 1991: 37).

5.3.1.3 Factor 3: Value shopping motivations

The Value shopping motivations factor retained all four of the original items (V47, V30, V41, V38). This factor measured the extent to which respondents’ seek out sales, look for discounts and hunt for bargains when purchasing apparel. Value shopping had an acceptable Cronbach’s α of 0.84 indicating internal consistency in responses to the items. This factor had an eigenvalue of 3.138 as can be seen in Table 5.4. The mean for Value shopping motivations was 3.735, indicating a general preference amongst all consumers for value for money offerings. This supports previous research indicating that male shoppers are determined and want to spend the least time and effort on a purchasing decision (Kotzé *et al.*, 2012: 418) and they spend less time shopping (Otnes & McGrath, 2001: 131).

5.3.1.4 Factor 4: Achievement shopping motivations

Of the five items that were included in the questionnaire to tap into the extent respondents are motivated by Achievement shopping four were retained and V28 was eliminated. The item “I like to feel smart about my shopping trip” negatively influenced the consistency of the construct and it was removed from the scale and excluded from the factor analysis. The remaining four Achievement shopping motivations items (V45, V23, V51, V37) had an eigenvalue of 2.558 and a Cronbach’s alpha of 0.70 as indicated in Table 5.4.

Achievement Shopping acquired a mean of 4.460. It can be assumed that male consumers have relatively strong tendencies in finding what they want when purchasing apparel. Male shoppers are goal orientated and success in finding specific products that were planned for at the outset of the trip is important (Kim, 2006: 58)

5.3.1.5 Factor 5: Fashion opinion leadership

Initially seven items were included in the questionnaire to measure Fashion opinion leadership. Only three of the seven original Fashion opinion leadership items were retained. Two of the original Fashion opinion leadership items (V18r, V16r) loaded under the Fashion innovativeness factor and one factor (V13) loaded under the Idea shopping factor. The item “My opinion of fashion seems not to count with other people” showed low communality and was removed from the scale and excluded from the factor analysis. As can be seen in Table 5.4 the remaining three items (V20, V8, V10) had an eigenvalue of 1.991 and a Cronbach’s alpha of 0.78. The remaining three factors relate strongly to word- of-mouth communication; traditionally fashion opinion leaders are likely to influence mass consumers through interpersonal communication, mainly occurring among intimate social groups where they can legitimate the acceptance of a new fashion (Kang & Park-Poaps, 2010: 314).

The mean for Fashion opinion leadership was 3.123, indicating that there is weak tendency to informally influence other individuals’ attitude and behaviour (Workman & Studak, 2005: 69; Rogers, 2003: 27, 300, 388).

5.3.1.6 Factor 6: Efficiency shopping motivations

Four items were included to measure Efficiency shopping motivations. Efficiency shopping entails the need to save time and resources (Kim, 2006: 58). The Efficiency shopping motivations factor retained all four of the original items (V59, V26, V48, V55). This factor had an eigenvalue of 1.664 and a Cronbach’s alpha of 0.75 as can be seen in Table 5.4. The mean value for Efficiency shopping was 4.267, indicating that the male consumer places a strong emphasis on saving not only money but also time.

5.3.1.7 Factor 7: Role shopping motivations

All of the items included in the questionnaire as a measure of Role shopping (V39, V49, V27, V58, V44) were retained and loaded on to the Role shopping factor. These items also had an acceptable Cronbach's alpha of 0.85 which indicates internal consistency within the factor. The mean for Role shopping was 2.673 indicating a relatively weak association with regards to the enjoyment that shoppers derive from shopping for others, the influence that this activity has on the shoppers' feelings and moods, and the excitement and intrinsic joy felt by shoppers when finding the perfect gift for others refers to role shopping (Arnold & Reynolds, 2003: 80). As indicated in Table 5.4 this factor had an eigenvalue of 1.597.

5.3.1.8 Factor 8: Social shopping motivations

Social shopping involves shopping with friends and family. The removal of one of the six Social shopping motivation items was supported by the factor analysis. The item "I go clothing shopping with my family to socialise" showed low communality with the other items and was hence removed from the scale and excluded from the factor analysis. The remaining four items (V57, V52, V24, V60, V32r) had an eigenvalue of 1.29 and a Cronbach's alpha of 0.878 as seen in Table 5.4. The mean for Social shopping was 3.010 indicating a neutral preference to socialise whilst shopping.

5.3.1.9 Factor 9: Idea shopping motivations

The factor analysis retained the four original Idea shopping motivations items (V35, V54, V31r, V42) as well as two fashion innovativeness items (V33, V12) and one fashion opinion leadership item (V13). All items related to newness, trends and fashionability, which make for a redefined construct that is still related to ideas. Hence, the new idea shopping motivations factor is measured by 7 items (V33, V35, V54, V12, V31r, V42, V13) and had an eigenvalue of 1.176 and a Cronbach's alpha of 0.892 as indicated in Table 5.4. The mean for Idea shopping was 2.971, which indicates a weak tendency to shop to keep up with trends and new fashions, and to see new products and innovations (Arnold & Reynolds, 2003: 80).

In Figure 5.1 below the exploratory factor analysis model is indicated based on the above groupings.

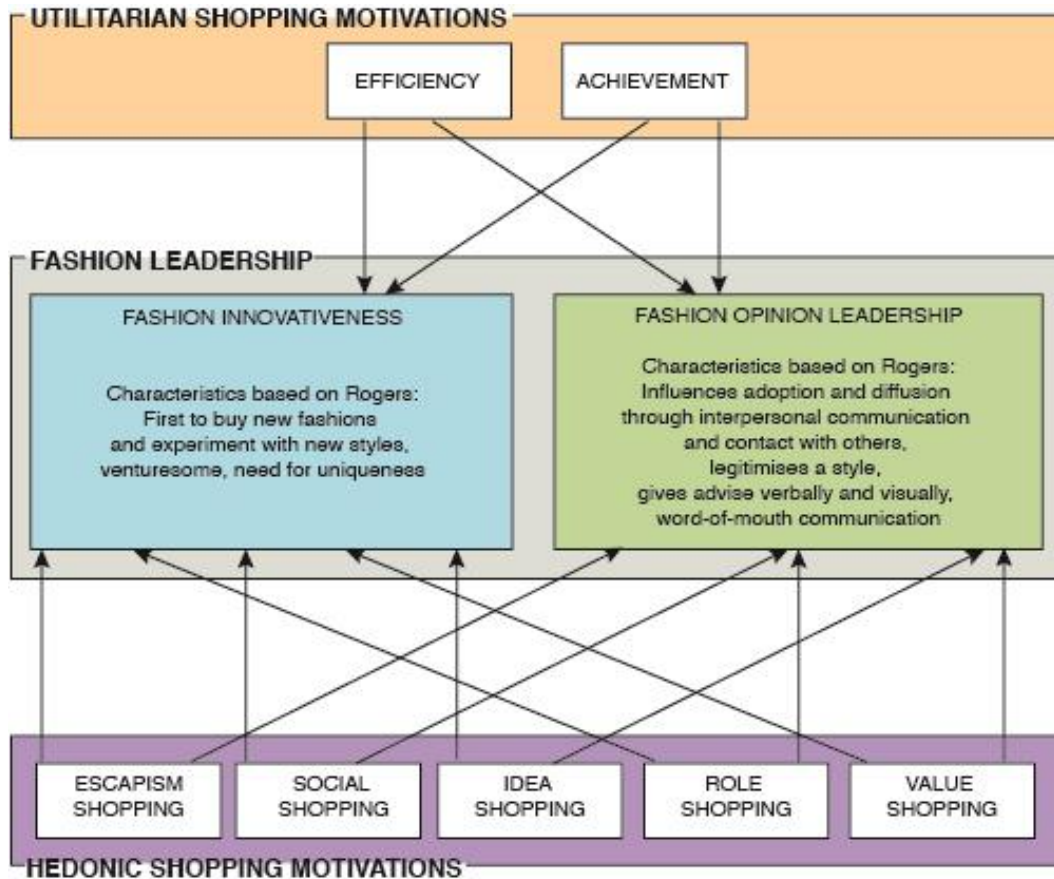


FIGURE 5.1: FACTOR ANALYSIS MODEL

5.3.1.10 Confirmatory factor analysis

Confirmatory factor analysis (CFA) is a statistical practice utilised in order to test and validate the factor structure of a set of variables (Suhr, 2006: 1). Structural equation modelling (SEM), a multivariate regression model, was utilised as the measurement model. A CFA permits the testing that relationships exist between variables and their underlying constructs, hence ensuring construct validity (Suhr, 2006: 1). The validity of the revised conceptual framework (replacing gratification and adventure shopping with escapism shopping) in Figure 5.1 was examined in terms of escapism shopping, fashion innovativeness, value shopping, achievement shopping, fashion opinion leadership, efficiency shopping, role shopping, social shopping, and idea shopping.

The measurement model, included 47 indicators and the nine latent variables, was initially tested through SEM using a maximum-likelihood estimation method in order to adjust the model in terms of regression parameters and modification indices. In total nine models were

constructed and adjusted in order to improve the goodness-of-fit indices. For all models the fit indices did not render results that could deem the model fit as acceptable.

In order to rectify the multivariate non-normality, the recursive model was estimated using un-weighted least squares. To test if the data fitted the model, Chi² statistic, normative fit index, (NFI > .95), comparative fit index (CFI > .90) and root mean square error of approximation (RMSEA < .08) as well as the root mean square residual (RMR, smaller indicates a better fit) were assessed for model fit (Mazzocchi, 2008: 322). The fit indices achieved from the confirmatory factor analysis indicated that the model did not have a very good fit on the key indices with $\chi^2 = 2635.35$; $p = 0.0001$; CFI = 0.726; NFI = 0.622 and an RMSEA of 0.088, which should ideally be below 0.05. The standardized RMR = 0.2458 were small and could be indicative a better data fit for the model. Hence, the measurement model demonstrated tolerable fit as the RMR was small, although the goodness-of-fit statistic presented mostly unsatisfactory fit indices. One reason for this might be that the model was previously tested on female samples and in more developed countries than South Africa. The model fit could be improved by adding other explanatory variables to explain fashion leadership or alter the measurement of the latent constructs which might have been affected by negative wording (reverse items) and retention of more than one latent factor (Mazzocchi, 2008: 331-332). In general the reasonable fit indicates the construct validity of the instrument. The CFA hence confirms the factor structure which the EFA determined for the model.

5.4 CLUSTER ANALYSIS OF RESPONDENTS BASED ON FASHION LEADERSHIP BEHAVIOUR

The aim of the cluster analyses was to determine which respondents rated high in terms of fashion innovativeness and fashion opinion leadership. Once the clusters were identified it enabled the utilisation of MANOVA's to determine motivational differences between hedonic and utilitarian shopping motivations across fashion innovators and fashion opinion leaders behaviour as well as across demographical variables such as age and income.

Cluster analysis refers to an exploratory data analysis tool with the purpose of sorting objects into groups in such a manner that the connection between the objects are maximal if they are in the same group and minimal if they are not (Statsoft, 2013). The exploratory cluster analysis was chosen, as we did not know how respondents would classify in terms of fashion leadership.

The fashion opinion leadership cluster (FOL_{clus1}) was created by the three items (V8, V10, V20) for fashion opinion leadership as determined by the exploratory factory analysis. In order to determine the fashion innovator cluster (FI_{clus2}) the six items (V9r, V15r, V16r, V18r, V19r, V22r) for fashion innovativeness as defined by the exploratory factor analysis was used.

A *proc fastclus* cluster analysis was executed. This *k*-means analysis results in a predetermined amount of clusters (*k*), as it moves objects between these clusters in order to minimise inconsistency within clusters and maximize inconsistency between clusters (Statsoft, 2013). The clusters rendered a good cubic clustering criterion of 39.726 as it is higher than three, which is considered a good cluster. Out of the 250 respondents 220 responses could be added to the clusters, the remaining 30 responses did not classify in any of the clusters and were omitted. The 30 responses can be considered as either fashion followers or laggards. Innovators and fashion opinion leaders represent 2.5% and 13.5% of the population respectively (Rogers, 2003: 281), however for this study fashion innovators represented 41% of the respondents and fashion opinion leaders represented 47%. The distribution may be due to the snowballing technique used to obtain more participants to participate in the study. Hence, respondents shared the questionnaire within their social system which comprised mainly of fellow fashion conscious individuals.

Table 5.6 illustrates the statistics of the clusters.

TABLE 5.5: CLUSTER SUMMARY

Cluster	Frequency	RMS Std Deviation	Max distance from seed to observation	Distance between cluster centroids
1 (FOL _{clus1})	117	1.1658	6.4716	4.8738
2 (FI _{clus2})	103	1.0343	6.4358	4.8738

Based on the mean score each cluster achieved in terms of the fashion innovativeness and fashion opinion leadership constructs, the two clusters were classified as FOL_{clus1} (fashion opinion leaders) and FI_{clus2} (fashion innovators). The descriptive statistics of each cluster in terms of the constructs are outlined in Table 5.6 below.

TABLE 5.6: DESCRIPTIVE STATISTICS BY CLUSTERS

Construct	Cluster	Std dev	Mean	Min	Max	Range
Fashion Innovativeness	FOL _{clus1}	0.7467	2.641	1.00	4.00	3.00
	FI _{clus2}	0.6597	4.024	2.22	5.56	3.33
Fashion Opinion Leadership	FOL _{clus1}	0.7035	2.451	1.00	3.86	2.86
	FI _{clus2}	0.657	3.901	1.86	5.57	3.71
Escapism Shopping	FOL _{clus1}	0.9172	2.622	1.00	4.44	3.44
	FI _{clus2}	0.9451	3.491	1.00	5.78	4.78
Value Shopping	FOL _{clus1}	1.1307	3.664	1.00	6.00	5.00
	FI _{clus2}	0.8716	3.820	2.00	6.00	4.00
Role Shopping	FOL _{clus1}	0.9885	2.378	1.00	6.00	5.00
	FI _{clus2}	0.8481	2.979	1.00	5.00	4.00
Social Shopping	FOL _{clus1}	0.9017	2.392	1.00	4.80	3.80
	FI _{clus2}	0.9573	3.021	1.00	5.60	4.60
Idea Shopping	FOL _{clus1}	0.7839	2.332	1.00	4.29	3.29
	FI _{clus2}	0.8582	3.513	1.29	5.43	4.14
Achievement Shopping	FOL _{clus1}	0.8308	4.375	1.00	6.00	5.00
	FI _{clus2}	0.7334	4.559	2.00	6.00	4.00
Efficiency Shopping	FOL _{clus1}	0.8494	4.630	2.75	6.00	3.25
	FI _{clus2}	0.9442	3.854	1.25	6.00	4.75

5.5 SHOPPING MOTIVATIONS ACROSS CLUSTERS

The general purpose of an analysis of variance is to test the difference between means (Statsoft, 2013). A multivariate analysis of variance (MANOVA) test was conducted in order to determine if noteworthy group differences exist on more than one dependant variable (Salkind, 2012: 190).

MANOVAs were conducted to identify the multivariate effect; how the independent variables (FOL_{clus1} and FI_{clus2}) will be motivated by the dependant variables (escapism shopping, value shopping, role shopping, social shopping, idea shopping, achievement shopping and efficiency shopping) (Mayers, 2013: 319). As well as, to determine the univariate effect; how the mean scores for each dependent variable differ across the clusters (independent variables) (Mayers, 2013:319). If the multivariate test is significant ($p < 0.0001$), we assume the particular effect is significant (Statsoft, 2013) and that the dependent variables (escapism shopping, value shopping, role shopping, social shopping, idea shopping, achievement shopping and efficiency shopping) might be predictive of fashion innovativeness or fashion opinion leadership.

5.5.1 Hedonic shopping motivations across clusters

To determine the hedonic shopping motivational difference between the two groups (FOL_{clus1} and FI_{clus2}), MANOVAs were performed. The results of the multivariate test are illustrated in Tables 5.7. MANOVAs permitted the comparison of the means of the dependent variables (escapism shopping, value shopping, role shopping, social shopping and idea shopping) across the independent variables (FOL_{clus1} and FI_{clus2}) significant at $p < 0.0001$ (Statsoft, 2013). Levene's test for equality of variance was used to determine the homogeneity of variance, requiring that the variability of the respective groups must be the same and significant at $p \leq 0.05$ (Mazzocchi, 2008). F -statistics were calculated to test the null hypothesis, that there is no difference in the means of the dependent variables across the two groups formed by the categories of independent variables (Statsoft, 2013). The Wilk's Lambda test tested for multiple dependents to determine whether there is a significant difference in the means of the two groups created by the independent variables. A smaller Wilk's Lambda value indicates a greater significance of the differences (Statsoft, 2013).

TABLE 5.7: MULTIVARIATE TESTS^a IN TERMS OF HEDONIC SHOPPING MOTIVATIONS

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	0.964	1151.845 ^b	5.000	214.000	0.000
	Wilks' Lambda	0.036	1151.845 ^b	5.000	214.000	0.000
	Hotelling's Trace	26.912	1151.845 ^b	5.000	214.000	0.000
	Roy's Largest Root	26.912	1151.845 ^b	5.000	214.000	0.000
Cluster	Pillai's Trace	0.343	22.360 ^b	5.000	214.000	0.000
	Wilks' Lambda	0.657	22.360 ^b	5.000	214.000	0.000
	Hotelling's Trace	0.522	22.360 ^b	5.000	214.000	0.000
	Roy's Largest Root	0.522	22.360 ^b	5.000	214.000	0.000

a. Design: Intercept + Cluster

b. Exact statistic

The table above indicates that the means for hedonic shopping motivations are all equal as the Wilks' Lambda test revealed a significant multivariate main effect for the clusters (Wilk's Lambda = 0.657, $F = 22.360$, (df: 5.000, 214.000) $p < 0.0001$). Since the F -value is 22.360 and the p -value is < 0.0001 , the null hypothesis can be rejected and it can be concluded that at least

two of the means for hedonic shopping motivations differ to a degree which is statistically significant.

TABLE 5.8: TESTS OF BETWEEN-SUBJECTS EFFECTS: MULTIPLE COMPARISONS

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Cluster	Escapism_Mean	41.368	1	41.368	47.791	.000
	Value_Mean	1.329	1	1.329	1.283	.259
	Role_Mean	19.809	1	19.809	23.129	.000
	Social_Mean	21.642	1	21.642	25.122	.000
	Idea_Mean	76.400	1	76.400	113.765	.000

Given the significance of the overall test, the univariate main effects were examined (Table 5.8). The p -values of escapism shopping, role shopping, social shopping, and idea shopping were significant at $p < 0.0001$, indicating a significant difference in means. Value shopping, however, had a p -value of 0.259 indicating that the difference in means was insignificant. Further tests revealed that the grand mean for escapism shopping was 3.056, for value shopping 3.742, for role shopping 2.678, for social shopping 2.707 and for idea shopping it was 2.922.

Table 5.9 below indicates the differences in the means between the clusters (FOL_{clus1} and FI_{clus2}) in terms of the hedonic shopping motivations of males living in Gauteng.

TABLE 5.9: MEAN DIFFERENCE BETWEEN CLUSTERS

Dependent Variable	Cluster	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Escapism Shopping	FOL _{clus1}	2.622	0.086	2.452	2.791
	FI _{clus2}	3.491	0.092	3.310	3.671
Value Shopping	FOL _{clus1}	3.664	0.094	3.478	3.849
	FI _{clus2}	3.820	0.100	3.622	4.017
Role Shopping	FOL _{clus1}	2.378	0.086	2.209	2.546
	FI _{clus2}	2.979	0.091	2.799	3.159
Social Shopping	FOL _{clus1}	2.392	0.086	2.223	2.561
	FI _{clus2}	3.021	0.091	2.841	3.201
Idea Shopping	FOL _{clus1}	2.332	0.076	2.183	2.481
	FI _{clus2}	3.513	0.081	3.354	3.672

As illustrated in Table 5.9, there was a significant difference in the mean for escapism shopping over the two clusters. FOL_{clus1} obtained a mean of 2.622, whereas FI_{clus2} had a mean of 3.491. The mean for value shopping over the two clusters did not differ significantly. FOL_{clus1} obtained a mean of 3.664, whereas FI_{clus2} had a mean of 3.820. There was a significant difference in the mean for role shopping over the two clusters; FOL_{clus1} obtained a mean of 2.378, whereas FI_{clus2} had a mean of 2.979. There was a significant difference in the mean for social shopping over the two clusters. FOL_{clus1} obtained a mean of 2.392, whereas FI_{clus2} had a mean of 3.021. There was a significant difference in the mean for idea shopping over the two clusters. FOL_{clus1} obtained a mean of 2.332, whereas FI_{clus2} had a mean of 3.513. Therefore, it can be determined that Cluster 2 (FI_{clus2}) is more motivated by hedonic shopping motivations than Cluster 1 (FOL_{clus1}). Similarly previous research has found that fashion opinion leadership was associated with utilitarian shopping motivation but not with any hedonic shopping motivations and hedonic shopping motivations are linked to fashion innovativeness (Kang & Park-Poaps, 2010: 324).

5.5.2 Utilitarian shopping motivations across clusters

To determine the effect of the independent variables (FOL_{clus1} and FI_{clus2}) on the utilitarian shopping motivations (achievement shopping and efficiency shopping) as dependent variables a multivariate test was performed. The results of the multivariate test is illustrated in Table 5.10 below.

TABLE 5.10: MULTIVARIATE TESTS^a IN TERMS OF UTILITARIAN SHOPPING MOTIVATIONS

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	0.979	5075.434 ^b	2.000	217.000	0.000
	Wilks' Lambda	0.021	5075.434 ^b	2.000	217.000	0.000
	Hotelling's Trace	46.778	5075.434 ^b	2.000	217.000	0.000
	Roy's Largest Root	46.778	5075.434 ^b	2.000	217.000	0.000
Cluster	Pillai's Trace	0.186	24.761 ^b	2.000	217.000	0.000
	Wilks' Lambda	0.814	24.761 ^b	2.000	217.000	0.000
	Hotelling's Trace	0.228	24.761 ^b	2.000	217.000	0.000
	Roy's Largest Root	0.228	24.761 ^b	2.000	217.000	0.000

a. Design: Intercept + Cluster

b. Exact statistic

As indicated in the table above, a one-way MANOVA revealed a significant multivariate main effect for the clusters (Wilk's Lambda = 0.814, $F = 24.761$ (df: 2.000, 217.000); $p < 0.0001$).

TABLE 5.11: TESTS OF BETWEEN-SUBJECTS EFFECTS: MULTIPLE COMPARISONS

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Cluster	Achievement_Mean	1.849	1	1.849	2.987	.085
	Efficiency_Mean	32.983	1	32.983	41.172	.000

Given the significance of the overall test, the univariate main effects were examined (Table 5.11). The p -value of efficiency shopping was 0.0001, indicating a significant difference in means. Achievement shopping, however, had a p -value of 0.085 indicating that the difference in means was insignificant.

Further tests revealed that the grand mean for efficiency shopping was 4.242, and for achievement shopping it was 4.467. Male consumers focus on more utilitarian aspects such as quality, price, selection of merchandise, convenience and service (Torres *et al.*, 2001: 205, 209). Table 5.12 below indicates the differences in the means between the clusters (FOL_{clus1} and FI_{clus2}) in terms of the utilitarian shopping motivations of males living in Gauteng.

TABLE 5.12: MEAN DIFFERENCE BETWEEN CLUSTERS

Dependent Variable	Cluster	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Achievement Shopping	FOL _{clus1}	4.375	0.073	4.232	4.519
	FI _{clus2}	4.559	0.078	4.406	4.712
Efficiency Shopping	FOL _{clus1}	4.630	0.083	4.467	4.793
	FI _{clus2}	3.854	0.088	3.681	4.028

As illustrated in Table 5.12, there was a significant difference in the mean for efficiency shopping over the two clusters. FOL_{clus1} obtained a mean of 4.630, whereas FI_{clus2} had a mean of 3.854. The mean for achievement shopping over the two clusters did not differ significantly. FOL_{clus1} obtained a mean of 4.375, whereas FI_{clus2} had a mean of 4.559. Therefore, it can be determined that Cluster 2 (FI_{clus2}) was less motivated by efficiency shopping than Cluster 1 (FOL_{clus1}), and that both clusters are motivated by achievement shopping.

5.6 DEMOGRAPHICS ACROSS CLUSTERS

To determine the differences between the various age groups across the clusters an independent *t*-test was conducted. No significant difference was found as the *p*-value was 0.408. Therefore it can be deduced that age is not predictive in terms of males' fashion leadership and that males from different ages can have fashion leadership characteristics. Previous research indicates there is no definitive conclusion regarding the demographic profiles of fashion leaders and this market cannot be easily segmented by demographic and lifestyle characteristics (Kang & Park-Poaps, 2010: 315; Michon *et al.*, 2007: 491; Goldsmith & Flynn: 1991:48-49; Polegato & Wall, 1980: 327,337). Hence, confirming that no notable difference could be observed in terms of fashion leadership behaviour and age.

Furthermore, a multiple response cross tabulation was used in order to determine which clusters formed part of which income bracket. It was found to be insignificant as the chi-square value was 0.237 and the related probability level was 0.888. Confirming that gross monthly income does not affect fashion leadership behaviour.

5.7 SHOPPING MOTIVATIONS BY DEMOGRAPHIC

As no conclusive findings were evident based on the demographics by cluster, differences between the means of hedonic and utilitarian shopping motivations (escapism shopping, value shopping, role shopping, social shopping, idea shopping, achievement shopping and efficiency shopping) across different age groups were investigated.

5.7.1 Shopping motivations and age

Three clusters were created based on age group; 1) 25 years and younger (*n*= 42), 2); 26-35 years (*n* = 133); and 3) older than 35 years (*n* = 20). These clusters were created as age was asked as an open ended question, hence simplifying the data. Table 5.13 includes the descriptive statistics for each age group in terms of the constructs.

TABLE 5.13: DESCRIPTIVE STATISTICS BY AGE GROUP

Construct	Age group	Std dev	Mean	Min	Max	Range
Escapism Shopping	25 years and younger	0.9645	3.220	1.00	5.11	4.11
	26-35 years	1.0084	2.895	1.00	5.44	4.44
	35 years and older	1.0804	2.739	1.11	4.33	3.22
Value Shopping	25 years and younger	1.0874	3.661	1.00	6.00	5.00
	26-35 years	0.9969	3.792	1.00	6.00	5.00
	35 years and older	1.3886	3.575	1.00	6.00	5.00
Role Shopping	25 years and younger	0.9541	2.571	1.00	4.40	3.40
	26-35 years	0.9798	2.631	1.00	6.00	5.00
	35 years and older	0.9992	2.460	1.00	4.20	3.20
Social Shopping	25 years and younger	1.0815	2.738	1.00	5.60	4.60
	26-35 years	0.9726	2.646	1.00	5.40	4.40
	35 years and older	1.0573	2.410	1.00	4.20	3.20
Idea Shopping	25 years and younger	1.0180	3.013	1.00	4.86	3.86
	26-35 years	1.0006	2.800	1.00	5.29	4.29
	35 years and older	0.9787	2.414	1.00	3.86	2.86
Achievement Shopping	25 years and younger	0.8952	4.339	1.75	6.00	4.25
	26-35 years	0.7280	4.540	2.00	6.00	4.00
	35 years and older	1.1058	4.313	1.00	6.00	5.00
Efficiency Shopping	25 years and younger	1.0170	4.125	2.25	6.00	3.75
	26-35 years	0.9487	4.305	1.25	6.00	4.75
	35 years and older	0.8530	4.700	3.25	6.00	2.75

All male respondents regardless of age measured similar means in terms of shopping motivations. Confirming that age is not predictive of which shopping motivations motivate male consumers.

5.7.2 Shopping motivations and income

The relation between the shopping motivations and gross monthly income was tested. Three clusters were created based on gross monthly income; 1) R15000 or lower (n= 77), 2) R15001 – R30000 (n = 74), and 3) R30001 and higher (n = 60). Table 5.14 includes the descriptive statistics for each age group in terms of the constructs.

TABLE 5.14: DESCRIPTIVE STATISTICS BY GROSS MONTHLY INCOME

Construct	Income	Std dev	Mean	Min	Max	Range
Escapism Shopping	R15000 or lower	0.83649	3.1232	1.00	4.89	3.89
	R15001-R30000	1.13332	3.0696	1.00	5.78	4.78
	R30001 and higher	1.14079	2.8736	1.00	5.44	4.44
Value Shopping	R15000 or lower	0.93593	3.6169	1.00	6.00	5.00
	R15001-R30000	0.94399	3.9009	1.75	6.00	4.25
	R30001 and higher	1.10291	3.5903	1.00	5.67	4.67
Role Shopping	R15000 or lower	0.83083	2.8032	1.00	4.60	3.60
	R15001-R30000	0.97787	2.6216	1.00	5.00	4.00
	R30001 and higher	1.02610	2.5000	1.00	4.60	3.60
Social Shopping	R15000 or lower	0.90060	2.8773	1.00	5.60	4.60
	R15001-R30000	0.98531	2.6635	1.00	5.40	4.40
	R30001 and higher	0.99932	2.5367	1.00	5.00	4.00
Idea Shopping	R15000 or lower	0.94920	2.9941	1.00	5.43	4.43
	R15001-R30000	1.00056	2.8375	1.00	5.14	4.14
	R30001 and higher	1.11451	2.7881	1.00	5.29	4.29
Achievement Shopping	R15000 or lower	0.84230	4.3907	1.75	6.00	4.25
	R15001-R30000	0.81346	4.5101	1.00	6.00	5.00
	R30001 and higher	0.70850	4.3531	3.25	6.00	2.75
Efficiency Shopping	R15000 or lower	0.97162	4.2435	1.25	6.00	4.75
	R15001-R30000	1.00626	4.2331	1.25	6.00	4.75
	R30001 and higher	0.94938	4.3875	1.75	6.00	4.25

All male respondents regardless of income measured similar means in terms of shopping motivations. Confirming that income is not predictive of which shopping motivations motivate male consumers.

5.7.3 Store patronage across clusters

Multiple response cross tabulations were utilised in order to determine which clusters frequent which stores the most. The top five stores were identified by frequency and the clusters responses were compared. The results are summarised in Table 5.15.

TABLE 5.15: FIVE MOST PATRONISED STORES ACROSS CLUSTERS

			Cluster		Total
			FOL _{clus1}	FI _{clus2}	
Five most frequented shops ^a	Cotton On	Count	23	35	58
		% within \$MRQ7_First	39.70%	60.30%	
		% within Cluster	9.70%	19.40%	
		% of Total	5.50%	8.40%	13.90%
	Edgars	Count	71	32	103
		% within \$MRQ7_First	68.90%	31.10%	
		% within Cluster	29.80%	17.80%	
		% of Total	17.00%	7.70%	24.60%
	Markham	Count	29	32	61
		% within \$MRQ7_First	47.50%	52.50%	
		% within Cluster	12.20%	17.80%	
		% of Total	6.90%	7.70%	14.60%
	Mr Price	Count	43	34	77
		% within \$MRQ7_First	55.80%	44.20%	
		% within Cluster	18.10%	18.90%	
		% of Total	10.30%	8.10%	18.40%
Woolworths	Count	72	47	119	
	% within \$MRQ7_First	60.50%	39.50%		
	% within Cluster	30.30%	26.10%		
	% of Total	17.20%	11.20%	28.50%	
Total	Count	238	180	418	
	% of Total	56.90%	43.10%	100.00%	

Percentages and totals are based on responses.

a. Group

As a summary, the top five stores rankings are summarised in Table 5.16 below.

TABLE 5.16: TOP FIVE STORE RANKINGS

Ranking	Total	FOL _{clus1}	FI _{clus2}
1	Woolworths	Woolworths	Woolworths
2	Edgars	Edgars	Cotton On
3	Mr Price	Mr Price	Mr Price
4	Markham	Markham	Edgars
5	Cotton On	Cotton On	Markham

Due to the scale of responses from FOL_{clus1} the total ranking was influenced and skewed towards the responses of this cluster. FI_{clus2} frequents Cotton On more than FOL_{clus1}.

5.8 CONCLUSION

In conclusion, the results presented in this chapter provided insight into the shopping motivations behind fashion purchasing behaviour of fashion opinion leaders and fashion innovators. The findings will be discussed and interpreted in greater detail in the following chapter. Also included in Chapter 6, is discussions on the limitations of the study and conclusions and recommendations for future research.

LE

This chapter consists of the interpretation of the results and presents final conclusions of the findings according to the hypotheses and revised conceptual framework developed for this study. Based on the conclusions drawn, the implications of the findings on fashion retailers and marketers are highlighted and recommendations are made in terms of suitable strategies to trigger male fashion leadership in order to ensure a high rate of adoption of new fashion apparel products.

Furthermore, limitations of the study are stated as well as suggestions for future research.

6.1 REFLECTION OF THE STUDY

Marketers and retailers acknowledge the importance of understanding the needs and requirements of their target market in order to ensure the commercial success of their product (Goldsmith, Moore & Beaudoin, 1999: 7). While demographic information such as gender has been valuable in segmenting markets it provides little insight into what drives male's shopping behaviour (Du Preez *et al.*, 2007: 2). Social and demographic changes are placing pressure on traditional gender roles and males are now more involved in shopping compared with previous generations (Bakewell & Mitchell, 2004: 224). The traditional idea of masculinity is being challenged and is evolving through cultural and social changes (Solomon & Rabolt, 2004: 156). Additionally, the readily adoption of new fashion and products have immediate relevance to retailers' commercial success and competitiveness when launching new products (Clark & Goldsmith, 2006: 34). Sproles and Burns (1994: 85-87) suggest that retailing or marketing strategies that target or activate fashion innovativeness and fashion opinion leadership also effectively facilitate the acceptance of new fashions in the mass market. Therefore a better understanding of not only male shopping behaviour but also male fashion leadership behaviour could be beneficial to marketers and retailers as it could allow for differentiation at store and product level (Blakewell & Mitchell, 2004: 224).

The intention was to introduce empirical evidence that could contribute in addressing the motivational factors that compel male fashion leadership behaviour (fashion innovativeness and fashion opinion leadership) in the South African context. In order to accomplish this, a survey research design, with a cross-sectional approach, was employed. This research study was conducted in the Gauteng province with a sample of only male consumers (n= 250). Male consumers were specifically chosen as previous literature and reports have indicated that male consumers are a growing market segment (Marketline, 2015) and that female and male

decision-making styles vary (Bakewell & Mitchell, 2006: 1299). The extent to which males are now more involved in shopping compared with previous generations has also dramatically changed (Bakewell & Mitchell, 2004: 224). Evidence was required to validate if male fashion leadership is evident in the South African market and would be a viable market segmentation tool for retailers to focus on.

The research overall research objectives, hypotheses, as well as the conceptual framework, were based on shopping motivation literature and Rogers' (2003) diffusion of innovations theory. The proposed literature as well as the theoretical perspective of Rogers' (2003) diffusion of innovations theory was used to interpret and discuss the results in order to explain the relevant shopping motivations and ultimately predict what drives fashion leadership behaviour of male consumers.

The following research objectives provided the structure for the discussions in the chapter:

- To investigate the extent to which male fashion leadership (fashion innovativeness and fashion opinion leadership) differ with regard to *hedonic shopping motivations* in a South African context.
- To investigate the extent to which male fashion leadership (fashion innovativeness and fashion opinion leadership) differ with regard to *utilitarian shopping motivations* in a South African context.
- To investigate hedonic and utilitarian shopping motivations across fashion leaders' different demographic variables (age, income and ethnicity).

6.2 CONCLUSIVE REMARKS IN TERMS OF THE SAMPLE

In terms of the demographic results, the sample consisted of male respondents residing in the Pretoria or Johannesburg metropolitans of Gauteng, South Africa. Male consumers were specifically selected as previous studies included mostly female samples. The participants were between the ages of nineteen and fifty-eight with the average age being 29. For the purpose of statistical analysis the sample was divided into three groups; 19-29 years, 30-39 years, and 40-58 years. Most responses were received from younger participants between the ages of nineteen and twenty-nine.

To simplify the data analysis three income (R15 000 or lower; R15 001-R30 000; R30001 and higher) categories of investigation were established. Almost a third (64.32%) of the samples earned a monthly gross income of R25 000 or less. Even though research indicates that innovators are generally more affluent as this allows them to absorb the uncertainties associated with adopting a new innovation (Roger, 2003: 282), this samples did not indicate a significant difference between the gross monthly income of fashion opinion leaders and fashion innovators. In addition, respondents were distinguished in terms of the various population groups of South Africa. Most participants (89.60%) were Caucasian, with other racial groups only representing 10.40% of the sample. More participants reside in Pretoria versus Johannesburg. This posed a limitation to the study, as it is not representative and was hence disregarded from any other statistical analysis or further discussion.

Retailers and marketers concede the need to obtain knowledge specifically about gender differences in order to predict consumer behaviour (Workman, 2011: 131). By addressing the issue related to male purchasing behaviour, by examining differences in decision-making and demographics, could assist marketers to find better ways of communicating with men and to guide marketing mix decisions. This implies that fashion marketers and retailers should differentiate their communication directly aimed at male consumers to target and appeal to influential male fashion leaders to ensure adoption and diffusion of new fashion.

Based on the results of this research study, the following findings were made and interpreted and will be discussed in the next sections.

6.3 CLUSTERS IN TERMS OF FASHION LEADERSHIP BEHAVIOUR

To establish the latent factor structure, the data set pertaining to shopping motivations and fashion leadership were subjected to an EFA. Nine factors emerged through the EFA. From the nine factors seven pertained to shopping motivations, five factors (escapism, value, role, social and idea) related to hedonic shopping motivations and two factors pertained to utilitarian (achievement and efficiency) shopping motivations. The remaining two factors pertained to fashion innovativeness and fashion opinion leadership. The variables retained from the EFA were further validated by means of a CFA. The CFA indicated that the model fit was fair but a better fit can be obtain by altering the wording or eliminating negative wording of items measuring the latent constructs or adding some other explanatory variables to the model (Mazzocchi, 2008: 330).

The study was aimed at investigating and describing male consumers' fashion leadership. A cluster analysis was performed to determine two clusters namely fashion innovators and fashion opinion leaders as indicated by theory. Respondents who correspondingly rated high in terms of either fashion innovativeness or fashion opinion leadership were then allocated into the respective clusters. Two clusters were identified considering the constructs that measured fashion innovativeness and fashion opinion leadership as based upon existing validated scales. The remaining responses were considered as fashion followers (early majority, late majority and laggards) and disregarded from any further analyses or discussion.

Rogers' theory on the diffusion of innovation identified fashion innovators as 2.5% and fashion opinion leaders as 13.5% of the individuals in a system and fashion followers (early majority, late majority and laggards) as the remaining 84% of individuals (Rogers, 2003: 280-281). The first cluster (FOL_{clus1}) was made up of 47% of the respondents, whereas the second cluster (FI_{clus2}) included 41% of respondents. The disconnection in respondents' responses may be due to the appropriateness of the adapted scales to the sample. The scales have not previously been utilised to determine South African males' level of fashion innovativeness and fashion opinion leadership. The South African male fashion leader may pose different behaviour to the generalised fashion leader as described in the literature. Male consumers have a varying set of needs and motives as compared to females (Du Preez *et al.*, 2007: 4), which might describe the difference in results as compared to previous research on different demographic groups. Furthermore, a snowballing technique was utilised in order to gather responses, this technique entails dissemination of the questionnaire across a social system, in this case, across a social system which rates high in terms of fashion leadership behaviour.

6.4 CONCLUSIVE REMARKS IN TERMS OF THE OBJECTIVES

To determine if noteworthy group differences exist related to the shopping motivations (more than one dependant variable), MANOVAs were conducted to investigate significant differences between fashion innovators and fashion opinion leaders.

6.4.1 Hedonic shopping motivations across clusters

The results of sample means and MANOVAs given in Tables 5.7- 5.9, respectively, show significant differences for hedonic shopping motivation between fashion opinion leaders (FOL_{clus1}) and fashion innovators (FI_{clus2}). Hedonic shopping motivations are linked to the pleasurable sources of satisfaction and entertainment (Kim & Hong, 2011: 315). Kang and Park-Poaps (2010: 324), indicated that hedonic shopping motivations are mostly linked to fashion innovativeness. In the following section the five dimensions of hedonic shopping motivations are discussed in terms of the fashion shopping behaviour of the two clusters.

6.4.1.1 Escapism shopping motivations

Escapism shopping motivations consist of the original constructs of adventure and gratification shopping motivations, these two categories were collapsed based on the exploratory factor analysis. The combination of these two constructs can be explained by the similarities in terms of engaging the consumer through pleasure and stimulation (Cardosa & Pinto, 2010: 545). Fashion opinion leaders had a lower mean (2.622) in terms of escapism shopping motivations versus fashion innovators (3.901). The difference was significant at $p = 0001$ indicating that fashion innovators are more motivated by escapism shopping motivations than fashion opinion leaders. This collaborates with previous findings that also found that adventure seeking and desires for new ideas are primary motivations for consumers with a high level of fashion innovativeness (Kang & Park-Poaps, 2010: 324; Goldsmith, et al., 1991: 37).

Interestingly, fashion opinion leaders found escapism shopping to be the second highest source of hedonic shopping motivation, with an average of 2.622. Disagreeing with most of the statements they are less motivated by escapism when shopping for apparel. Whereas fashion innovators found it to be third with a mean of 3.491, hence strongly agreeing with most of the statements measuring escapism shopping. Fashion innovators have been found to be driven by escapism shopping motivations as these consumers are the first to adopt a new fashion and gives it visibility in the market place (Kaiser, 1997: 492; Goldsmith & Flynn, 1992: 42). This is also consistent with findings of Muzinich, Pecotich and Putreva (2003) who found that fashion innovators are more prone to take risks to demonstrate their individuality by buying products with possible visible let-down.

Fashion innovativeness has also been linked to consumers who have a predisposition to be more immersed in their shopping and seek out memorable shopping experiences (Kim, Fiore, Niehm & Jeong, 2010). Conversely, the shopping experience itself will appeal to the fashion innovator, salespeople need to create a pleasurable experience for the innovative consumer and the fashion innovator will be motivated by the pure experience of purchasing the new apparel product and being pleased with the purchase as it is fashion forward and new to the market (Kotzé *et al.*, 2012: 418). The fashion innovator will start the diffusion of the new product if he is stimulated in a creative manner. The impact of escapism shopping motives can be further improved if the new apparel fashion product is highlighted as compatible or consistent with the existing values, past experiences, and needs of potential adopters (Rogers, 2003: 240). If a fashion innovation is too novel or unique, it is likely not to be accepted by the majority of consumers (Sproles & Burns, 1994: 72). Hence, marketers and retailers can play on the newness of the fashion apparel product as an adventurous aspect and ensure compatibility.

The innovation can also not be perceived as too complex or relatively difficult to understand and use (Rogers, 2003: 257). As an influential shopping driver for fashion innovators, retailers should therefore focus on the fashion innovator's desire for stimulation, out of the ordinary experiences, excitement and stress relief (Arnold & Reynolds, 2003: 80) and implement creative marketing campaigns, interesting imagery, aesthetic design elements, eye-catching visual merchandising (Muzinich *et al.*, 2003) and alternative product assortments. To appeal to fashion innovators, marketer and retailers should utilised interesting communication channels such as social media, e-mail and SMS especially as young male consumers are not opposed to technology such as social media and online shopping (Shephard, Kinley & Josiam, 2014: 277). Hence, educating consumers in a pleasurable manner, hence the learning experience is quick and easy and the fashion innovation is adopted (Sproles & Burns, 1994: 72-74). Male fashion leaders are less motivated by touch and prefer to shop from alternative channels such as TV retailers, catalogues and online stores (Cho & Workman, 2011: 375-376), presenting the opportunity to increase market reach and sales through an online store sales channel.

Although escapism was not the most important motivational factor for fashion innovators it is still of importance for retailers and marketers to focus on as the fashion innovators will ensure that the diffusion or adoption process starts.

6.4.1.2 Value shopping motivations

Value shopping motivations are related to shopping for sales, looking for discounts, and hunting for bargains (Arnold & Reynolds, 2003: 80). The search for value provides a great level of shopping enjoyment and sense of accomplishment (Kotzé *et al.*, 2012: 418).

The means for value shopping motivations did not differ significantly ($p = .259$) between fashion opinion leaders ($M = 3.664$) and fashion innovators ($M = 3.820$). Both fashion innovators and fashion opinion leaders obtained relatively high means measuring the construct of value shopping, tilting towards strongly agreeing with the statements. The findings showed that both fashion opinion leaders and fashion innovators are equally motivated by value purchases. Both fashion innovators and fashion opinion leaders found value shopping motivations to be the highest hedonic shopping motivation. This confirms previous findings that male shoppers are determined and want to spend the least time and effort on a purchasing decision (Kotzé *et al.*, 2012: 418; Otnes & McGrath, 2001: 131). In this study, the South African male consumer residing in Gauteng is motivated by value shopping regardless of fashionability or fashion leadership behaviour.

As the most influential hedonic shopping driver for male fashion opinion leaders and fashion innovators, retailers should appeal to them by improving the value perceptions when dealing with these shoppers (Carpenter & Brodahl, 2011: 894-5; Bakewell & Mitchell, 2004: 223). South African retailers have an opportunity to target fashion opinion leaders as well as fashion innovators by ensuring a value offering. The value of the apparel product should be highlighted at all times to appeal to the male fashion leader. This will ensure the diffusion of the new apparel products and increase chance of probability and stock clearance. This can be achieved through highlighting great price points through strategically placed price points and merchandising higher value for money styles in primary areas in the store. Furthermore, to efficiently emphasise price points, retailers can indicate the price points in the window, thus increasing the efficiency of the shopping trip as the consumer can immediately determine the affordability of the item.

As the South African male consumer is highly value driven sale periods and hence stock clearance can be maximised. Electronic communication such as emailers and SMS's can be distributed to the consumer highlighting the percentage of saving as well as the new lower entry price points. In store, clear signage can be displayed indicating the new range of price points as well as the sale percentage. Moreover, within a hostile economic climate with rising

exchange rate and higher costs of production retailers need to offer the right product at the right price. Even though maintaining margin and profitability is of importance, adoption and acceptance may be increased should the product be placed in the market at the right price. Retailers will need to balance the options between margin cuts and increased sales due to correct pricing.

Being at the right price point and offering value for money will increase trailability of the product as consumers can test a product before purchase, hence decreasing risk (Solomon & Johnson, 2004: 99). When a new style is expensive or different from current fashions, risk is substantial and trialability is reduced, however if it is socially accepted after the risk has been taken, the test of trialability has been passed and this may lead to increased adoption (Sproles & Burns, 1994: 74, McDonald & Alpert, 2007: 428). Value shopping also has a positive effect on impulse buying (Činjurević, Tatić & Petrić, 2011: 12), hence if retailers visibly display the value for money offering trailability will be increased. If fashion innovators can be persuaded to purchase a new apparel product based on the value offering and decreased risk of trailability it will be extremely beneficial from a marketing perspective

6.4.1.3 Role shopping motivations

Role shopping can be defined as the enjoyment that shoppers derive from shopping for others, the influence that this activity has on the shoppers' feelings and moods, and the excitement and intrinsic joy felt by shoppers when finding the perfect gift for others (Arnold & Reynolds, 2003: 80).

The findings indicated that there was a significant difference ($p = .0001$) between fashion innovators ($M = 2.979$) and fashion opinion leaders' ($M = 2.378$) mean scores for role shopping motivations. This indicates that fashion innovators are more motivated by role shopping than fashion opinion leaders. Although, South African men have shown in previous research that role shopping is the third highest source of enjoyment (Kotzé *et al.*, 2012: 421), this was not evident for this study. For this study fashion opinion leaders indicated role shopping as their fourth and second last driver of hedonic shopping motivation. Fashion innovators rated role shopping as the least (fifth) important shopping motivations. Collectively role shopping is the least enjoyable shopping motivation for males residing in Gauteng.

Role shopping is mainly concerned with gift giving and purchasing for other individuals, this should not in general be a focus to target male fashion leaders of South Africa. An exception

would be gift giving periods such as Valentine's Day and Christmas, where the efficiency and achievement of the shopping trip can be increased by making recommendations and indicating the value in the offering.

6.4.1.4 Social shopping motivations

Social shopping is the enjoyment of shopping with friends and family, socialising while shopping, and bonding with others while shopping (Arnold & Reynolds, 2003: 80). Otnes and McGrath (2001:125) found that women enjoy socialising with friends while shopping, while male shoppers generally find shopping boring. In an emerging market context Kotzé *et al.* (2012: 421) found that in South Africa, both genders do not enjoy socialising while shopping. Similarly in this study both fashion innovators and fashion opinion leaders do not enjoy shopping to socialise as their mean scores were considerably low. Rating third for fashion opinion leaders ($M = 2.392$) and fourth for fashion innovators ($M = 3.021$). Although, collectively social shopping is the second least enjoyable shopping motivation for males residing in Gauteng. The findings show that fashion opinion leaders are significantly ($p = .0001$) less motivated by social shopping than fashion innovators. Male fashion innovators will be more prone to socialise while shopping but might not find shopping as a social activity enjoyable. Furthermore, it has been found that social shopping is linked with fashion leadership behaviour of opinion showing, fashion knowledge, confidence and information seeking (Kang & Park-Poaps, 2011: 343). Although, fashion innovators are more motivated by social shopping retailers and marketers who seek to maximise sales and profits by appealing to their best customers can increase their success by focusing on opinion leaders as they are frequent buyers and encourage others to shop and buy (Goldsmith *et al.*, 2003: 54; Goldsmith & Flynn, 1991: 42).

The possible influence of social shopping motivations is that of observability. Fashion innovators will provide observability of the new style within the marketplace and this observability influences adoption and diffusion (Sproles & Burns, 1994: 74, McDonald & Alpert, 2007: 428). Observability will ensure that consumers can visually perceive and compare what other consumers are wearing and what fashion styles are popular before a purchasing decision is made (Kang & Park-Poaps, 2011: 342). A consumer may be further enticed to share opinions and thoughts on the fashion product on a social front in order to evaluate the validity of their choices (Kang & Park-Poaps, 2011: 342).

6.4.1.5 Idea shopping motivations

Idea shopping relates to shopping to keep up with trends and new fashions, and to see new products and innovations (Arnold & Reynolds, 2003: 80). This concept is related to enjoyment derived from shopping to browse, which has been found to be an enjoyable activity to younger men (Arnold & Reynolds, 2003: 80). Kotzé *et al.*'s (2012: 421) study found that both male and females in a South African context enjoy idea shopping and browsing. For this study there was a significant difference ($p = .0001$) in the mean score between fashion opinion leaders ($M = 2.332$) and fashion innovators ($M = 3.513$). Fashion opinion leaders rated shopping for trends to be the least enjoyable whereas fashion innovators viewed idea shopping as the second most enjoyable. The findings indicate that fashion opinion leaders are less motivated by idea shopping than fashion innovators.

Fashion innovators portray specific behaviour towards idea shopping and keeping up with trends, they either enjoy the mental stimulation and seek information through media and store environments or they prefer visual and verbal communication (Brannon, 2005: 49). Retailers and marketers need to be innovative in terms of how they communicate new fashion apparel products to the market. Fashion innovators are usually up to date with trends and new ideas, thus marketers and retailers need to provide something new and fresh to highlight their unique product offering. Marketing, visual imagery, visual merchandising and communication needs to push the boundaries in terms of creativity and appeal to the innovators need to keep up with trends and new ideas. Fashion innovators are not overt to risk and prefer to demonstrate their individuality, retailers and marketers should market new apparel products to a select group of innovative consumers in order for them to be the first to try the new product and also to reinforce their need for uniqueness (Muzinich *et al*, 2003: 309). Fashion innovators will provide observability of the new style within the marketplace and this observability influences adoption and diffusion (Sproles & Burns, 1994: 74, McDonald & Alpert, 2007: 428). Apart from visually communicating the innovation the fashion leader will also spread positive word of mouth messages due to the pleasurable experience and in that manner increase the rate of adoption (Muzinich *et al*, 2003: 309).

Retailers should highlight the relative advantage which this new product offers, the innovation has to be perceived as being better than previous alternatives (Rogers, 2003: 229). In terms of the fashion industry this refers primarily to the degree to which a new style is differentiated from previous fashions (Sproles & Burns, 1994: 72) as well as how beneficial the innovation is versus the competitors (Solomon & Rabolt, 2004: 101). Awareness and knowledge can be

communicated through mass media and interpersonal communication (Sproles & Burns, 1994: 264). Marketing the new fashion products at an early stage through the use of fashion magazines will entice fashion innovators to find out more about the innovation (Muzinich *et al*, 2003: 309). Fashion leaders are more involved in obtaining information, they are knowledgeable consumers and will seek to find the information they need (Solomon & Rabolt, 2004; 419).

Retailers should not only provide appealing marketing at an early stage but also focus on the product in stores. The store environment needs to maximise space for new apparel products. Products which are novel or new should be strategically placed in primary positions to draw the fashion innovators' attention. The product should be available in a limited quantity, in select stores with knowledgeable staff and in an aesthetically pleasing environment (Muzinich *et al*, 2003: 309). These styles should also be displayed in windows and marketing to ensure that the fashion innovator gets exposed to it and it peaks their interest. The store environment should also trigger the consumer's impulse buying intent through suitable music and lighting to increase the likelihood of trailability (Činjurević *et al*, 2011: 12).

Fashion opinion leaders do not strive for the same exposure to new ideas and trends and this information is provided to them by fashion innovators who already exert all the effort to find the innovative apparel products. Innovators launch the new idea in the social group whereas opinion leaders spread the innovation in the form of advice and information to the rest of the social group (Rogers, 2003: 283). Fashion opinion leaders can observe the relative advantage that the apparel products offer by observing fashion innovators. Although fashion opinion leaders are not to the same extent motivated by idea shopping they are crucial in the spreading of new fashion ideas and retailers should target these consumers as they spread the innovation through the social system through word of mouth communication (Bertrandias & Goldsmith, 2006: 27; Rogers, 2003: 300). Fashion opinion leaders are highly influential when it comes to word of mouth communication, their positive word of mouth messages can increase the rate of adoption whereas negative messages can hinder diffusion of the innovation (Muzinich *et al*, 2003: 298).

6.4.2 Utilitarian shopping motivations across clusters

The results of sample means and MANOVAs given in Tables 5.10- 5.12, respectively, show some significant differences for utilitarian shopping motivation between fashion opinion leaders (FOL_{clus1}) and fashion innovators (FI_{clus2}). Utilitarian shopping motivations are related to purchasing in an efficient and quick manner with minimal effort (Workman, 2010: 126). Utilitarian shopping motivations are task-orientated, rational and cognitive; it depends on whether the particular consumption need stimulating the shopping trip was accomplished (Cardoso & Pinto, 2010: 540; Babin *et al.*, 1994: 646). In the following section the two dimensions of utilitarian shopping motivations (achievement and efficiency) are discussed in terms of the fashion shopping behaviour of fashion innovators and fashion opinion leaders.

6.4.2.1 Achievement shopping motivations

Achievement refers to a goal related shopping orientation where success in finding specific products that were planned for at the outset of the trip is important (Kim, 2006: 58). Both fashion opinion leaders (M = 4.375) and fashion innovators (M = 4.559) highly value achievement shopping and are equally motivated by achievement shopping as there was no significant difference ($p = .085$) between the two groups. This is consistent with Workman and Studak (2005: 72) who found that men reflected a “need-based” approach to fashion problem recognition style, indicating that men lean towards the utilitarian aspects of shopping motivation.

Male shoppers have been conditioned to believe that shopping is a feminine activity and therefore it has been stereotyped that men mainly act on utilitarian drives (Otnes & McGrath, 2001: 131). Workman and Lee (2011:55) have found that men do not invest the same resources in shopping as women do, many men avoid shopping altogether and if they cannot avoid it - they shop speedily. Mostly men do not enjoy shopping, but still consider themselves as proficient shoppers (Kotzé *et al.*, 2012: 417), they focus on more utilitarian aspects such as quality, price, selection of merchandise, convenience and service (Torres *et al.*, 2001: 205, 209).

Not unexpected, achievement shopping is the biggest motivation for males residing in Gauteng, not only in terms of the utilitarian shopping motivations, but also in terms of all shopping motivations. As the most influential shopping driver for male fashion opinion leaders and fashion innovators, retailers and marketers should focus all their marketing efforts and

merchandising needs on achievement shopping, especially making new apparel products the easiest to find to ensure fashion innovators adopt these styles. In order to appeal to the achievement minded fashion innovator and fashion opinion leader it is of importance to focus on utilitarian aspects. Quality is one of these aspects as it creates the impression of value for money especially when combined with a good and market related price point. Furthermore the selection of merchandise needs to be in line with what the fashion leader was looking for on the outset of the shopping trip. The selection of merchandise should be communicated through marketing such as advertisements and electronic communication. By making the information regarding the benefits of the product easily available to the consumer, persuasion is easier. Persuasion occurs when an individual forms a favourable or an unfavourable attitude towards the innovation (Brannon, 2005: 45; Rogers, 2003: 174). Therefore, after knowledge is acquired about an innovation individuals become more psychologically involved with the innovation, actively seek more information to reduce uncertainty and risk and applies this to their current or future situation (Rogers, 2003: 175).

Additionally, the products of high quality, value pricing and correct assortment needs to be available to the consumer at his convenience and in a setting with outstanding service. By offering convenient retail location the fashion leader will perceive a higher level of achievement. On top of that excellent customer service strengthens the decision making process and decreases the degree of uncertainty, which is inherent in any adoption process (Rogers, 2003:6). The consumer of a new fashion product will have to evaluate the risk involved and make a decision to adopt or reject this innovation and this will be made easier if customer service is offered.

6.4.2.2 Efficiency shopping motivations

Efficiency refers to the consumers need to save time and resources (Kim, 2006: 58). There was a significant ($p = .0001$) difference between fashion innovators and fashion opinion leaders' motivation in terms of efficiency shopping motivations. Fashion innovators find this the least important of the utilitarian drives and fashion opinion leaders the most important. However, efficiency was the highest shopping motivator for fashion innovators, obtaining a mean of 3.854 higher than any of the hedonic shopping motivations. Fashion opinion leaders obtained a mean of 4.630 for efficiency shopping motivation. The findings indicated that both fashion opinion leaders and fashion innovators value efficiency

Marketers need to ensure they have the latest fashions available and that they are easy to find in the store environment to save fashion leaders time. The fashion innovator and opinion leader need to be able to find the new apparel products quickly and also perceive the value offering as this saves time and resources. Fashion opinion leaders, especially, needs to be targeted by highlighting the efficient shopping environment. Offering the merchandise selection they are looking for at the right price within a convenient setting with great customer service. Fashion opinion leaders interact and spread the fashion innovation both visually and verbally (Kaiser, 1997: 492; Goldsmith & Flynn, 1992: 42). Therefore fashion followers constantly imitate fashion opinion leaders, and fashion leaders continue to find new fashion styles in order to differentiate themselves and to maintain innovativeness (Kaiser, 1997: 492)

For all participants in the study utilitarian drives (achievement and efficiency shopping motivations) were the most important driving force behind shopping behaviour. Even though some hedonic drives proved influential, the mean scores of the utilitarian drives were higher in all instances. Male fashion leaders are driven by spontaneity, quality, value for money, efficiency, and effortlessness (Workman & Cho, 2012: 279). Emphasising the fact that retailers and marketers need to focus on providing the product in an environment that is convenient, has great customer service, which stocks the product they are looking for at the right price and quality level.

6.5 SHOPPING MOTIVATIONS BY DEMOGRAPHIC

An investigation of demographic differences indicated that age and income were insignificant indicators of male's fashion leadership. There was no significant differences in terms of demographic variables and fashion leadership. This is consistent with the findings of Phau and Lo (2004) who found no conclusive evidence that demographics serve as an indication of fashion innovativeness. Hence, demographic information was also considered in terms of shopping motivations to provide a broader insight into the shopping motivations of South African males residing in Gauteng.

6.5.1 Shopping motivations and age

The mean scores across all age groups in terms of shopping motivations did not differ significantly enough to indicate a clear preference among age groups for specific shopping motivations. All age groups rated highly in terms of value shopping, hence it can be determined

that male consumers living in Gauteng value shopping for sales, looking for discounts, and hunting for bargains (Arnold & Reynolds, 2003: 80). Respondents also rated the utilitarian shopping motivations highly with mean scores above 4. Hence, retailers and marketers need to focus on providing convenience, customer service, the right price, quality and the right product across all generational cohorts.

6.5.2 Shopping motivations and income

The mean scores across all income brackets in terms of shopping motivations did not differ significantly enough to indicate a clear preference among different income groups. Even though, the average income is middle to middle-high and many of the respondents spend up to 20% of their disposable income on clothing purchases income is not predictive of shopping motivation. Men across all income groups rated the utilitarian shopping motivations highly, indicating that men across all incomes prefer efficiency and achievement when shopping for fashion apparel.

6.6 STORE PATRONAGE ACROSS CLUSTERS

Woolworths received the highest ranking and was found to be the most preferred retailer amongst fashion opinion leaders and innovators, indicating that this retailer has a strong presence and market share amongst all male consumers living in Gauteng. This can be used in their favour as they can use innovative displays and product assortments to appeal to fashion opinion leaders whilst highlighting the value, efficiency and achievement aspects of the shopping experience and assortment.

Cotton On ranked second highest and appeals to fashion opinion leaders in terms of their store patronage preferences. This retailer has an opportunity to increase market share and the diffusion across the adopter categories as they gain exposure through fashion leaders. This retailer must appeal to the utilitarian side of male shoppers by ensuring the shopping experience is efficient, products are easy to find, and achievable, having the right product for the target market.

6.7 IMPLICATIONS AND RECOMMENDATIONS

The successful diffusion of new fashions is influenced by innovators and opinion leaders as they influence later adopters through word-of-mouth as well as their actions (Clark & Goldsmith, 2006: 35). These influential fashion leaders are crucial to the success and competitiveness of clothing retailers. Many retailers and marketers face the problem of how to accelerate the rate of diffusion or adoption of an innovation (Rogers, 2003: 1). Retailers, designers and marketers act as change agents as they determine what and how many innovations are introduced into the market (Brannon, 2005: 49). However, fashion designers and marketers cannot dictate what fashion innovations will be accepted, fashion leaders determine whether an innovation will be adopted or rejected (Sproles & Burns, 1994: 85). An innovation is only adopted if and when fashion leaders spread it in their social group (Brannon, 2005: 59). Retailers and marketers can however exert their best efforts in order to target and influence fashion innovators and fashion opinion leaders.

Fashion leadership behaviour differs between male and female shoppers, as they are motivated by different sources of shopping enjoyment (Kotzé *et al*, 2012: 417). Research on female consumers have indicated that fashion innovators are mainly driven by hedonic shopping motivation and that fashion opinion leaders are driven by utilitarian shopping motivations (Kang & Park-Poaps, 2010:324). The findings of this study indicate that the most important drives for fashion leadership behaviour of South African males living in Gauteng are utilitarian; both achievement and efficiency. Furthermore, fashion innovators can be further stimulated and targeted through the use of escapism and idea shopping motivations.

Fashion innovators are the first to adopt a new fashion within a social system and start the adoption process (Rogers, 2003: 283). Innovators are the earliest consumers to communicate the new fashion product and even though they do not spread the innovation they create original awareness through visual display and initial exposure (Kaiser, 1997: 493). These consumers can be targeted through the hedonic shopping motivations of escapism and idea. In order to target these consumers a high degree of fashionability and newness is required. Firstly, marketers and retailers can focus on escapism shopping motivations, targeting the need for adventure and excitement. Secondly, idea shopping needs to be motivated; appealing to the fashionable side of the consumer and introducing newness.

Both male fashion innovators and fashion opinion leaders can be targeted through utilitarian drives. If these shopping motivations are focused on them the possibility of success of a new

apparel product will be increased. Achievement shopping motivations can be ensured through ensuring success in finding specific products that were planned for at the outset of the trip is important (Kim, 2006: 58). Efficiency can be stimulated by offering the perception of saving time and resources (Kim, 2006: 58).

The implications for marketers and retailers remain to ensure a fashionable product offering at the right price, in the right setting, merchandised correctly and easily accessible. Retailers need to ensure the newness is always offered and maintained in order to appeal to fashion leaders, but above all that the shopping experience is effective and the desired product is visible and easy to find.

6.8 LIMITATIONS OF STUDY AND FUTURE RECOMMENDATIONS

Findings of this study was limited to male consumers living in Gauteng, the findings can thus not be generalised to the South African population. Further studies can be conducted in other regions of South Africa in order to determine if the same findings apply. Further research can also be applied to the specific shopping motivations that motivate male fashion leadership behaviour, specifically, escapism shopping, idea shopping, achievement shopping and efficiency shopping. Comparative studies could also be conducted in order to determine the difference between female and male fashion leaders within an emerging market context.

As the majority of participants in this study were Caucasian it is recommended that future studies capture more representative racial diversity in their studies. Comparative studies could then also be conducted in order to compare the shopping motivations of fashion leaders amongst different racial groups. Additionally, as the sample size was quite small future studies will benefit from a bigger sample size in order to get more representative data. The snowballing technique used could have been limiting and future studies could benefit from purposive sampling.

As the study was quantitative in nature future studies could focus on qualitative designs in order to determine the deeper meaning behind the reasons provided in this study. As fashion apparel products are tactile and visual future studies could employ imagery of store environments or products to gain a better understanding of fashion leadership behaviour.

Future studies could also focus on fashion followers and the driving force behind their shopping behaviour. Even though the importance of fashion leaders have been indicated throughout this study, fashion followers cannot be ignored as they represent the majority of consumers, even though fashion leaders start trends, fashion followers sustain sales (Cho & Workman, 2014: 382). Studies regarding information seeking behaviour would also contribute to the body of knowledge about the motivations of fashion leaders. A tendency to seek information about new fashions has been found to be an indicator of fashion innovativeness (Muzinich *et al*, 2003: 309).

Furthermore, it has been found that innovative behaviour cannot be generalised across different product categories or domains and that a consumer may be innovative with regards to one product category, but not towards another (Muzinich *et al*, 2003: 298). This study focused on a holistic view of all clothing categories, including accessories such as shoes as well as apparel such as t-shirts, denim, outerwear, formal or casual wear. Future research may focus on domain-specific innovativeness as to formulate a better understanding of fashion leadership behaviour. A domain-specific approach may provide a better understanding and prediction of fashion leadership behaviour as it is limited to a certain product category (Muzinich *et al*, 2003: 298).

6.9 FINAL CONCLUSIONS

The results of this study provided valuable insights regarding the shopping motivations of male fashion leaders within a South African context. The male fashion opinion leader and innovator proved to hold a unique set of values that motivate their fashionable purchasing decisions. It can be concluded that utilitarian shopping motivations are of the most importance when targeting male fashion leaders and should be a main focus for marketers and retailers. Especially within the current economic climate which has proved volatile with rising exchange rates, increased prices and margin cuts. However, the fashion innovator still desires the more frivolous in terms of hedonic shopping motivations and idea and escapism shopping motivations should be targeted.

The complex consumer segment of male fashion leaders still require a multitude of research to achieve a more in-depth understanding and knowledge of what motivates them to portray fashion leadership behaviour.

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APPENDIX A: QUESTIONNAIRE



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Dear Participant,

I am undertaking my Master's studies at the University of Pretoria in the field of Clothing Retail Management. My research focuses on the various shopping motivations that influence the clothing shopping behaviour of male fashion leaders.

I would value the opinions you indicate as you complete the enclosed questionnaire. It will take approximately 10 minutes to complete; there are no right or wrong answers and your honest opinion would be appreciated. You are requested to fill in the questionnaire as freely and honestly as possible. You may opt to complete the questionnaire electronically at a time convenient to you and if so please provide me with an E-mail address where the questionnaire could be sent to. You may stop participating at any time should you wish to. Your responses will be confidential and individual responses will not be reported. The answers from all respondents will be bulked to provide the data to be processed and your particular responses will not be emphasised.

Findings of this study will be used to provide a better understanding of the shopping motivations that influence fashion forward male consumers.

For the purpose of this questionnaire the terms **clothing** and **clothes refers to any outerwear such as shirts, t-shirts, jerseys, jackets, jeans, trousers, shorts, and shoes.**

Thank you very much for your time and cooperation.

Yours sincerely,

Lizelle Engelbrecht

If you have any questions, please do not hesitate to contact me at 082 555 3805 or email me at lizelle.engelbrecht@gmail.com

I hereby give my consent that I am participating in this study of my own free will. Please sign in the appropriate box below.

Consent	Signature
Yes	
No	

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Respondent Number (For Office Use Only)	
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V0	
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Demographic Information

Draw a circle around the number in a shaded box which is appropriate to your answer or write your answer in the shaded space provided.

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1. Gender:	
Male	1
Female	2

V1	
----	--

2. Age at your last birthday:	
_____	years

V2	
----	--

3. Monthly income before deductions:	
Less than R5000	1
Between R5001 and R10 000	2
Between R10 001 and R15 000	3
Between R15 001 and R20 000	4
Between R20 001 and R25 000	5
Between R25 001 and R30 000	6
Between R30 001 and R35 000	7
Between R35 001 and R40 000	8
Between R40 001 and R45 000	9
Between R45 001 and R50 000	10
More than R50 000	11

V3	
----	--

4. According to the Employment Equity Act, how would you classify yourself:	
Black/African	1
White/Caucasian	2
Coloured	3
Asian	4
Indian	5
Chinese	6
Other, please specify:	

V4	
----	--

5. Where do you live:	
Johannesburg Metropolitan	1
Pretoria Metropolitan	2

V5	
----	--

6. What percentage of your monthly income do you spend on clothing purchases?	
0-10%	1
11-20%	2
21-30%	3
31-40%	4
41-50%	5
51-60%	6
61-70%	7
71-80%	8
81-90%	9
91-100%	10

V6	
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7. Where do you purchase your clothing, you may select any five options:	
55DSL	1
Aca Joe	2
Ackermans	3
Adidas	4
Adriaan Kuiters	5
Affliction	6
Ben Sherman	7
Big Blue	8
Bilabong	9
Bogart	10
Boogaloos	11
Cape Union Mart	12
Cotton On	13
Country Road	14
The Cross Trainer	15
Design of Europe	16
Diesel	17
Due South	18
Edgars	19
Fabiani	20
Factorie	21
Gap	22
Guess	23
G-Star	24
Hilton Weiner	25
Identity	26
Jay Jay's	27
Jeep	28
Jet	29
Kingsley Heath	30
Lacoste	31
Le Coq Sportif	32
Levi's	33
Markham	34
Marlboro	35
Mr Price	36
Nike	37
Old Khaki	38
Pick 'n Pay Clothing	39
Polo	40
Pringle	41
Quiksilver	42
Revolution	43
Shesha	44
Soviet	45
Sportscene	46
The Street	47
Stuttafords	48
Superdry	49
Tiger of Sweden	50
Timberland	51
Top Man	52
Totalsports	53
Trenerly	54
Truworths MAN	55
Urban Degree	56
Uzzi	57
V+King	58
Vertigo	59
Woolworths	60
YDE	61
Zara	62
Online - 365Style	63
Online - Zando	64
Online - CityMob	65
Independent Markets like Neighbourgoods or Market on Main	66
Vintage Retailers like Asseblief	67
Other, please specify:	

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V71	
V72	
V73	
V74	
V75	
V76	
V77	
V78	
V79	
V710	
V711	
V712	
V713	
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V762	
V763	
V764	
V765	
V766	
V767	
V768	

Opinion on clothing shopping

Before answering this section, please consider your last shopping trip for clothing, try and recall the experience of purchasing an item of clothing in a store.

Please rate the level to which you agree with the following statements, with 1 indicating that you very strongly disagree with the statement and 6 indicating that you very strongly agree with the statement. Draw a circle around the number in a shaded box which is appropriate to your answer

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		VERY STRONGLY DISAGREE	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	VERY STRONGLY AGREE		
8	People that I know make their clothing choices based on what I have told them	1	2	3	4	5	6	V8	
9	In general, I am the last in my circle of friends to know the names of the latest designers	1	2	3	4	5	6	V9	
10	I talk to my friends about the new clothing I have bought	1	2	3	4	5	6	V10	
11	If I heard that a new outfit was available through a clothing store, I would be interested enough to buy it	1	2	3	4	5	6	V11	
12	I like to buy unique clothes as soon as it becomes available in stores	1	2	3	4	5	6	V12	
13	I often persuade other people to buy the fashion that I like	1	2	3	4	5	6	V13	
14	My opinion of fashion seems not to count with other people	1	2	3	4	5	6	V14	
15	Compared to my friends, I do little shopping for new clothing fashions	1	2	3	4	5	6	V15	
16	My friends do not turn to me for advice when they are buying fashionable clothing	1	2	3	4	5	6	V16	
17	I will consider buying new fashionable clothes, even if I haven't heard of it yet	1	2	3	4	5	6	V17	
18	Other people rarely come to me for advice about choosing fashionable clothes	1	2	3	4	5	6	V18	
19	In general, I am among the last in my circle of friends to purchase a new outfit or fashion	1	2	3	4	5	6	V19	
20	I often influence people's opinions about fashion	1	2	3	4	5	6	V20	
21	I know more about new fashion before other people do	1	2	3	4	5	6	V21	
22	In general, I am the last in my circle of friends to know the latest fashion trends	1	2	3	4	5	6	V22	
23	On a particular shopping trip, it is important to find the clothes I am looking for	1	2	3	4	5	6	V23	
24	I enjoy hanging out with my friends when I shop for clothes	1	2	3	4	5	6	V24	
25	To me, shopping for clothing is an adventure	1	2	3	4	5	6	V25	
26	A good store visit is when it is over very quickly	1	2	3	4	5	6	V26	
27	I enjoy shopping for my friends	1	2	3	4	5	6	V27	
28	I like to feel smart about my shopping trip	1	2	3	4	5	6	V28	
29	I find shopping stimulating	1	2	3	4	5	6	V29	
30	I enjoy looking for discounts when I shop	1	2	3	4	5	6	V30	
31	I don't care about new fashions when I go shopping for clothes	1	2	3	4	5	6	V31	
32	I prefer shopping alone	1	2	3	4	5	6	V32	

		VERY STRONGLY DISAGREE	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	VERY STRONGLY AGREE	For Office Use Only	
33	I like to buy new clothes as soon as it becomes available in stores	1	2	3	4	5	6	V33	
34	To me, shopping for clothes is a way to relieve stress	1	2	3	4	5	6	V34	
35	I go shopping to keep up with new fashions	1	2	3	4	5	6	V35	
36	Shopping for clothing is a fun experience	1	2	3	4	5	6	V36	
37	It is important that I know what clothing I am looking for when I go shopping, and that I find it	1	2	3	4	5	6	V37	
38	When shopping for clothing, I prefer going to sales	1	2	3	4	5	6	V38	
39	I prefer shopping for others	1	2	3	4	5	6	V39	
40	I go clothing shopping with my family to socialise	1	2	3	4	5	6	V40	
41	I enjoy hunting for bargains when I shop for clothing	1	2	3	4	5	6	V41	
42	I go shopping to see what new products are available	1	2	3	4	5	6	V42	
43	I go shopping to make myself feel better	1	2	3	4	5	6	V43	
44	I enjoy shopping around to find the perfect clothing gift for someone	1	2	3	4	5	6	V44	
45	It feels good to know that my shopping trip was successful	1	2	3	4	5	6	V45	
46	Shopping makes me feel like I am in another world	1	2	3	4	5	6	V46	
47	For the most part, I go clothes shopping when there are sales	1	2	3	4	5	6	V47	
48	It is frustrating when I have to go to multiple stores to complete my clothes shopping	1	2	3	4	5	6	V48	
49	I like buying clothes for others because when they feel good, I feel good	1	2	3	4	5	6	V49	
50	I go shopping when I want to treat myself to something special	1	2	3	4	5	6	V50	
51	It is important to me to find what I had planned on a particular shopping trip	1	2	3	4	5	6	V51	
52	Shopping with others is a bonding experience	1	2	3	4	5	6	V52	
53	When I'm in a down mood, I go shopping for clothes to make me feel better	1	2	3	4	5	6	V53	
54	I go shopping to keep up with the trends	1	2	3	4	5	6	V54	
55	I like shopping for clothing when it is easy to find what I want	1	2	3	4	5	6	V55	
56	Shopping is a way for me to get away from my everyday routine	1	2	3	4	5	6	V56	
57	Clothing shopping trips with friends are enjoyable	1	2	3	4	5	6	V57	
58	I enjoy shopping for my family	1	2	3	4	5	6	V58	
59	I like shopping for clothing when it is over quickly	1	2	3	4	5	6	V59	
60	I go clothing shopping with my friends to socialise	1	2	3	4	5	6	V60	

As a token of my appreciation for your participation, there will be a lucky draw where you can win a R500 gift voucher. Should you wish to enter the lucky draw, please enter only your cell number below:

Tel: _____

APPENDIX B: PILOT STUDY TEN-FACTOR EXTRACTION

Dimension	V#	Question	Factor									
			1	2	3	4	5	6	7	8	9	10
Adventure Shopping	V46	Shopping makes me feel like I am in another world	1.127	0.600	0.579	-0.114	-0.186	0.017	0.030	0.396	0.456	0.258
Adventure Shopping	V36	Shopping for clothing is a fun experience	1.072	0.580	0.309	0.051	0.049	-0.141	-0.349	0.061	0.228	0.133
Gratification Shopping	V34	To me, shopping for clothes is a way to relieve stress	0.945	0.490	0.590	-0.118	0.139	-0.233	-0.280	0.073	0.193	0.081
Adventure Shopping	V29	I find shopping stimulating	0.873	-0.121	0.270	-0.295	0.067	-0.163	-0.065	0.020	-0.036	0.537
Adventure Shopping	V25	To me, shopping for clothing is an adventure	0.745	0.392	0.483	0.217	0.045	-0.005	-0.526	0.126	0.160	0.059
Social Shopping	VV32	I prefer shopping alone****	0.318	1.129	0.329	-0.404	-0.212	0.257	0.092	-0.343	-0.468	-0.108
Social Shopping	V52	Shopping with others is a bonding experience	-0.036	1.123	0.444	0.005	0.096	0.558	0.275	-0.132	0.091	-0.089
Social Shopping	V57	Clothing shopping trips with my friends are enjoyable	0.685	1.015	0.159	0.041	0.175	0.477	-0.466	-0.045	-0.319	-0.059
Social Shopping	V24	I enjoy hanging out with my friends when I shop for clothes	0.851	1.000	0.641	-0.093	-0.174	0.339	-0.010	-0.011	-0.018	0.330
Social Shopping	V60	I go clothing shopping with my friends to socialise	0.344	0.701	0.462	0.265	0.260	0.432	-0.296	-0.170	-0.054	0.010
Gratification Shopping	V43	I go shopping to make myself feel better	0.882	0.565	1.100	-0.145	-0.157	-0.262	0.623	-0.230	0.146	-0.106
Gratification Shopping	V53	When I'm in a down mood, I go shopping for clothes to make me feel better	0.528	0.631	0.922	0.122	0.045	0.086	0.450	0.013	0.305	-0.060
Gratification Shopping	V50	I go shopping when I want to treat myself to something special	0.118	0.129	0.837	-0.145	0.202	-0.128	0.213	0.325	0.346	0.313
Adventure Shopping	V56	Shopping is a way for me to get away from my everyday routine	0.413	0.333	0.610	0.495	0.200	-0.171	0.012	0.079	0.242	-0.294
Idea Shopping	V54	I go shopping to keep up with the trends	0.096	0.320	0.175	1.088	-0.136	0.096	-0.168	-0.264	0.624	0.084
Idea Shopping	VV31	I don't care about new fashions when I go shopping for clothes****	-0.331	-0.676	-0.396	0.999	-0.053	-0.327	-0.179	-0.412	0.781	0.238
Idea Shopping	V35	I go shopping to keep up with new fashions	0.342	0.208	0.023	0.992	-0.268	0.153	-0.258	0.039	0.762	0.270
Idea Shopping	V42	I go shopping to see what new products are available	0.296	0.127	-0.097	0.805	0.196	0.058	-0.173	0.210	0.847	0.167
Efficiency Shopping	V48	It is frustrating when I have to go to multiple stores to complete my clothes shopping	-0.038	0.091	0.413	-0.861	0.088	-0.681	0.780	-0.125	0.154	0.141

Role Shopping	V27	I enjoy shopping for my friends	0.139	-0.227	0.241	-0.467	0.887	-0.365	0.137	0.248	-0.048	0.326
Role Shopping	V39	I prefer shopping for others	-0.040	0.115	0.141	-0.347	0.820	-0.105	0.126	-0.148	-0.182	0.408
Role Shopping	V44	I enjoy shopping around to find the perfect clothing gift for someone	0.068	0.180	-0.161	0.293	0.720	-0.017	-0.446	0.161	0.197	0.052
Role Shopping	V49	I like buying clothing for others because when they feel good I feel good	0.248	0.084	0.294	-0.095	0.718	0.005	0.186	0.176	0.185	-0.022
Role Shopping	V58	I enjoy shopping for my family	-0.054	0.438	-0.087	0.145	0.615	0.359	-0.137	-0.504	-0.275	0.064
Value Shopping	V38	When shopping for clothing, I prefer going to sales	-0.365	0.935	-0.277	0.106	-0.126	1.477	0.078	0.118	-0.405	-0.201
Value Shopping	V47	For the most part, I go clothes shopping when there are sales	-0.372	0.757	-0.273	-0.163	0.144	1.303	0.186	0.141	-0.137	-0.016
Value Shopping	V41	I enjoy hunting for bargains when I shop for clothing	-0.258	0.428	-0.208	-0.061	0.201	1.202	0.025	0.124	-0.791	0.287
Value Shopping	V30	I enjoy looking for discounts when I shop	0.514	0.367	0.251	0.100	-0.280	0.995	-0.205	0.167	-0.864	0.026
Social Shopping	V40	I go clothing shopping with my family to socialise	0.000	0.547	-0.032	0.163	0.203	0.844	0.281	-0.228	0.201	0.567
Fashion Innovativeness	V17	I will consider buying a new fashionable clothes, even if I haven't heard of it yet	0.387	-0.025	-0.079	0.217	0.441	-0.746	-0.007	0.010	0.424	-0.223
Efficiency Shopping	V59	I like shopping for clothing when it is over quickly	-0.494	0.067	0.499	-0.253	-0.171	0.479	1.081	0.214	0.203	-0.072
Efficiency Shopping	V55	I like shopping for clothing when it is easy to find what I want	-0.208	-0.037	0.445	0.133	0.292	0.094	0.975	0.155	0.110	-0.511
Efficiency Shopping	V26	A good store visit is when it is over very quickly	-0.560	-0.272	-0.033	-0.011	-0.302	0.225	0.923	0.306	0.199	-0.058
Achievement Shopping	V28	I like to feel smart about my shopping trip	-0.020	0.135	-0.238	-0.247	0.162	0.456	-0.014	1.235	0.292	0.116
Achievement Shopping	V51	It is important to me to find what I had planned on a particular shopping trip	0.466	-0.241	-0.095	-0.094	-0.178	0.197	0.202	1.222	0.222	-0.225
Achievement Shopping	V37	It is important that I know what clothing I am looking for when I go shopping, and that I find it	0.042	-0.430	-0.246	0.276	-0.068	0.174	0.170	1.035	0.211	0.004
Achievement Shopping	V23	On a particular shopping trip, it is important to find the clothes I am looking for	0.614	-0.520	0.258	-0.238	-0.266	-0.195	-0.071	0.864	0.005	-0.641
Achievement Shopping	V45	It feels good to know that my shopping trip was successful	0.058	-0.246	0.601	-0.336	0.295	0.270	0.359	0.654	0.274	-0.108

Fashion Innovativeness	VV9	In general, I am the last in my circle of friends to know the names of the latest designers ****	-0.024	0.004	-0.091	0.151	0.147	-0.532	0.188	0.210	1.358	0.289
Fashion Innovativeness	VV22	In general, I am the last in my circle of friends to know the latest fashion trends****	0.183	-0.161	0.137	0.212	-0.091	-0.202	-0.045	0.378	1.276	0.252
Fashion Innovativeness	V33	I like to buy new clothes as soon as it becomes available in stores	-0.065	-0.385	-0.120	0.892	-0.022	-0.272	0.316	0.051	1.214	0.097
Fashion Innovativeness	VV19	In general, I am among the last in my circle of friends to purchase a new outfit or fashion****	0.249	-0.015	0.255	0.224	-0.255	-0.299	-0.156	0.131	1.064	0.142
Fashion Opinion Leadership	VV18	People that I know make their clothing choices based on what I have told them	-0.031	0.145	0.162	0.187	-0.079	-0.562	0.099	-0.357	1.055	0.560
Fashion Innovativeness	V12	I like to buy unique clothes as soon as it becomes available in stores	0.185	0.278	0.425	0.713	-0.096	-0.069	0.404	-0.145	0.820	0.528
Fashion Innovativeness	VV15	Compared to my friends, I do little shopping for new clothing fashions****	-0.359	0.143	0.035	0.118	-0.278	-0.191	-0.070	-0.165	0.740	0.504
Fashion Innovativeness	V11	If I heard that a new outfit was available through a clothing store, I would be interested enough to buy it	0.423	-0.172	0.603	0.526	0.129	-0.495	0.039	0.165	0.716	0.038
Fashion Innovativeness	V21	I know more about new fashions before other people do	0.338	-0.254	-0.034	0.274	-0.051	0.145	-0.091	0.105	0.628	0.790
Fashion Opinion Leadership	V20	My friends do not turn to me for advice when they are buying fashionable clothing****	0.343	0.074	-0.015	0.053	0.202	0.412	-0.022	-0.048	0.412	0.780
Fashion Opinion Leadership	V8	My opinion of fashion seems not to count with other people****	0.174	0.234	-0.059	0.083	0.323	0.267	-0.020	-0.192	0.181	0.718
Fashion Opinion Leadership	VV16	My friends do not turn to me for advice when they are buying fashionable clothing****	-0.033	0.134	0.126	-0.196	0.011	-0.169	-0.243	-0.206	0.655	0.698
Fashion Opinion Leadership	V13	I often persuade other people to buy the fashion that I like	0.195	0.404	-0.019	0.455	0.018	-0.143	0.130	-0.221	0.703	0.636
Fashion Opinion Leadership	V10	I talk to my friends about the new clothing I have bought	0.166	-0.179	0.305	0.108	0.141	-0.163	-0.178	0.050	-0.295	0.549
Fashion Opinion Leadership	VV14	My opinion of fashion seems not to count with other people****	0.344	0.082	-0.153	0.425	0.056	0.513	-0.341	0.138	0.499	0.520

APPENDIX C: RESULTS OF QUESTIONNAIRE

Dimension	V#	Items	Cronbach's alpha	N	Mean	Std deviation	Min	Max	Corrected Item - Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted	Omitted
Fashion Innovativeness	V19r	In general, I am among the last in my circle of friends to purchase a new outfit or fashion	0.890	220	3.36	1.333	1	6	0.797	0.651	0.857	
	V22r	In general, I am among the last in my circle of friends to know the latest fashion trends		220	3.20	1.386	1	6	0.717	0.580	0.869	
	V16r	My friends do not turn to me for advice when they are buying fashionable clothing		220	3.82	1.401	1	6	0.727	0.651	0.868	
	V9r	In general, I am the last on my circle of friends to know the names of the latest designers		219	3.34	1.607	1	6	0.670	0.501	0.880	
	V18r	Other people rarely come to me for advice about choosing fashionable clothes		220	3.80	1.347	1	6	0.743	0.656	0.865	
	V15r	Compared to my friends, I do little shopping for new clothing fashions		219	3.81	1.233	1	6	0.611	0.391	0.885	
Fashion Opinion Leadership	V20	I often influence people's opinions about fashion	0.786	220	3.10	1.308	1	6	0.669	0.460	0.664	
	V8	People that I know make their clothing choices based on what I have told them		219	2.99	1.234	1	6	0.637	0.426	0.703	
	V10	I talk to my friends about the new clothing I have bought		219	3.28	1.441	1	6	0.582	0.340	0.767	
Utilitarian Shopping Motivations												
Achievement Shopping	V51	It is important to me to find what I had planned on a particular shopping trip	0.697	219	4.28	1.170	1	6	0.521	0.384	0.617	
	V37	It is important that I know what clothing I am looking for when I go shopping, and that I find it		220	4.46	1.061	1	6	0.526	0.388	0.617	
	V45	It feels good to know that my shopping trip was successful		218	4.51	1.008	1	6	0.463	0.259	0.645	
	V23	On a particular shopping trip, it is important to find the clothes I am looking for		220	4.59	1.117	1	6	0.443	0.218	0.652	
	V28	I like to feel smart about my shopping trip		218	3.92	1.098	1	6	0.319	0.176	0.702	Item negatively influenced consistency of the construct. Item was hence omitted
Efficiency Shopping	V59	I like shopping for clothing when it is over quickly	0.755	219	4.32	1.230	1	6	0.717	0.557	0.608	
	V26	A good store visit is when it is over very quickly		219	4.32	1.414	1	6	0.644	0.522	0.643	
	V48	It is frustrating when I have to go to multiple stores to complete my clothes shopping		220	4.03	1.331	1	6	0.508	0.281	0.723	
	V55	I like shopping for clothing when it is easy to find what I want		220	4.40	1.145	1	6	0.365	0.190	0.787	

Hedonic Shopping Motivations												
Escapism Shopping	V34	To me, shopping for clothes is a way to relieve stress	0.921	220	2.81	1.416	1	6	0.817	0.713	0.905	
	V43	I go shopping to make myself feel better		220	2.86	1.338	1	6	0.763	0.687	0.909	
	V53	When I'm in a down mood, I go shopping for clothes to make me feel better		218	2.61	1.266	1	6	0.764	0.692	0.909	
	V50	I go shopping when I want to treat myself to something special		220	3.51	1.326	1	6	0.707	0.519	0.912	
	V29	I find shopping stimulating		219	3.25	1.319	1	6	0.689	0.584	0.914	
	V36	Shopping for clothing is a fun experience		220	3.39	1.272	1	6	0.756	0.666	0.909	
	V46	Shopping makes me feel like I am in another world		219	2.81	1.218	1	6	0.677	0.489	0.914	
	V56	Shopping is a way for me to get away from my everyday routine		220	2.96	1.220	1	6	0.584	0.396	0.920	
	V25	To me, shopping for clothing is an adventure		220	3.03	1.388	1	6	0.698	0.575	0.913	
Value Shopping	V38	When shopping for clothing, I prefer going to sales	0.845	218	3.66	1.110	1	6	0.718	0.548	0.791	
	V41	I enjoy hunting for bargains when I shop for clothing		220	3.68	1.303	1	6	0.742	0.562	0.775	
	V47	For the most part, I go clothes shopping when there are sales		218	3.31	1.208	1	6	0.649	0.488	0.816	
	V30	I enjoy looking for discounts when I shop		219	4.29	1.279	1	6	0.626	0.445	0.828	
Role Shopping	V39	I prefer shopping for others	0.852	220	2.25	1.088	1	6	0.735	0.544	0.807	
	V49	I like buying clothes for others because when they feel good, I feel good		220	2.91	1.241	1	6	0.696	0.486	0.813	
	V27	I enjoy shopping for my friends		219	2.58	1.315	1	6	0.665	0.463	0.822	
	V58	I enjoy shopping for my family		220	2.88	1.178	1	6	0.619	0.403	0.833	
	V44	I enjoy shopping around to find the perfect clothing gift for someone		220	2.75	1.270	1	6	0.619	0.392	0.834	
Social Shopping	V57	Clothing shopping trips with friends are enjoyable	0.878	220	2.88	1.178	1	6	0.783	0.668	0.834	
	V52	Shopping with others is a bonding experience		219	2.88	1.135	1	6	0.773	0.672	0.838	
	V24	I enjoy hanging out with my friends when I shop for clothes		220	2.59	1.223	1	6	0.754	0.579	0.841	
	V60	I go clothing shopping with my friends to socialise		217	2.39	1.092	1	6	0.729	0.579	0.848	
	V32r	I prefer shopping alone		219	4.31	1.315	1	6	0.541	0.315	0.896	
Idea Shopping	V33	I like to buy new clothes as soon as it becomes available in stores	0.892	220	2.95	1.292	1	6	0.760	0.596	0.868	
	V35	I go shopping to keep up with new fashions		220	2.58	1.138	1	6	0.781	0.660	0.867	
	V54	I go shopping to keep up with the trends		219	2.63	1.175	1	6	0.757	0.633	0.869	
	V12	I like to buy unique clothes as soon as it becomes available in stores		218	3.06	1.455	1	6	0.747	0.593	0.869	
	V31r	I don't care about new fashions when I go shopping for clothes		220	3.81	1.324	1	6	0.555	0.333	0.892	
	V42	I go shopping to see what new products are available		220	3.23	1.312	1	6	0.632	0.434	0.883	
	V13	I often persuade other people to buy the fashion that I like		220	2.54	1.356	1	6	0.629	0.429	0.884	

APPENDIX D: INITIAL EXPLORATORY FACTOR ANALYSIS

Dimension	V#	Item	Factor										
			1	2	3	4	5	6	7	8	9	10	11
Gratification Shopping	V53	When I'm in a down mood, I go shopping for clothes to make me feel better	.839	-.255	.130	-.042	.195	-.444	-.287	.393	-.383	-.193	.103
Gratification Shopping	V43	I go shopping to make myself feel better	.827	-.150	.105	.027	.142	-.397	-.246	.372	-.375	-.298	.087
Gratification Shopping	V34	To me, shopping for clothes is a way to relieve stress	.781	-.268	.061	.041	.277	-.453	-.408	.393	-.299	-.492	.216
Gratification Shopping	V50	I go shopping when I want to treat myself to something special	.731	-.344	.154	.148	.298	-.432	-.218	.434	-.277	-.287	.195
Adventure Shopping	V46	Shopping makes me feel like I am in another world	.655	-.140	.013	.102	.168	-.421	-.448	.409	-.283	-.047	.274
Adventure Shopping	V56	Shopping is a way for me to get away from my everyday routine	.632	-.142	.056	.131	.149	-.293	-.120	.458	-.344	-.245	-.138
Adventure Shopping	V29	I find shopping stimulating	.617	-.215	.113	.164	.230	-.440	-.438	.268	-.243	-.523	.271
Idea Shopping	V42	I go shopping to see what new products are available	.513	-.402	.310	.153	.333	-.380	-.280	.259	-.494	-.480	.151
Fashion Innovativeness	V19r	In general, I am among the last in my circle of friends to purchase a new outfit or fashion	.350	-.795	.041	-.051	.386	-.233	-.443	.247	-.351	-.414	.106
Fashion Innovativeness	V22r	In general, I am among the last in my circle of friends to know the latest fashion trends	.247	-.759	.057	-.124	.295	-.220	-.276	.138	-.351	-.286	-.001
Fashion Opinion Leadership	V16r	My friends do not turn to me for advice when they are buying fashionable clothing	.246	-.722	.082	.077	.640	-.224	-.371	.288	-.190	-.191	.071
Fashion Innovativeness	V9r	In general, I am the last on my circle of friends to know the names of the latest designers	.261	-.711	.123	.057	.190	-.291	-.291	.125	-.290	-.270	.007
Fashion Opinion Leadership	V18r	Other people rarely come to me for advice about choosing fashionable clothes	.244	-.706	.051	.029	.587	-.179	-.441	.310	-.257	-.148	.004
Fashion Innovativeness	V15r	Compared to my friends, I do little shopping for new clothing fashions	.170	-.613	.025	.057	.296	-.081	-.364	.162	-.235	-.138	.089

Value Shopping	V38	When shopping for clothing, I prefer going to sales	- .038	.088	.843	.019	- .112	.060	.040	- .145	- .036	- .093	-.036
Value Shopping	V41	I enjoy hunting for bargains when I shop for clothing	.093	- .071	.820	- .022	.272	- .179	- .141	- .031	- .019	- .162	.128
Value Shopping	V47	For the most part, I go clothes shopping when there are sales	.180	- .133	.789	.022	- .025	- .135	.030	.085	- .119	- .066	-.137
Value Shopping	V30	I enjoy looking for discounts when I shop	.030	- .023	.714	.039	.237	- .037	- .026	- .039	.109	- .229	.184
Achievement Shopping	V51	It is important to me to find what I had planned on a particular shopping trip	.047	- .042	.002	.834	.063	- .017	.056	.068	- .039	.025	.242
Achievement Shopping	V37	It is important that I know what clothing I am looking for when I go shopping, and that I find it	- .070	.060	.086	.615	.160	.117	- .001	- .121	- .080	.033	.420
Achievement Shopping	V45	It feels good to know that my shopping trip was successful	.326	- .239	.186	.482	.038	- .208	.122	.098	.076	- .272	.418
Fashion Opinion Leadership	V20	I often influence people's opinions about fashion	.355	- .436	.190	.070	.776	- .402	- .417	.244	- .405	.240	.098
Fashion Opinion Leadership	V8	People that I know make their clothing choices based on what I have told them	.244	- .363	.172	.098	.669	- .317	- .257	.266	- .276	.169	-.050
Fashion Opinion Leadership	V10	I talk to my friends about the new clothing I have bought	.476	- .244	.126	.051	.550	- .312	- .372	.474	- .351	.230	.268
Fashion Opinion Leadership	V13	I often persuade other people to buy the fashion that I like	.424	- .314	.054	.069	.548	- .377	- .254	.428	- .504	.146	.058
Fashion Innovativeness	V21	I know more about new fashions before other people do	.395	- .512	.137	- .024	.544	- .448	- .367	.256	- .469	.352	.206
Fashion Opinion Leadership	V14r	My opinion of fashion seems not to count with other people	.097	- .336	.017	.026	.359	- .217	- .250	.080	.056	- .148	.104
Role Shopping	V39	I prefer shopping for others	.308	- .110	.086	.024	.222	- .826	- .134	.363	- .178	.167	.057
Role Shopping	V49	I like buying clothes for others because when they feel good, I feel good	.469	- .267	.094	.083	.305	- .753	- .264	.404	- .176	.019	.156
Role Shopping	V27	I enjoy shopping for my friends	.443	- .207	.052	.035	.245	- .708	- .265	.514	- .193	.175	.181
Role Shopping	V58	I enjoy shopping for my family	.399	- .059	.072	- .024	.112	- .695	- .059	.461	- .196	.170	-.161
Role Shopping	V44	I enjoy shopping around to find the perfect clothing gift for someone	.460	- .135	.154	.067	.312	- .596	- .166	.434	- .238	.185	.094

Efficiency Shopping	V26	A good store visit is when it is over very quickly	-	.390	.419	-	.052	.015	-	.288	.244	.803	-	.324	.283	.343	.036
Efficiency Shopping	V59	I like shopping for clothing when it is over quickly	-	.254	.345	.001	.131	-	.297	.206	.783	-	.329	.256	.110	-.120	
Adventure Shopping	V25	To me, shopping for clothing is an adventure	.603	-	.295	.126	.104	.343	-	.357	.644	.524	-	.327	.233	.100	
Adventure Shopping	V36	Shopping for clothing is a fun experience	.623	-	.323	.205	.071	.341	-	.401	.632	.350	-	.297	.489	.210	
Efficiency Shopping	V48	It is frustrating when I have to go to multiple stores to complete my clothes shopping	-	.174	.304	-	.125	.197	-	.289	.194	.500	-	.143	.126	.470	-.125
Efficiency Shopping	V55	I like shopping for clothing when it is easy to find what I want	.013	.167	-	.113	.483	-	.109	.090	.496	-	.082	.135	.095	-.121	
Social Shopping	V57	Clothing shopping trips with friends are enjoyable	.404	-	.176	.007	.048	.261	-	.478	.263	.871	-	.276	.202	.029	
Social Shopping	V52	Shopping with others is a bonding experience	.444	-	.093	.070	.085	.146	-	.427	.210	.828	-	.283	.105	.055	
Social Shopping	V60	I go clothing shopping with my friends to socialise	.450	-	.055	.003	.020	.305	-	.464	.232	.753	-	.438	.159	-.070	
Social Shopping	V24	I enjoy hanging out with my friends when I shop for clothes	.497	-	.116	.025	.075	.321	-	.394	.273	.742	-	.290	.075	.043	
Social Shopping	V32r	I prefer shopping alone	.194	-	.158	.124	.080	.049	-	.271	.262	.601	-	.153	.118	-.066	
Social Shopping	V40	I go clothing shopping with my family to socialise	.239	.105	.055	-	.011	.209	-	.354	.091	.466	-	.402	.027	-.139	
Fashion Innovativeness	V33	I like to buy new clothes as soon as it becomes available in stores	.418	-	.357	.075	.128	.281	-	.233	.329	.329	-	.749	.261	.092	
Idea Shopping	V35	I go shopping to keep up with new fashions	.526	-	.403	.072	.018	.279	-	.315	.404	.447	-	.726	.186	.140	
Fashion Innovativeness	V12	I like to buy unique clothes as soon as it becomes available in stores	.448	-	.437	.053	.085	.380	-	.262	.284	.311	-	.683	.325	.074	
Idea Shopping	V54	I go shopping to keep up with the trends	.553	-	.335	.063	.033	.299	-	.435	.315	.611	-	.665	.239	.043	
Fashion Innovativeness	V11	If I heard that a new outfit was available through a clothing store, I would be interested enough to buy it	.551	-	.317	.027	.089	.362	-	.355	.284	.529	-	.603	.207	.174	
Idea Shopping	V31r	I don't care about new fashions when I go shopping for clothes	.319	-	.436	.035	.018	.196	-	.325	.452	.237	-	.503	.261	.142	

Fashion Innovativeness	V17	I will consider buying a new fashionable clothes, even if I haven't heard of it yet	.286	- .381	.166	.041	.062	- .076	- .184	.123	- .319	- .514	.062
Achievement Shopping	V23	On a particular shopping trip, it is important to find the clothes I am looking for	.069	.073	- .107	.338	- .027	- .008	.011	- .008	- .024	- .013	.584
Achievement Shopping	V28	I like to feel smart about my shopping trip	.287	- .107	.243	.208	.035	- .259	- .039	.105	- .096	- .325	.408