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**The relevance of luxury value perceptions in international tourists' acceptance of a
sustainability-focused exotic leather marketing mix**

Claire Ann Trollope

DISSERTATION

M Consumer Science: Clothing Management

Supervisor: Prof HM de Klerk

September 2018



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**Die relevansie van luuksheidswaadepersesies in internasionale toeriste se aanvaarding
van volhoubaarheid-gerigte bemarkingsmetodes vir eksotiese leer**

Claire Ann Trollope

VERHANDELING

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**The relevance of luxury value perceptions in international tourists' acceptance of a
sustainability-focused exotic leather marketing mix**

By

Claire Ann Trollope

Submitted in partial fulfilment of the requirements for the degree

M Consumer Science: Clothing Management

In the

Department of Consumer and Food Sciences

Faculty of Natural and Agricultural Sciences

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DECLARATION

I, Claire Ann Trollope declare that the dissertation, which I hereby submit for the degree M Consumer Science: Clothing Management at the University of Pretoria, is my own work and has not been submitted by me for a degree at this or any other tertiary institution.

Signature: _____

Date: _____

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ABSTRACT

The relevance of luxury value perceptions in international tourists' acceptance of a sustainability-focused exotic leather marketing mix

By

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Supervisor: Prof H.M. de Klerk

Department: Consumer and Food Sciences

Degree: M in Consumer Science: Clothing Management

This study investigated the role that Western European millennial tourists' luxury value perceptions play in their acceptance of a sustainability-focused marketing mix for exotic leather accessories.

An online survey was conducted and facilitated by an international market research company, Qualtrics, wherein 630 usable questionnaires were collected from German and British respondents who were identified as tourists of South Africa. The data was captured by means of non-probability convenience sampling. The self-administered questionnaire was based on a cross-culturally pre-tested luxury value perceptions scale, which tested the Western European respondents' luxury value perceptions in terms of exotic leather accessories, as well as a self-developed scale that was used to measure consumers' acceptance of selected elements of a sustainability-focused marketing mix.

Statistical data analysis was performed using the SPSS software. The statistical methods used were descriptive and inferential statistics. Exploratory factor analysis and the calculation of Cronbach alpha coefficients and eigenvalues were used as well as Pearson's correlation coefficient and Levene's test for equality of variances to analyse the respondents' luxury value perceptions, their acceptance of a sustainability-focused marketing mix, as well as any relevant correlations or statistically significant differences.

The study's findings indicate that the Western European millennial consumers are strongly driven by two luxury value perceptions, namely "My Personality" and "My Functionality", of which the "My Functionality" luxury value perception was rated as a little stronger than the "My Personality" luxury value perception. The findings further indicate that the entire Western European millennial luxury consumer sample has strong purchase intentions when it comes to the purchasing of a sustainably produced exotic leather accessory. Furthermore, this Western European millennial luxury consumer

sample is also – although less than in the case of their intent – highly willing to purchase exotic leather accessories at a sustainability-focused sales environment, and shows only a mere moderate perception of the trustworthiness of sustainability-focused promotions for exotic leather accessories. In terms of the possible correlations between international tourists' luxury value perceptions and their acceptance of a sustainability-focused marketing mix, the findings indicate that the sample's "My Functionality" luxury value perception only moderately drives their intent to purchase a sustainably produced exotic leather accessory, and does not essentially drive their acceptance of the willingness and perceptions of trustworthiness elements of a sustainability-focused exotic leather marketing mix.

This study could serve as a guide to South African exotic leather industry farmers, product designers, manufacturers, retailers and marketers in their production of sustainability-focused exotic leather marketing mixes that consider its consumer's luxury value perceptions, so as to increase international tourists' acceptance of the available sustainability-focused marketing mixes for exotic leather products.

Keywords: luxury exotic leather products, luxury value perceptions, sustainability-focused marketing mix, marketing mix acceptance, international tourists, Western European millennials, luxury consumers, South African exotic leather industry

OPSOMMING

Die relevansie van luuksheidswaardepersies in internasionale toeriste se aanvaarding van volhoubaarheid-gerigte bemarkingsmetodes vir eksotiese leer

Deur

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Hierdie studie het die rol ondersoek wat Westers-Europese millennium-toeriste se luuksheidswaardepersies speel in hul aanvaarding van volhoubaarheid-gerigte bemarkingsmetodes vir eksotiese leerbykomstighede.

'n Aanlynopname is onderneem en gefasiliteer deur 'n internasionale marknavorsingsmaatskappy, Qualtrics, waarin 630 bruikbare vraelyste ingesamel is van Duitse en Britse respondente wat geïdentifiseer is as toeriste van Suid-Afrika. Die data is vasgelê deur middel van nie-waarskynlikheids-grieflikheidsteekproefneming. Die self-gedadministreerde vraelys was gebaseer op 'n kruis-kulturele vooraf-getoetste luuksheidswaardepersie-skaal wat die Westers-Europese respondente se luuksheidswaardepersies getoets het ten opsigte van eksotiese leerbykomstighede, asook 'n self-ontwikkelde skaal wat ingespan is om verbruikers se aanvaarding van geselekteerde elemente van volhoubaarheid-gerigte bemarkingsmetodes te meet.

Statistiese data-analise is uitgevoer aan die hand van die SPSS-sagteware. Die statistiese metodes wat gebruik is, was deskriptiewe en inferensiële statistiek. Eksploratiewe faktoranalise en die berekening van Cronbach alfa-koëffisiënte en Eigen-waardes is gebruik, asook Pearson se korrelasiekoëffisiënt en Levene se toets vir gelykheid van variansies, om die respondente se luuksheidswaardepersies, hul aanvaarding van volhoubaarheid-gerigte bemarkingsmetodes, en enige relevante korrelasies of statisties beduidende verskille te ontleed.

Die studie se bevindings dui aan dat die Westers-Europese millennium-verbruikers sterk gedryf word deur twee luuksheidswaardepersies, naamlik "My Persoonlikheid" en "My Funksionaliteit", waarvan die "My Funksionaliteit"-luuksheidswaardepersie as ietwat sterker dan die "My Persoonlikheid"-luuksheidswaardepersie aangeslaan is. Daar is ook aangedui deur die bevindings

dat die hele steekproef van Westers-Europese millennium-luukseheidsverbruikers sterk koopintensies toon wanneer dit kom by die aankoop van 'n volhoubaar geproduseerde eksotiese leer-bykomstigheid. Verder is hierdie groep Westers-Europese millennium-luukseheidsverbruikers ook – hoewel minder as in die geval van hul intensie – hoogs gewillig om eksotiese leerbykomstighede by 'n volhoubaarheid-gerigte verkoopsomgewing te koop, en toon hulle slegs 'n matige persepsie van die betroubaarheid van volhoubaarheid-gerigte promosies vir eksotiese leerbykomstighede. Wat betref die moontlike korrelasies tussen internasionale toeriste se luukseheidswaardepersepsies en hul aanvaarding van volhoubaarheid-gerigte bemarkingsmetodes, dui die bevindings daarop dat die steekproef se “My Funksionaliteit”-luukseheidswaardepersepsie hul intensie om 'n volhoubaar geproduseerde eksotiese leerbykomstigheid te koop, slegs matig dryf, en hul aanvaarding van die gewilligheid en hul persepsies van die betroubaarheid van volhoubaarheid-gerigte eksotieseleer-bemarkingsmetodes nie wesenlik dryf nie.

Hierdie studie kan dien as riglyn vir Suid-Afrikaanse boere, produkontwerpers, vervaardigers, kleinhandelaars en bemarkers in die eksotieseleerbedryf, in hul produksie van volhoubaarheid-gerigte bemarkingsmetodes vir eksotiese leerprodukte wat die betrokke verbruikers se luukseheidswaardepersepsies in ag neem, ten einde internasionale toeriste se aanvaarding van die beskikbare volhoubaarheid-gerigte bemarkingsmetodes vir eksotiese leerprodukte te verhoog.

Slutelwoorde: luukse eksotiese leerprodukte, luukseheidswaardepersepsies, volhoubaarheid-gerigte bemarkingsmetodes, aanvaarding van bemarkingsmetodes, internasionale toeriste, Westers-Europese millenniumverbruikers, luukseheidsverbruikers, Suid-Afrikaanse eksotieseleerbedryf

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CHAPTER 1

OVERVIEW OF THE STUDY

1.1 INTRODUCTION AND BACKGROUND

The word *luxury* is considered to be somewhat ambiguous due to the meaning of the word being highly dependent on the consumer and how they experience it (Hennigs, Wiedmann, Klarmann & Behrens, 2015; Quan & Shen, 2017). Common associations with the term luxury and luxury products include characteristics of exceptional quality, price and rarity, as well as aesthetic attractiveness which portrays the unique heritage of the product and is often described as being superfluous (Amatulli, De Angelis, Costabile & Guido, 2017; Gardetti & Torres, 2015).

The worldwide luxury goods industry is growing in size and complexity as its consumers are changing regarding their demographics, spending power and perceptions. The current global luxury market consists of ten segments, of which the personal luxury goods segment currently ranks in the top three alongside luxury cars and luxury hospitality (Bain & Company, 2017). Exotic leather products, which in South Africa are ostrich and crocodile leather, are categorised under the personal luxury goods segment and includes accessory items such as luggage, handbags, wallets and belts (Deloitte, 2016). Within the personal luxury goods segment, accessories have remained the largest and fastest growing category (Bain & Company, 2017). Products from this personal luxury goods segment such as luxury handbags and purses are highly representative of the word luxury regarding the wealth and social status that they portray. The reported approximate total of 330 million luxury consumers worldwide in 2014 has risen to approximately 400 million in 2017, making it appear that this consumer group should be intensely analysed to correctly target and increase luxury sales worldwide (Boston Consulting Group, 2017; Deloitte, 2014). The increased analysis should aim at the millennial and generation Z luxury consumers who are currently responsible for 30% of the global luxury sales which is expected to increase by over 10% in the next ten years (Bain & Company, 2017; Deloitte, 2018).

South Africa is currently the point of entry for international luxury brands to reach the rest of Africa and is said to be an emerging market in the global luxury industry. It has been established that roughly half of the global luxury purchases are made by tourists (Deloitte, 2017). This fact is correct for the South African luxury market which has only a small local luxury consumer base and, hence, gives rise to the importance of targeting international tourist luxury consumers. South Africa's current exotic leather sector falls into the luxury market as the ostrich and crocodile exotic leather skins are mainly used in designer apparel, seating, trinkets and accessories such as handbags, belts and purses (Exotic

Leather South Africa, 2016). The Exotic Leather Sub-National Cluster of South Africa was created by the Department of Trade and Industry to expand the industry's competitiveness by increasing the presence of the South African exotic leather industry in the global market (Exotic Leather South Africa, 2016). By understanding its consumers, Exotic Leather South Africa can further attempt to lower rawhide exports and position itself as a competitive source of sustainable exotic leather products that are of international luxury market standards.

Luxury brands and consumers are becoming motivated increasingly by sustainability and increased ethical practices in the production chain of luxury items (Godart & Seong, 2015; Kapferer & Michaut, 2015; Meise, Rudolph, Kenning & Philips, 2014). Since its appearance in the 1987 Brundtland Report, many different definitions for the term *sustainability* have been formed and its meaning varies among many people due to the lack of an all-inclusive definition for the word from researchers and theorists (Johnston, Everard, Santillo & Robèrt, 2007; World Commission on Environment and Development, 1987). The broad term essentially incorporates three sub-categories, namely, environmental, social and financial (Jones, Clarke-Hill, Comfort & Hillier, 2008). Sustainability involves long term strategies which are based on ethics and morals with the aim of ensuring that present acts do not bring harm to the future generations (Kumar, Rahman, Kazmi & Goyal, 2012; Jones *et al.*, 2008). In the simplest terms, sustainability has been defined by Cervellon and Shammas (2013:90) as "doing good, not doing harm". Sustainability in this study is defined as the preservation of the world's assets, whether they are environmental, social or financial, while consuming so that future generations can meet their needs with the world's resources as well (Kapferer & Michaut-Denzeau, 2014). While the terms luxury and sustainability seem to be in conflict with one another, luxury brands are having to adopt more environmentally conscious practices to maintain customer loyalty and drive new customer adoption (Cervellon & Shammas, 2013; Kapferer & Michaut-Denzeau, 2014). The same can be said for the South African exotic leather industry. By ensuring their practices become sustainability-focused, they can increase their international luxury market penetration as not only suppliers of high-quality exotic leather products but also sustainability-focused exotic leather marketing mixes as a whole.

It is apparent that luxury consumers are not the same today as they were ten years ago, with the increasing buying power of younger generations, their shift in focus from the physical product to an overall luxury experience, increased demand for sustainability and their ever-changing luxury value perceptions. Values are sentiments or beliefs which guide people's behavioural choices to result in a pleasant end-state (Wiedmann, Hennigs & Siebels, 2007). Wiedmann *et al.*, (2007) found that there are four globally important luxury value perceptions held by luxury consumers which are the financial, functional, social and individual luxury value perceptions. These luxury value perceptions are said to drive consumers purchase intent since they are more inclined to purchase a product if they have a favourable opinion of the product on offer (Hennigs *et al.*, 2015). These value perceptions will

consequentially play a role in consumer's possible marketing mix acceptance. A sustainability-focused marketing mix can be defined as a marketing mix which comprises of selected elements of the traditional marketing mix which incorporates product, place, price and promotion, otherwise known as the four P's (4P's) from a sustainability point of view. These selected elements are then adapted to incorporate both luxury and sustainability elements which are guided by Fetherstonhaugh's (2016) four E's (4E's) mix of experience, everyplace, exchange and evangelism and Berndt and Petzer's (2011) four C's (4C's) mix of customer solutions, customer cost, communications and convenience (Berndt & Petzer, 2011 & Fetherstonhaugh, 2016).

Previous studies have indicated that, even though many consumers imply their support of sustainable luxury, they do not indeed accept products in their buying behaviour when it comes to sustainable luxury products (Achabou and Dekhili, 2013; Kapferer & Michaut, 2015). The term acceptance has many different definitions which are accepted by researchers and organisations. A marketing related definition of acceptance indicated that it involves the "willingness of people to use a new product or service or to believe a new idea" (Cambridge English Dictionary, Not dated). This insight allows for further assessment of the luxury purchasing experience and consumers' luxury value perceptions that drive their acceptance of sustainability-focused marketing mix elements.

1.2 RESEARCH PROBLEM

South Africa is an emerging market for the global luxury industry, for both locals and international tourists. Its local luxury consumer base is comprised of the rising middle class and a small group of primarily female affluent luxury consumers. Due to the lower prices of luxury products offered in South Africa as a result of the weak Rand value and a 43% wider new product offering, international tourists remain the South African luxury markets' top supporters (Deloitte, 2017). While research does exist on international tourists to South Africa, very little exists in terms of international tourists as sustainable luxury consumers. Although there has been a large influx of international luxury brands into South Africa in recent years, the South African luxury brands are aiming at expanding outside of the country and being recognised as global luxury brands (Exotic Leather South Africa, 2016). This hope for expansion brings about the need for these South African brands to understand their international consumers' value perceptions, which is an area that lacks relevant research.

The ostrich and crocodile leather products in South Africa are considered to form part of the personal goods segment of the luxury market as leather goods are rare, highly priced, exude excellent quality and aesthetic appeal while being available to upper-class consumers (Van Gorp, Hoffman & Coste-Manière, 2012). The mission of Exotic Leather South Africa is to place the South African exotic leather industry in the global market to generate a higher income for the country (Exotic Leather South Africa, 2016). This mission can be accomplished by aiming its products at international tourists who not only

can purchase the luxury exotic leather products but who will act as fashion influencers and create global recognition for the luxury leather products produced in South Africa. The international tourists who may become potential influencers, therefore, need to be identified and understood so that they can be adequately targeted.

Exotic Leather South Africa is attempting to position the South African exotic leather market as sustainable and which is a source of sustainable Nile crocodile and ostrich leather products that are made under ethical conditions that result in quality products that are of international luxury market standards (Exotic Leather South Africa, 2016; Lippai, 2016). From a marketing point of view, this means that those who sell these exotic leather products should also integrate sustainability into their marketing mix, but in such a manner that luxury consumers that they aim their products at will accept such a sustainability-focused marketing mix that also meets their important luxury value perceptions. In order to be able to do that, it is firstly necessary for Exotic Leather South Africa to determine which important luxury value perceptions drive their market's purchasing intent and behaviour, and secondly, if a sustainability-focused marketing mix would meet their market's luxury value perceptions to the extent that they will be willing to accept it, as there is currently minimal research to date that adequately addresses these points.

The purpose of this study is, therefore, to determine how international tourists' luxury value perceptions drive their acceptance of selected elements of a sustainability-focused marketing mix for exotic crocodile and ostrich leather accessories.

1.3 JUSTIFICATION

The findings of this study are expected to contribute towards the understanding of international tourists' luxury value perceptions in their acceptance of a sustainability-focused marketing mix for exotic leather accessories, to develop a sustainability-focused marketing mix that will better target this consumer group within South Africa. This could lead to Exotic Leather South Africa improving their exotic leather product offering to satisfy their customer base more effectively and ultimately increase the trade of South African personal luxury goods. This greater satisfaction of consumers could, in turn, make a positive contribution towards South African business in general.

Since the compatibility between sustainability and luxury is still highly debated, this research could aid researchers, academics and marketers in understanding, from a consumer behaviour perspective, how the two could link in the retail environment. This study will add to the already existing body of literature on the topic of sustainable luxury as well as the uncovering of sustainability-related luxury value perceptions.

From a South African research point of view, little research has been done on the luxury value perceptions of international tourists with specific reference to exotic leather product offerings. This research could then benefit Exotic Leather South Africa as well as South African research on tourists' behavioural patterns related to luxury exotic leather items within the country.

1.4 THEORETICAL BACKGROUND

1.4.1 Segmentation of luxury consumers

Over the years, market analysts and researchers have sought to segment luxury consumers, some by spending patterns, some by their socio-demographics and some by their product perceptions. The nature of luxury products suggests that luxury consumers are those who spend a large sum of their disposable income on luxury brands and products over mainstream, fast fashion brands and products (Deloitte, 2014).

A widely acknowledged segmentation strategy for luxury consumers is that of Amatulli and Guido (2012) who base their segmentation on the consumers internal and external motives. Internalised luxury consumers are said to be motivated in their purchasing behaviour through the personal pleasure that can be derived from luxury products. On the other hand, externalised luxury consumers consider the possible social approval one might get from their social group after making a luxury purchase (Amatulli & Guido, 2012).

While this is a highly regarded segmentation strategy in the world of research, it lacks additional motives that consumers are influenced by when it comes to luxury purchasing such as the financial and functional aspects. Many researchers (Chattalas & Shukla, 2015; Shukla, Singh & Banerjee, 2015) have established the importance of functional motives in luxury consumer behaviour, and the luxury value perceptions model of Wiedmann *et al.* (2007) seems to incorporate not only all of the above-mentioned essential motives but also suggests reason why luxury consumers find such value in luxury products.

1.4.2 Luxury value perceptions

The luxury value perceptions model first discussed by Wiedmann *et al.* (2007) has been tested globally and cross-culturally over the years and serves as a reliable model in uncovering and understanding consumers luxury value perceptions. This model allows researchers to discover possible behavioural outcomes of luxury consumers. The dimensions of luxury value perception are functional value, financial value, social value and individual value and are defined below (Wiedmann *et al.*, 2007; Hennigs, Wiedmann, Klarmann, Strehlau, Godey, Pederzoli, Nuelinger, Dave, Aiello, Donvito, Taro, Táboreká-Petrovičová, Santos, Jung & Oh, 2012).

- Financial value refers to the price of a product which is depicted in monetary terms and is depicted by the quality of the product.
- Functional value depicts a products uniqueness, quality and usability.
- Social value involves conspicuousness and prestige that may be experienced by the consumer in social environments.
- Individual value identifies the hedonic value in the way that a product brings about emotional pleasure. Furthermore, the elements of self-identity and materialism concerns are indicative of individual value.

Some researchers have suggested that the functional value dimension should include the financial dimension, rather than having the two separates, due to the idea that price is directly related to the quality of the product which is ultimately portrayed in the functional value dimension (Shukla & Purani, 2012; Sun, D'Alessandro & Johnson, 2016). From a sustainability point of view, each of the value perceptions can create, to some degree, an element of sustainability value. Regarding financial value, the high price premium of luxury products could be used to support sustainable manufacturing and business practices (Choo, Moon, Kim & Yoon, 2012; Hennigs *et al.*, 2013). Whereas functional value can be created in the sense of sustainability as luxury consumers view the ability of a product to be used for a long time due to its high quality and durability as sustainable (Cervellon & Shammas, 2015; Choo *et al.*, 2012; Hennigs, Karampournioti & Wiedmann, 2017). Consumers can create sustainable social value through conspicuous consumption by attaining social prestige when buying and presenting their environmentally conscious purchases to their social groups (Hennigs *et al.*, 2013; Roux, Tafani & Vigneron, 2017). Finally, concerning individual value, it is suggested that luxury consumers make up for their environmental misconducts by making sustainability-focused purchases (Cervellon & Shammas, 2013). Through the use of this model, the role of luxury value perceptions can be ascertained to identify the reasons behind consumers purchasing behaviours and possible sustainability-focused marketing mix acceptance.

1.4.3 Sustainability-focused marketing mix

Hennigs *et al.* (2015) have identified the importance of creating sustainability luxury value in products in order for sustainability luxury marketers to improve their marketing mixes, so that sustainability luxury consumers accept them more favourably.

While the traditional marketing mix of the 4P's (product, price, place and promotion) has been instrumental in marketing mix planning for decades, it is primarily based on the marketing perspective whereas today's consumers need a marketing mix that concentrates on the consumer perspective. In order to achieve this, Fetherstonhaugh (2016) has developed a marketing mix of the 4E's which incorporate experience, everyplace, exchange and evangelism. Each of these elements was designed

to provide the ultimate value to luxury consumers in their purchasing experience. On the other hand, the 4P's and the 4E's lack a sustainability perspective which is why the marketing mix of the 4C's is explored in this study. Belz and Peattie (2012) have established the sustainability marketing mix strategy which incorporates customer solutions, customer cost, communications and convenience. When designing a marketing mix strategy, it is suggested that the 4E's be used for sustainability luxury consumers, as it aims at creating value to the consumer, while using the 4P's alongside the 4C's to guide the individual product elements to provide an element of sustainability. By analysing their consumer's luxury value perceptions and using each of these marketing mixes, retailers and marketers will benefit by creating marketing mixes that sustainability luxury consumers will happily accept.

1.4.3.1 Product acceptance

Overall product failure can be attributed to a lack of product acceptance by a consumer (Mahajan, Muller & Bass, 1990; Peres, Muller & Mahajan, 2010; Beck & Kenning, 2015). Product acceptance defines a consumers' purchase intent towards a product or their perceptions of the trustworthiness of a product. A way in which to increase product acceptance would be to uncover why consumers may be untrusting of a product and its promotion and improve their perceptions of trustworthiness by adapting one's marketing mix elements accordingly. Sustainability-focused marketing mix acceptance concerning exotic leather accessories, based on a sustainability luxury marketing mix, can be understood as a consumer's intent to purchase a sustainably produced exotic leather accessory, their willingness to purchase at a sustainability-focused sales environment and their perceptions of the trustworthiness of sustainability-focused sales promotion for exotic leather accessories.

1.5 THE CONCEPTUAL FRAMEWORK

As represented in Figure 1 below, the conceptual framework depicts the luxury value perceptions that have a possible role in international tourists' acceptance of a sustainability-focused exotic leather marketing mix. This conceptual framework is a visual representation of the relevant models and constructs identified and explored in the literature which were used to guide this study. This framework firstly aims to depict the possible functional, social and individual luxury value perceptions that international tourists to South Africa have. Secondly, the framework suggests that sustainability-focused marketing mix acceptance encompasses three elements that are driven by the elements of product, place and promotion as well as experience, everyplace and evangelism from a sustainable luxury marketing perspective. These three elements are; intent to purchase a sustainably produced exotic leather accessory, willingness to purchase at a sustainability-focused sales environment for exotic leather accessories and perceptions of trustworthiness of sustainability-focused promotion for exotic leather accessories. The framework finally suggests that there is a possible correlation between consumers luxury value perceptions and their acceptance of a sustainability-focused marketing mix for exotic leather accessories. Chapter 4 presents a comprehensive description of the conceptual framework.

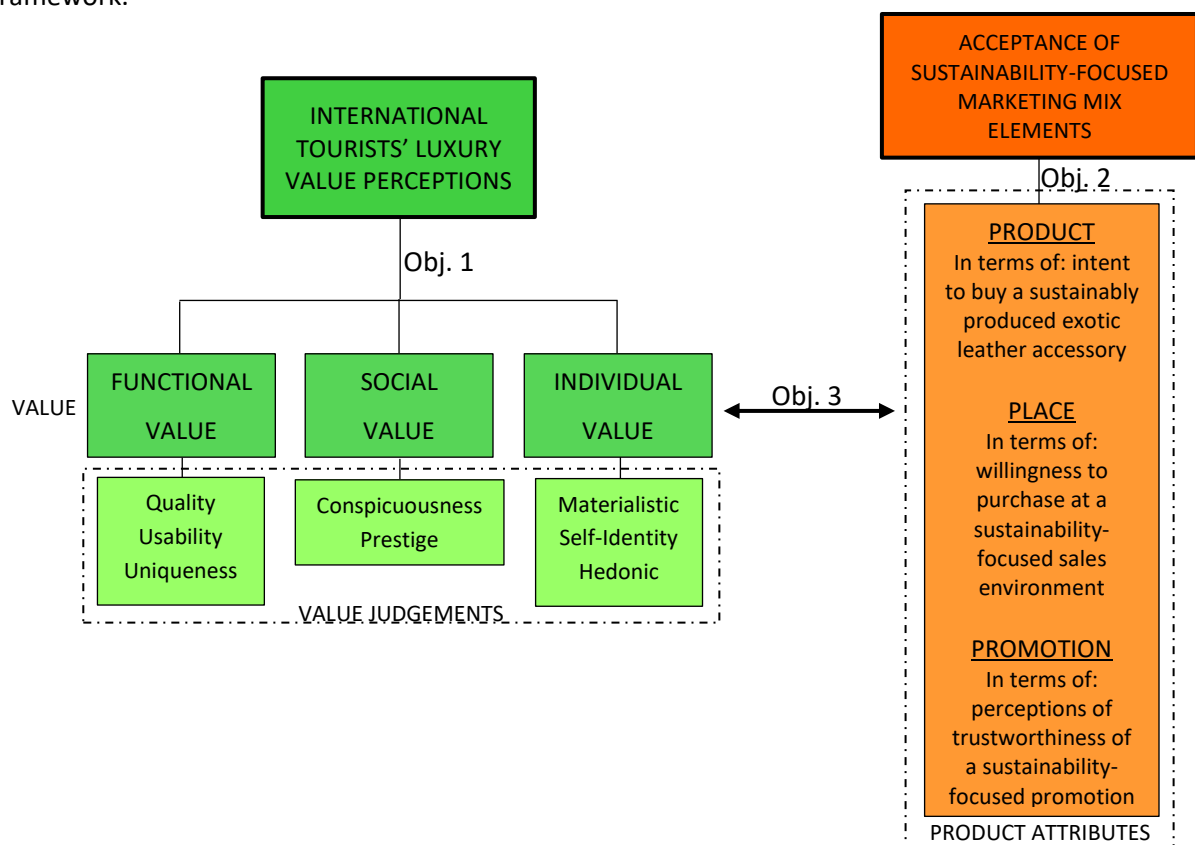


FIGURE 1: CONCEPTUAL FRAMEWORK (RESEARCHERS CONSTRUCT)

1.6 RESEARCH AIM AND OBJECTIVES

This study aimed to explore and describe the role that international tourists' luxury value perceptions play in their acceptance of a sustainability-focused marketing mix for exotic crocodile and ostrich leather accessories. These luxury value perceptions involve or lead to their intent to purchase a sustainably produced exotic leather accessory, their willingness to purchase at a sustainability-focused sales environment for exotic leather accessories, as well as the possible effect they may have on their perceptions of the trustworthiness of sustainability-focused promotions for exotic leather accessories.

Objective 1: To determine international tourists' luxury value perceptions.

Sub-objective 1.1: To determine functional luxury value perceptions.

Sub-objective 1.2: To determine social luxury value perceptions.

Sub-objective 1.3: To determine individual luxury value perceptions.

Objective 2: To determine international tourists' acceptance of selected elements of a sustainability-focused marketing mix for exotic leather accessories.

Sub-objective 2.1: To determine international tourists' intent to purchase a sustainably produced exotic leather accessory.

Sub-objective 2.2: To determine international tourists' willingness to purchase at a sustainability-focused sales environment for exotic leather accessories.

Sub-objective 2.3: To determine international tourists' perceptions of the trustworthiness of sustainability-focused promotion for exotic leather accessories.

- Objective 3:** To determine the correlation between international tourists' luxury value perceptions and their acceptance of a sustainability-focused marketing mix for exotic leather accessories.
- Sub-objective 3.1:* To determine the correlation between international tourists' luxury value perceptions and their intent to purchase a sustainably produced exotic leather accessory.
- Sub-objective 3.2:* To determine the correlation between international tourists' luxury value perceptions and their willingness to purchase at a sustainability-focused sales environment for exotic leather accessories.
- Sub-objective 3.3:* To determine the correlation between international tourists' luxury value perceptions and their perceptions of the trustworthiness of sustainability-focused promotion for exotic leather accessories.

1.7 RESEARCH METHODOLOGY

1.7.1 Research design

By following a quantitative research design that was exploratory and descriptive, this study allowed for the description of the intentions and perceptions of the sample and a better understanding of a topic of research where limited research exists (De Vos, Strydom, Fouché & Delport, 2011). The cross-sectional survey design allowed for the data collection at a specific point in time while inferences could be drawn to the population by studying the samples intentions and perceptions. This survey design provided the researcher with the ability to explain the relevance of luxury value perceptions in Western European international tourists' acceptance of a sustainability-focused exotic leather marketing mix.

1.7.2 Unit of analysis

The unit of analysis for this research was millennial male and female tourists from Germany and the United Kingdom aged 18 to 40. This consumer group is considered to be Western European consumers who either have visited South Africa in the previous five years or who are intending to visit in the following five years. The majority of luxury spending in South Africa is done by tourists from the USA and Europe and a large 85% of the luxury growth in 2017 having been powered by the millennial and Generation Z consumers with a "millennial state of mind" according to a recent report. It was, therefore, a benefit to the researcher to understand this millennial state of mind concerning the tourists who make exotic leather purchases in South Africa (Bain & Company, 2017). This specific generational cohort is a consumer segment recognised as new luxury consumers, and a recent study

found that millennials most likely to increase their luxury spending in 2018 were those from Australia and Germany, highlighting the importance of understanding Western European millennial consumers luxury purchasing behaviours (BBC, 2018).

1.7.3 Sampling method

Non-probability convenience sampling was used as this procedure aids in reaching the most readily available representative sample (De Vos *et al.*, 2011; Kumar, 2014). This single stage convenience sampling was done with the assistance of the Qualtrics International Market Research platform which has a vast database of potential international respondents who adequately fit the required sample characteristics. Qualtrics managed to collect 630 usable questionnaires during March 2018. The use of Qualtrics allowed for both a short, specific timeframe for data collection and fast access to a vast number of willing international respondents ultimately proving this data collection method beneficial to the overall study.

1.7.4 Measuring instrument

A structured self-administered web-based questionnaire was used as the method of data collection in the study. The measuring instrument (Addendum A) allowed for potential respondents to access it from the Qualtrics website while reading and answering the questions on their own. The questionnaire was translated into German by Qualtrics in order for potential respondents to answer in their home language if they so wished. The questionnaire consisted of a cover letter, describing the aim of the study, as well as three individual sections. Section A dealt with the demographic profile of the sample. Section B involved an adapted luxury value perceptions scale from Hennigs *et al.* (2012) which used a 5-point Likert-type scale to test the samples functional, social and individual luxury value perceptions. Section C entailed a self-developed 5-point Likert-type scale which measured the consumers' acceptance of selected elements of a sustainability-focused marketing mix and was designed to incorporate the elements that reflect product, or sustainability marketing mix acceptance. Some statements in Sections B and C were reverse coded due to their nature.

1.8 DATA ANALYSIS

The final coded data set collected by Qualtrics was inspected for completeness and sent to a qualified statistician to perform statistical analysis using the SPSS software. The researcher then analysed the data using both descriptive and inferential statistics. Descriptive statistics were used to describe the basic demographic profile of the respondents and determine the strength of the importance of the respondent's luxury value perceptions and acceptance of sustainability-focused marketing mix elements. Inferential statistics were used to study the relevant patterns and correlation that the data had provided. Exploratory factor analysis and the calculation of Cronbach alpha coefficients and

eigenvalues were used to analyse the respondent's luxury value perceptions. The correlations between the Western European consumers luxury value perceptions and their acceptance of a sustainability-focused exotic leather marketing mix were discovered through the use of Pearson's correlation coefficient. Levene's test for equality of variances aided in identifying statistically significant differences when it came to male and female luxury value perceptions and marketing mix acceptance.

1.9 PRESENTATION AND STRUCTURE OF THE RESEARCH

The subsequent chapters in the dissertation are outlined below:

Chapters 2 and 3: Literature review

Chapter 2 provides a thorough overview of the current luxury market. The literature on both the global and South African luxury markets are reviewed with a specific focus on trends, challenges and consumer segmentation. The chapter ends with an in-depth analysis of both Amatulli and Guido's (2012) theory of Internalised versus Externalised Luxury Values and Wiedmann *et al.*'s (2007) Luxury Value Model as well as the motivation as to why Wiedmann *et al.*'s (2007) Luxury Value Model was chosen as the base model for this study.

Chapter 3 includes a thorough literature review of sustainable luxury through the uncovering of what sustainability entails, how it should be marketed to the consumer and what a sustainability-focused marketing mix should involve. These chapters evaluate existing knowledge and allow for a thorough understanding of all the concepts relevant to this study.

Chapter 4: Research design and methodology

This chapter presents the research design and methodology used in this study. The conceptual framework is discussed, and the objectives of the study are delineated. The research design, applicable methods, sampling procedure and data collection procedures are outlined in detail. The chapter ends with a discussion of the trustworthiness and ethical considerations of the study.

Chapter 5: Results and discussion

Chapter 5 presents the findings and discussion per the objectives of the study. Results are both discussed and graphically represented.

Chapter 6: Conclusions, evaluations and recommendations

This final chapter concludes with the discussion of conclusions and contributions made. An evaluation of the study is done with a review of the limitations and implications of the study as well as recommendations made for further research.

CHAPTER 2

LITERATURE REVIEW: THE LUXURY MARKET

2.1 INTRODUCTION

2.1.1 Background

The worldwide luxury goods market displays continual annual growth, with a steady 6% growth in 2017, and the number of luxury consumers having tripled over the last 20 years (Bain & Company, 2017; Deloitte, 2014; Deloitte, 2016). This growth illustrates the importance of the luxury market and justifies that it should not be overlooked when trying to understand consumers' preferences and purchase intentions. As discussed in the previous chapter, this study's focus is on luxury goods in the categories of designer apparel, handbags and accessories and excludes the remainder of luxury goods categories such as automobiles, boating and yachts, fine arts and collectable, fine wines and spirits as well as travel and leisure services (Deloitte, 2014).

This chapter sets out to explore the background of the luxury market, both nationally and internationally. An extensive review of the academic literature was done to gain a better understanding and provide a contextual background into the luxury clothing market. This review of the literature provided the researcher with a definition of luxury as well as a clear view of what the current luxury market entails, who the current luxury consumers are and how they are segmented.

2.1.2 Defining luxury

The word *luxury* and its associations have been defined over the years by multiple researchers, yet no one precise definition has been deemed the one that is all-encompassing and correct. This lack in clarification is primarily because the true meaning of luxury is highly dependent on the consumer who experiences it (Hennigs *et al.*, 2015; Quan & Shen, 2017). This being said, there are many common associations with the term luxury that, since ancient times, have been used to describe it such as being a sign of status, wealth, high quality and beauty (Gardetti & Torres, 2015). To aid in the understanding of what luxury means, Amatulli *et al.* (2017) have identified essential characteristics of luxury products as presented below.

- Exceptional quality
- Rarity
- Aesthetic attractiveness
- Unique heritage
- Superfluosity
- Exceptionally highly priced

Although the definition of luxury is mostly subjective and depends on the consumer, there are multiple researchers who have identified that the concept of luxury consumption must entail the following two influencers in order to be accurate, which paves the way for an easier understanding of what luxury is (Godey, Pederzoli, Aiello, Donvito, Wiedmann & Hennigs, 2013). The first influencer is that of internal or internalised motives and the second being external or externalised motives (Amatulli & Guido, 2012). Brun and Castelli (2013) support this by mentioning that a luxury item is used not only to display the consumer's affluence but also to express his or her personality. Internal motives are linked to consumption founded on personal factors such as ones' emotions, feelings and mental state whereas external motives are more interpersonal where, for example, a consumer is motivated to publicly purchase and display luxury items to prove their status (Amatulli & Guido, 2012).

Wiedmann, Hennigs and Siebels (2009) similarly point out the social and personal motives of luxury consumption. The social aspect relates to ones' decision to purchase luxury items due to a need to be accepted by others in their social group. The personal element of buying luxury items is, therefore, due to a personal want for the luxury item as it is seen as valuable to him or her personally (Wiedmann *et al.*, 2007). The afore-mentioned suggests that luxury must encompass, on the one hand, ostentation, superfluousness and materialism and on the other, hedonism, emotions, culture and lifestyle of an individual (Amatulli & Guido, 2012). Hennigs *et al.* (2015) expand on this and point out that luxury value contains four dimensions, namely; financial, functional, social and individual consumer perceptions. This viewpoint will be further explored in this chapter.

In the global luxury market, there are ten segments of luxury items available to luxury consumers (Deloitte, 2016). In this study, the term luxury will be explored regarding the personal consumer goods segment. More specifically, an exotic leather marketing mix will be the luxury goods under investigation. Since luxury goods generally come at a high price, the items should provide the consumer with an appropriate amount of value (Hennigs *et al.*, 2015). Just as the term luxury is subjective, the luxury value of an item is even more so. These luxury value perceptions of international tourists with regards to a sustainability-focused exotic leather marketing mix will be explored in the chapters to come. The current models on luxury value perceptions are discussed in detail at the end of this chapter.

2.2 THE GLOBAL LUXURY MARKETS

2.2.1 Development segmentation

In the current global luxury goods market, it is evident that the consumers found in emerging markets such as China, Russia and the United Arab Emirates are the drivers of growth (Deloitte 2017). The global luxury market experienced a steady 6% growth in 2017. As the years have passed and the luxury

market has become more established, the industry has been categorised into ten different segments, namely; personal luxury goods, luxury hospitality, luxury cruises, designer furniture, fine food, fine wines and spirits, luxury cars, yachts, private jets and fine art. Personal luxury goods are the segment into which exotic leather luxury goods would be categorised (Deloitte, 2016). This segment currently ranks in the top three performing luxury segments (Bain & Company, 2017).

The global luxury market is currently being led by luxury cars, personal luxury goods and luxury hospitality which make up a sum of 80% of the total market (Bain & Company, 2017). Geographically, the top five markets are the United States of America (USA), Japan, China, France and Italy consecutively (Euromonitor 2016). The luxury markets in China and the USA both diminished by 3% in 2016 while Europe as a whole, due to the decline in tourism, showed a 1% decline. Hindered sales were due to lowered customer confidence caused by situations such as Brexit, terrorism as well as the USA presidential campaign (Deloitte, 2016). Along with these geographic market declines, came a lack in change of market size from 2015 to 2016 for the personal luxury goods market which is now being dubbed the "new normal" as this is the third year in a row of moderate growth at constant exchange rates. It is evident that organisations will need to strategise and manage costs accordingly (Deloitte, 2016). The personal luxury goods segment has been ruled, in both market share and growth, by accessories but from 2015 to 2016 the increase was only at 1%. Luxury leather goods have shown an 8% compound annual growth rate (CAGR) in the last five years, and the reason for this is suggested to be that products such as luxury handbags epitomise luxury in their representation of wealth and high social status (Euromonitor, 2016).

2.2.2 Trends

From a survey conducted in February 2017 by Deloitte, it was established that approximately half of luxury purchasing is done by travellers. A benefit of purchasing while travelling is that one has access to a 43% wider product offering where specific products may not be found in one's domestic market (Deloitte, 2017). Wealthy Chinese tourists have been vital global luxury goods spenders for over a decade, yet, trends have shown that Chinese consumers have begun to spend more in their home markets than abroad as their overall share declined from 31% to 30% in 2016 (Deloitte, 2016; Euromonitor, 2016). Their local luxury purchases exceed tourist luxury purchases by 5%, for the first time since 2001, and is highly due to harsher customs controls (Deloitte, 2016).

The online sales market for personal luxury goods is growing significantly and is considered to be the third largest global market. Online sales were recorded at US\$25 billion in 2015 which was a total of 8% of all sales and increased to an overall 9% in 2017 (Bain & Company, 2017; Deloitte, 2016; Euromonitor, 2016). Although the current largest distribution channel for personal luxury goods is the wholesale channel, the retail chain is on the rise as it has grown at an 11% CAGR since 2008 and gained

8% in 2017 (Bain & Company, 2017). Strong growth was seen in the e-commerce, off-price and airport stores in 2016 (Deloitte, 2016).

It is evident that quality remains a critical factor in luxury consumers purchase decisions and that they value hand-crafted products. Some also avoid purchasing luxury goods that are not ecologically sustainable. Another obvious factor is the way in which they are experiencing their luxury products, and the emotions the experience makes them feel. Primarily, these two factors encompass the intangible value that luxury consumers perceive in luxury goods. This is shifting the focus of luxury from a physical product to experience. Not only is the shift to experience but this experience should be a digital one as more consumers believe that the future of luxury is one where technology and luxury go hand-in-hand (Deloitte, 2017).

Not only are technology and experience seen as new, innovative trends in the global luxury market, but personalisation is what the luxury consumer wants. The effects of globalisation of luxury brands were standardised products and consistency. However, the time has come for the luxury consumer to expect more. The Deloitte survey showed a consumer need for a wider variety of shopping channels, such as home delivery, and more significant incentives for their loyalty (Deloitte, 2017). This creates a need for luxury goods competitors to take heed of this new consumer trend and adapt their offerings accordingly to satisfy their consumer's needs better.

2.2.3 Challenges

As discussed above, an emerging trend in the luxury goods market is the consumers need for the integration of technology and luxury. Although this is a necessary change, luxury goods companies may struggle to introduce digital technology into their offering without losing sight of their tradition or lowering the use of their traditional methods and materials (Deloitte, 2017).

A CAGR of 3% to 4% is expected for the luxury goods market from 2016 to 2020 which is significantly slower than in previous years. Due to this expected growth, it is vital for luxury goods companies to strategise correctly to outperform their market competition (Deloitte, 2016).

2.3 THE SOUTH AFRICAN LUXURY MARKET

2.3.1 The South African luxury fashion market

South Africa is considered an emerging market in the global luxury industry and is seen as the stepping stone for international luxury brands to reach the rest of Africa. While South African retailers aim at expanding outside of the continent, global luxury brands are reaching into South Africa such as the luxury Italian brand Prada opening a store in Sandton City (Deloitte, 2015). Luxury brands view South Africa as an attractive market as it has the needed infrastructure as well as an attractive emerging

middle class which is growing (Euromonitor, 2017). The unfortunate truth, however, is that the consumer base for affordable products is much larger than that of the luxury goods which contains a small group of affluent South Africans and international tourists travelling the country, creating a higher risk for luxury companies but room for growth in the market. This being said, the South African luxury market still proved a healthy growth rate in 2016 (Euromonitor, 2017).

The rising middle class and high-net-worth individuals (HNWI) in South Africa are recognised as being status oriented consumers which is increasing the demand for local luxury products (Fin24, 2015). There is a large female luxury consumer segment that is embracing international luxury fashion and driving demand for luxury products such as luxury accessories and luxury timepieces (Deloitte, 2015). Along with the rising middle class and the wealthy female luxury consumers, South Africa's luxury market is substantially supported by international tourists as the price for luxury items in South Africa is lower than that of their homelands due to the weak Rand (Euromonitor, 2017; Fin24, 2015). Chinese tourists are said to spend R15,000 on average per trip to South Africa in 2015, yet their numbers have dropped since Chinese customs control have become more rigid, and their corporate gifting policies have changed (Fin24, 2017).

Due to the fact that the South African luxury market is providing international luxury companies with an opportunity for growth, these companies will have to start implementing strategies to incorporate a unique South African feel as well as bring technology into their offering so as to satisfy the needs of the ever-changing South African luxury consumer (Fin24, 2015).

2.3.2 The South African exotic leather industry

The South African leather industry forms part of the South African manufacturing sector, and exotic leather is the fastest growing category in the South African leather market (Exotic Leather South Africa, 2016). Exotic leathers in South Africa are ostrich and crocodile skins and these fall into the luxury market, with the primary uses for these leathers being apparel, seating and leather goods accessories or trinkets (Exotic Leather South Africa, 2016). The Department of Trade and Industry (DTI) created five sector clusters to improve the industries competitiveness. One of these clusters focuses explicitly on exotic leather which is the Exotic Leather Sub-National Cluster South Africa which is a non-profit organisation that runs through the University of Pretoria who serves as a technical partner for the industry (Exotic Leather South Africa, 2016).

The South African leather industry is considered to be a large employer, which makes it vital in creating future job opportunities for the countries people. Along the lines of job creation in South Africa through this industry, comes the fact that there is room for growth in the national GDP should the industry focus their efforts on placing the South African exotic leather industry in the global exotic leather markets to generate a higher income for the country. This is the mission of Exotic Leather South

Africa and can be achieved by sending South African leather hides from the tanneries directly to local manufacturers to create a higher value offering to the global market (Exotic Leather South Africa, 2016; Lippai, 2016). Not only that, but the lessening of raw hide exports will increase revenue into South Africa which is why Exotic Leather South Africa is working to position the South African exotic leather market as one that is a source of sustainable exotic leather made in ethical conditions that produce products of exceptional quality that are international luxury market ready (Exotic Leather South Africa, 2016; Lippai, 2016). This study, in line with the mission of Exotic Leather South Africa, will focus on what it is that international luxury consumers perceive a sustainable exotic leather marketing mix to entail to better the South African offering and the chances in competing in the global luxury market.

The exotic leather offering is considered to be part of the export market-oriented value chain segment. In 2016, there were approximately 80 crocodile farms, 400 ostrich co-operatives, three tanneries for crocodile and two for ostrich leather (Exotic Leather South Africa, 2016). The South African Crocodile Industry Association (SACIA) was established to ensure that every crocodile farmer joins the body and follows the codes which Exotic Leather South Africa and SACIA are in the process of drafting. This Charter is being drafted so that appropriate standards of practice can be established for the crocodile industry which can be implemented right from the farming stage to the point of sale of the final products (Lippai, 2016). The available tanneries are experiencing trouble when it comes to maintaining the ethical standards demanded by the industry as it is a difficult task to manage an acceptable carbon and water footprint per product. Tanneries are also expected to prove that they did not use any harmful substances, all to demonstrate their level of sustainability. They also face extraordinary challenges such as dealing with issues such as lowered income due to avian flu outbreaks where research on the sickness was readily available but was primarily based on poultry making it irrelevant in the case of ostriches which then necessitates extra time and money on resources (Exotic Leather South Africa, 2016). As competing in the global market imposes the need for sustainable practices in the exotic leather industry, these codes of ethics and welfare provisions are necessary to use with the South African Bureau of Standards (SABS) on crocodile farming should the SABS not cover all of the minimum acceptable requirements that the luxury market and consumer demands (Lippai, 2016).

Through the establishment of Exotic Leather South Africa and the Charter being drafted with SACIA, the South African exotic leather industry has an exciting opportunity to prove its worth on a global scale should it focus on sustainable practices in producing quality products that will be favoured in the luxury industry. Not only will that provide recognition for the South African exotic leather industry but it will bring in added revenue into the South African economy.

The South African exotic leather industry is showing considerable growth and plans to be better recognised as not only suppliers of raw hides but full exotic leather product offerings that can be sold in the personal goods luxury segment.

2.4 LUXURY CONSUMERS

2.4.1 Segmentation

Global luxury consumers have been segmented by organisations, researchers and theorists over the years by their purchasing behaviours, product perceptions and socio-demographics. Before segmenting luxury consumers, it may be beneficial to establish a general idea of who luxury consumers are. Top-luxury consumers currently span over ten different nationalities (Boston Consulting Group, 2017). In 2014, there was a recorded approximate total of 330 million luxury consumers worldwide which has grown to approximately 400 million in 2017 (Boston Consulting Group, 2017; Deloitte, 2014). Luxury consumers can be classified as a group of consumers who support luxury brands and purchase luxury products more so than mainstream brands and products. Some can only afford to buy a couple of luxury items on occasion whereas others, spend large amounts of their income consistently on various luxury products (Deloitte, 2014). Since luxury products are defined as items of rarity and exclusivity, one can conclude that luxury consumers are ones who are most attracted by the uniqueness and status that luxury items portray (Amatulli *et al.*, 2017). Amatulli *et al.* (2017) suggest that global luxury consumers are becoming more influenced by issues such as sustainability, ethics and environmental awareness in luxury products production which adds another factor to their assessment of luxury value.

Luxury consumers are split into two macro-segments by some market research companies, namely true luxury and premium-to-luxury (Bain & Company, 2017; Deloitte, 2014). Whereas, the Boston Consulting Group (BCG) follows a more comprehensive segmentation comprised of two primary segments which each have clusters within them. These two segments are aspirational and true-luxury. Aspirational is split into two groups; other aspirational and top aspirational. The true-luxury segment is divided into four clusters. These clusters, from bottom to top are entry absolute, absolute, top absolute and beyond money. Of the current 400 million luxury consumers, only 17 million are considered to be true-luxury consumers (Boston Consulting Group, 2017). These two segments and their associated clusters are established by assessing the luxury consumer spending. The other aspirational cluster is considered to be only occasional luxury spenders and is therefore excluded from being relevant to further segmentation via behavioural patterns which leads to the final 11 segments of luxury consumers explored by BCG over the last five years. These segments are as follows:

- Absolute luxurer
- Megacitier
- Socialwearer
- Status seeker
- Classpirational
- Luxe-immune

- Experiencer
- #LITTLEPRINCE
- Fashionista
- Rich upstarter
- Timeless proper
- Omnigifter

These segments are defined as follows; the absolute *luxurer* is a consumer segment comprised mostly of Europeans who purchase both personal and experiential luxury products. These consumers are sophisticated and distinguished and are currently the most significant global luxury segment with their spending continually increasing. The *megacitier's* reside in the metropolises such as the European capitals, mainland China and New York City, they range between the ages of 25 to 35 and are currently the second largest segment. The *socialwearer's* are loyal to their preferred brands and favour quality. The *experiencers* are the third largest segment currently and are an older generation between 40 and 50 years old. The *#LITTLEPRINCE* are young consumers who purchase impulsively and for aesthetics. The *fashionista* is predominantly a female consumer segment who buys more apparel and accessories than holiday or leisure luxury. *Status seekers* are brand enthusiasts mostly found in China and Europe. The *classpirational* are the smallest current segment and are not brand loyal. The *luxe-immune* are mainly found in the USA. They have high spending power but spend little on luxury items. The *rich upcomer's* are wealthy consumers from emerging markets. *Timeless propers* are predominantly females who are brand loyal. Finally, the *omnigifters* are male consumers who purchase the majority of their luxury products for others (Boston Consulting Group, 2014).

This segmentation strategy, although specific and covers a large number of luxury consumer types, is somewhat difficult to follow and decipher which segment identifies what kind of luxury consumer. These segments are very demographic, country and gender-specific but they lack the value perception aspect that drives luxury consumers to purchase.

In this study, the focus is on the relevance of luxury value perceptions on consumers behaviour which is why the consumer segmentation below is explored regarding the values that customers perceive in luxury products. It is important to note that consumers of specific markets change continually, as do their preferences. This suggests that although there are established luxury consumer segments, the consumers are ever changing, they are not all the same and they may not necessarily always fit into one segment. This is particularly true for the globalised luxury industry where it is becoming more difficult to segment consumers based on country or culture. A better, more accurate way to segment today's luxury consumers would be by way of behaviour or perceptions that will lead to specific behavioural outcomes.

Amatulli and Guido (2012) discuss a segmentation of luxury consumers based on their internal and external motives, which define either *internalised* or *externalised* consumers. Internal motives are reasons to purchase based on the individuals drive to satisfy their personal needs for pleasure that

they get from purchasing luxury products, these motives create the internalised consumer segment. External motives, on the other hand, can be described as social influences where purchase decisions are made based on a need to gain approval from one's social or reference group, segmenting externalised consumers. This differentiates consumers who purchase for social approval versus those who buy for personal gain. Amatulli *et al.* (2017) point out the similarities between the internalised and externalised buyers with the fashionable and conservative consumers of Richards and Sturman in 1977. They identify fashionable consumers as those who seek high fashion, on-trend products to be acknowledged and accepted by their reference groups whereas the conservatives purchase luxury items of quality and fine detail to satisfy themselves merely for the sake of self-gratification (Amatulli *et al.*, 2017).

Luxury value researchers have segmented luxury consumer into four clusters based on their perceived luxury value. The four clusters are as follows: the *luxury lovers*, the *status seeking hedonists*, the *satisfied unpretentious* and the *rational functionalists* (Hennigs *et al.*, 2012; Wiedmann *et al.*, 2009). The luxury lovers find personal pleasure in luxury items that satisfy their own needs and feel that luxury products are for exclusive consumption. Although they purchase luxury products to satisfy their individual needs, they take into consideration, the opinion of others (Hennigs *et al.*, 2012). Status-seeking hedonists, as the name suggests, have high scores of hedonist values. This segment of consumers typically wants even more luxury in their lives than what they already have as they have very positive attitudes towards luxury items, not for their quality, but for the personal gratification they provide (Hennigs *et al.*, 2012). The satisfied unpretentious is a consumer segment utterly uninfluenced by other people's views and materialistic attitudes. They would be happy without luxury items (Hennigs *et al.*, 2012). Finally, the rational functionalist segment, purchase for the superior quality value of luxury items and the exclusivity that they portray rather than the prestige (Hennigs *et al.*, 2012; Wiedmann *et al.*, 2009).

Both the internalised and externalised consumer segments and the four value-based segments are good ways of segmenting luxury consumers when considering their purchase intentions and perceived value of luxury items. This makes these segmentations highly relevant to this study as segmentation of consumers solely based on market performance does not give a deep enough insight into the reasons behind their purchases or intentions to purchase.

2.4.2 Luxury value perceptions

Multiple researchers have established theories of luxury value perceptions by luxury consumers. However, there are two which are widely acknowledged. As previously mentioned, Amatulli and Guido (2012) have established a theory exploring internalised and externalised luxury values while Wiedmann *et al.* (2009) define four dimensions of influence, namely; financial, functional, social and

individual values as the basis of all luxury value perceptions (Amatulli & Guido, 2012; Wiedmann *et al.*, 2009). Each of these theories will be discussed in detail below to gain a better understanding of what luxury value consumers place on luxury products.

2.4.2.1 Internalised vs. externalised luxury values

Amatulli and Guido (2011) distinguish two reasons for luxury goods consumptions. Firstly, external drivers such as interpersonal factors where consumers are purchasing to be accepted by others and internal drivers involving personal factors where consumers purchases are driven by personal-gratification (Amatulli & Guido, 2011; Amatulli & Guido, 2012). Researchers Godey *et al.* (2013) support this belief that the concept of luxury consumption entails two such influencers which pave the way for an easier understanding of luxury consumption. Furthermore, Brun and Castelli (2013) mention that a luxury item is not only used to display consumers affluence but also to express his or her personality, highlighting the elements of internalised and externalised luxury. To best define these opposing luxury values, Amatulli and Guido (2012) explore the dimensions of each. The key dimensions of externalised luxury are ostentation, materialism and superfluosness.

Ostentation describes the way consumers purchase luxury items to advertise their wealth to increase their social status (Amatulli & Guido, 2012, Godey *et al.*, 2013). Products with high price points and prominently visible logos are attractive to these luxury consumers (Amatulli *et al.*, 2017; Choo *et al.*, 2012). A materialistic consumer is one who places a high value on having many luxurious possessions that can bring about social status. They purchase products to draw attention to what it is that they possess in order to gain approval for their purchase and social success from their social groups (Amatulli & Guido, 2012; Amatulli *et al.*, 2017). Luxury has often been associated with the word superfluous as luxury items are not part of the necessities of life regarding products that satisfy basic human needs. Superfluosness in terms of externalised luxury values would be favourable in luxury products as it will suggest the added benefits of luxury, exceeding functionality. Superfluosness may be perceived as the epitome of luxury products (Amatulli & Guido, 2012). Brun and Castelli (2013) mention that some luxury consumers define luxury as products which only contain precious materials and are reserved for the socially elite. Godey *et al.*, (2013) support the underlying dimensions of externalised luxury suggested by Amatulli and Guido (2012) by mentioning that desire, pleasure and dream are all antecedents of personally-orientated luxury. Retailers and marketers who focus on displaying the products attributes that exude superfluosness, and aesthetic benefits that will gain social approval will surely capture consumers who are influenced by externalised luxury values in their purchasing of luxury products.

Internalised luxury encompasses the dimensions of individual lifestyle, emotions and hedonism and lastly, culture. As opposed to externalised luxury values, these dimensions involve the consumers aim

to experience pleasant feelings through their purchases. They try to satisfy their need for products that aesthetically portray their unique tastes (Amatulli & Guido, 2012; Amatulli *et al.*, 2017). Brun and Castelli (2013) reiterate the fact that consumers are lead to purchase luxury items as an act of self-expression. Luxury consumers whose purchases are influenced by internalised luxury values will often only purchase items that fit in with their lifestyle or portray their personal style. These consumers are comfortable enough in themselves to buy items that fulfil the needs of the 'private self' compared to the externalised influences portraying the 'public self' (Amatulli & Guido, 2012; Choo *et al.*, 2012). Luxury consumers may be influenced by hedonistic values to gain pleasurable emotions from the purchase of a luxury item that creates a positive emotional experience for them (Amatulli & Guido, 2012).

Results in a study done by Godey *et al.* (2013), indicated that the theory of hedonistic consumption behaviour was supported in young consumers luxury perceptions. Vigneron and Johnson (1999) mentioned in their study that hedonic values are directly related to the 'private self'. The cultural dimension can be looked at in two ways, firstly, the culture of a consumer may influence the perception of a luxury product offering in terms of their appreciation for certain craftsmanship and heritage in a brand. Godey *et al.* (2013) agree with this as they suggested that consumers can be highly driven by their cultural values when it comes to luxury consumption driven by personal factors. Secondly, the luxury brands culture may lead the customer to perceive their product offering in a certain way. Should the consumer believe that the culture of a particular brand goes against his or her morals, the consumer will be unlikely to purchase an item from their product offering (Amatulli & Guido, 2012). Brands, retailers and marketers aiming at capturing consumers who are persuaded by internalised luxury values will find value in emphasising the culture of the brand, the effect that their product and experience will have on ones' emotions and how well it will fit into their lifestyle.

The way in which Amatulli and Guido (2012) distinguish between internalised and externalised luxury values, which are supported by various other researchers' works, creates a well-established and easily understandable base for producers, brands and marketers of luxury products to understand, not only what it is that drive luxury consumers purchase decisions, but why.

2.4.2.2 Individual value perceptions of luxury

Values can be defined as opinions or beliefs that influence a person's choice of behaviour that will result in a pleasant end-state (Wiedmann *et al.*, 2007). The model of individual luxury value perception first discussed by Wiedmann *et al.* (2007) has evolved to encompass a global perspective relevant to understanding consumers individual luxury value perceptions globally and cross-culturally. There are nine antecedents of the four luxury value dimensions as seen below in Figure 2.

These values are key influencers of the four dimensions. Before uncovering the model of individual luxury value perceptions through the four value dimensions, the antecedents of these dimensions will be discussed.

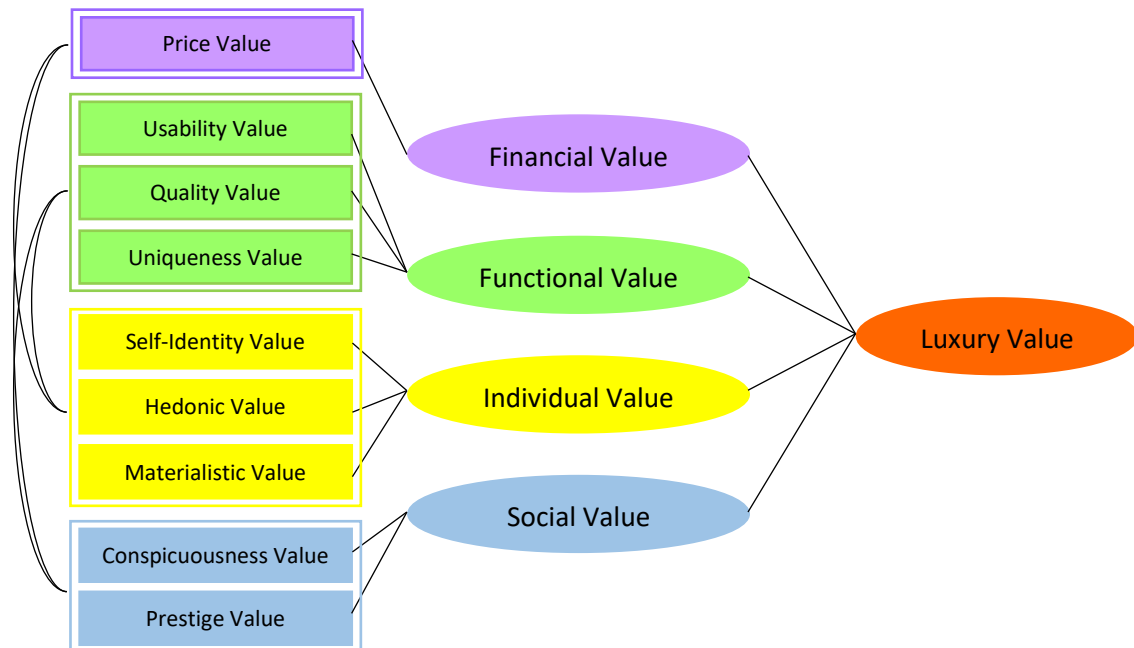


FIGURE 2: CONCEPTUAL MODEL OF CONSUMERS' LUXURY VALUE PERCEPTIONS (Wiedmann et al., 2007:5)

Price value refers to the value of a product in monetary terms which can be used to depict its quality. Brun and Castelli (2013) mention how luxury items are valued because they are costly. The *usability value* describes the benefits that can be derived from a product in terms of its usability. The *quality value*, as the name suggests is related to the quality that the product reflects. Godey *et al.* (2013) point out the importance of quality in products when attempting to understand luxury value. The *uniqueness value* portrays the exclusivity of the product (Vigneron & Johnson, 1999). The *self-identity value* is an antecedent as it may drive a consumer to purchase a product due to the way that the consumer believes it to represent him or herself or it may be a product that will support the development of a consumer's identity. This antecedent is evident in many researchers work on luxury value (Amatulli & Guido, 2012; Amatulli et al., 2017; Choo *et al.*, 2012; Vigneron & Johnson, 1999). A *hedonic value* is one that brings the consumer emotional pleasure through the purchase of beautiful, rare products (Vigneron & Johnson, 1999). *Materialistic value* is the influencer of excessive, unnecessary spending on products to raise the number of possessions a consumer has (Wiedmann *et al.*, 2007). The *conspicuousness value* highlights the need to purchase luxury products publicly for the social status those products suggest. *Prestige value in social networks* refers to the consumer using specific luxury brands and products to be seen as part of certain social groups (Vigneron & Johnson, 1999; Wiedmann *et al.*, 2007).

Wiedmann *et al.* (2007) point out that it is not adequate to assume that most luxury consumers are socially oriented and influenced by interpersonal factors but that they may also have powerful personal influences. They go on to suggest that these luxury value perceptions are not only tied to social aspects but that the elements such as the financial, functional and individual utilities that luxury products provide will also influence a consumer's luxury purchase decision. This leads to the proposed four luxury value dimensions, namely, financial, functional, social and individual (Wiedmann *et al.*, 2009).

Financial dimension

A financial dimension of luxury value is directly related to aspects involving money such as the price of a product, a possible discount received or simply what is forfeited in order to gain possession of a product (Hennigs *et al.*, 2015; Wiedmann *et al.*, 2007). Some researchers, however, have suggested that the financial value dimension should form part of the functional value dimension due to the fact that price in luxury consumers eyes relates to the quality of a product, therefore directly connecting it to the functionality dimension (Shukla & Purani, 2012; Sun *et al.*, 2016).

Functional dimension

Such dimensions refer to the basic utility derived from a luxury product such as its uses, the quality of the product and uniqueness portrayed, as well as the resilience that the consumer will benefit from when purchasing the product (Wiedmann *et al.*, 2007). Chattalas and Shukla (2015) and Shukla *et al.* (2015) established in their studies that the functional value perceptions of luxury consumers are key drivers in their purchasing decisions.

Social dimension

The social dimension incorporates the perceived recognition and appraisal that the consumer may experience when having purchased a luxury product (Wiedmann *et al.*, 2009). This dimension refers to conspicuousness and is driven by social status. Since individual longing for luxury items is often motivated by the need to portray ones' wealth to their social group, this dimension would positively influence consumers luxury value perceptions, should they be influenced by interpersonal factors (Hennigs *et al.*, 2015).

Individual dimension

The individual dimension is often described as the opposite of the social dimension. Wherein the individual dimension involves the personal influences of purchasing luxury items such as materialism, hedonism and self-identity (Wiedmann *et al.*, 2009).

Although Amatulli and Guido's (2012) model is easy to follow and distinguishes the two types of luxury values very well, it may be lacking in aspects. Such aspects include the functional and financial dimensions that Wiedmann *et al.* (2009) point out as well as the set of antecedents of the luxury value dimensions which makes for a clear understanding of what the luxury values mean to consumers.

2.5 IMPLICATIONS FOR AN EXOTIC LEATHER MARKETING MIX

It is suggested that consumers' luxury value perceptions are the key drivers of their purchase intent, and ultimately, their purchasing behaviour (Hennigs *et al.*, 2013; Vigneron & Johnson, 1999). *Purchase intention* rather than purchase behaviour indicates a willingness to purchase a product which often results from a favourable view of what is on offer (Hennigs *et al.*, 2015). This leads to the notion that consumers luxury value perceptions will have implications for an exotic leather marketing mix.

The traditional marketing mix of the 4P's (product, place, price and promotion) provides marketers with a set of tools that can be altered to satisfy better customer needs more effectively (Khan, 2014). For decades in the marketing industry, it has been accepted that in order to have a successful marketing mix that captures its target audience, that mix should contain the correct 4P's.

2.5.1 The Four P's

2.5.1.1 Product

This variable is about producing the correct product, be it a physical product or a blend of services, for the target market that will essentially satisfy their needs (Khan, 2014). The focus of this study is primarily based on tangible products, such as handbags. Therefore, any future reference made to the product will refer to physical products. The seminal author McCarthy (1975), points out that although the product is only one variable of four, the way in which the target market views the product, will ultimately have an impact on the remainder of the marketing mix in terms of their advancement. A recent report emphasises this point by urging brands to not overlook the power of the product in the eyes of the consumer when considering a marketing mix (Boston Consulting Group, 2017).

The choice for the right product is driven by many factors. The primary driver is to satisfy the needs of the consumer and after that, factors such as consumer use and current market offering are considered (Berndt & Petzer, 2011; McCarthy, 1975). A product can be categorised by both its aesthetic and functional capabilities or appeal. Often incorporated in the total product variable is the packaging, the installation of the product and any extras or accessories included (Khan, 2014; McCarthy, 1975). When it comes to luxury, consumers will be influenced by their luxury value perceptions when considering to purchase a luxury product. This influence underlines the necessity for brands and marketers to not only understand what it is that drives luxury product purchases on a cognitive level but ensure that the physical product variable of the marketing mix adequately complements the consumers luxury value

perceptions. Should luxury consumers value usability in a luxury accessory, for example, they would not consider purchasing a product where no benefits can be derived from its use. Khan (2014) points out that many luxury consumers are driven to purchase luxury products with unique designs and the highest level of quality, and it would, therefore, be detrimental to the success of a product, should it not be designed to meet those preferences.

2.5.1.2 Place

The variable, place, is imperative in the development of a marketing mix as a product would be useless if it was not made available to the right target market at their desired location (Charter, Peattie, Ottman & Polonsky, 2002). In the marketing mix, place entails the planned distribution strategy of a specific product through specific distribution channels in order to reach the target customers. It has been said that the implications that stem from the choices around the chosen place are much more significant than those of product, price and promotion. This is because the other three variables are relatively easy to adjust when needed whereas chosen channels of distribution often come with long-term leases and other such binding contracts that stem from years of building relationships with middlemen and distributors (Berndt & Petzer, 2011; McCarthy, 1975). Place in terms of luxury is exceptionally vital as luxury consumers will not, for example, be purchasing high-end handbags at their local discount store. The correct place must, therefore, be chosen to ensure the product is being offered in a place where the target market will be looking for it when they wish to satisfy their needs.

2.5.1.3 Price

The value of a product, in the eyes of its marketing managers, is portrayed through the right price (Berndt & Petzer, 2011). The chosen price will depict the organisation's sales as well as profits (McCarthy, 1975; Yoo, Donthu & Lee, 2000). When considering the best price point for a specific product, it is crucial that both the supply and demand for similar such products be taken into account, as well as the current market competition. Along with other considerations, a product's price varies depending on its purchaser. For example, a product will be sold at a lower price to a middleman or wholesaler in order to allow them to raise the price of the product to cover their costs and still allow for a profit to be made. Sale price for distribution directly to the end consumer will, therefore, be higher. The critical element of price is to ensure that the consumer believes that they are, at the very least, getting their monies worth (McCarthy, 1975). In a study conducted by Yoo *et al.* (2000), on marketing mix elements and brand equity, the results indicated recurrent price promotions or discounts are related to low brand equity. This can be considered accurate for luxury items too as Brun and Castelli (2013) identified how luxury consumers do associate the perceived product value with the price.

2.5.1.4 Promotion

Promotion is the way in which the right product which is available in the right place and for the right price is communicated to the chosen market (McCarthy, 1975). Another term used for promotion is marketing communication, which depicts the meaning of promotion in the 4P's of the marketing mix (Berndt & Petzer, 2011). Promotion is the way in which the companies communicate their product offering to their customers through the use of personal selling, advertising and sponsorships, to name a few (Berndt & Petzer, 2011). It is very important that marketing managers ensure that the most effective method of promotion is used in order to reach the products target market as promotional efforts can be costly or time-consuming, or both, and those efforts should be directed at the correct market rather than wasted on the incorrect one (Yoo *et al.*, 2000). The promotion of products to luxury consumers may be a difficult task as marketers will need to ensure a level of exclusivity is kept while still making the products known to the emerging luxury consumer markets.

Now that the consumers are the ones in control of the market with high demands and that products change in minutes rather than years, the way of marketing these products should, in turn also change. This is why Fetherstonhaugh (2016) has introduced the 4E's. Experience to replace product, everywhere rather than place, exchange over price and evangelism as a replacement for of promotion (Fetherstonhaugh, 2016; Danziger, 2016). These new 4E's should be used to convey and carry substantial value to luxury consumers (Danzinger, 2016).

2.5.2 The Four E's

2.5.2.1 From product to experience

Previously, the product element was used to ensure that marketers chose the correct product that had specific features that were currently in demand by the specific target audience and would, therefore, satisfy their needs (Berndt & Petzer, 2011). However, this was relevant when products had 'product advantages' for longer than six months, and nowadays with the fast-paced consumer-driven market, certain advantageous product features can last only a couple of weeks or even less (Fetherstonhaugh, 2016). This change in marketplace calls for a shift in the way of satisfying customer needs. This is why marketing ones' product should be all about the experience a customer gets from the moment they identify a need for a product to after they have purchased it (Danziger, 2016). The importance of creating both a physical and virtual experience for luxury customers today is highlighted in recent reports (Boston Consulting Group, 2016). Experience is all about creating a satisfying customer journey (Fetherstonhaugh, 2016). In this study, the product focus will be on tangible products such as exotic leather accessories. To link this product to the proposed experience focus, rather than only the product, the whole experience that a luxury consumer goes through when purchasing an exotic leather

accessory will be considered when observing what experiences, as well as product attributes, drive luxury consumers to purchase those items.

2.5.2.2 From place to everyplace

Place, in the traditional sense, is where the product is made available to consumers (Berndt & Petzer, 2011). In the new world of marketing, however, the consumer uses many different paths to get to their desired products compared to the usual brick and mortar stores. The idea of everyplace rather than place is to ensure that consumers can be engaged with by the brand or product wherever they may be and however they may like (Fetherstonhaugh, 2016; Danziger, 2016). Everyplace can mean via the internet, social media, in one's own home or in-store (Danziger, 2016). It is suggested that both millennial (85%) and baby boomer (75%) luxury consumers are ready and waiting for an increase in omnichannel interactions which include online sales, social media interaction and digital experiences in-store (Boston Consulting Group, 2017). The online sales market for personal luxury goods is growing significantly and is considered to be the third largest global market. Online sales experienced a 24% increase in 2017 which was a total of 9% of all sales (Bain & Company, 2017; Deloitte, 2018). China experienced their fastest online growth in 2017 due to their young and tech-savvy luxury consumer base, although the store-based retail environment is still preferred, the growing importance of the omnichannel distribution is undeniable (Deloitte, 2018). These insights into the market reiterate the need to adapt to an *everyplace* outlook when it comes to a marketing mix aimed at luxury consumers.

2.5.2.3 From price to exchange

The monetary value of an item is often what luxury consumers use to identify the luxury value of a specific product to be which makes this 'E' the most useful in this study. Price was once an indicator of the value of a product from the producers' point of view (Berndt & Petzer, 2011). Customers are now more aware of the value of, not only the products but also the value of their time and attention spent on choosing items and engaging with the brand (Fetherstonhaugh, 2016). Marketers now need to become mindful of what it is that they give to the customer in exchange for their business and loyalty, be it a kindness to the environment through sustainable practices, or insider knowledge on the brand and expert opinions given to the valued customer (Danziger, 2016; Fetherstonhaugh, 2016).

2.5.2.4 From promotion to evangelism

Promotion entails the way in which a product or service is communicated to the consumer. Examples of traditional promotion are advertising such as billboards or simple personal selling (Berndt & Petzer, 2011). As described by Fetherstonhaugh (2016), evangelism involves the creation of a brand and experience that goes along with it that is so powerful to the consumer that they will be sure to spread the word and share their love for the brand with others. This allows for the best form of traditional

promotion, word of mouth, and the most current, social networking and the internet, to blend into one powerful tool and create brand evangelists in customers (Danziger, 2016; Fetherstonhaugh, 2016).

2.5.3 Cognitive consumer decision-making

Consumer behaviour involves the range of behaviours displayed when attempting to satisfy realised needs, which ultimately implies that consumer decision making is an integral part of consumer behaviour and affects the possible acceptance of new products by consumers (Babin & Harris, 2013). Consumer decision making is the process whereby needs occur and said needs are satisfied by a decision made by the consumer (Schiffman & Kanuk, 2010; Solomon, 2015). Schiffman and Kanuk (2010) point out that a decision can only be made when there are multiple alternatives available.

The cognitive view of consumer decision making concentrates on the processing whereby consumers actively search for and assess information about products and brands. This notion of information processing by consumers leads to preferences being formed and may finally lead to purchase intentions (Schiffman & Kanuk, 2010). The cognitive consumer decision-making process generally involves five activities: need recognition, pre-purchase information search, evaluation of alternatives, purchase behaviour and post-purchase evaluation (Schiffman & Kanuk, 2010; Solomon, 2015; Solomon & Rabolt, 2004). Schiffman and Kanuk (2010) identify the important impact that external influences have on consumers product related values and attitudes and ultimately affect their purchase behaviour. The external influences include marketing mix activities as well as sociocultural influences of family, culture and social class which influence not only the consumers' needs but also how they will search for and evaluate alternative options before making their purchase decision. When attempting to understand the relevance that a consumer's luxury value perceptions may have on their ultimate acceptance of a sustainability-focused marketing mix, it will be beneficial to understand the cognitive consumer decision-making process as it may be an indicator of what types of influences consumers experience and how they evaluate product offerings based on said influences.

2.6 INTERNATIONAL CONSUMER DIFFERENCES

Cultural differences between luxury consumers are becoming more difficult to distinguish due to the globalisation of consumers, the ease of travel and the internet as a whole new market. Luxury consumers can, however, be differentiated by means of separating those in the Eastern world from those in the Western world.

It is generally assumed that consumers from the Western world perceive luxury as encompassing exclusivity and prestige as well as extravagance whereas Eastern consumers understand luxury to involve elements of high prices, sophistication and conspicuousness (Godey *et al.*, 2013). Eastern consumers have been purchasing higher quality items to show their social status (Deloitte, 2017).

The Chinese consumers have been a key consumer market for the luxury segment since 2008 with their middle class continuing to expand in both physical size and buying power (Deloitte, 2016; McKinsey & Company, 2017). These consumers are currently unconfident due to the economic climate which is resulting in less spending, especially due to the slowdown in the purchasing of corporate luxury gifts (Deloitte, 2017). It is apparent that in the last two years, there has been a 26% increase in the percentage of luxury items purchased locally rather than abroad, compared to the 12% increase for the American's (Boston Consulting Group, 2017). This increase is due primarily to the fact that the Chinese customs have become much stricter in recent years (Deloitte, 2016). The wealthiest number of households currently are in North America (Euromonitor, 2016). Western consumers, due to economic uncertainties such as the American government policies, are beginning to cut down on casual spending of apparel and accessories. The Eastern luxury consumers are on the rise as they have a fast-growing middle class who, as their numbers grow, will have more of a disposable income to spend on luxury items (Deloitte, 2017).

2.7 CONCLUSIONS AND IMPLICATIONS FOR THE STUDY

Although the term luxury involves many dimensions, understanding what the current luxury market entails, who the luxury consumers are and what it is that they value in luxury products makes for a better understanding of what true luxury is in the eyes of the consumer and ultimately allows for companies and brands to better satisfy their needs.

While the current global market is not growing drastically, it is a stable market that the South African exotic leather industry should continue to penetrate. Through the establishment of Exotic Leather South Africa and the Charter being drafted with SACIA, the South African exotic leather industry has an exciting opportunity to prove its worth on a global scale should it employ sustainability-focused practices in producing quality products that will be favoured in the luxury market. Not only will this provide recognition for the South African exotic leather industry but it will continue to bring in added revenue into the South African economy.

Identifying two key models in measuring luxury consumers value perceptions is imperative to this studies success. Understanding consumers individual luxury value perceptions aided in deciphering what it is that international tourists will value in an exotic leather marketing mix. It is evident in this chapter that the individual luxury value perceptions model should be used to uncover what it is that luxury consumers are currently valuing in their purchases. It will furthermore reveal how brands and marketers should adapt their marketing mixes to not only meet their targets' need but to position themselves above the rest by taking the new style of marketing luxury through the 4E's into account.

This chapter provided the necessary theoretical background to understand luxury and all that it entails, including the current national and international market, its consumers and their value perceptions and how to market to luxury consumers. The following chapter will analyse the relevant literature on how to adequately combine luxury and sustainability to determine whether it is possible and how it should be done so as to understand the relevance of luxury value perceptions in international tourists' acceptance of a sustainability-focused exotic leather marketing mix.

CHAPTER 3

LITERATURE REVIEW: SUSTAINABLE LUXURY

3.1 INTRODUCTION

There is no longer uncertainty when it comes to the fact that the planet cannot further sustain the current levels of consumption that it is experiencing (McDonagh & Prothero, 2014). This brings about the need for the preservation of the worlds' assets, whether they are economic, environmental or social in nature, while consuming so as to ensure that future generations may have a quality of life where they can meet their needs with the worlds' resources, which is ultimately the definition of sustainability (Kapferer & Michaut-Denizeau, 2014).

Sustainability and luxury have long since been viewed as conflicting terms as the word sustainability suggests the preservation of resources through lessened, more ethical consumption while luxury sells items to the rich which are not necessities and use up valuable resources while doing so (Cervellon & Shamma, 2013; Kapferer & Michaut-Denizeau, 2014). Both luxury brands and more specifically, luxury consumers, are driven today by sustainability and the need for ethical practices in the production of luxury products (Godart & Seong, 2015; Kapferer & Michaut, 2015; Meise *et al.*, 2014).

It is evident, however, that there is not yet a strong correlation between the concerns expressed by luxury consumers for sustainability and their actual purchasing behaviour (Kapferer & Michaut, 2015). Consumers do not, however, seem to be willing to pay a price premium for sustainable luxury as they believe that the premium for luxury products is already so high and that the luxury brands should already be aiming resources at sustainability (Cervellon & Shamma, 2013; Kapferer & Michaut, 2015). In previous studies, researchers have found that value can be created for luxury consumers through the incorporation of sustainability in luxury products and practices (Cervellon & Shamma, 2013; Hennigs *et al.*, 2013; Kapferer & Michaut, 2015)

The focus of marketing in recent year has experienced a shift from the marketing perspective to that of the consumer-driven marketing where the consumer's needs and expectations drive marketing efforts (Kumar *et al.*, 2012; Meise *et al.*, 2014). This, along with the consumer's need for greater transparency concerning sustainability practices are the cause of sustainability marketers providing more ethical products that create value for their consumers (Kapferer & Michaut, 2015; Meise *et al.*, 2014).

In this chapter, the concept of sustainability is explored, and the way in which it can be linked to luxury is uncovered. Firstly, sustainability is defined, followed by a discussion on sustainable luxury and the possible sustainability luxury value perceptions of consumers. Thirdly, the chapter deals with the possible marketing mixes that may be adopted in a sustainability luxury marketing situation, followed by a discussion on how sustainability can be successfully marketed to the consumer, with specific reference to the elements of marketing mix acceptance. Finally, conclusions are made, and the implications of the study are underlined.

3.2 DEFYING SUSTAINABILITY

The singular term sustainability lacks a holistic definition from theorists, researchers or organisations, due to the fact that since its appearance in the 1987 Brundtland Report so many interpretations were formed that the term now means a number of things to many people, making it difficult to pinpoint one correct definition (Johnston *et al.*, 2007; World Commission on Environment and Development, 1987). A dictionary type definition of the word only refers to the act of being sustained or continued, which lacks specifics. However, the term sustainable development has been given multiple similar definitions over the years which can be used in defining what sustainability encompasses. Sustainable development has been described as a form of development focused on satisfying the needs of the current world but without restricting future generations from being able to fulfil their needs (Kapferer & Michaut, 2015). Taking this definition into account as well as the many suggested definitions available for sustainability, below is a list of common elements found to describe what sustainability entails.

- Sustainability is a broad term that encompasses three sub-categories, namely; environmental, social and financial (Jones *et al.*, 2008).
- Sustainability involves long term strategies (Kumar *et al.*, 2012).
- Sustainability is based on ethics and morals (Kumar *et al.*, 2012).
- Sustainability aims to not bring harm to the future generations through present acts (Jones *et al.*, 2008).
- Sustainability involves curbing overproduction and overconsumption that leads to the miss use or destruction of environmental, social and financial elements (Jones, Hillier, Comfort & Eastwood, 2005).
- Sustainability in the true sense refers to the environment because, without it, there would be no more social and financial aspects to be concerned with (Johnston *et al.*, 2007).

The three elements of sustainability are social, environmental and economic. These three elements have been dubbed the *triple bottom line* and are the primary concern for people regarding sustainability and sustainable development (Jones *et al.*, 2005; Wilson, 2015). This suggests that

sustainability involves the following principles adapted from literature with the specific influence of Michael Ben-Eli's (2015) five core principles. Firstly, the principle of not overusing or abusing natural resources is pointed out as they will not last forever to provide us with much-needed resources to sustain our production and consumption needs (Belz & Peattie, 2009; Ben-Eli, 2015). Secondly, managing wealth in a way that does not negatively affect any one of the other sustainability elements (Ben-Eli, 2015). This principle encompasses the closing of the gap between the rich and the poor (Belz & Peattie, 2009). Next is the principle of respecting other forms of life, human or otherwise by conserving the world's existing gene pool (Belz & Peattie, 2009; Ben-Eli, 2015). Finally, the social principle is where individual humans should not have to be subject to unfair conditions for the upliftment of others (Ben-Eli, 2015; Johnston *et al.*, 2007). Each of these principles should be used to encourage the preservation of financial, environmental and social resources so that the current generation not only provides for their future generations but ensures that they do not over consume, miss-use and overproduce leading to irreversible, devastating shortages.

3.3 SUSTAINABLE LUXURY

Many researchers have explored the contradictions and agreements between luxury and sustainability in an attempt to identify whether or not it is possible to incorporate sustainability into the luxury market business practices (Achabou and Dekhili, 2013; Hennigs *et al.*, 2013; Kapferer & Michaut, 2015). The possibility thereof will be discussed by firstly understanding the contradictions and secondly, finding ways to integrate the two. Kapferer and Michaut (2015) point out that while luxury exudes quality, hedonism and exclusivity, sustainable development aims to bring security and equity to the social, economic and natural environments. These contradictions are supported by Achabou and Dekhili (2013) as they state that luxury is associated with ostentation and personal gratification while sustainability encompasses ethical concerns and moderate consumption. Luxury is said to promote excess consumption over and above one's basic needs and that it is a driver of social inequality (Hennigs *et al.*, 2013; Kapferer, 2010; Kapferer & Michaut, 2015). Although each of these contradictions between sustainability and luxury seems fair in declaring that they are incompatible, there are other ways of assessing these contradictions and turning them into possible means of ensuring the sustainable development of luxury.

Hennigs *et al.* (2013) suggest that the extreme durability, high quality and exclusiveness that luxury products portray, can be used to create value in companies developing the necessary sustainability strategies to sustain social and environmental elements. True luxury brands, not mistaken with mass prestige brands, offer products of artisanal quality and are not concerned with shortened lead times. They are rather offering durable products of exceptional quality produced in their home countries, all of which support sustainability by lessening the environmental impacts incurred when sweatshops are

used in foreign countries to produce items that will reach the end of their useful life within a year or two (Kapferer, 2010; Kapferer & Michaut, 2015). Luxury products are built to be passed down from generation to generation, and this type of product complements sustainable practices that shun disposable products with short useful lives that cause unnecessary and added waste into the world (Kapferer, 2010). Although the luxury sector is said to be a key driver in social inequality, it can also be seen as a sector which uses fewer resources than that of the mass markets (Kapferer, 2010). It is apparent that luxury products would not be classified as a luxury at all without their valuable resources such as rare leather and pearls. This suggests that luxury is resource dependent and would not survive without the sustainability of natural resources that the act of sustainable development allows (Kapferer, 2010). These factors suggest that it is not the issue of sustainability and luxury being incompatible but rather that the luxury sector is found to be under extreme scrutiny due to its high visibility and symbolism when there are indeed other sectors that require much more scrutiny when it comes to their sustainability commitments. Luxury and sustainability are truly compatible. The unfortunate reality is that although the luxury sector is under scrutiny, the mass market is causing much more damage which is why it is so important for the social leaders, the trendsetters and celebrities to adopt sustainable practices in their purchasing behaviour to lead the way in creating a sustainable future. This can only be done should the luxury organisations commit to sustainable business practices.

3.3.1 Consumer perspectives

Many researchers have suggested that today's luxury consumers are becoming more aware of social and environmental concerns in the world and that they are demanding organisations to adopt sustainable business practices and provide more transparency in doing so (Hennigs *et al.*, 2013; Kapferer & Michaut, 2015). Hennigs *et al.* (2013) go on to say that consumers will value the brands that reflect their concern for the environment. Although many consumers suggest that they demand products from sustainable practices and will not support brands that do not commit to sustainable practices, many of them are not driven by such factors when it comes to their purchasing behaviour (Kapferer & Michaut, 2015). Achabou and Dekhili (2013) supported this in their study where respondents did not seem driven in their purchases by the factor that the luxury brands committed to sustainable practices. A possible reason for consumers not essentially purchasing sustainably in terms of luxury goods is that they do not want to feel burdened by bad thoughts during the luxury consumption process (Kapferer & Michaut-Denizeau, 2014). It has also been noted that luxury consumers, because of the high pricing of luxury goods, already assume and expect luxury goods to include an element of sustainability (Kapferer & Michaut, 2015). Simply put, luxury consumers say that they are concerned about the sustainability of the social and natural environment and that their purchasing behaviour is driven by this reality, however, in truth they only act in this way when they

believe that their purchases will have an immediate effect on the current sustainability situation. Other than that, consumers are showing increased concern but are only just beginning to truly purchase sustainable luxury in sustainable ways to support their concerns (Kapferer & Michaut, 2015). Due to these consumer conflicts and concerns, it is evident that a problem exists where luxury consumers preferences for a sustainability marketing mix needs to be established. This leaves room for the assessment of the consumers luxury purchasing experience as a whole to better satisfy and understand their preferences for a sustainability luxury marketing mix through identifying where it is that they wish to purchase luxury, how they like to be targeted through advertising and so on.

3.3.2 Sustainable luxury values

Consumers' sustainability luxury values are being investigated from an individual sustainable luxury value viewpoint suggested by Hennigs *et al.* (2013; 2017) to further understand the previously discussed individual luxury consumer value perceptions from a sustainability point of view. This is a widely acknowledged model in luxury research (Amatulli & Guido, 2011; Choo *et al.*, 2012; Godey *et al.*, 2013). As previously mentioned, luxury consumers wish to express their emotions through their luxury purchases. Therefore, should they believe that a luxury brand does not express their concern for the environment, they may not support the brand any longer. This brings about the need for luxury brands and marketers to delve deeper and understand their consumers' sustainable luxury values. By better understanding their consumer's values, they can create greater value for the consumers (Hennigs *et al.*, 2013; Hennigs *et al.*, 2017).

Hennigs *et al.* (2013) offer a model of financial, functional, individual and social sustainability value. This model focuses on the value perceptions of individuals that drive sustainable luxury purchasing behaviour and consumption and gives reason to these behaviours. As with the individual luxury value perceptions and as mentioned above, the four key dimensions of sustainability excellence that will be discussed below are financial, functional, individual and social values (Hennigs *et al.*, 2017).

3.3.2.1 Financial value

In monetary terms, the financial value of a luxury product is expressed as its price and whatever is given up to acquire the product (Wiedmann *et al.*, 2007). Regarding creating sustainability value, products perceived premium price can be used to support sustainable practices and responsible manufacturing (Choo *et al.*, 2012; Hennigs *et al.*, 2013). As Kapferer (2010) points out, luxury products depend on the sustainability of natural resources to provide the sense of rarity and exclusivity expected by luxury consumers. Such preservation may be achieved through higher pricing of luxury items as higher prices will limit demand and possibly suggest to consumers that luxury brands are producing less to protect the natural environment (Hennigs *et al.*, 2013; Hennigs *et al.*, 2017). Some researchers, however, have suggested that the financial value dimension should be part of the functional value

dimension due to the fact that the price in the luxury consumers eyes relates to the quality of the product, directly relating it to the functionality (Shukla & Purani, 2012; Sun *et al.*, 2016).

3.3.2.2 Functional value

This value refers to the usability and durability of luxury items as well as the benefits one obtains through the purchase and use of such a product (Wiedmann *et al.*, 2007). The fact that luxury items are durable, of high quality and are made to last a long time and can be resold or passed to younger generations, suggests that they carry a deeper value to sustainable luxury consumers as durability is a key dimension of sustainability and quality is a key dimension of luxury (Choo *et al.*, 2012; Hennigs *et al.*, 2017). Cervellon and Shammass (2013) support this as the findings in their study suggest that the robust link amid sustainability and luxury comes from the products ability to be used for a long time. Hennigs *et al.* (2013) refer to the practices of luxury brands in terms of sustainable packaging practices and production methods that adopt the use of eco-friendly raw products to ensure high-quality products while maintaining a high level of support for sustainability and the preservation of our natural world. As Chattalas and Shukla (2015) and Shukla *et al.* (2015) established in their studies, the functional value perceptions of luxury consumers are key drivers in their purchasing decisions which emphasises the need for sustainability luxury marketers to clearly define the sustainability functional value in their products to boost consumer purchases.

3.3.2.3 Individual value

The individual value underlies the personal reasons for consumers luxury purchases such as expressing their identity and hedonistic values (Wiedmann *et al.*, 2007). Sun *et al.* (2016) point out that materialist consumers, specifically Asians, purchase conspicuous products to enhance their social status and result in them gaining personal pleasure. Cervellon and Shammass (2013) mention that consumers compensate for their environmental misdeeds through the purchasing of sustainable products. Marketers can create sustainable luxury value in the purchasing of sustainable luxury products by highlighting the way that the brand's products reflect the consumer's interest in environmental and social sustainability (Hennigs *et al.*, 2013). This will ultimately create good feelings for the consumers, deepening the individual values that drive such perceptions and purchases.

3.3.2.4 Social value

Luxury consumer perceptions driven by social values are as a result of the need to make such purchases that will bring along approval and recognition from the consumer's social groups (Hennigs *et al.*, 2013). Roux *et al.* (2017) support this by mentioning that it is ultimately achieved through conspicuous consumption. By acting on social sustainable luxury values, consumers can achieve social prestige by purchasing and flaunting their conscious support of brands that are produced and sold without harming the environment, humans and animals (Hennigs *et al.*, 2013).

With the above-mentioned sustainable luxury values in mind, it is apparent that sustainability and luxury can be combined to not only understand but also to drive sustainable luxury purchases through the creation of more profound value for luxury consumers.

3.4 SUSTAINABILITY MARKETING MIX

Hennigs *et al.* (2013) point out that it is time for luxury marketers to accept that the only way forward is to create sustainability excellence by creating sustainability luxury value in their products. Sustainability luxury marketers' marketing mixes can use the values as mentioned above to guide their strategies to reach sustainability luxury consumers better.

Nowadays, organisations are adopting strategies that address environmental issues such as water consumption, waste disposal, recycling and emissions of vehicles and carbon dioxide (Jones *et al.*, 2005). The development of key business strategies for product development is imperative in today's green-conscious society, not only for the benefits to the world as we know it but to create a competitive advantage too.

Jones *et al.* (2008) suggest that today's sustainability consumers are influenced by more than just the need to be sustainable in their purchasing behaviour and that marketers need to understand that added elements such as the cost and product availability have a direct influence on their buying behaviour. Which is why it is so important, not only for organisations to adopt sustainability strategies, but to additionally adapt the way that they market their sustainability offering to their customers. The following three marketing mixes mentioned below, two of which were discussed in the previous chapter, aim to satisfy traditional, luxury and sustainable consumers' needs. These three mixes are evaluated to decide on the best way to create a marketing mix that captures exotic leather sustainability luxury consumers.

3.4.1 Traditional marketing mix vs luxury marketing mix

As discussed in the previous chapter, as a way of streamlining the choice of marketing mixes, the 4P's of product, price, place and promotion, were developed to lessen the number of variables in the marketing mix (Khan, 2014; McCarthy, 1975). These four basic variables have driven the development of marketing mixes globally for the last fifty years. Although the four variables stand alone, as variables of the marketing mix, they are considered to be interdependent. The 4P's are all determined with the target customer in mind (Khan, 2014; McCarthy, 1975; Yoo *et al.*, 2000). However, the 4E's of experience, exchange, everyplace and evangelism discussed in the previous chapter, are not only determined with the customer in mind so as to satisfy their needs but to additionally create added value for the luxury consumers. In reaching the luxury consumers, it is imperative to provide them with a product offering that they will value and perceive as an offering that will bring them personal

pleasure or social status, depending on the type of consumer at hand, and the 4E's will enable luxury exotic leather producers and marketers to do just that.

3.4.2 Sustainability marketing mix: The Four C's

Belz and Peattie (2012) have introduced the sustainability marketing mix strategy of the 4C's, as a replacement for the 4P's, to involve a sustainability element in marketing to sustainability consumers. These elements are *customer solutions*, *customer cost*, *communications* and *convenience* and will be discussed below (Kumar *et al.*, 2012).

3.4.2.1 Customer solutions

It is suggested that sustainable products can meet customers' needs while remaining unharmed to the environment and bettering social performance more so than ordinary products (Belz & Peattie, 2012; Kumar *et al.*, 2012). Consumers today are more interested in the whole life of the product rather than just the immediate offering it provides. This includes where the product came from, who and what was involved in its production and in what way did it affect the social and natural resources needed to produce it (Belz & Peattie, 2012). A customer post-purchase solution is now as important as pre-purchase and purchase solution (Tuli, Kohli & Bharadwaj, 2007). Such solutions from a sustainability perspective would be for marketers to ensure that they are aware of a product's life and ensuring that they market the kind of product that their consumers are currently demanding, all the while remaining true. Making false claims about the sustainability of a product could cause more financial problems for a company in comparison to truly sourcing or producing a truthfully sustainable product would. Providing customer use solutions such as ensuring that products are safe for use will also improve the marketing of the product to sustainable-conscious consumers (Khan, 2014). This element goes hand-in-hand with post use solutions such as recycling capabilities. Many consumers will appreciate brands who use recyclable or reusable products (Belz & Peattie, 2012). Disposable products are no longer as fashionable as they were in the late 20th century (Belz & Peattie, 2012). Customer solutions are about thinking of solutions to issues that consumers may not even have yet or even to typical sustainable practice problems many sustainable consumers find difficult to overcome using conventional products.

3.4.2.2 Customer cost

The total customer cost (TCC) of a product is not only the price that they pay to acquire the product. It involves both the use and the post-use cost too (Khan, 2014). Price, therefore, does not cover the TCC as suggested by the 4P's. The purchase cost of a product not only includes the price paid for the product at the store but also involves the search and transportation costs involved in finding the product and getting it to the place of purchase (Belz & Peattie, 2012; Khan, 2014). The use cost entails all costs incurred in order to make proper use of the product as well as maintain it. The post-use costs suggest costs that cover the disposal of the product, be it municipal waste management fees or those incurred

while recycling (Belz & Peattie, 2012). A product costs much more to the consumer than it does to the marketer. Should marketers approach costing by understanding this element, they would be at a much greater competitive advantage (Pomeroy, Noble & Johnson, 2011).

3.4.2.3 Communications

Marketing communications for sustainable products can be a difficult task as typical advertising has become known for promoting the unnecessary. Jones *et al.* (2008) support this by suggesting that marketing as a whole is aimed at selling unnecessary products to consumers as items that they can't live without whereas sustainability is focused on reducing materialism and the environmental impact thereof. Sustainability communications, therefore, focus on the ability to create awareness and encourage consumers to purchase sustainably (Belz & Peattie, 2012). Sustainability marketers should, therefore, ensure that they capture the sustainability consumers through sending reliable messages through media which the consumers will make consistent use of (Khan, 2014; Pomeroy *et al.*, 2011).

3.4.2.4 Convenience

The element of convenience is highly linked to *place* in the 4P's as well as *everyplace* in the 4E's (Khan, 2014). What makes a product convenient to a consumer is not only the place where it is made available for purchase but also involves the use and disposal processes (Belz & Peattie, 2012). Convenience can, therefore, be created in many ways, such as packaging in a recyclable material so as to lessen the time spent by the consumer in disposing of unnecessary packaging as well as recycling the product when it has reached the end of its useful life. Another form of convenience created for sustainability consumers is through the use of the internet to provide consumers with needed product and brand information, online purchasing options and customer care platforms that consumers can reach anytime and anywhere (Krueger, Lu & Swatmann, 2003).

The move from the 4P's to the 4C's is to adjust the marketing mix focus from being on the company and what it aims to achieve through its marketing mix, to the consumer and the processes they go through from pre-purchase to post-use and ensuring that they are as sustainable as they are enticing for the consumer (Belz & Peattie, 2012; Khan, 2014).

This sustainability marketing mix of the 4P's comes from a marketing perspective, whereas, the aim in this study is to identify luxury consumer preferences in a sustainability luxury marketing mix, therefore creating a necessity for a consumer perspective. This can be done by using a luxury marketing mix (4E's) which entails experience, exchange, everyplace and evangelism and which provides value to the consumer while incorporating sustainability luxury products in that marketing mix so as to appropriately provide sustainability luxury exotic leather accessories which are perceived as such and accepted by luxury consumers. Therefore, the 4E's will be used as the main marketing mix in this study while the product variable from the 4P's will be defined and explored, through the use of the 4C's and

relevant sustainability luxury consumer preferences in order to define what product attributes sustainability luxury consumers want.

3.5 MARKETING SUSTAINABILITY FOR THE CONSUMER

Belz and Peattie (2012) have noted the difference between sustainable and sustainability marketing and highlight why the term sustainability marketing is the preferred one to use when concerned with environmental, economic and social factors. The word *sustainable*, as previously mentioned, suggests the ability to be sustained or continued. The concept of using the word sustainable with marketing may indicate the longevity of the marketing effects on consumers such as long-lasting consumer relationships, and this then omits the sustainability issue of preserving economic, social and environmental factors. Sustainable marketing has been described as marketing and continued economic development or the corporate obligation to market products in order to sustain the company's development (Belz & Peattie, 2012; Kumar *et al.*, 2012). On the other hand, the term marketing sustainability suggests the act of marketing or promoting the term and act of sustainability, encompassing the protection and preservation of all things social, environmental and economic through current business and private practices. Finally, the term *sustainability marketing* is considered to be the term that best describes the long-term commitment to forming relationships with customers and the social and natural environment, which will be used throughout this study (Belz & Peattie, 2012).

Sustainability marketing involves preparing, arranging and directing marketing efforts to create value for customers while preserving the three pillars of sustainability; environmental, economic and social elements (McDonagh & Prothero, 2014). This directly links to the problem in this study that highlights the importance of knowing the consumer and what their preferences are in terms of luxury and sustainability marketing so as to ensure that customer value is created through the marketing efforts which protect the social and natural environments. Khan (2014) acknowledges that customers find value in and adopt marketing mixes based on products' design and quality. Belz and Peattie (2012) suggest that sustainability marketing should entail six elements. The first two elements are those that cover understanding the current external situation of the company from a social and ecological point of view as well as current consumer behaviours so that better marketing prospects can be grasped. The next two elements involve making important decisions about the way the corporation will adapt its internal business model through the use of strategies to meet sustainability needs. Next, it is suggested that for sustainability marketing strategies to be applied, an all-inclusive marketing mix should be established (Belz & Peattie, 2012). The final element is the actual execution of the previous three elements so as to introduce sustainability marketing into the organisation (Belz & Peattie, 2012). In terms of sustainability, it has become apparent that consumer behaviour plays an integral part in

economic, social and environmental preservation. Consumers' use, upkeep and disposal of products can have a substantial effect on sustainability (Belz & Peattie, 2012). This is why sustainability marketers cannot be oblivious to the consumers and how they behave. For sustainability to be successfully marketed to the consumer, not only does the consumer and their preferences and behaviours need to be understood, but also the correct marketing mix must be developed to effectively meet the needs of the consumer while preserving and protecting the natural and social environments. In this study, sustainability marketing can be defined as the long-term marketing efforts that are relationship driven and where sustainability relationships are formed with not only the consumers but also with the social and natural environments so as to meet the needs of consumers while protecting them as well as the social and natural environments.

3.5.1 Sustainability-focused products and product acceptance

Although the complete marketing mix is what is provided to the consumer and developed and marketed by the sustainability brands, it is the products and their attributes which depict and offer the ultimate value perceived by the consumer (Kapferer & Michaut, 2015; Khan, 2014). As mentioned above, the way that consumers use, maintain and dispose of products has a tremendous effect on sustainability, and the attributes of a product have an impact on the way in which consumers will use, maintain and dispose of their products. This brings about the need to focus more specifically on the product, and the possible attributes it provides, in the marketing mix from a sustainability point of view, before one can understand why it is that consumers accept selected elements of a sustainability marketing mix for exotic crocodile and ostrich leather accessories.

Attributes of luxury goods have been identified earlier in this study. The most common of which are product quality, exclusivity, design and durability, which luxury consumers have acknowledged as important in their perceptions (Amatulli & Guido, 2011; Kapferer & Michaut-Denizeau, 2014; Khan, 2014). Typical consumer products involve the products design, production, functionality, features, durability, reliability, reparability, packaging, size, colour, brand name and post-purchase services, to name a few (Amatulli & Guido, 2011; Kapferer, 2010; Khan, 2014; Lamb, Hair, McDaniel, Boshoff, Terblanche, Elliot & Klopper, 2010). Just as in the consumer goods and luxury goods segments, sustainability products have different attributes that differentiate them from competitors and create value in the eyes of the consumer (Khan, 2014). Kumar *et al.*, (2012) support this by explaining how a sustainability approach can create a competitive lead as well as create the possibility for cost reductions and innovation. Sustainability-focused products are those which, compared with others in their category, are more socio-ecologically efficient (Lamb *et al.*, 2010). The primary product attributes explored below are product quality, product durability, product packaging and transparency throughout the production chain. These elements are only a few of which that are taken into consideration when producing sustainability-focused products but they uncover necessary attributes

for marketers and brands to consider when aiming products at sustainability-demanding luxury consumers.

A product's quality is translated through its style and design qualities and is primarily judged by the consumer (Amatulli & Guido, 2011; Yoo *et al.*, 2000). The quality of a sustainability-focused product is achieved by ensuring its design is both socially and ecologically sustainable and is continuously improved as the environment and technologies around it change, so as to maintain the perception of being high quality for sustainability luxury consumers (Belz & Peattie, 2012; Charter *et al.*, 2002; Lamb *et al.*, 2010). Kapferer (2010) acknowledges the fact that creating a sustainability-focused luxury product may lead to a diminished perceived quality should the same, non-renewable, rare resources no longer be used in the design of the product. Kapferer (2010) however, goes on to acknowledge the fact that the luxury sector is resource dependent while sustainability aims to preserve natural resources, making the two somewhat similar when it comes to the need for preserving resources. This suggests that the high quality portrayed by sustainability luxury products that are likely only to be offered at a premium price that very few can afford may lead to the preservation of such valuable resources, which leads to the discussion of product durability.

Product durability relates to the useful life of a product (Lamb *et al.*, 2010). The longer a product lasts, or the ability thereof, the more durable it is (Amatulli & Guido, 2011). In terms of sustainability, durability is at the heart of all sustainable practices as it promotes lasting products rather than mass-produced items that will not last long and waste unnecessary resources in the process (Kapferer, 2010). Product durability can be achieved through high-quality production and after sales services so that the functionality of the product is preserved and eliminates the need for disposal and replacement (Kapferer, 2010). Researchers have acknowledged that luxury and sustainability both aim to produce products that are durable (Amatulli & Guido, 2011; Kapferer, 2010; Kapferer and Michaut-Denizeau, 2016). Luxury items are made with the highest quality materials by skilled manufacturers, often by hand, so that the luxury products can be passed on from generation to generation while durable sustainability-products are produced to lessen the need for mass-production and over consumption (Kapferer, 2010; Kapferer and Michaut-Denizeau, 2016). Product durability contains a customer post-use element where, when the product comes to the end of its useful life, it will be disposed of, either by giving it away, recycling, selling, reusing it or simply throwing it in the garbage (Belz & Peattie, 2012). Sustainability-focused companies are beginning to come up with post-use solutions for their customers so as to dispose of the products in the most effective and least harmful way possible (Charter *et al.*, 2002).

Charter *et al.*, (2002) acknowledge the conflict between the need for product packaging for viable reasons and the impact that it has on the natural environment. Kapferer (2010) mentions that the purpose of packaging is often merely as an aesthetic representation of a present for oneself. Whereas

Charter *et al.*, (2002) point out that there are many reasons why packaging is imperative as it serves as a form of protection for the products, it ensures the quality of the product is maintained until it reaches the final consumer, it serves as an assurance that the product was not tampered with before sale and so on. Belz and Peattie (2012) discuss the product-related services that should be offered with sustainability-focused products such as disposal services where, for example, the company adds both customer and ecological value by offering their customers a channel through which they can dispose of their packaging without causing harm to the environment.

Sustainability consumers are demanding greater transparency from organisations when it comes to their sustainability practices and more specifically the production of their products (Kapferer & Michaut, 2015; Meise *et al.*, 2014). Transparency supplies consumers with the information that they need to make the most informed purchasing decisions possible (Meise *et al.*, 2014). Transparency in the production of products will give consumers confidence in companies to believe that they are not partaking in unethical practices such as child labour and irresponsible waste management. Belz and Peattie (2012) mention that sustainability consumers are looking for traceability in their products that is to know the whole lifespan of the product. For example, an exotic leather luxury handbag could be traced in terms of production and practices right back to the time of the crocodiles' birth. The aspect of traceability allows for sustainability consumers to be sure of the social and environmental impacts of the products that they purchase.

Analysing sustainability-focused products and what they can offer sustainability luxury consumers will aid in determining why consumers are inclined to reject or accept certain elements of a sustainability-focused marketing mix for exotic leather accessories due to their luxury value perceptions.

3.5.1.1 Product acceptance

Product acceptance is operationalised as the consumer's intent to purchase a product, or perception of trustworthiness of the product (Mahajan *et al.*, 1990; Peres *et al.*, 2010; Beck & Kenning, 2015). With a major reason for product failure being the lack of consumer acceptance, Beck and Kenning (2015) suggest that the best way to increase consumer product acceptance is through trust. By increasing the ultimate trustworthiness of a brand in the eyes of the consumers, marketers and brands can consequentially positively influence said consumers purchase decision-making process (Beck & Kenning, 2015). The Bass Diffusion Model assumes that possible purchasers of products are influenced by mass media and word of mouth communication (Mahajan *et al.*, 1990). By including trustworthy advertising into one's marketing mix, the brands and their products on offer may be seen in a more attractive light by potential consumers. Sustainability marketing mix acceptance can then be seen as the consumers intent to purchase a sustainably produced product, their willingness to purchase at a sustainability-focused sales environment and the consumer's perceptions of the trustworthiness of sustainability-focused promotion.

3.6 IMPLICATIONS FOR THE STUDY

Chapter 3 aimed to define what sustainability means, how it can be defined and what it entails. Through this review of the relevant literature, a thorough understanding of sustainability and sustainability marketing was established so that an accurate sustainability marketing approach can be developed for Exotic Leather South Africa.

By uncovering the sustainable luxury value perceptions proposed by Hennigs *et al.* (2013), held by luxury consumer and understanding their perspectives in terms of the possibility of combining sustainability and luxury, the researcher has uncovered a framework that will aid the measurement of the relevance of luxury value perceptions in international tourists' acceptance of a sustainability-focused exotic leather marketing mix.

An in-depth discussion of the possible approaches to the marketing mix allowed for the uncovering of the marketing mix that will best suit a sustainable luxury exotic leather marketing mix. The comparison between the traditional marketing mix of the 4P's, the luxury marketing mix of the 4E's and the sustainability marketing mix of the 4C's lead to the decision of the use of the luxury marketing mix with the incorporation of sustainability luxury products in the mix. Sustainability marketing mix acceptance was operationalised in order to aid the development of the measuring instrument which will attempt to explore sustainability-focused marketing mix acceptance.

Finally, the way in which sustainability marketing should be aimed at the consumer was established. The key to marketing sustainability to the consumer is to thoroughly understand the consumer so that the product offering can be adjusted accordingly to create a more significant customer and socio-ecological value.

CHAPTER 4

RESEARCH METHODOLOGY

4.1 INTRODUCTION

This chapter includes a discussion on the conceptual framework, the relevant aim and objectives of the study, the research design and methodology, the measures taken to eliminate error through elements of validity and reliability as well as the ethical consideration for this quantitative study.

4.2 CONCEPTUAL FRAMEWORK FOR THE STUDY

The conceptual framework presented in Figure 3 below represents a combination of elements of a sustainability-focused exotic leather marketing mix and Wiedmann *et al.*'s (2007) model of luxury value perceptions. This model was developed to incorporate both the theoretical background to the study which explored the cognitive consumer decision-making process and a luxury marketing mix and the conceptual model that has guided this study. This model is the depiction of the luxury value perceptions that are the possible drivers of international tourists' acceptance of selected elements of a sustainability-focused marketing mix that is determined in terms of their intent to purchase a sustainably produced exotic leather accessory, willingness to purchase at a sustainability-focused sales environment for exotic leather accessories and perceptions of trustworthiness of sustainability-focused promotion for exotic leather accessories.

The framework firstly depicts the possible luxury value perceptions of international tourists which are taken from Wiedmann *et al.*'s (2007) luxury value perception conceptual model. The luxury value perceptions to be measured in this study are the functional, social and individual luxury value perceptions, each with their own antecedents. It should be noted that due to the fact that when it comes to luxury products, the quality of such products is depicted by the price and vice versa, the financial value dimension with the price value antecedent has been omitted from this framework, as it is already represented by the functionality value dimension. Next, the selected elements of a sustainability-focused marketing mix are displayed under the headings of products, place and promotion. The price element was once again left out due to the above reasoning. It is important to note that the marketing mix elements do not only stem from the commonly known 4P's. These elements were identified through the assessment of the traditional 4P's, the luxury 4E's and the sustainability-focused 4 C's. The sustainability-focused marketing mix elements are depicted in terms of the effect that consumers acceptance thereof will have on their intent to purchase a sustainably

produced exotic leather accessory, their willingness to purchase at a sustainability-focused sales environment and their perceptions of the trustworthiness of sustainability-focused promotions for exotic leather accessories. All three of these elements are operationalised as being indicators of product *acceptance*. Finally, the framework suggests that there is a correlation between international tourists' luxury value perceptions and their acceptance of a sustainability-focused marketing mix for exotic leather accessories. This model allows the researcher to better understand the relevance of consumers luxury value perceptions in their acceptance of selected elements of a sustainability-focused marketing mix for exotic ostrich and crocodile leather accessories.

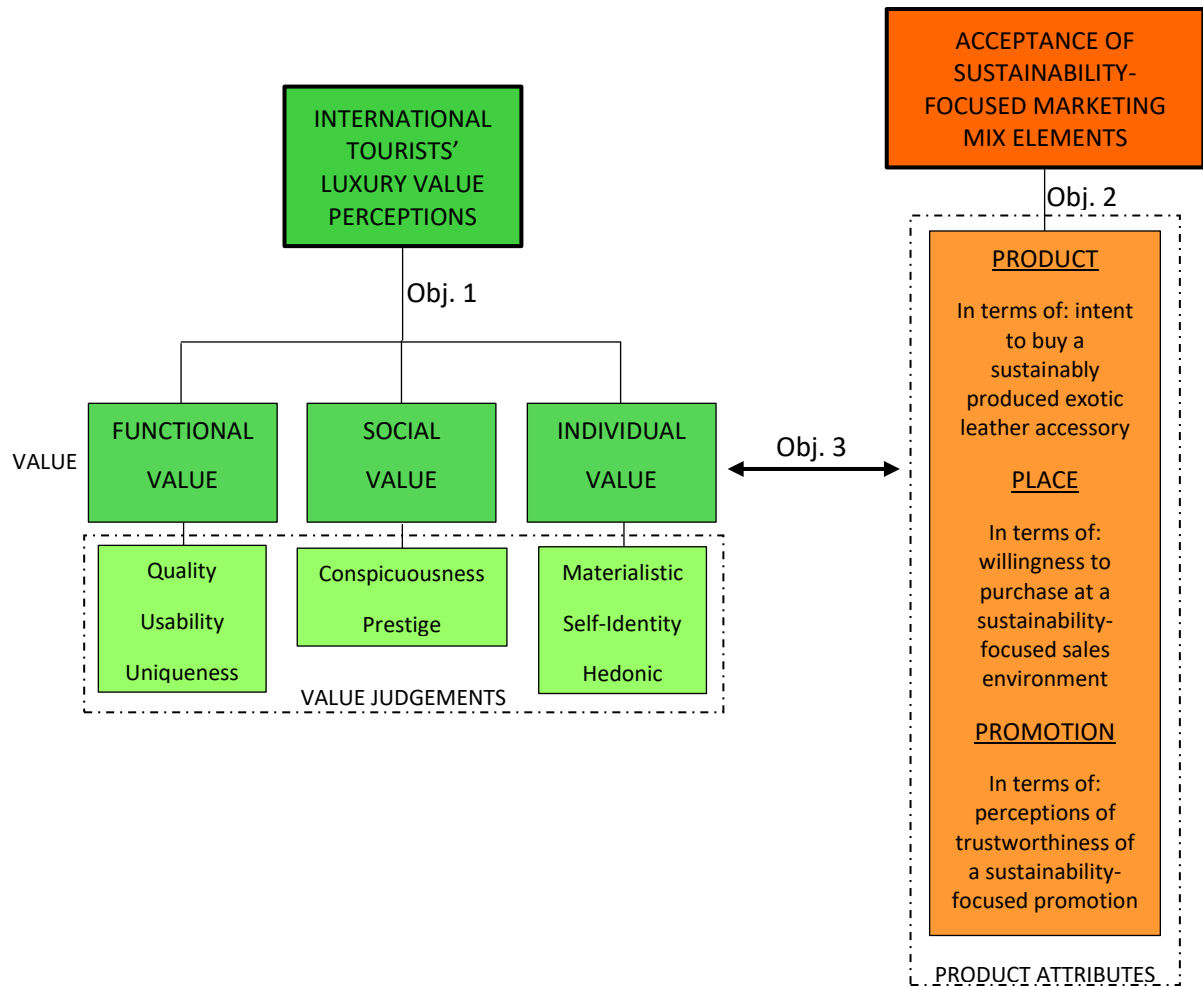


FIGURE 3: CONCEPTUAL FRAMEWORK (RESEARCHERS CONSTRUCT)

4.3 AIM OF THIS STUDY AND RESEARCH OBJECTIVES

The aim of this study was to explore and describe how international tourists' luxury value perceptions drive their acceptance of selected elements of a sustainability-focused marketing mix for exotic crocodile and ostrich leather accessories which may lead to their intent to purchase a sustainably produced exotic leather accessory, their willingness to purchase at a sustainability-focused sales environment, as well as possibly affect their perceptions of the trustworthiness of sustainability-focused promotions.

4.3.1 Research objectives

Objective 1: To determine international tourists' luxury value perceptions.

Sub-objective 1.1: To determine functional luxury value perceptions.

Sub-objective 1.2: To determine social luxury value perceptions.

Sub-objective 1.3: To determine individual luxury value perceptions.

Objective 2: To determine international tourists' acceptance of selected elements of a sustainability-focused marketing mix for exotic leather accessories.

Sub-objective 2.1: To determine international tourists' intent to purchase a sustainably produced exotic leather accessory.

Sub-objective 2.2: To determine international tourists' willingness to purchase at a sustainability-focused sales environment for exotic leather accessories.

Sub-objective 2.3: To determine international tourists' perceptions of the trustworthiness of sustainability-focused promotion for exotic leather accessories.

Objective 3: To determine the correlation between international tourists' luxury value perceptions and their acceptance of a sustainability-focused marketing mix for exotic leather accessories.

Sub-objective 3.1: To determine the correlation between international tourists' luxury value perceptions and their intent to purchase a sustainably produced exotic leather accessory.

Sub-objective 3.2: To determine the correlation between international tourists' luxury value perceptions and their willingness to purchase at a sustainability-focused sales environment for exotic leather accessories.

Sub-objective 3.3: To determine the correlation between international tourists' luxury value perceptions and their perceptions of the trustworthiness of sustainability-focused promotion for exotic leather accessories.

4.4 RESEARCH DESIGN

This study followed a quantitative research design that was descriptive and exploratory in nature. A quantitative research design offers data that can be understood through the use of statistical analysis (Berndt & Petzer, 2011; Kumar, 2014). The research design was empirical, relying on primary data. The descriptive nature of the research allowed the researcher to describe the perceptions and intentions of the population under study (Berndt & Petzer, 2011), whereas exploratory research was done to gain a better understanding of the topic under study where only limited research exists (De Vos *et al.*, 2011).

A cross-sectional survey design was used due to the quantitative and descriptive nature of the research to allow for data collection at one specific point in time and to provide a better understanding of the luxury value perceptions and behaviours of international luxury consumers. The survey design enabled the researcher to draw inferences to the population by studying the sample and its intentions and perceptions (Creswell, 2014). This survey design allowed for the explanation of the relevance of luxury value perceptions in consumers acceptance of a sustainability-focused exotic leather marketing mix.

4.5 METHODOLOGY

4.5.1 Sampling

4.5.1.1 Unit of analysis

A sample is considered to be a subgroup of the larger population under observation (De Vos *et al.*, 2011). The use of a sample, rather than the whole population, allows for the production of focused findings and more detailed information (De Vos *et al.*, 2011).

The population for this sample that allowed for the research problem to be adequately addressed was German and British international tourists to South Africa. These tourists were luxury consumers that had visited South Africa in the previous five years or who had the intention of visiting in the following five years. The sample of this study therefore included:

- Males and females,
- German and British tourists to South Africa,
- Tourists who had visited South Africa in the previous five years or who had the intention of visiting in the following five years,
- Belonging to the millennial generational cohort as of the year 2018.

The specific sample that allowed useful findings to be drawn that could be published was determined by using the Qualtrics Market Research Platform to get a sample of international tourists from Germany and the United Kingdom. For inclusion of this study, respondents had to be either males or females who had visited South Africa in the last five years or should have had an intention to visit in

the next five years. This was to ensure that the respondents could relate their opinions to the exotic leather luxury goods offered in South Africa and would furthermore ensure that they could be categorised as international tourists of South Africa. The majority of luxury spending in South Africa is being done by tourists from the USA and Europe, and the German millennial luxury consumers are among those most likely to increase their luxury spending in 2018 (Bain & Company, 2017; BBC, 2018). This, as well as the high volumes of tourists in South African from Germany and the UK every year, highlights the importance of understanding Western European millennial consumers luxury purchasing behaviours. A hefty 85% of the luxury growth in 2017 was powered by the millennial and Generation Z consumers with a "millennial state of mind", according to a recent report, it was, therefore, a benefit to the researcher to understand this millennial state of mind in terms of the tourists who make exotic leather purchases in South Africa (Bain & Company, 2017).

The use of both males and females was to ensure that those consumers who purchase luxury goods as gifts would not be left out, as many men may be purchasers of exotic leather handbags for their family members or friends and should, therefore, not have been excluded from the sample. Men are also purchasers of leather accessories such as wallets and belts. The respondents must also have been defined as a millennial born between the years 1977 and 2000. This specific generational cohort is a consumer segment that is recognised as new luxury consumers. This was determined by Qualtrics' system of systematic and strategic questions as well as through the use of their vast database of possible respondents. This study had a total final sample of 630 respondents.

4.5.1.2 Sampling method

This study involved a non-probability convenience sampling procedure which was to allow for the most easily available representative sample to be reached (De Vos *et al.*, 2011; Kumar, 2014). The convenience sampling technique relies on the researcher approaching readily available samples (Kumar, 2014). This convenience sampling was done in a single stage with the assistance of Qualtrics, a reputable market research platform which has a database of potential respondents who fit the required characteristics. The use of such a market research platform to conduct the research allowed furthermore for the specific timeframe for the data collection to be kept as well as to aid in reaching a large number of respondents in the required time which could ultimately reduce the costs involved. Seven hundred (700) questionnaires were requested to reduce the margin of error and to ensure that a sufficient amount of usable data would be collected. The final number of usable questionnaires collected was 630.

4.5.2 Data collection

Data collection for this study was done using an electronic method by an international market research company, Qualtrics, using their vast online database to contact respondents. This allowed for a larger,

more representative sample as certain safety measures were put into place such as filter questions that were asked to ensure that the respondents were suitable to be included in this study. The research company was fully briefed on the aim of the study and consequentially, the questionnaire. A structured, self-administered online questionnaire was used as the data collection method. This online, electronic survey was a way of omitting the need for costly and time-consuming fieldwork often needed for paper-based surveys which in turn reduced the chances of mistakes in the data collection from completed questionnaires (De Vos *et al.*, 2011). In addition to this, a self-administered online survey provided the respondents with greater anonymity which is essential when asking sensitive questions as respondents would be more inclined to answer honestly should they believe that their answers cannot be traced back to them (Kumar, 2014). Data collection took place in March 2018.

4.5.2.1 Measuring instrument

A structured self-administered web-based questionnaire was used as the measuring instrument in this study. Respondents were able to access the questionnaire from the Qualtrics website and read and answer all of the questions on their own (De Vos *et al.*, 2011). The questionnaire (see **Addendum A**) was translated into German from English by Qualtrics so that the German respondents could answer the questions more accurately in their home language if they so wished. The questionnaire was pilot tested twice to ensure validity and reliability. Due to the first pilot test revealing many straight-liners, wherein certain respondents only indicated “neutral” answers, the researcher and Qualtrics decided to add time filters as well as add an attention question to questions eight and nine that would automatically remove any straight-liners and increase reliability. Furthermore, some questions were moved to the back of the questionnaire and changed so as not to be misleading. This questionnaire included a cover letter to outline the purpose of the study briefly.

Section A dealt with demographic information as well as information that verified the respondents’ eligibility in participating in the questionnaire. Demographic information included gender, age, nationality, which countries they had visited in the previous five years, which countries they intended to visit in the following five years. The respondents were further asked whether they had ever purchased leather products in South Africa and whether they had ever purchased an exotic leather product.

Section B was comprised of an adapted luxury value perception scale from Hennigs *et al.* (2012) that has been pre-tested in four different countries. It is composed of a 5-point Likert-type scale ranging from 1 “strongly disagree” to 5 “strongly agree”. This scale tested the three value dimensions of luxury value perceptions, namely functional value perceptions, individual value perceptions and social value perceptions. In the original scale that was tested in four countries, the three items had Cronbach’s

alpha's of 0.70, 0.88, and 0.85 respectively where a value of 0.7 or higher is the point at which reliability is achieved (Retief & De Klerk, 2007; Trochim, 2005).

Section C consisted of a self-developed 5-point Likert-type scale that measures consumers' acceptance of selected elements of a sustainability-focused marketing mix. On the scale, 1 represents "strongly disagree", and 5 represents "strongly agree". Each marketing mix element and the items in the questionnaire which represent them were carefully compiled after a thorough review of the relevant literature regarding consumers, researchers and industry experts' expectations of what a sustainability-focused marketing mix should entail. The three dimensions of sustainability marketing mix acceptance were used as a starting point for the scale, these included the dimensions of; intent to purchase a sustainably produced exotic leather product, willingness to purchase at a sustainability-focused sales environment and perceptions of the trustworthiness of sustainability-focused promotion (Beck & Kenning, 2015; Mahajan *et al.*, 1990; Peres *et al.*, 2010). Each dimension was carefully delineated to establish the appropriate indicators that they should cover. For each of these dimensions, four questions were created, under the supervision of the research supervisor which included the incorporation of the 4P's, 4E's and 4C's to demonstrate the constructs involved in a sustainability-focused marketing mix accurately. Each of the items followed a similar design to that of the Hennigs *et al.* (2012) luxury value perceptions scale wherein each item was designed as a statement where an element of favourability or unfavourability was shown towards elements of a sustainability-focused marketing mix and respondents were asked to indicate their level of agreement with the statements. Due to the nature of the statements found in both Sections B and C, some were reverse coded.

4.5.3 Operationalisation

TABLE 1: OPERATIONALISATION OF RESEARCH CONSTRUCTS AND OBJECTIVES

OBJECTIVE 1: To determine international tourists' luxury value perceptions						
Sub-objectives	Construct	Dimensions	Indicators	Items	Question	Statistical Analysis
1.1 To determine functional luxury value perceptions	Luxury value perceptions	Functional value	Quality, uniqueness, usability	The superior product quality is my major reason to buy exotic leather accessories	Q8_8	Descriptive statistics: – Means – Percentages – Frequencies – Standard deviation Inferential statistics: – Cronbach's alpha – Eigenvalues – Factor analysis – Levene's test for equality of variances
				I place emphasis on quality assurance over prestige when considering the purchase of exotic leather accessories	Q8_6	
				It is important for me to wear exotic leather accessories that are not mass-produced	Q8_17	
				I prefer to buy exotic leather accessories that are worn by only a small section of the market	Q8_5	
				It is important for me to buy exotic leather accessories that can be used for multiple occasions	Q8_11	
				It is important to me that an exotic leather accessory should fit in with my wardrobe	Q8_2	
1.2 To determine social luxury value perceptions		Social value	Conspicuousness, prestige	It is important to me that an exotic leather accessory is eye-catching	Q8_15	
				It is important for me to wear exotic leather accessories that my friends will notice	Q8_7	
				It is important for me to buy exotic leather accessories that don't draw unnecessary attention	Q8_12	
				It is important for me that others have a high opinion of my exotic leather accessories	Q8_10	
				I am concerned about what others think of my exotic leather accessories	Q8_13	
				It is important to me that my exotic leather accessories show others what I have achieved in life	Q8_16	
1.3 To determine individual luxury value perceptions		Individual value	materialistic, hedonic, self-identity	When I am in a bad mood, I may buy an exotic leather accessory to feel better about myself	Q8_4	
				I regard exotic leather accessory purchases as personal gifts that I deserve	Q8_1	
				Wearing exotic leather accessories gives me a lot of pleasure	Q8_9	
				I derive self-satisfaction from buying exotic leather accessories	Q8_14	
				I will only buy an exotic leather accessory if it fits my self-image	Q8_3	
				It is important to me that an exotic leather accessory should portray who I am to others	Q8_18	
OBJECTIVE 2: To determine international tourists' acceptance of selected elements of a sustainability-focused marketing mix for exotic leather accessories						
Sub-objectives	Constructs	Dimensions	Indicators	Items	Question	Statistical Analysis
2.1 To determine international tourists' intent to purchase a sustainably produced	Sustainability-focused marketing	Product	Intent to buy a sustainably produced exotic	I will only buy an exotic leather accessory if I know that it was made in an eco-friendly manner	Q9_9	Descriptive statistics: – Means
				I will only buy an exotic leather accessory if I know that the packaging is not harmful to the environment	Q9_1	

exotic leather accessory	mix elements		leather accessory	I will not buy an exotic leather accessory if the packaging is not unique	Q9_4	<ul style="list-style-type: none"> – Percentages – Frequencies – Standard deviation Inferential statistics: <ul style="list-style-type: none"> – Levene’s test for equality of variances
				I am willing to pay more for an exotic leather accessory that was made in an eco-friendly way	Q9_7	
2.2 To determine international tourists’ willingness to purchase at a sustainability-focused sales environment for exotic leather accessories		Place	Willingness to purchase at a sustainability-focused environment for exotic leather accessories	I am only willing to buy exotic leather accessories that are sold in designer outlets	Q9_11	
				I will not be attracted to exotic leather accessories if they are sold along with generic brands	Q9_5	
				I am willing to purchase exotic leather accessories that are sold in department stores	Q9_8	
				I am only willing to buy exotic leather accessories that are sold in the country of manufacturing	Q9_10	
2.3 To determine international tourists’ perceptions of the trustworthiness of sustainability-focused promotion for exotic leather accessories		Promotion	Trustworthiness of sustainability-focused promotion for exotic leather accessories	It is worth paying more for exotic leather accessory brands that use ethical advertising practices	Q9_12	
				I do not trust the quality of exotic leather accessories that are sold on discount	Q9_3	
				I find it difficult to trust an eco-label on an exotic leather accessory	Q9_6	
				I do not trust the suggested sustainability of exotic leather accessories if they have been mass-promoted	Q9_2	
OBJECTIVE 3: To determine the correlation between international tourists’ luxury value perceptions and their acceptance of a sustainability-focused marketing mix for exotic leather accessories						
Sub-objectives	Constructs	Dimensions	Indicators, Items and Questions			Statistical Analysis
3.1 To determine correlation between international tourists’ luxury value perceptions and their intent to purchase a sustainably produced exotic leather accessory	Luxury value perceptions and sustainability-focused marketing mix elements	Functional luxury value, social luxury value, individual luxury value, promotion, product and place	The correlation between Objective 1 and Objective 2. See above for applicable indicators, items and questions			Inferential statistics: <ul style="list-style-type: none"> – Pearson’s correlation coefficient
3.2 To determine correlation between international tourists’ luxury value perceptions and their willingness to purchase at a sustainability-focused sales environment for exotic leather accessories						
3.3 To determine correlation between international tourists’ luxury value perceptions and their perceptions of the trustworthiness of sustainability-focused promotion for exotic leather accessories						

4.5.4 Data analysis

Data analysis is the process of transforming raw data into an understandable form that will enable the researcher to relate the data to the research problem to draw conclusions (De Vos *et al.*, 2011). The main goal of quantitative data analysis is, therefore, to analyse the information obtained from the response to each question in the questionnaire (Kumar, 2014). In this study, the data collection was done by Qualtrics, and after being inspected for completeness, the final coded dataset was sent to a qualified statistician to perform statistical analysis and testing using the SPSS software. The researcher then used these statistics to analyse the data. The data analysis was done using statistical methods of both descriptive and inferential statistics as described in Table 1.

Descriptive statistics describe the basic features of the data by way of summarising the specific variables. Descriptive statistics include means, standard deviations, frequencies and percentages which were used to establish the demographic profile of the respondents as well as the to determine the strength in terms of their importance to the respondents of the items measuring their value perceptions and acceptance of marketing mix elements. The mean can be defined as a measure of location, or average value of a variable (Leedy & Ormrod, 2010). The results were graphically represented in graphs, charts and tables.

Inferential statistics, on the other hand, were found to aid the researcher in making decisions about the data received by analysing patterns and correlations (Leedy & Ormrod, 2010). The analysis of the respondents' value perceptions was achieved through exploratory factor analysis and the calculation of the Cronbach alpha coefficients and eigenvalues. This verified the internal consistency for the data with the acceptable cut-off point of $\alpha > 0.7$ (Retief & De Klerk, 2003; Trochim, 2005). Pearson's correlation coefficient (r), is an indication of the strength of the relationship between variables and is implemented at a 5% level of significance (Williams, Sweeney & Anderson, 2009). Pearson's correlation coefficient was used to determine correlations between the relevant concepts and is defined as "a nonparametric measure of the strength and direction of association that exists between two variables measured on at least an ordinal scale." (Laerd Statistics, 2016b:1). This measure can be presented by the symbol r or the Greek letter ρ and can be positive or negative (-1, 0, 1) (Laerd Statistics, 2016b). Levene's Test of equality of variance was used to determine statistically significant ($p < 0.01$; $p \leq 0.05$) differences between the male's and female's luxury value perceptions and marketing mix acceptance. This test provides an F-statistic as well as a significance value (p -value) which is of main concern. The group variances may be treated as equal if it is greater than 0.05 ($p > 0.05$), while if $p < 0.05$, the variances are considered unequal, and the assumption of homogeneity of variances is violated (Laerd Statistics, 2016a).

4.6 MEASURES TO ELIMINATE ERROR

In order to eliminate error in this research, validity and reliability were ensured. For valid and reliable data to be captured, the researcher had to ensure that the procedures and measurement instruments (in this case a self-administered web-based questionnaire) had acceptable levels of validity and reliability before the study was executed (De Vos *et al.*, 2011).

4.6.1 Validity

Validity refers to the degree to which an instrument measures what it is intended to measure (Kumar, 2014). In other words, a questionnaire is considered valid if it precisely measures the concepts that it is supposed to so that an accurate conclusion can be made from the data that is collected in the questionnaire. In order to achieve this, all applicable objectives and their respective constructs have been delineated to fully grasp what information each objective is in pursuit of uncovering. A thorough literature review was done to conceptualise each concept. Validity implies that each objective of the study should be adequately linked to the questions posed in the questionnaire, hence the carefully delineated operationalisation of constructs (Kumar, 2014).

Content validity is expressed as the extent to which the items in the measuring instrument represent the content that it is supposed to measure (De Vos *et al.*, 2011; Kumar, 2014). The researcher established content validity by not only conducting a thorough literature review but also by ensuring that the items in the questionnaire were closely linked to the objectives and were representative of the concepts outlined in the operationalisation and the conceptual framework of the study. The items to be included in the questionnaire were thoroughly reviewed by the supervisor and a few willing researchers within the Department of Consumer Science at the University of Pretoria to ensure that the items were not ambiguous and accurately represented the constructs that were to be measured. *Face validity* in comparison to content validity is considered to represent what the questions *appear* to measure at face value, while the latter is concerned with *actual* measurement (Delpont & Roostenburg, 2011:173). Face validity is considered to be the degree to which an instrument appears to be measuring what it is intended to measure (Leedy & Ormrod, 2010). This was ensured by evaluating previous research and theory surrounding the concepts that were to be measured and working closely with the research supervisor. *Criterion validity* is the way in which the results from the research instrument correlate with another measurement instrument designed to measure similar constructs (Leedy & Ormrod, 2010). Criterion validity was established through the use of measuring scales formerly tested by previous researchers. Previous factor loadings of these pre-tested scales were compared to those recognised in this study to establish criterion validity. *Construct validity* is often seen as the most difficult as it involves understanding the extent to which the instrument effectively measures a theoretical construct (De Vos *et al.*, 2011). It indicates the way in which a research instrument measures what it is supposed to which establishes the quality of that

measurement (Kumar, 2014). This was ensured by conducting a thorough literature review so that the meanings of all the constructs to be measured were clearly understood (De Vos *et al.*, 2011). The literature review uncovered the constructs of luxury, luxury value perceptions, exotic leather and a sustainability-focused marketing mix. All relevant constructs could be defined and understood through the use of relevant textbooks and scientific journal articles.

4.6.2 Reliability

In terms of a measurement instrument, *reliability* is the degree to which the measurement made is accurate, consistent or precise (Kumar, 2014). A scale is, therefore, reliable if the repeat measurements made by it, under the same or similar conditions, give the same results. This is classified as internal consistency and was tested in the pre-test of the questionnaire (Leedy & Ormrod, 2010).

A way that reliability can be ensured is through the application of the fundamental principles of questionnaire design. Multiple indicators of a variable were used to ensure reliability (De Vos *et al.*, 2011). The questionnaire was pre-tested before final distribution to respondents to ensure that it is understandable, relevant and easy to complete (De Vos *et al.*, 2011). The questionnaire went through a second pre-test once Qualtrics, at the request of the researcher, had inserted an attention point at questions eight and nine which eliminated respondents from the data set who only gave one answer throughout, such as straight-liners who only answered “neutral” to each question. This was to ensure that the final dataset resulted in more valid, usable responses. After the first pre-test, the two questions in the questionnaire asking respondents whether they had previously purchased exotic leather products were moved to the end so as not to be leading questions. The respondents were all informed that they would remain anonymous, that they could withdraw at any time (voluntary participation) and it was made clear as to what the purpose of the study was. The relevant literature and theories were reviewed to form a conceptual and theoretical background for the study to ensure complete understanding and comprehension of all relevant constructs. Internal reliability was established through the calculation of Cronbach’s coefficient alphas on the items in the questionnaire.

4.7 ETHICS

It is the duty of the researcher to protect the research respondents, ensure the elimination of misconduct and deal with arising problems (Creswell, 2014). In the social sciences, ethics are of utmost importance as no data should be gathered at the expense of a human being (De Vos *et al.*, 2011). This brings about the researchers’ obligation to the respondents and to ensure that true research and results are achieved. An application to the Ethics Committee of the University of Pretoria was submitted along with the research proposal, and questionnaire and no data collection procedures began before this application approval. Plagiarism was avoided in this study by acknowledging all

relevant authors who influence the content of this study through in-text referencing as well as a detailed reference list.

In order to avoid any potential harm, psychological or physical (De Vos *et al.*, 2011), that may arise from respondents participating in this study the respondents were made fully aware of the purpose of the research at the beginning of the questionnaire (Kumar, 2014). Voluntary participation of respondents in this study was ensured by offering the questionnaire to potential respondents on the Qualtrics database. The potential respondents could then decide for themselves as to whether or not they wished to participate. When the respondents had begun with the web-based questionnaire, they were reminded in the brief that their participation was completely voluntary and that they could withdraw at any time (De Vos *et al.*, 2011). Should respondents carry on with the questionnaire after being reminded that they may withdraw, their consent to be involved in the study was then implied (Kumar, 2014). The brief of the questionnaire and purpose of the study that was communicated to all potential respondents was true and free of any misleading information. To ensure the anonymity and confidentiality of the respondents, their names or contact details were not required so as to reassure them that their answers could not be traced back to them personally (De Vos *et al.*, 2011; Kumar, 2014). All respondents were reminded of their guaranteed anonymity as well as their freedom to not answer questions should they so wish.

4.8 CONCLUSION

Chapter 4 outlines the aim, research design, method, measures to eliminate error as well as any ethical considerations of the study at hand. The research aims and objectives, along with the conceptual framework of this study were outlined and guided the necessary steps that were taken in the data collection and analysis stages. This study was guided by Wiedmann *et al.*'s (2007) model of luxury value perceptions as well as sustainability marketing from a theoretical point of view while the importance of reliability and ethics were guiding factors from an ethical level. In the next Chapter, the findings and discussions are provided.

CHAPTER 5

RESULTS AND DISCUSSION

5.1 INTRODUCTION

This chapter presents and discusses the results of the study that was conducted. An overview of the demographics is given in this chapter, moving onto the results concerning the three objectives presented in Chapter Four. The chapter ends with an interpretation and discussion of the results.

5.2 DEMOGRAPHIC AND OTHER DESCRIPTIVE CHARACTERISTICS OF THE RESPONDENTS

5.2.1 Nationalities

Six hundred and thirty respondents (n=630) from the United Kingdom and Germany took part in the study.

5.2.2 Gender

Just over half of the respondents in the study were female, with the remainder being male.

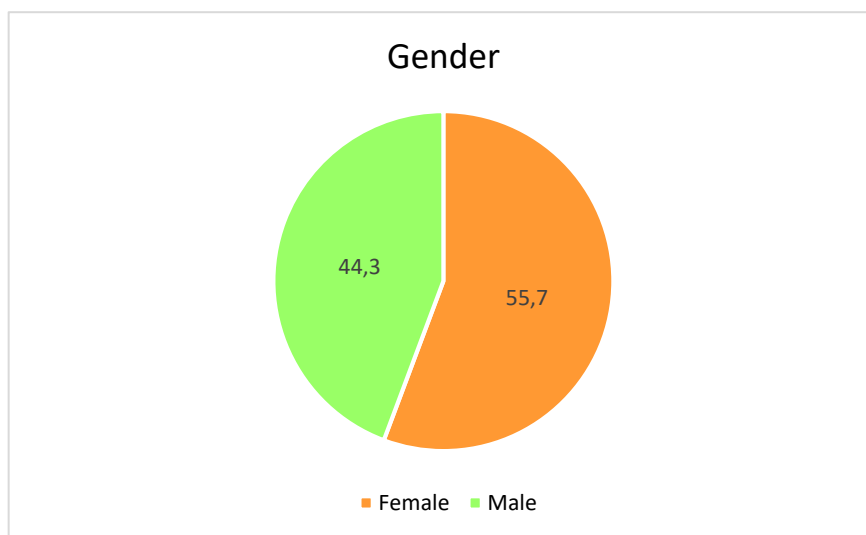


FIGURE 4: GENDER OF RESPONDENTS (N=630)

5.2.3 Age

The average age of the respondents was 29.19 years, where the minimum age was 18, and the maximum was 40 years of age, verifying that all of the respondents fell into the millennial generational cohort.

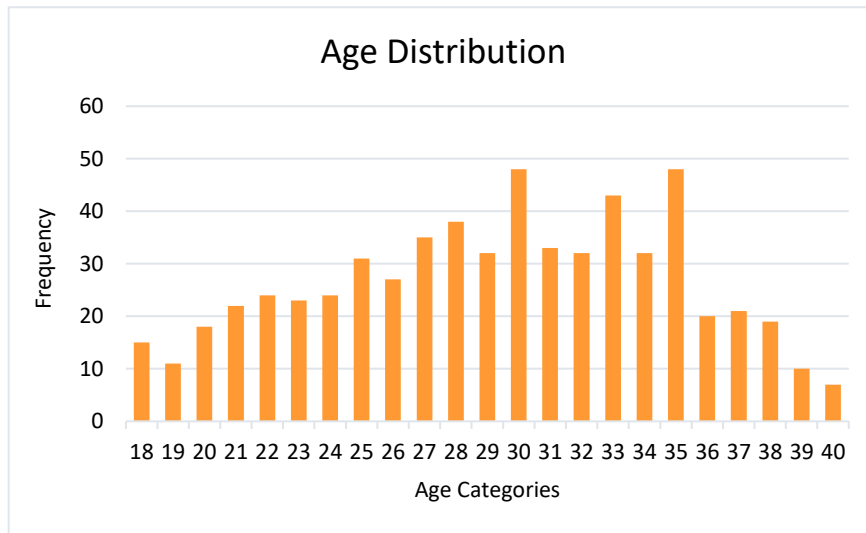


FIGURE 5: AGE DISTRIBUTION (N=630)

5.2.4 Visiting South Africa

When asked if the respondent had visited South Africa in the previous five years or intend to visit in the following five years, all of the respondents included in the study answered positively.

5.2.5 Purchasing of leather products in South Africa

When asked if the respondent had purchased any leather products during their visit to South Africa or plan on purchasing any leather products when they visit South Africa, 61% of the respondents indicated that they had purchased leather products and 39% indicated that they had not.

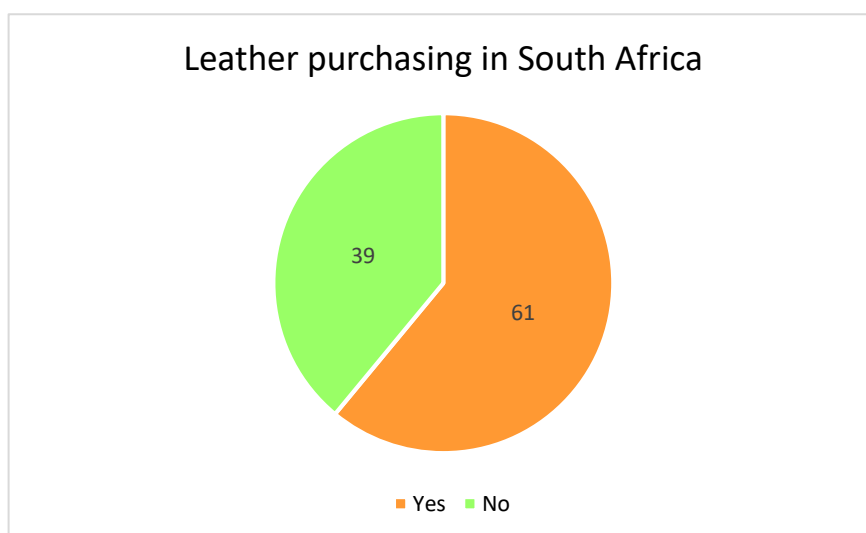


FIGURE 6: PURCHASING OF LEATHER PRODUCTS IN SOUTH AFRICA (N=630)



FIGURE 7: PURCHASING OF AN EXOTIC LEATHER PRODUCT (N=630)

5.2.6 Purchasing of an exotic leather product

A considerably larger number (69.7%) of respondents indicated that they had previously purchased exotic leather products in comparison to those who had not (30.3%).

5.3 RESULTS OF THE OBJECTIVES

5.3.1 Objective 1

To determine international tourists' luxury value perceptions.

Question 8 of section B in the questionnaire, investigated objective 1, where an adapted luxury value perception scale from Hennigs *et al.* (2012) was used. Respondents were requested to rate the importance of each item using a five-point Likert-type scale.

5.3.1.1 *Luxury value perceptions factor analysis*

The outcome of the initial exploratory factor analysis for the international tourist sample (Table 2) identified two factors rather than the three factors of the original scale. Most of the original scale's individual and social factors assembled as factor one in this study as well as one item from the original functional scale (Q8_5). This first factor was named "My Personality". All items that originally tested the functional value perceptions loaded on the second factor along with one item from each of the original individual (Q8_3) and social (Q8_12) factors which lead to the second factor being named "My Functionality". Each item loaded on only one factor and had a loading higher than 0.4 which suggested practical significance and consequentially lead to no removal of any items for further analysis (Trochim, 2005:68-70). The factors were subjected to further reliability testing, and the Cronbach's alpha, eigenvalues and the percentage variances were obtained and lead to the acceptance of the two-factor scale. Internal consistency within the factors was indicated by the Cronbach's alpha values of 0.955 and 0.894.

The means of the factors were 3.01 and 3.35 with acceptable standard deviations of 1.32 and 1.21. The percentage variance explained was acceptable at 67.155%. The following ratings applied for the interpretations of the means (M):

$M \geq 1 < 2$ = Not important

$M \geq 2 < 2.5$ = Weak

$M \geq 2.5 < 3$ = Moderate

$M \geq 3 < 4$ = Important/Strong

$M \geq 4$ = Very strong

The following categorisation applied for the interpretation of which items tested which value dimension of the original scale:

Green	= Functional luxury value
Blue	= Social luxury value
Yellow	= Individual luxury value

* = item was reverse coded

“My Personality” value perception

It appears that the Western European respondents considered that individual and social aspects of luxury value perceptions, in fact, appeal to them as one concept. This factor consisted of five of the original social related items which reflected the emphasis that respondents allocated to the opinion of others concerning the exotic leather accessories that they consume. Another five of the original individual related items in this factor highlight the importance of the personal pleasure derived from owning and purchasing exotic leather accessories. The one functional related item that loaded on this factor (Q8_5; $M = 3.27$) indicated that the respondents strongly “prefer to buy exotic leather accessories that are only worn by a small section of the market”. Although this item was originally categorised under the uniqueness antecedent of the functional luxury value perception, the social influences were evident in that such a product purchase suggests prestige to the consumer and thus placing them as a member of a specific social group. This factor consists of items that highlight both the individual and social factors that consumers take into account when considering to purchase exotic leather accessories that suit their personalities. The results indicate that the “My Personality” value ($M = 3.01$) was an important luxury value perception for the Western European respondents ($M \geq 3 < 4$) and a little less important than the “My Functionality” value perception.

TABLE 2: FACTOR ANALYSIS OF INTERNATIONAL TOURISTS' LUXURY VALUE PERCEPTIONS (N=630)

Statement	Factor 1	Factor 2	Means
	My Personality	My Functionality	
Q8_1 -I regard exotic leather accessory purchases as personal gifts that I deserve	0,588		3,31
Q8_5 -I prefer to buy exotic leather accessories that are worn by only a small section of the market	0,505		3,27
Q8_15 -It is important to me that an exotic leather accessory is eye-catching	0,679		3,18
Q8_18 -It is important to me that an exotic leather accessory should portray who I am to others	0,779		3,17
Q8_13 -I am concerned about what others think of my exotic leather accessories	0,659		3,09
Q8_14 -I derive self-satisfaction from buying exotic leather accessories	0,815		3,06
Q8_10 -It is important for me that others have a high opinion of my exotic leather accessories	0,885		3,02
Q8_7 -It is important for me to wear exotic leather accessories that my friends will notice	0,884		2,98
Q8_16 -It is important to me that my exotic leather accessories show others what I have achieved in life	0,921		2,93
Q8_4 -When I am in a bad mood, I may buy an exotic leather accessory to feel better about myself	0,851		2,84
Q8_9 -Wearing exotic leather accessories gives me a lot of pleasure	0,515		2,24
Q8_6 -I place emphasis on quality assurance over prestige when considering the purchase of exotic leather accessories		0,879	3,60
Q8_3 -I will only buy an exotic leather accessory if it fits my self-image		0,773	3,46
Q8_11 -It is important for me to buy exotic leather accessories that can be used for multiple occasions		0,757	3,43
Q8_8 -The superior product quality is my major reason to buy exotic leather accessories		0,547	3,41
Q8_2 -It is important to me that an exotic leather accessory should fit in with my wardrobe		0,644	3,40
Q8_17 -It is important for me to wear exotic leather accessories that are not mass-produced		0,492	3,39
Q8_12 -It is important for me to buy exotic leather accessories that don't draw unnecessary attention*		0,461	2,78
Mean	3.01	3.35	
Std. Deviation	1.32	1.21	
% Variance explained (Total: 67,155%)	60,199	6,956	
Cronbach's alpha	0,955	0,894	
Eigenvalue	10,836	1,252	

“My Functionality” value perception

The items included in this factor reflected the emphasis that respondents placed on the quality that a product reflects, as well as the core benefits that can be derived from such a product regarding its ease of use. These five items directly relate to the functionality of exotic leather accessories. "My Functionality" is indicated as an important ($M = 3.35$) value perception with respect to exotic leather products. Although only rated as moderately important ($M = 2.78$) by the respondents, the social item (Q8_12) from the original scale that loaded on this factor suggests that the purchasing of exotic leather

accessories is not done to draw attention to oneself, which suggests a more functional outlook on such a purchase. The individual item (Q8_3) from the original scale that loaded onto this factor indicated that the respondents strongly believe ($M = 3.46$) that exotic leather accessories should only be purchased if they fit in with their self-image, suggesting that exotic leather accessories should be purchased with ease of use in mind which may suggest that the accessory fits in with their wardrobe (Q8_2).

TABLE 3: FACTOR ANALYSIS OF MALE INTERNATIONAL TOURISTS' LUXURY VALUE PERCEPTIONS (N=630)

Statement	Factor 1	Factor 2	Means
	My Personality	My Functionality	
Q8_1 -I regard exotic leather accessory purchases as personal gifts that I deserve	0,580		3.31
Q8_5 -I prefer to buy exotic leather accessories that are worn by only a small section of the market	0,548		3.27
Q8_15 -It is important to me that an exotic leather accessory is eye-catching	0,781		3.18
Q8_18 -It is important to me that an exotic leather accessory should portray who I am to others	0,766		3.17
Q8_13 -I am concerned about what others think of my exotic leather accessories	0,746		3.09
Q8_14 -I derive self-satisfaction from buying exotic leather accessories	0,832		3.06
Q8_10 -It is important for me that others have a high opinion of my exotic leather accessories	0,756		3.02
Q8_7 -It is important for me to wear exotic leather accessories that my friends will notice	0,863		2.98
Q8_16 -It is important to me that my exotic leather accessories show others what I have achieved in life	0,889		2.93
Q8_4 -When I am in a bad mood, I may buy an exotic leather accessory to feel better about myself	0,864		2.84
Q8_6 -I place emphasis on quality assurance over prestige when considering the purchase of exotic leather accessories		0,821	3.60
Q8_3 -I will only buy an exotic leather accessory if it fits my self-image		0,824	3.46
Q8_11 -It is important for me to buy exotic leather accessories that can be used for multiple occasions		0,795	3.43
Q8_8 -The superior product quality is my major reason to buy exotic leather accessories		0,524	3.41
Q8_2 -It is important to me that an exotic leather accessory should fit in with my wardrobe		0,540	3.40
Q8_17 -It is important for me to wear exotic leather accessories that are not mass-produced		0,656	3.39
Q8_12 -It is important for me to buy exotic leather accessories that don't draw unnecessary attention*		0,542	2.78
Q8_9 -Wearing exotic leather accessories gives me a lot of pleasure	0,406	0,472	2.24
Mean	3.39	3.59	
Std. Deviation	0.99	0.85	
% Variance explained (Total: 62.78%)	56.479	6.301	
Cronbach's alpha	0.956	0.892	
Eigenvalue	10.166	1.134	

5.3.1.2 Male luxury value perceptions

Table 3 reports on the male value perceptions for exotic leather products. Scale items loaded in the same manner as for the combined male and female sample, except for item (Q8_9) that loaded on both factors and was omitted for further analysis. Cronbach's alpha values of 0.956 and 0.892 showed internal consistency. The total variance explained was 62.78% with Eigenvalues of 10.166 and 1.134 respectively. The two identified factors were, as for the total sample named "My Personality" and "My Functionality". Both value perceptions were indicated as important with regard to exotic leather products by the male sample – the "My Functionality" ($M = 3.58$) value perception slightly more important than the "My Personality" ($M = 3.39$) value perception.

5.3.1.3 Female luxury value perceptions

Table 4 reports on the female value perceptions for exotic leather products. Items loaded in the same manner as for the total combined sample and were, as in the case of the male sample again named "My Personality" and "My Functionality". Cronbach's alpha values of 0.955 and 0.894 again showed internal consistency. The total variance explained was 68.677% and the Eigenvalues 10.988 and 1.374 respectively. The female sample reported the "My Functionality" value perception as important ($M = 3.28$) with regard to exotic leather products but reported the "My Personality" value perception only as moderately important with regard to exotic leather products.

Levene's test for Equality of Variance (Table 5) shows statistically highly significant differences ($p \leq 0.05$) between the strength of male and female luxury value perceptions for exotic leather products.

The males' "My Personality" ($M = 3.39$) value perception was significantly stronger than the female ($M = 2.87$) "My Personality" value perception [$t(628) = 6.026, p = 0.000$]. Males' ($M = 3.59$) "My Functionality" value perception was significantly stronger than the female ($M = 3.28$) "My Functionality" value perception [$t(628) = 4.083, p = 0.000$].

TABLE 4: FACTOR ANALYSIS OF FEMALE INTERNATIONAL TOURISTS' LUXURY VALUE PERCEPTIONS (N=630)

Statement	Factor 1	Factor 2	Means
	My Personality	My Functionality	
Q8_1 -I regard exotic leather accessory purchases as personal gifts that I deserve	0,645		3.31
Q8_5 -I prefer to buy exotic leather accessories that are worn by only a small section of the market	0,514		3.27
Q8_15 -It is important to me that an exotic leather accessory is eye-catching	0,652		3.18
Q8_18 -It is important to me that an exotic leather accessory should portray who I am to others	0,824		3.17
Q8_13 -I am concerned about what others think of my exotic leather accessories	0,717		3.09
Q8_14 -I derive self-satisfaction from buying exotic leather accessories	0,831		3.06
Q8_10 -It is important for me that others have a high opinion of my exotic leather accessories	0,930		3.02
Q8_7 -It is important for me to wear exotic leather accessories that my friends will notice	0,875		2.98
Q8_16 -It is important to me that my exotic leather accessories show others what I have achieved in life	0,952		2.93
Q8_4 -When I am in a bad mood, I may buy an exotic leather accessory to feel better about myself	0,881		2.84
Q8_9 -Wearing exotic leather accessories gives me a lot of pleasure	0,609		2.24
Q8_6 -I place emphasis on quality assurance over prestige when considering the purchase of exotic leather accessories		0,963	3.60
Q8_3 -I will only buy an exotic leather accessory if it fits my self-image		0,875	3.46
Q8_11 -It is important for me to buy exotic leather accessories that can be used for multiple occasions		0,776	3.43
Q8_8 -The superior product quality is my major reason to buy exotic leather accessories		0,574	3.41
Q8_2 -It is important to me that an exotic leather accessory should fit in with my wardrobe		0,703	3.40
Q8_17 -It is important for me to wear exotic leather accessories that are not mass-produced		0,513	3.39
Q8_12 -It is important for me to buy exotic leather accessories that don't draw unnecessary attention*		0,585	2.78
Mean	2.87	3.28	
Std. Deviation	1.12	1.01	
% Variance explained (Total: 68.677%)	61.043	7.634	
Cronbach's alpha	0.955	0.894	
Eigenvalue	10.988	1.374	

TABLE 5: GENDER STATISTICALLY SIGNIFICANT DIFFERENCES (N = 630)

	MEANS		LEVENE'S TEST FOR EQUALITY OF VARIANCES		
	MALE	FEMALE	t	df	Sig. (2-tailed)
"My Personality"	3.39	2.87	6.026	628	0.000
"My Functionality"	3.59	3.28	4.083	628	0.000

5.3.2 Objective 2

To determine international tourists' acceptance of selected elements of a sustainability-focused marketing mix for exotic leather accessories.

Question 9 of section C in the questionnaire, investigated objective 2. Section C consisted of a self-developed 5-point Likert-type scale that measures consumers' acceptance of selected elements of a sustainability-focused marketing mix. On the scale, 1 represents "strongly disagree", and 5 represents "strongly agree".

The following ratings applied for the interpretations of the means:

$M \geq 1 < 2$ = Not important

$M \geq 2 < 2.5$ = Weak

$M \geq 2.5 < 3$ = Moderate

$M \geq 3 < 4$ = Important/Strong

$M \geq 4$ = Very strong

5.3.2.1 Acceptance of selected elements of a sustainability-focused marketing mix

Table 6 reports the respondents' acceptance of selected elements of a sustainability-focused marketing mix. Respondents reported strong intent ($M = 3.41$) to purchase sustainably produced exotic leather accessories. Although less than their intent to purchase, they also reported a strong acceptance ($M = 3.13$) to purchase exotic leather accessories in a sustainability-focused purchasing environment. Respondents' perceptions of the trustworthiness of sustainability-focused promotions for exotic leather products were, however, much lower and only moderately strong ($M = 2.98$). They particularly did not trust the suggested sustainability of exotic leather accessories if they have been mass-promoted ($M = 2.68$).

The following categorisation applied for the interpretation of which items tested which element of a sustainability-focused exotic leather marketing mix:

Orange	= Intent to purchase a sustainably produced exotic leather accessory
Pink	= Willingness to purchase at a sustainability-focused sales environment for exotic leather accessories
Purple	= Perceptions of the trustworthiness of a sustainability-focused promotion for exotic leather accessories

* = item was reverse coded

TABLE 6: ACCEPTANCE OF SELECTED ELEMENTS OF A SUSTAINABILITY-FOCUSED MARKETING MIX FOR EXOTIC LEATHER ACCESSORIES (N = 630)

Statement	Total sample	
	Means	St Dev
Q9_7 -I am willing to pay more for an exotic leather accessory that was made in an eco-friendly way	3.59	
Q9_9 -I will only buy an exotic leather accessory if I know that it was made in an eco-friendly manner	3.47	
Q9_1 -I will only buy an exotic leather accessory if I know that the packaging is not harmful to the environment	3.30	
Q9_4 -I will not buy an exotic leather accessory if the packaging is not unique*	3.26	
Average intent to purchase a sustainably produced exotic leather accessory	3.41	.703
Q9_8 -I am willing to purchase exotic leather accessories that are sold in department stores	3.34	
Q9_5 -I will not be attracted to exotic leather accessories if they are sold along with generic brands*	3.06	
Q9_10 -I am only willing to buy exotic leather accessories that are sold in the country of manufacturing	3.06	
Q9_11 -I am only willing to buy exotic leather accessories that are sold in designer outlets*	3.05	
Willingness to purchase at sustainability-focused sales environment for exotic leather accessories	3.13	.466
Q9_12 -It is worth paying more for exotic leather accessory brands that use ethical advertising practices	3.43	
Q9_3 -I do not trust the quality of exotic leather accessories that are sold on discount*	2.93	
Q9_6 -I find it difficult to trust an eco-label on an exotic leather accessory*	2.86	
Q9_2 -I do not trust the suggested sustainability of exotic leather accessories if they have been mass-promoted*	2.68	
Perceptions of trustworthiness of sustainability-focused promotion for exotic leather accessories	2.93	.618

The male and female comparison regarding their acceptance of selected elements of a sustainability-focused marketing mix for exotic leather accessories, as seen in Table 7, showed little difference to that of the entire sample. The female sample showed a strong ($M \geq 3 < 4$) acceptance of each of the three marketing mix elements tested in comparison to the male samples strong acceptance of only two of the three and a mere moderate ($M \geq 2.5 < 3$) acceptance of the *perceptions of trustworthiness* of a sustainability-focused promotion for exotic leather accessories ($M = 2.95$).

TABLE 7: MALE AND FEMALE ACCEPTANCE OF SELECTED ELEMENTS OF A SUSTAINABILITY-FOCUSED MARKETING MIX FOR EXOTIC LEATHER ACCESSORIES (N = 630)

Statement	MEANS			STANDARD DEVIATION	
	ENTIRE SAMPLE	MALE	FEMALE	MALE	FEMALE
Intent to purchase a sustainability produced exotic leather accessory	3.41	3.40	3.41	0.647	0.746
Willingness to purchase at a sustainability-focused sales environment	3.13	3.10	3.15	0.440	0.486
Perceptions of the trustworthiness of a sustainability-focused promotion for exotic leather accessories	2.98	2.95	3.00	0.641	0.599

Levene's test for equality of variances was used to determine significant differences between the male and female sample's *intent to purchase* a sustainably produced exotic leather accessory, their *willingness to purchase* at a sustainability-focused sales environment for exotic leather accessories and their *perceptions of trustworthiness* of sustainability-focused promotion for exotic leather accessories. Table 8 shows that there was no statistically significant difference ($p > 0.05$) with regard to the male and females purchase intent, willingness to purchase and perceptions of trustworthiness. Males' ($M = 3.40$) purchase intent was equally as strong as the female ($M = 3.41$) purchase intent [$t(628) = -0.318$, $p = 0.751$]. Similarly, the males' ($M = 3.10$) willingness to purchase was equally as strong as the female ($M = 3.15$) purchase intent [$t(628) = -1.315$, $p = 0.189$]. Finally, the males' ($M = 2.95$) purchase intent was equally as strong as the female ($M = 3.00$) purchase intent [$t(628) = -1.113$, $p = 0.266$].

TABLE 8: MALE AND FEMALE STATISTICALLY SIGNIFICANT DIFFERENCES IN MARKETING MIX ACCEPTANCE (N = 630)

	MEANS		LEVENE'S TEST FOR EQUALITY OF VARIANCES		
	MALE	FEMALE	t	df	Sig. (2-tailed)
Intent to purchase a sustainably produced exotic leather accessory	3.40	3.41	-0.318	628	0.751
Willingness to purchase at a sustainability-focused sales environment for exotic leather accessories	3.10	3.15	-1.315	628	0.189
Perceptions of the trustworthiness of sustainability-focused promotion for exotic leather accessories	2.95	3.00	-1.113	628	0.266

5.3.3 Objective 3

To determine the correlation between international tourists' luxury value perceptions and their acceptance of a sustainability-focused marketing mix for exotic leather accessories.

Pearson's correlation coefficient was used to determine the abovementioned correlations (Table 10).

Pearson's correlation coefficient is generally interpreted as shown in Table 9.

TABLE 9: PEARSON'S CORRELATION COEFFICIENT OF THE RELATIONSHIPS BETWEEN PREVIOUS OBJECTIVES

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

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

TABLE 10: STATISTICALLY SIGNIFICANT CORRELATIONS BETWEEN VALUE PERCEPTIONS AND SELECTED ELEMENTS OF SUSTAINABILITY-FOCUSED EXOTIC LEATHER MARKETING MIX

		Intent to purchase a sustainably produced exotic leather accessory	Willingness to purchase at a sustainability-focused sales environment for exotic leather accessories	Perceptions of the trustworthiness of sustainability-focused promotion for exotic leather accessories
"My Personality"	Pearson Correlation	0.217	0.032	-0.062
	Sig. (2-tailed)	0.000	0.429	0.118
	N	630	630	630
"My Functionality"	Pearson Correlation	0.458	0.120	-0.038
	Sig. (2-tailed)	0.000	0.003	0.339
	N	630	630	630

The results in Table 10 displays a statistically highly significant ($p \leq 0.01$) but only weak positive correlation ($0.20 < r < 0.39$) between the intent to purchase a sustainably produced exotic leather accessory and the "My Personality" value perception ($r = 0.217, p = 0.000, N = 630$), and a statistically highly significant ($p \leq 0.01$) moderate positive correlation ($0.40 < r < 0.59$) between the samples intent to purchase a sustainably produced exotic leather accessory and the "My Functionality" value perception ($r = 0.458, p = 0.000, N = 630$). Results show that there was a very weak-positive, but statistically highly significant ($p \leq 0.01$) correlation between the samples willingness to purchase at a sustainability-focused sales environment for exotic leather accessories and the "My Functionality" value perception ($r = 0.120, p = 0.003, N = 630$).

TABLE 11: GENDER STATISTICALLY SIGNIFICANT CORRELATIONS BETWEEN VALUE PERCEPTIONS AND SELECTED ELEMENTS OF SUSTAINABILITY-FOCUSED EXOTIC LEATHER MARKETING MIX

		Intent to purchase a sustainably produced exotic leather accessory	Willingness to purchase at a sustainability-focused sales environment for exotic leather accessories	Perceptions of the trustworthiness of sustainability-focused promotion for exotic leather accessories
MALE				
"My Personality"	Pearson Correlation	0.283	0.060	-0.090
	Sig. (2-tailed)	0.000	0.315	0.132
	N	279	279	279
"My Functionality"	Pearson Correlation	0.469	0.155	-0.074
	Sig. (2-tailed)	0.000	0.009	0.221
	N	279	279	279
FEMALE				
"My Personality"	Pearson Correlation	0.191	-0.071	-0.026
	Sig. (2-tailed)	0.000	0.186	0.624
	N	351	351	351
"My Functionality"	Pearson Correlation	0.464	0.115	-0.002
	Sig. (2-tailed)	0.000	0.031	0.975
	N	351	351	351

The results in Table 11 show that there was, as in the case of the total sample, a statistically highly significant ($p \leq 0.01$) weak positive correlation ($0.20 < r < 0.39$) between the male samples intent to purchase a sustainably produced exotic leather accessory and the “My Personality” value perception ($r = 0.283, p = 0.000, N = 279$), as well as a statistically highly significant ($p \leq 0.01$) moderate positive correlation ($0.40 < r < 0.59$) between the male samples intent to purchase a sustainably produced exotic leather accessory and the “My Functionality” value perception ($r = 0.469, p = 0.000, N = 279$). Results show that there was a very weak-positive, but statistically highly significant ($p \leq 0.01$) correlation between the male samples willingness to purchase at a sustainability-focused sales environment for exotic leather accessories and the “My Functionality” value perception ($r = 0.155, p = 0.009, N = 279$).

Table 11 results reveal that for the female sample, there was a statistically highly significant ($p \leq 0.01$) moderate positive correlation ($0.40 < r < 0.59$) between the female samples intent to purchase a sustainably produced exotic leather accessory and the “My Functionality” value perception ($r = 0.464, p = 0.000, N = 351$). While there was a very weak-positive, but statistically highly significant ($p \leq 0.01$) correlation between the female samples intent to purchase a sustainably produced exotic leather accessory and the “My Personality” value perception ($r = 0.191, p = 0.009, N = 351$).

5.4 DISCUSSION AND INTERPRETATION

The purpose of this study was to explore and describe how international tourists’ luxury value perceptions drive their acceptance of selected elements of a sustainability-focused marketing mix for exotic leather accessories which may lead to their; intent to purchase a sustainably produced exotic leather accessory, their willingness to purchase at a sustainability-focused sales environment, and their perceptions of trustworthiness of sustainability-focused promotion for exotic leather accessories.

Luxury value perceptions

Current research suggests that today’s luxury consumers purchasing behaviours are guided by specific value perceptions (Hennigs *et al.*, 2012; Shukla *et al.*, 2015). In understanding consumer values, one must clearly comprehend the true meaning of values as they are often confused with goals. Guttman (1997) identifies that goals are the things that consumers want, whereas values are the reasons why consumers want. Values have become highly influential in examining luxury consumption as brands and marketers are more interested in analysing the *why* of consumers luxury consumption to more appropriately target new customers and maintain and improve current customer relations (Wiedmann *et al.*, 2007). According to the latest reports, millennial luxury consumers are of utmost importance in the luxury market as they currently make up for 30% of global luxury sales which is expected to increase to 45% in the next 10 years, making this consumer group a significant one to analyse and more

adequately understand in terms of their luxury values (Bain and Company, 2017; Deloitte, 2018). Multiple researchers have identified that luxury value contains four dimensions, which in this study have been referred to as the functional, social, individual and financial value perceptions (Hennigs *et al.*, 2012; Shukla *et al.*, 2015; Sun *et al.*, 2016). Only three of these luxury value perceptions were tested in this research since the financial dimension was merged with the functional dimension. This is as a result of research which suggests that the functional dimension already encompasses a financial aspect due to the fact that, in the eyes of consumers, price relates to the *quality* of a product which directly relates to functionality (Shukla & Purani, 2012; Sun *et al.*, 2016).

The sample in this study was categorised as male and female millennial international tourists to South Africa whose mean age was 29.19 years. A total of 69.7% of this sample had previously purchased a luxury product, which in the case of this study, was specifically an exotic leather accessory. This Western European millennial sample conceptualised the adapted Hennigs *et al.*, (2012) value scale differently from that of previous samples using this scale. Although Hennigs *et al.*, (2012) conceptualised that consumers, regardless of their country of origin, are driven by four luxury value perceptions in their cross-country research, the Western European respondents from this research conceptualised functional, individual and social luxury value perceptions as only two luxury value perceptions.

The respondents conceptualised the social and individual items, as well as one functional item, as one value perception, named "My Personality". This "My Personality" value perception was identified as an important luxury value perception of exotic leather accessories to the international tourists and a little less important than the second value perception. The functional item (Q8_5) that loaded onto this value perception that reads "I prefer to buy exotic leather accessories that are only worn by a small section of the market" was originally characterised as an item directly relating to uniqueness. This item was kept under this value perception due to the fact that the social aspect of prestige is strongly portrayed in this statement which is a direct antecedent for social luxury value and consequentially is influenced by one's personality and social needs. The "My Personality" value perception encompasses the respondents' experience of who and what they are in a social environment together with others. It is about their personal pleasure and feelings when interacting with others in a social environment. These results support the findings of Amatulli *et al.* (2017) and Wiedmann *et al.* (2007) that luxury consumers are influenced by both personal and interpersonal factors in their luxury purchasing, however, these respondents do not see these as two opposing dimensions but rather as one construct where individual and social value perceptions are seen to be equally important in not only purchasing items so as to gain social recognition but also to use such items to define who they are in a personal and social context.

The second value perception identified in this study was named “My Functionality” as a result of all of the functional items as well as one of each of the social (Q8_3) and individual (Q8_12) items being categorised under this value perception by the Western European respondents. Functionality is often linked to quality and entails the ability to satisfy needs through the use of a product and all of its characteristics (Brown & Rice, 2014; Wiedmann *et al.*, 2007). The social item from the original scale included in this value perception that reads “It is important for me to buy exotic leather accessories that don’t draw unnecessary attention” as well as the individual item that reads “I will only buy an exotic leather accessory if it fits my self-image” each suggest a more functional rather than personal or interpersonal influence on an exotic leather accessory purchase. In this study, this “My Functionality” value perception was recognised as important, and the findings suggest that this sample is strongly motivated by the uniqueness, quality and usability aspects of exotic leather accessories. This Western European sample places emphasis on the quality that products reflect and the possible core benefits that can be derived from such accessories. The “My Functionality” value perception was indicated as a little stronger than the “My Personality” value perception by respondents.

It is apparent in the findings above that Western European international tourists to South Africa hold two strong value perceptions pertaining to exotic leather accessories. Reddy and Terblanche (2005) support these findings as they suggest the division of luxury brands based on two types of value perceptions, that which derives a symbolic value for customers on a personal level, and that which is a value derived on a functional level. The separate findings of the male and female samples were very similar to that of the sample as a whole. As in the case of the total sample, both males and females separately held stronger value perceptions for the “My Functionality” value perception than for the “My Personality” value perception. Males, however, rated both value perceptions as significantly stronger than females.

According to the BBC (2018) study on luxury brands, millennials are mainly motivated by the highest quality and having the “best” product available. This market segment considers quality materials, design and craftsmanship as the most important features of luxury products, while not ignoring personal pleasure and peer approval (BBC, 2018). Hennigs *et al.* (2012), as well as Shukla and Purani (2012), found that Western European consumers hold strong functionality-related luxury value perceptions, with consumers from Germany reporting the strongest functionality value perceptions with regard to luxury products.

International tourists' acceptance of a sustainability-focused exotic leather marketing mix

The second objective explored international tourists' acceptance of a sustainability-focused exotic leather marketing mix, specifically their intent to purchase a sustainably produced exotic leather accessory, their willingness to purchase at a sustainability-focused sales environment, and their perceptions of trustworthiness of sustainability-focused promotion for exotic leather accessories.

Many researchers have explored the contradictions and agreements between luxury and sustainability in an attempt to identify whether or not it is possible to incorporate sustainability into the luxury business practices (Achabou & Dekhili, 2013; Hennigs *et al.*, 2013; Kapferer & Michaut, 2015). Although some researchers (Davies, Lee & Ahonkhai 2012; Strong, 1997) explore the opinion that sustainable luxury is somewhat of an oxymoron, others (Belz & Peattie, 2012; Hennigs *et al.*, 2013; Kapferer & Michaut, 2015) reason that as today's luxury consumers become more aware of social and environmental concerns, they are demanding businesses and brands to adopt sustainable business practices and to incorporate sustainability into all four variables of their marketing mix. The first question in this research was therefore whether Western European millennial consumers have any intent to purchase sustainably manufactured luxury exotic leather accessories?

Findings indicate that Western European millennials in this research had strong purchasing intentions for sustainably manufactured exotic leather accessories as part of the marketing mix. This was to the extent that they will only buy an exotic leather accessory if they know that it was made in an eco-friendly manner, and are particularly willing to pay more for an exotic leather accessory that was made in an eco-friendly manner. No significant differences were found between males' and females' purchasing intentions for exotic leather accessories. This supports the findings of Zietzmann (2017) who found that both Western (USA) and Eastern (Chinese) consumers reported strong purchase intentions for exotic leather products.

It was stated in a report that "the key to winning in the luxury market over the next ten years will be to be getting ready for 'Luxury 2'", and that the future focus should be on superior customer experience, flawless retail management and people excellence (Bain & Company, 2014). Deloitte (2016) noted that it is especially the millennial shoppers that are strongly influenced by the exceptional attributes of the shopping experience and who are strongly influenced by the experiential attributes of the shopping environment. The question in this research was whether Western European millennial consumers would be willing to purchase luxury exotic leather accessories in a sustainability-focused sales environment?

Findings of this research indicate that although the respondents were willing to purchase exotic leather accessories in a sustainability-focused environment, their willingness was notably lower than their intent to purchase the sustainably produced product. Bearing in mind the importance of experiential

shopping for today's luxury millennial shopper, this could impact negatively on their adoption of a total sustainability-focused marketing mix. Ferreira (2017) found that in an online purchasing environment, consumers' luxury value perceptions translate into specific "E-luxe" value perceptions and preference for specific online attributes that also fit their value perceptions for a luxury product. The same could be said for the retail environment for luxury products. Respondents in this research, for example, indicated that they are only willing to purchase exotic leather accessories in designer outlets and that they will not be attracted to exotic leather accessories if they are sold along with generic brands. No significant differences were found between males' and females' responses. Petersen (2015) therefore advises that businesses should pay extra special attention to the way they sell and innovate at the point of purchase and that the store should be made a "temple".

Sustainability-focused marketing promotion focuses on strategies such as labelling products as sustainable, the use of specific logos, mass-promotion that is more cost-effective, discount offerings, and others (Cho, 2015; Jones *et al.*, 2008; McDonagh & Prothero, 2014), many of which are not necessarily compatible with strong luxury value perceptions. The question for this research was whether West European millennial consumers trust sustainability-focused promotion of exotic leather accessories?

Respondents in this research indicated a much lower perception of the trustworthiness of sustainability-focused promotion for exotic leather accessories than their intent to purchase sustainably produced exotic leather accessories as well as their willingness to purchase these products in a sustainability-focused environment. They, for example, indicated that they only moderately trust an eco-label on exotic leather accessories and that they also only moderately trust mass-promotion campaigns for exotic leather accessories. This impacts negatively on their acceptance of a total sustainability-focused marketing mix, which was in the end only moderate.

Various researchers (Chen & Chang, 2013; Ottman, 2011) found that consumers in many cases do not trust sustainability-focused promotion strategies and that different strategies should be employed for different consumer groups (Wallace, 2006; Oates, McDonald, Alevizou, Hwang, Young and McMorland, 2008; Atkinson & Rosenthal, 2014; Darnall, Jolley & Handfield, 2015). Zhang, Li, Wang and Wang (2016) found, for example, that luxury consumers with a strong need for status react less favourably towards any discount policies as a promotional strategy. Wiedmann *et al.* (2009) noted that when it comes to the promotion of luxury brands and products, businesses should first determine their target markets' luxury value perceptions for the product and then plan their market communications accordingly. According to Bastien (2015) the role of promotion and advertising in the luxury market is not to sell, but to tell the story behind the product.

The role of luxury value perceptions in Western European millennial consumers' acceptance of a sustainability-focused exotic leather marketing mix.

The third objective of the study explored the possible correlations between the Western European millennial consumers' luxury value perceptions and their acceptance of a sustainability-focused exotic leather marketing mix. Previous research suggests that although luxury consumers express favourable attitudes towards sustainability and sustainability-focused luxury products, they do not necessarily purchase such products (Kapferer & Michaut-Denizeau, 2015). In this study, a highly significant moderate positive correlation was found between the West European millennial consumers' strongest "My Functionality" luxury value perception and their purchasing intent for sustainably produced exotic leather accessories. Only a weak positive, although highly significant, correlation was found between their second strongest "My Personality" value perception and their purchasing intent for exotic leather accessories. A highly significant, but only very weak positive, correlation was found between their strongest "My Functionality" value perception and their willingness to purchase in a sustainability-focused sales environment. All other correlations were insignificant, and no significant differences were found between males and females. Although respondents' strong "My Functionality" luxury value perception therefore moderately drive their purchasing intent for sustainably produced exotic leather products, it does not necessarily drive their willingness to purchase in a sustainability-focused purchasing environment as well as their perception of the trustworthiness of a sustainability-focused promotion strategy for exotic leather accessories, and in the end their acceptance of these two elements of a sustainability-focused marketing mix for luxury exotic leather accessories.

Sustainable luxury is therefore not only about the product, but about the whole experience, including the purchasing experience and how it is promoted in the media. This correlates with the finding of Steinhart, Ayalon and Puterman (2015) who noted that ethical luxury consumption is only possible if the ethical luxury product is positioned as enhancing personal over global benefits. With regard to this study, it means that sustainable manufactured exotic leather products, should for the West European millennial consumer, be positioned and marketed in such a way that it fits their most important luxury value perceptions for luxury exotic leather accessories. Findings of this study have definite implications for retailers and marketers who would like to adopt a sustainability-focused marketing mix for luxury products. Implications are discussed in Chapter Six.

5.5 CONCLUSION

In this chapter, it was found that the Western European millennial consumers conceptualised only two strong luxury value perceptions named "My Functionality" and "My Personality" wherein the respondents indicated that the "My Functionality" value perception was a little stronger than the "My Personality" value perception. Regarding the correlations found between the Western European

millennial consumers luxury value perceptions and their acceptance of a sustainability-focused marketing mix, the respondents strong "My Functionality" luxury value perception is a moderate driver of their purchasing intent for sustainably produced exotic leather products. This does not necessarily drive or ultimately influence the acceptance of the final two elements of a sustainability-focused exotic leather marketing mix, which impacts negatively on the overall acceptance of the total marketing mix for exotic leather accessories. Conclusions and implications of these findings for businesses and marketers are discussed in the following chapter.

CHAPTER 6

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

6.1 INTRODUCTION

The purpose of this study was to explore and describe the relevance of luxury value perceptions in international tourists' acceptance of selected elements of a sustainability-focused marketing mix for exotic leather accessories which may lead to their intent to purchase a sustainably produced exotic leather accessory, their willingness to purchase at a sustainability-focused sales environment, as well as their perceptions of the trustworthiness of sustainability-focused promotions. The relevant literature, theories and models explored in Chapter Two and Three, concerning luxury value perceptions, product acceptance, sustainability marketing and both the luxury and exotic leather markets served as a starting point for this study. The results, findings and discussions thereof were explored in Chapter Five.

This chapter provides the conclusions of the study along with theoretical and managerial contributions. An evaluation of the study, as well as the limitations and recommendations for future studies, are presented.

6.2 CONCLUSIONS

A total of 630 German and British respondents falling into the millennial generational cohort, between the ages of 18 and 40 years, participated in this study. The male and female representation in the international tourist sample was relatively equal. All respondents indicated either having visited South Africa in the previous five years or having the intention to visit in the following five years. The sample further showed that a significant portion of them had previously purchased or plan to purchase leather products in South Africa while an equally large portion had already purchased an exotic leather product in South Africa.

The international tourists' luxury value perceptions were determined by breaking down the first objective into three sub-objectives which each measured the three luxury value perceptions of functional, social and individual value. It can be concluded that when it comes to exotic leather accessories, the Western European sample is strongly driven by two important luxury value

perceptions. The first and strongest “My Functionality” luxury value perception emphasises the Western European millennial luxury consumers value that they place on an exotic leather accessories core benefits such as fitting in with the rest of their wardrobe, all the while exuding an element of uniqueness and most importantly that the accessory is of the highest quality. This luxury value perception indicates this consumer groups favourability towards exotic leather accessories that fit in with their self-image and are easy to use when they can be worn with other items already in their wardrobes. It can be concluded that the Western European millennial luxury consumers in this study view factors relating to social and individual luxury value perceptions as one, rather than two separate value perceptions. The second “My Personality” luxury value perception indicates that these consumers are equally aware of the value derived from an exotic leather accessory from a personal pleasure point of view as well as adding value through the effect it may have on the opinion of others towards them and ultimately the social recognition it may bring. This second luxury value perception shows the importance of both social and individual factors in the consumer’s consideration to purchase exotic leather accessories which they believe to suit their personalities. They consider their own pleasure and moods and how to convey such factors that define themselves when in a social environment. It can be concluded that although the Western European millennial luxury consumers in this sample are driven by quality, the materials used and product design, they do not ignore the personal pleasure and peer approval that can be derived from the purchasing of exotic leather accessories. Although the total sample rated the “My Functionality” luxury value perception a little stronger than the “My Personality” luxury value perception, both were strongly expressed. The same can be said for the male consumer sample, whereas the female consumer sample expressed the “My Personality” luxury value perception a little less than was the case for the Western European millennial luxury consumers as a whole.

The Western European millennial luxury consumer samples’ acceptance of selected elements of a sustainability-focused exotic leather marketing mix was considered both according to the individual elements as well as the marketing mix as a whole. It can be concluded that the entire Western European millennial luxury consumer sample has strong purchase intentions when it comes to the purchasing of a sustainably produced exotic leather accessory. This is indicative of these respondents’ willingness to pay more for sustainably produced exotic leather accessories should they have been made in an environmentally conscious way. The conclusion can be made that this Western European millennial luxury consumer sample is also, although less than in the case of their intent, strongly willing to purchase exotic leather accessories at a sustainability-focused sales environment. This sample was, however, not attracted to exotic leather accessories which are sold in stores with other generic brands and are only willing to make purchases in designer outlets. It can further be concluded that the Western European millennial luxury consumer sample has a considerably lower, mere moderate

perception of the trustworthiness of sustainability-focused promotions for exotic leather accessories. They are furthermore particularly untrusting of the suggested sustainability of exotic leather accessories that have been mass-promoted or carry an eco-label. This has a negative impact on the overall acceptance of a sustainability-focused exotic leather marketing mix. It can be concluded that no significant statistical differences occurred regarding the separate male and female samples acceptance of the selected elements of a sustainability-focused exotic leather marketing mix.

The third and final objective explored the possible correlation between the Western European millennial luxury consumer samples luxury value perceptions and their acceptance of a sustainability-focused marketing mix for exotic leather accessories. One can conclude that the samples' "My Functionality" luxury value perception only moderately drives their intent to purchase a sustainably produced exotic leather accessory and does not essentially drive their acceptance of the willingness and perceptions of trustworthiness elements of a sustainability-focused exotic leather marketing mix. The sample only displayed weak and very weak correlations between their "My Personality" luxury value perception and their intent to purchase a sustainably produced exotic leather accessory and their "My Functionality" luxury value perception and their willingness to purchase exotic leather accessories at a sustainability-focused sales environment respectively.

6.3 CONTRIBUTIONS OF THE STUDY

6.3.1 Theoretical contributions

The findings of this study add to the limited body of research that exists with regards to the relevance of luxury value perceptions on sustainability-focused marketing mix acceptance. Previous studies that have focused on luxury value perceptions (Hennigs *et al.*, 2012; Wiedmann *et al.*, 2007, 2009) have been focused primarily on large cross-cultural segments and students while this study gave valuable insights into millennial consumers luxury value perceptions with specific reference to exotic leather products. This study confirmed the identified value perceptions of Wiedmann *et al.* (2007) as the Western European sample reported very strong luxury value perceptions, although they did conceptualise the social and individual factors as one (namely "My Personality") and the functional items as the other factor. The financial dimension was included in the functional value perception in this study, after careful consideration of previous researchers' suggestions that the financial element, being directly linked to the quality of a product, forms part of the functional value perception. The fact that the respondents in this study considered all of the items pertaining to functionality to be one factor (namely "My Functionality") suggests that future researchers should take note of the direct link between a products price value and its quality. This should serve as a reminder that consumers luxury value perceptions are consumer specific and differences cannot be based merely on culture or social versus individual motives.

6.3.2 Managerial contributions

Findings of this research positively contribute to the lacking body of knowledge on international tourists' luxury value perceptions as possible drivers of sustainability-focused marketing mix acceptance for exotic leather accessories, which the South African exotic leather industry could use when manufacturing, retailing and marketing such luxury products.

It is clear from the findings of this study that manufacturers, retailers and marketers would be doing themselves and their companies an injustice should they ignore the importance of understanding their consumer's luxury value perceptions before planning their marketing mix. With millennials specifically making up a large portion of luxury consumers currently at 30%, understanding their current luxury value perceptions will aid in forming marketing mixes that directly add value to this consumer group. This Western European millennial consumer group is heavily influenced by products which are high in quality, making use of good design and materials and deeply consider the possible personal pleasure that can be derived from purchasing exotic leather accessories while not ignoring the possible peer approval that may occur from such purchases. Retail managers need to focus efforts on creating an overall superior customer experience by ensuring their stores provide their customers with an unforgettable experience through the use of excellent store personnel, immaculate retail management and in-store experiences that are sure to leave the customer feeling highly valued and part of the brand.

The fact that this Western European millennial sample, although willing to purchase at a sustainability-focused sales environment, were sceptical when it came to their perceptions of trustworthiness of sustainability-focused sales promotions, indicates the possibility of the negative impact on the overall acceptance of a sustainability-focused marketing mix. Retailers and marketers would benefit from ensuring that they produce marketing communications that their target customers trust so as not to waste resources. Manufacturers, retailers and marketers should ensure that they invest their time in developing innovative ways of selling and promoting exotic leather accessories that specifically target different consumer groups who portray differing luxury value perceptions. These millennial consumers are specifically interested in digital technologies being introduced into the purchasing process, both in-store and used for promotional purposes on social media platforms. By firstly identifying consumers luxury value perceptions, marketers can identify what it is about the product that consumers find value in and then, the correct marketing communication can be designed to sell the story behind the product that will best attract the targeted consumer group.

The exotic leather industry should continue to focus on the use of high quality exotic leather for their products and not opt for lower-grade leather to compete with opposing brands. The high quality, good use of design and materials and the overall durability of exotic leather products, as well as their ability

to evoke emotional pleasure throughout their useful life to the consumer, are the points which should be marketed to the consumer and justify the price of the products.

The price of the exotic leather products should be further warranted by the sustainable manufacturing processes that they go through before reaching the consumer. Furthermore, by informing customers about the environmental and ethical standards and practices of the brand, marketers and brands can create an element of trust when it comes to their advertising of products. By focusing on the specific product attributes of exotic leather products that customers will benefit from such as high quality, excellent use of design and materials and ability to evoke personal pleasure, rather than turning consumers away with chilling environmental warnings, brands can create strong customer preferences for their products and overall brand.

Retailers and marketers should understand that sustainable luxury is all about the entire experience, from realising needs based on luxury value perceptions to the purchase experience including the way the product is promoted. By honing in on consumers luxury value perceptions and creating the ultimate purchase experience, manufacturers, retailers and marketers are sure to add value to their customers and leave them coming back for more.

6.4 EVALUATION OF THE STUDY

To identify the limitations of this study and make adequate recommendations for future research in this field, a thorough evaluation of the study is necessary.

6.4.1 Quality of the data

This study followed a quantitative design which was both descriptive and exploratory in nature, relying on primary data. The descriptive nature allowed the researcher to describe the relevant perceptions and intentions of the Western European sample. The exploratory research element allowed for a better understanding of the relevance of luxury value perceptions in international tourists' acceptance of a sustainability-focused marketing mix where little relevant research exists.

An in-depth literature review was conducted for a thorough conceptualisation and operationalisation to be executed by the researcher. Furthermore, the objectives and sub-objectives along with the questions posed in the measuring instrument adequately reflected this careful delineation of relevant literature and constructs as well as the conceptual framework, adding to the validity of the study. Validity and reliability were also ensured through the use of a pre-tested scale which received high Cronbach' alpha ratings in the self-administered, web-based questionnaire as well as pilot testing the questionnaire and inserting attention points at questions eight and nine to remove straight-liner respondents. The two questions pertaining to the respondent's previous exotic leather purchasing experiences were moved to the end so as not to be leading questions. Section C in the questionnaire

(See Addendum A) was a self-developed questionnaire using previous researchers' studies, models and theories due to the lack of relevant scales measuring consumers acceptance of sustainability-focused marketing mix elements. Section B of the questionnaire made use of an established, pre-tested scale which was slightly adapted to measure consumers luxury value perceptions in the case of exotic leather specific luxury accessories. Both scales used were five-point Likert-type scales. The questionnaire was translated into German so that the German respondents could answer more easily in their home language of they so wished. The final sample in this study consisted of a total of 630 German and British respondents between the ages of 18 and 40 years who participated voluntarily. Reliability was increased through the use of an international market research platform, Qualtrics, to perform the data collection and capturing consistently and who did not manipulate the measuring instrument in any way without the instruction of the researcher.

A qualified statistician conducted the statistical analysis of the results, after which the researcher interpreted and discussed the findings while using information that was uncovered in the literature review to aid in this interpretation and discussion.

6.4.2 Achievement of the objectives of the study

This study included three primary objectives, each of which includes three sub-objectives, which were determined to solve the research problem. Each of the objectives was determined once a thorough review of the literature was done, the conceptual framework for the study was established, and an in-depth operationalisation of all the relevant constructs and dimensions was established. This, as well as the questionnaire, which measured all elements of the objectives, aided in the achievement of each of the objectives and sub-objectives. After obtaining the results, the findings were interpreted in line with the objectives, and it was possible to evaluate the contributions and make future recommendations.

6.5 LIMITATIONS OF THE STUDY

Due to the fact that convenience sampling was used, there is a limitation regarding the use of the results, as they cannot be generalised to the broader Western European millennial population. Although this sample tested both German and British respondents' luxury value perceptions and acceptance of a sustainability-focused marketing mix, a comparison between the two different countries respondents' results could have been beneficial in identifying possible differences and characteristics. One further limitation incurred in this study was the lack of a standardised scale which measures consumers acceptance of marketing mix elements which lead to the scale being self-developed. Furthermore, this study was limited to the millennial Western European sample due to

time and financial constraints whereas an analysis of an older, more affluent luxury consumer group may also be beneficial.

6.6 RECOMMENDATIONS FOR FUTURE STUDIES

To improve the generalisability of the findings of such research, a recommendation can be made to invest time and money into probability sampling to ensure that any person within the population has a fair and equal chance of being selected. Due to the fact that there is a lack of standardised scales which measure the concept of marketing mix acceptance, it is recommended that future studies attempt the further development of a more standardised scale to measure marketing mix element acceptance regarding a sustainability-focused marketing mix. It is further recommended that the study may also be further conducted on other geographical areas within Western Europe as well as areas outside of this geographical area to better understand more international tourists to South Africa in terms of their luxury value perceptions and sustainability-focused marketing mix acceptance. Although it is important to understand the luxury value perceptions of new luxury consumers who are mostly identified in the millennial generational cohort, by acknowledging the fact that luxury products are often more accessible to affluent consumers, it may be beneficial for future studies to include a sample representative of this affluent luxury consumer group by identifying possible respondents with a higher monthly household income. The findings indicating the negative perceptions of trustworthiness of sustainability-focused sales promotions suggest that it may be beneficial for future studies to concentrate research efforts on identifying what may increase these perceptions of trustworthiness so as to aid future such marketing efforts.

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ADDENDUM A: QUESTIONNAIRE

COVER LETTER

We would love to find out more about your leather buying behaviour!

Dear Respondent,

We are interested in what it is that drives your purchasing behaviour when buying exotic leather accessories such as handbags, purses, belts and so on. Please give us 10 minutes of your time by completing this online study. All information gathered here will be dealt with anonymously and will only be further used by the researcher. All answers will be captured electronically. Please note that participation is completely voluntary and should you wish to refuse participation, withdraw or discontinue participation, you may do so freely and without any penalty. You are welcome to refrain from answering any questions that cause you any discomfort. All information captured will remain strictly confidential and no research reports will include information that may identify you. Please note that there are no right or wrong answers, it is only your honest opinion that matters.

Please tick the “I agree” box below to indicate your willingness to participate.

Thank you!

QUESTIONNAIRE

SECTION A

Please answer all of the questions by either filling in the necessary information or by marking the appropriate box.

1. What is your nationality?

Q1	1	Germany (DE)	
	2	United Kingdom (EN)	

2. What is your gender?

Q2	1	Male	
	2	Female	

3. What is your age?

Q3	1	_____ years.	
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4. Please select **all** of the below countries you have visited in the last 5 years?

Q4	1	Ireland	
	2	Spain	
	3	South Africa	
	4	Australia	
	5	China	
	6	France	
	7	None of these	

5. Please select **all** of the below countries you intend to visit in the next 5 years?

Q5	1	Ireland	
	2	Spain	
	3	South Africa	
	4	Australia	
	5	China	
	6	France	
	7	None of these	

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

Q6	1	Yes	
	2	No	

7. Have you ever purchased an exotic leather product?

Q7	1	Yes	
	2	No	

SECTION B

Please answer all of the questions by marking the appropriate box. Please note that there are no correct or incorrect answers to these questions. Please respond to every statement honestly by indicating your level of agreement with an **X**.

Statement		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
Q8_1	I regard exotic leather accessory purchases as personal gifts that I deserve					
Q8_2	It is important to me that an exotic leather accessory should fit in with my wardrobe					
Q8_3	I will only buy an exotic leather accessory if it fits my self-image					
Q8_4	When I am in a bad mood, I may buy an exotic leather accessory to feel better about myself					
Q8_5	I prefer to buy exotic leather accessories that are worn by only a small section of the market					
Q8_6	I place emphasis on quality assurance over prestige when considering the purchase of exotic leather accessories					
Q8_7	It is important for me to wear exotic leather accessories that my friends will notice					
Q8_8	The superior product quality is my major reason to buy exotic leather accessories					
Q8_9	Wearing exotic leather accessories gives me a lot of pleasure					
Q8_10	It is important for me that others have a high opinion of my exotic leather accessories					
Q8_11	It is important for me to buy exotic leather accessories that can be used for multiple occasions					
Q8_12	It is important for me to buy exotic leather accessories that don't draw unnecessary attention					

Q8_13	I am concerned about what others think of my exotic leather accessories					
Q8_14	I derive self-satisfaction from buying exotic leather accessories					
Q8_15	It is important to me that an exotic leather accessory is eye-catching					
Q8_16	It is important to me that my exotic leather accessories show others what I have achieved in life					
Q8_17	It is important for me to wear exotic leather accessories that are not mass-produced					
Q8_18	It is important to me that an exotic leather accessory should portray who I am to others					

SECTION C

Please indicate your level of agreement with the following statements. Please answer all of the questions honestly by marking the appropriate box with an **X**. Please note that there are no correct or incorrect answers to these questions.

Statement		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
Q9_1	I will only buy an exotic leather accessory if I know that the packaging is not harmful to the environment					
Q9_2	I do not trust the suggested sustainability of exotic leather accessories if they have been mass-promoted					
Q9_3	I do not trust the quality of exotic leather accessories that are sold on discount					
Q9_4	I will not buy an exotic leather accessory if the packaging is not unique					
Q9_5	I will not be attracted to exotic leather accessories if they are sold along with generic brands					
Q9_6	I find it difficult to trust an eco-label on an exotic leather accessory					
Q9_7	I am willing to pay more for an exotic leather accessory that was made in an eco-friendly way					
Q9_8	I am willing to purchase exotic leather accessories that are sold in department stores					
Q9_9	I will only buy an exotic leather accessory if I know that it was made in an eco-friendly manner					
Q9_10	I am only willing to buy exotic leather accessories that are sold in the country of manufacturing					
Q9_11	I am only willing to buy exotic leather accessories that are sold in designer outlets					
Q9_12	It is worth paying more for exotic leather accessory brands that use ethical advertising practices					

ADDENDUM B: PLAGIARISM INDEMNITY DECLARATION

UNIVERSITY OF PRETORIA

FACULTY: Natural and Agricultural Sciences

DEPARTMENT: Consumer and Food Sciences

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

Although academic personnel will provide you with information regarding reference techniques as well as ways to avoid plagiarism, you also have a responsibility to fulfil in this regard. Should you at any time feel unsure about the requirements, you must consult the lecturer concerned before you submit any written work.

You are guilty of plagiarism when you extract information from a book, article or web page without acknowledging the source and pretend that it is your own work. In truth, you are stealing someone else's property. This doesn't only apply to cases where you quote verbatim, but also when you present someone else's work in a somewhat amended format (paraphrase), or even when you use someone else's deliberation without the necessary acknowledgement. You are not allowed to use another student's previous work. You are furthermore not allowed to let anyone copy or use your work with the intention of presenting it as his/her own.

Students who are guilty of plagiarism will forfeit all credit for the work concerned. In addition, the matter can also be referred to the Committee for Discipline (Students) for a ruling to be made. Plagiarism is considered a serious violation of the University's regulations and may lead to suspension from the University.

For the period that you are a student at the Department of Consumer and Food Sciences, the undermentioned declaration must accompany all written work to be submitted. No written work will be accepted unless the declaration has been completed and attached.

I (full names): Claire Ann Trollope
Student number: u13011342
Subject of the work: Master's Dissertation Title: The relevance of luxury value perceptions in international tourists' acceptance of a sustainability-focused exotic leather marketing mix

Declaration

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

Signature _____

Date _____