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**The relevance of sustainability labelling for Chinese consumers' perception of the
luxuriousness of, and purchase intent for sustainability-labelled exotic leather
accessories**

Skye Lavis

DISSERTATION

M.ConsSc (Clothing Management)

Supervisor: Professor H.M. de Klerk

November 2019



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UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Die relevansie van etikettering vir volhoubaarheid vir Chinese verbruikers se persepsie van die luuksheid van, en koopintensie vir eksotiese leer bykomstighede.

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VERHANDELING

M.ConsSc (Kleding Kleinhandelbestuur)

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**The relevance of sustainability labelling for Chinese consumers' perception of the
luxuriousness of, and purchase intent for sustainability-labelled exotic leather
accessories**

by

S Lavis

Dissertation submitted in fulfilment of the requirements for the degree

M.Consumer Science (Clothing Management)

in the

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November 2019



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DECLARATION

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

.....

Skye Lavis

.....

Date

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ABSTRACT

The relevance of sustainability labelling for Chinese consumers' perception of the luxuriousness of, and purchase intent for sustainability-labelled exotic leather accessories.

By:

Skye Lavis

Supervisor: Prof. HM de Klerk

Department: Consumer Science

Degree: M. Consumer Science: Clothing Management

This study explored the relevance of sustainability labelling for Chinese consumers' perception of the luxuriousness of, and purchase intent for sustainability-labelled exotic leather accessories. The Wiedmann, Hennigs and Siebels' Luxury Value Perception Scale (2007), as well as the Vigneron and Johnson's (2004) Brand Luxury Index (BLI) model as adapted by Kim and Johnson (2015) served as the conceptual framework for the study.

An online questionnaire was distributed across China and completed by willing participants. Qualtrics, a reputable international market research platform, used their extensive database of consumers for sampling purposes and managed to collect 526 completed and usable questionnaires. All participants had visited South Africa in the last five years or have the intention of visiting in the next five years. Both males and females were included in the study provided that they fell into the millennial generational cohort as of the year 2019 (born between 1979 and 2000). Data analysis was achieved through exploratory factor analysis and the calculation of the Cronbach alpha coefficients and eigenvalues.

The outcome of the factor analysis for the sample identified three factors instead of the four factors proposed by the original Wiedmann, Hennigs and Siebels (2007) scale, namely “Pleasure”, “Others” and “Financial”. It seems that the Chinese millennials in this study considered everything that exotic leather accessories can do for them on a functional an individual level as one concept, named “Pleasure”. Additionally, respondents indicated that the “Pleasure” value perception was also the most important to them. Social items of the original scale loaded on the “Others” factor and although a little less important than the “Pleasure” factor, it is particularly important to the respondents in this study to know what others think of people who use certain exotic leather accessories. Finally, Financial items of the original scale loaded on the respondents’ “Financial” factor, which was considered to be the least important for the respondents in this study. A repeated measures ANOVA was performed to investigate whether the sample differed with regard to their perceptions of the factors “*Pleasure*”, “*Others*” and “*Financial*”. Post hoc analyses showed that there were significant differences with regard to all pairwise comparisons. The highest score was obtained on *Pleasure*, followed by *Financial* and *Others*.

The outcome of the factor analysis for the sample’s perception of the luxuriousness of the four different sustainability-labels identified one identical factor for each of the four labels, instead of the five factors of the revised Kim and Johnson (2015) scale. The factor was named “Luxuriousness”. A repeated measures ANOVA was performed to investigate whether the sample differed with regard to the respondents’ perceptions of the luxuriousness between the four labels, however post hoc analyses revealed no significant differences with regard to any pairwise comparison.

The outcome of the factor analysis for the sample’s purchasing intent, based on Spears and Singh’s (2004) scale indicated that the respondents had in all four cases a very strong purchasing intent for the sustainable exotic accessories, with only small differences between the four differently labelled exotic leather accessories. A repeated measures ANOVA was performed to investigate whether the sample differed with regard to their purchase intentions for the four labels. Post hoc analyses showed that there was a statistically significant difference between respondents’ purchase intent for Label 2 and Label 4, as well as a statistically significant difference between respondents’ purchase intent for Label 3 and Label 4. Respondents’ purchase intentions for both Labels 2 and 3 were therefore significantly higher than their purchase intent for Label 4.

According to the results, there were statistically highly significant strong, positive correlations between the respondents’ most important *Pleasure* luxury value perception and their Purchase Intent for all four labels. Therefore, the more important the *Pleasure* luxury value

perception becomes, the stronger becomes the respondents' Purchase Intent for all four sustainability labelled accessories.

Results of this study make positive contributions for various role players within the exotic leather industry. Manufacturers, retailers and marketers can all benefit from the results of the study. Recommendations for industry and future research are made.

Keywords: luxury value perceptions, luxuriousness, purchase intent, sustainability labelling, Chinese millennial consumers, exotic leather industry, exotic leather accessories.



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OPSOMMING

Die relevansie van etikettering vir volhoubaarheid vir Chinese verbruikers se persepsie van die luuksheid van, en koopintensie vir eksotiese leer bykomstighede.

deur:

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Graad: M. Verbruikerswetenskap: Kleding Kleinhandelbestuur

Hierdie studie het die relevansie van etikette vir volhoubaarheid vir Chinese verbruikers se persepsie van die luuksheid van, en koopintensie vir, eksotiese leer bykomstighede ondersoek. Wiedmann, Hennigs en Siebels se 'Luxury Value Perception Scale' (2007), sowel as die BLI-model van Vigneron en Johnson (2004) soos aangepas deur Kim en Johnson (2015), dien as die konseptuele raamwerk vir hierdie studie.

'n Aanlyn-vraelys is oor China versprei en deur gewillige deelnemers voltooi. Qualtrics, 'n geakkrediteerde internasionale marknavorsingsplatform, het hul uitgebreide databasis van verbruikers vir steekproefdoeleindes gebruik, en daarin geslaag om vyfhonderd ses-en-twintig (526) voltooide en bruikbare vraelyste in te samel. Al die deelnemers het die vorige vyf jaar Suid-Afrika besoek, of was van plan om binne die volgende vyf jaar te besoek. Beide mans en vrouens is by die studie ingesluit, en moes in die jaar 2019 (gebore tussen 1979 en 2000) in die sogenaamde "millennial" generasiegroep val. Data-analise is bewerkstellig deur faktoranalise en die berekening van die Cronbach-alfa-koëffisiënte en eiewaardes.

Die uitkoms van die faktoranalise vir die steekproef het drie faktore geïdentifiseer in plaas van die vier faktore wat voorgestel is deur die oorspronklike Wiedmann *et al.*, (2007) skaal, naamlik "Pleasure", "Others" en "Financial". Dit blyk dat die Chinese "millennials" in hierdie

studie alles oorweeg wat eksotiese leer-bykomstighede vir hulle op 'n funksionele en individuele vlak kan doen as een konsep, genaamd “Pleasure” - Plesier. Verder het die respondente aangedui dat die “Pleasure” factor ook vir hulle die belangrikste was. Die sosiale woorde van eksotiese leer en bykomstighede was ook vir die respondente belangrik. Dit was veral belangrik vir die respondente in die studie om te weet wat ander dink van mense wat sekere eksotiese leer-bykomstighede gebruik. Laastens het finansiële items van die oorspronklike skaal gelaai op die finansiële faktor van die respondent. 'n “ANOVA” is uitgevoer om te ondersoek of die steekproef verskil ten opsigte van hul persepsies van die faktore “Pleasure”, “Others” en “Financial”. Post-hoc-ontledings het getoon dat daar beduidende verskille was ten opsigte van alle paarsgewyse vergelykings. Die hoogste telling is op “Pleasure” behaal, gevolg deur “Financial” en “Others”.

Die resultaat van die faktoranalise vir die respondente se persepsie van die luuksheid van die vier verskillende volhoubaarheidsetikette, het een identiese faktor vir elk van die vier etikette geïdentifiseer in plaas van die vyf faktore wat die hersiene Kim en Johnson (2015) skaal geïdentifiseer het. Die faktor het “Luuksheid” genoem. 'n ANOVA is uitgevoer om die verskil ten opsigte van die respondente se persepsie van die luuksheid tussen die vier etikette te bepaal “Post-hoc” ontledings het geen noemenswaardige verskille getoon nie.

Die resultaat van die faktoranalise vir die aankoopintensie van die respondente, gebaseer op die skaal van Spears en Singh (2004), het aangedui dat die respondente in al vier gevalle 'n baie sterk koopintensie gehad het vir die verskillende volhoubare eksotiese leer bykomstighede, met slegs klein verskille tussen die vier. 'n ANOVA is uitgevoer om te bepaal of die steekproef verskil ten opsigte van hul aankoopintensie vir die vier etikette. “Post-hoc” ontledings het getoon dat daar 'n statisties beduidende verskil was tussen die respondente se koopintensie vir etiket 2 en etiket 4, sowel as 'n statisties beduidende verskil tussen die respondente se koopintensie vir etiket 3 en etiket 4. Respondente se koopintensie vir beide etikette 2 en 3 was dus aansienlik hoër as hul koopintensie vir Etiket 4.

Daar was statisties hoë, beduidende sterk positiewe korrelasies tussen die respondente se belangrikste persepsie van luukse waarde en hul koopintensies vir al vier etikette. Hoe belangriker die persepsie van die plesierwaarde word, hoe sterker word die aankoopintensies. Resultate van hierdie studie lewer positiewe bydraes vir verskillende rolspelers in die eksotiese leerbedryf. Vervaardigers, kleinhandelaars en bemarkers kan almal baat vind by die resultate van die studie. Aanbevelings vir nywerheids- en toekomstige navorsing word gemaak.

Sleutelwoorde: persepsies van luukse luuksheid, koopintensie, etikettering vir volhoubaarheid, eksotiese leerbedryf, eksotiese leer bykomstighede.



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CHAPTER 1

OVERVIEW OF THE STUDY

1.1 INTRODUCTION

Chapter one provides the background to the study and introduces the research problem. It further explains the conceptual framework, the methodology and the structure of the dissertation in brief.

1.2 BACKGROUND

The desire for luxury goods has always been prevalent within the fashion market but never more so than it is presently. The last few years have witnessed phenomenal growth in the global luxury fashion market, with the number of luxury consumers having tripled over the last 20 years (Deloitte, 2017). The luxury market encompasses many segments such as luxury cars, luxury hospitality and personal luxury goods (Bain & Company, 2017). Together, these three segments account for more than 80% of the total luxury market, reaching a record high of €262 billion in sales for 2017 (Bain & Company, 2017). Furthermore, within the personal luxury goods segment, accessories remained the largest and fastest growing category (Bain & Company, 2017). This segment, into which exotic leather accessories such as belts, purses and handbags are classified, experienced growth across all regions, especially with international purchases up by 6%. These statistics illustrate just how important it is to have an understanding of luxury consumers' perceptions, preferences and purchase intentions regarding luxury goods.

The word luxury comes from the Latin terms *luxus* and *luxeria* which mean excess or splendour. The Merriam-Webster Dictionary (2018), defines luxury as a non-essential item or service that contributes to luxurious living as a source of pleasurable experience or personal satisfaction. For most people, luxury is associated with indulgence, quality, exclusivity and

extravagance (Choi, 2003). Consumers that purchase luxury goods do so for different reasons, and what is seen as luxury by one person might not be seen as luxury by another person. This is because luxury is a highly subjective, multidimensional construct and is dependent on consumers who experience it, as well as their perceptions thereof (Hennigs, Wiedmann, Klarmann & Behrens, 2015).

The *luxuriousness* of a brand or product is a more subjective evaluation and refers to consumers' perceptions of certain tangible or intangible characteristics of a brand or product, although it might not necessarily have been positioned as a luxury brand or product. It is therefore important for marketers to determine their target market's perceptions of the luxuriousness of their brand or products so as to ensure that it is aligned with the target market's most important perceptions of luxury. Whilst definitions of luxury are adapted, so are consumers' luxury value perceptions. The 'value' concept is a key concept in understanding consumer behaviour and can be defined as a consumer's preference for, or evaluation of a product's attributes, performance and perceived consequences (Tynan, Mckechnie & Hartley, 2014). Whilst there are many other viewpoints, Wiedmann, Hennigs and Siebels (2009), propose four globally important luxury value perceptions that are widely accepted in the luxury research domain (Amatulli & Guido, 2011; Godey, Pederzoli, Ariello, Donvito, Wiedmann & Hennigs, 2013). These value perceptions largely influence the purchasing behaviour of the luxury consumer and include financial, functional, individual and social aspects.

As is the case of consumers in general, luxury consumers are also going through an "ethics era" and are becoming more aware of the ethical implications of the products that they buy (Shen, Wang, Lo & Shum, 2012; Godart and Seong, 2014; Manchiraju & Sadachar, 2014; Pagiaslis & Krontalis, 2014; Amatulli, Costabile, De Angelis & Guido, 2017), to the extent that "environmentally friendly" and "sustainable" have become new dimensions of the quality of luxury products (Kianpour, Roya, Jusoh & Othman 2014; Business for Social Responsibility (BSR), 2017; TechNode, 2018). The luxury industry has however, always been perceived to trail behind other industries in terms of sustainable commitment (Bendell & Kleanthous, 2007). In recent years it has become impossible to speak of luxury without integrating the notion of sustainability. The luxury fashion landscape is now changing dramatically with sustainable fashion becoming increasingly mainstream (Preuit & Yan, 2017). The emergence of this megatrend has developed a paradigm shift from conspicuous consumption to conscientious consumption (Cvijanovich, 2011), with luxury consumers becoming increasingly aware of environmental and social concerns (Hennigs *et al.*, 2015).

These new age consumers consequently expect luxury brands to address sustainability aspects within the marketing of their products.

The question is whether strong luxury value perceptions are compatible with sustainability value perceptions? Hennigs, Wiedmann, Klarmann and Behrens (2013) developed a conceptual luxury value-based sustainability model, called “Sustainability Excellence”. They conceptualized sustainability excellence as the consumer’s overall sustainability luxury value perception that is “driven by the consumer’s subjective expectations and individual perceptions of luxury value” (Hennigs *et al.*, 2013), and proposed that consumers evaluate the ethical value of luxury products based on four values, namely financial, functional, social, and individual. Based on this theoretical model, Zietsman (2017) found that Chinese and American consumers expressed strong sustainability luxury value perceptions, confirming the “Sustainability Excellence” viewpoint suggested by Hennings *et al.*, (2013). Zietsman (2017) also found that financial, functional, individual and social luxury value perceptions relating to luxury products are disregarded as separate values with regard to sustainable luxury value perceptions for luxury products. Consumers’ sustainability luxury value perceptions are therefore driven by their subjective expectations and individual perceptions of luxury value. With regard to this study, such a viewpoint would mean that consumers’ purchasing intent for sustainability-labelled luxury exotic leather accessories as well as their perception of the luxuriousness of these products will be driven by their specific luxury value perceptions. Sustainability excellence has now become a fundamental market responsibility for the luxury industry and one way to achieve this is through sustainability labelling. Sustainability labelling incorporates the use of words or images to differentiate responsible products, processes and businesses from their counterparts (ISEAL, 2015). Furthermore, it is used to provide consumers with information about the social and environmental qualities of a product or service, which in turn, may influence the decision of whether to buy a particular product or not.

Consumers most concerned with sustainability information are thought to be “millennials”, i.e. consumers born between 1979 and 2000 (Solomon, 2018). These consumers are seen to be more knowledgeable than previous generations and an increasingly influential segment within the luxury market. Millennials are notably values-driven and integrate their beliefs into their evaluations of businesses to support. More than 50% of millennials make an effort to buy products from companies that support the causes they care about, and their willingness to put a premium on such issues is remarkable (Solomon, 2018). Ethical issues are not the only issues that affect millennials, they are also concerned with what is genuine and authentic. This interest regards aesthetic preference and a search for honesty and

transparency. In order to adapt product offerings to appeal to these well-informed consumers (Luxury Institute, 2016), luxury brands need to establish a connection between sustainability and luxury.

However, a lack of research on sustainability labelling in the luxury market is evident. The explosion of sustainability labels in the fashion domain has consequently caused consumer uncertainty and questions about their reliability (Wiese, Kellner, Lietke, Toporowski & Zielke, 2012). Luxury products should be labelled as sustainable in such a way that consumers can recognize sustainability as complementary to luxury. Sustainability messages alone are generally not strong enough to convince a customer to buy a specific product or brand. It might, in the case of luxury products, impact negatively on their perceptions of the luxuriousness of a sustainability-labelled product (Darnall, Ji & Vasquez-Brust, 2016). Through their labelling, brands should rather attract customers with product features such as high quality, craftsmanship and the ability to provide personal pleasure. The label should convey a strong, but clear message, that the highest pro-environmental and ethical standards were maintained throughout the luxury product's value chain, coupled with the message that such a purchase will not expect the consumer to make trade-offs regarding personal luxury value perceptions.

1.3 PROBLEM STATEMENT

South Africa is uniquely positioned to capitalise on the international luxury market by developing a world-class exotic leather industry (Exotic Leather Research Centre, 2018). Currently South Africa produces two types of exotic leathers that are considered to be scarce, exclusive and emanating in quality, namely ostrich and crocodile leather (Exotic Leather South Africa, 2018). These products have the potential to compete in the global luxury market and their unique aesthetic appearance has resulted in South African leathers being highly sought-after raw materials for the manufacturing of luxury products, not only for local consumers but international tourists alike. In fact, it is the international tourists that are currently the top supporters of the South African luxury market (Deloitte, 2017). According to Saayman and Saayman (2018), South Africa has become "one of the most popular tourist destinations not only in Africa, but also in the world", driven by an increase in demand from foreign visitors who capitalise on the weaker South African currency. According to the 2016 South African Tourist Index, approximately 236 000 international tourists from overseas visited South Africa during the first three months of 2016. Of these tourists, 152 000 came from Europe, 36 000 came from North America, while 25 000 came from Asia. In 2015, as in

previous years, most of these tourists (62%) came for leisure while 25% came for business purposes. Of these tourists 50% indicated shopping as an important activity. It is towards these tourists, and specifically those from Asian countries, that the South African Exotic Leather Industry aims its products.

Simultaneously, with the aforementioned movement from conspicuous consumption to conscientious consumption, luxury consumers now expect luxury brands to have tackled sustainability aspects. The challenge arises in positioning the South African exotic leather market as sustainable, whilst still meeting international luxury standards (Exotic Leather South Africa, 2018; Lippai, 2016). Exotic Leather South Africa is a non-profit organisation (sub-national cluster) sponsored by the Department of Trade and Industry. They are armed with the task of setting industry standards and benchmarks as to advance the sustainability of the South African industry (Exotic Leather South Africa, 2018). The mission of Exotic Leather South Africa is to “position South Africa on the international exotic leather markets as a research-based, ethical and, sustainable source for exotic leather and exotic leather accessories with a commitment to delivering international best quality” (Exotic Leather South Africa, 2018). From a marketing point of view this means that exotic leather retailers need to integrate sustainability into their product mix, and label their exotic leather accessories in such a way that luxury tourists not only accept such accessories but somewhat prefer them. This cannot, however, be done haphazardly, but should be supported by scientific research. It is therefore of utmost importance for marketers of South African luxury exotic leather accessories to first determine and understand their target markets’ luxury value perceptions and secondly their perceptions of the luxuriousness of, and purchasing intent for sustainability-labelled exotic leather accessories, and then to align their product offerings and marketing strategies to their target markets’ value perceptions.

The purpose of this research was therefore to explore and describe the relevance of sustainability labelling for Chinese millennial tourists’ perception of the luxuriousness of, as well as their purchasing intent for sustainability-labelled exotic leather accessories.

1.4 JUSTIFICATION

It is expected that the findings of this study will contribute towards a better understanding of international tourists’ luxury value perceptions in their acceptance of sustainability-labelled exotic leather accessories, so as to better target international consumers within South Africa. Consequently, this research may help Exotic Leather South Africa in improving their exotic

leather product offering and ultimately increase trade of South African personal luxury goods across the board.

This study will also contribute to the already existing body of literature on the topic of sustainable luxury as well as the role of sustainability related luxury value perceptions globally. From a South African point of view, the research study presented is a new viewpoint and will certainly aid in the goal of defining luxury value perceptions for exotic leather accessories in the South African industry. Additionally, due to the fact that compatibility between sustainability and luxury is still a highly debated topic, this research could help researchers, academics and marketers to understand, from a consumer behaviour perspective, how the two could be linked in a retail context.

The South African exotic leather industry is beginning to realise that sustainability labelling on a luxury exotic leather product can impact consumers' perceptions of a sustainably manufactured product as well as their intentions to purchase such a product, either positively or negatively. In researching the perceptions of luxuriousness with regards to sustainability-labelled products, this study will be able to contribute towards the development of an effective and comprehensive sustainability label. In turn, new and unknown luxury leather brands will be able to effectively market and label their products with a strong, clear message that the highest pro-environmental and ethical standards were maintained throughout the leather value chain and such purchases will not expect the consumer to make trade-offs regarding personal luxury value perceptions.

1.5 THEORETICAL FRAMEWORK

A comprehensive, in-depth literature review is covered in Chapter 2 and Chapter 3 and includes all relevant concepts of the study.

1.5.1 The global luxury market

The global luxury market is tracked by Bain and Company, which is one of the world's top business consulting firms (Bain & Company, 2017). Every year the nine segments, (personal luxury goods, luxury cars, luxury hospitality, luxury cruises, designer furniture, fine food, fine wines and spirits, private jets and yachts and fine art) within the global luxury market are monitored and the results are released in an annual report. The Bain report for 2017 revealed that the overall luxury market grew by 5% to an estimated €1.2 trillion globally, with luxury cars, luxury hospitality and personal luxury goods accounting for more than 80% of

the total market. Worldwide, the personal luxury goods segment maintains momentum with growth across all regions, reaching a record high of €262 billion, local consumption up by 4% as well as tourist purchases up by 6% (Bain & Company, 2017).

Bain and Company (2017), describe the current global luxury market as more mature, more steadied and more united than in the past. Economic growth in developed markets has been constrained in recent years and the global luxury goods sector is largely saturated in a number of key markets. The Deloitte group (2016) believed there would be a major difference between what luxury was in 2010 and what it would be in 2020. Today in 2018, the global luxury market is characterized by an evolution in consumer buying behaviour, the integration of channels and business model intricacy, a surge in international travel and a mounting importance of the millennial consumer (Exotic Leather Research Centre, 2016).

1.5.2 The South African luxury goods market

It has become apparent that the African continent as a whole has experienced a growing consumer appetite for luxury goods. Deloitte (2017) states that luxury goods consumption in Africa is said to grow as luxury brand manufacturers set their sights on the continent with the most growth potential. According to Euromonitor, Africa's luxury retail sales reached \$4 billion in 2014 with an estimated growth of 31.2% by 2019, placing Morocco and South Africa at the top of Africa's luxury list (Bloomberg, 2015).

According to Price Waterhouse Coopers' (2013) report, "Sub-Saharan Africa is one of the most rapidly growing luxury consumer areas in the world", with a promising emerging economy where the appetite for luxury products is strong and growing (Deloitte, 2017). This is due to a rapidly growing middle-class, coupled with a high level of urbanisation and a youthful population. South Africa in particular is currently seen to have the most developed luxury retail sector of all African countries and plays host to various global luxury fashion brands. Over the past decade South Africa has seen an influx of various luxury fashion retailers including Burberry, Cartier, Fendi, Gucci and Louis Vuitton (Moorad, 2013). Moreover, South Africa accounts for 60% of Africa's millionaires and has become a valuable region to invest in over the past 20 years. This showcases great potential for wealth creation within South Africa's luxury market. Additionally, according to Wise (2014), South Africa provides accessible luxury goods to well-travelled global consumers.

Tourism to South Africa has grown steadily over the last 15 years, becoming "one of the most popular tourist destinations not only in Africa, but also in the world" (Viljoen *et al.*, 2012). With 10 million tourists visiting South Africa every year, tourism has developed into a

very significant industry, accounting for more than 9% to the country's gross domestic product (GDP) (Stats SA, 2017). In fact, there is an increase in demand from foreign visitors, who take advantage of the weaker South African currency by buying products at lower prices than what could be found in their own countries. This in turn has a huge marketing potential for luxury brands in South Africa who can capitalise on the value offering by promoting the exchange rate of luxury goods to tourists.

1.5.3 The South African exotic leather industry

Southern Africa dominates the crocodile farming business on the continent. South Africa, Zimbabwe, Zambia and a few other countries in East Africa are home to the largest crocodile farms in Africa. This region exports over 250 000 crocodile skins every year (Iwuoha, 2015). Exotic skins are the fastest growing sector of the South African leather market and is primarily driven by the hides of two species, namely, Nile crocodile and ostrich hide (Exotic Leather South Africa, 2018). South Africa hosts approximately 80 registered crocodile farms such as Le Croc and the Nilo Group. Every year these farms export more than 80 000 hides to international markets and are worth \$12-16 million (Iwuoha, 2015). Less than 10% of these hides which are harvested locally are sold locally. Rather, more than 90% of South African crocodile skins are consumed by fashion houses in Europe and Japan (van Rooyen, 2012). According to van Rooyen (2012), South Africa's most significant export partners are currently Asian and European luxury retailers known for their luxury branded products such as Louis Vuitton, Hermes, Coco Chanel, Prada and Gucci.

In order to sustain these partnerships, the University of Pretoria senate sanctioned the establishment of the Exotic Leather Research Centre (ELRC) together with Chairs in Crocodile Health and Welfare, Crocodile Production and Exotic Leather Trade and Marketing in August 2013 (Exotic Leather South Africa, 2018). Exotic Leather South Africa is one of five sub-national clusters created by the Department of Trade and Industry (DTI) and registered as a non-profit organization. The organisation is responsible for developing the best practice industry standards in an attempt to improve the long term sustainability and global competitiveness of the industry (Exotic Leather South Africa, 2018). The mission of Exotic Leather South Africa is to ultimately position the South African leather industry in the global market so as to generate a greater income for the entire country (Exotic Leather South Africa, 2018).

1.5.4 Luxury value perceptions

The concept “value” is a key concept in understanding consumer behaviour and can be defined as a consumer’s preference for, and evaluation of a product’s or service’s attributes, performance and perceived consequences (Woodruff, 1997; Tynan, Mckechnie & Hartley, 2014). It is therefore important for marketers and retailers to understand the reasons why their target markets buy their products, as well as how their perceptions of value influence their purchasing behaviour.

The Luxury Value Perception Model of Wiedmann *et al.*, (2007, 2009) is widely accepted in the luxury research domain (Amatulli & Guido, 2011; Choo, Moon, Kim & Yoon, 2012; Godey *et al.*, 2013; Loureiro & de Araújo, 2014) and has been used in cross-cultural and cross-industry studies (Hennigs *et al.*, 2013). They propose four globally important luxury value perceptions, namely, social, individual, functional and financial.

The social dimension concerns the perceived recognition and appraisal that the consumer may experience when having purchased a luxury product. This dimension refers to conspicuousness and is driven by social status (Hennigs *et al.*, 2015). The two antecedents that fall into this dimension are conspicuous value and prestige value. *Conspicuousness value* emphasizes the need to purchase luxury products publicly for the social status those products suggest (Vigneron & Johnson, 1999). *Prestige value* in social networks refers to the consumer using certain luxury brands and products to be seen as part of certain social groups (Vigneron & Johnson, 1999; Wiedman *et al.*, 2009).

The individual dimension is described as the opposite of the social dimension. It involves the personal influences of purchasing luxury items such as materialism and hedonism. In a study by Sun, D’Alessandro and Johnson (2016), materialistic consumers purchase conspicuous products so as to enhance their social status and in turn results in them gaining personal pleasure. Within the individual value dimension, there are three antecedents namely; self-identity value, hedonic value and materialistic value. The *self-identity value* is an antecedent as it may drive the consumer to purchase the product due to the way the consumer believes it to characterise himself or herself, or it may be the product that will support the development of a consumers’ identity. 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 increase the number of possessions consumer has (Wiedmann *et al.*, 2009).

The functional dimension refers to the basic utility derived from a luxury product such as its uses, the quality of the product, as well as the resilience that the consumer will benefit from when purchasing that specific product (Wiedmann *et al.*, 2007). A study by Shukla, Singh

and Banerjee (2015) determined that functional value perceptions were established to be key drivers in consumers purchasing decisions. The three antecedents within this dimension are usability, quality and uniqueness. The *usability value* describes the benefits that can be derived from a product in terms of usability. The *quality value* is related to the quality that the product reflects. The *uniqueness value* portrays the exclusivity of the product (Vigneron & Johnson, 1999).

The financial dimension of luxury value is related to aspects involving money such as the price of the product or what is forfeited in order to gain possession of a product (Hennigs *et al.*, 2015). The only antecedent for this dimension is price. *Price value* refers to the value of a product in monetary terms which can be used to depict its quality. In terms of creating sustainability value, products perceived to have a premium price may be used to suggest sustainable practices and responsible manufacturing (Hennigs *et al.*, 2013).

1.5.5 Concept of luxuriousness

In contrast to luxury value perceptions, the *luxuriousness* of a brand or product is a more subjective evaluation and refers to a consumer's perception of certain tangible or intangible characteristics of a brand or product, although it might not necessarily have been positioned as a luxury brand or product. Even though many brands may be regarded as prestige brands, Vigneron and Johnson (2004), noted that the '*luxuriousness*' of prestige brands is not equal. Consumers are able to differentiate brands (or products) as more *luxuriousness* than the other. For example, although Cadillacs and Rolls-Royces are both categorised as prestige car makers, one will be perceived as more *luxurious* than the other and the same concept applies within this study. This research will attempt to investigate which sustainability-labelled exotic leather accessory is perceived as more *luxurious* by use of sustainability labels which will be discussed in more detail further in the chapter.

A group of researchers examined how consumers perceive luxury brands or products, and conceptualized this as *Brand Luxury* or a brand's *luxuriousness* (Kapferer, 1998; Vigneron & Johnson, 2004; Fionda & Moore, 2009; Keller, 2009). Kapferer (1998), developed a nine-item scale in which participants rated the degree to which a brand has luxury attributes, while Vigneron and Johnson (2004), developed the *Brand Luxury Index (BLI)* that measures the perceived luxuriousness of a specific brand. Their scale contained five components, namely, conspicuousness, uniqueness, quality, extended-self and hedonism.

1.5.6 Sustainable luxury values

In response to increasingly rigorous consumer demands, luxury brands have had to redefine their business models to incorporate a more future-oriented type of luxury approach. This approach involves deeper sustainable luxury values embodied in the heart of the company. In order to enhance understanding of fundamental sustainable luxury values, Hennigs *et al.*, (2013), explore a value-based sustainability diamond, consisting of four dimensions, namely functional, social, individual and financial values.

The individual dimension of the sustainable excellence diamond relates to the customer's personal orientation. Consumers assign the symbolism of the luxury product to their own identity and therefore a luxury purchase is often considered to be an emotional transaction (Hennigs, Wiedmann & Klarmann, 2012). Generally, luxury consumers are "part of an affluent, global elite that is increasingly well educated and concerned about social and environmental issues" (Bendell & Kleanthous 2007), and therefore expect substantial information about the brand's environmental and social responsibility.

The functional dimension of the sustainable excellence diamond refers to previously mentioned aspects such as durability, reliability, quality, uniqueness and usability but in order to incorporate sustainable value, materials and techniques need to be aligned with ethical practices (Bendell & Kleanthous, 2007). The packaging of luxury products are insignificant compared to the neglected ecological damages ensued from plastic packaging of mass produced consumer goods. A sustainable luxury functional value would, for example, take the use of recyclable packaging into account i.e., using eco-friendly raw materials in its wrapping and labelling processes.

The social dimension within sustainable luxury refers to the perceived utility individuals attain with products recognised within their own social groups (Wiedmann *et al.*, 2007, 2009). Aforementioned luxury characteristics such as conspicuousness and prestige may greatly influence the evaluation of luxury but additionally, these ethically oriented consumers are also assumed to think not only about the effect a purchase has on themselves (with reference to their social groups), but also the effect the purchase has on the world around them (Davies, Lee & Ahonkhai, 2012). As these consumers gain elite experience and prestige ensuing from the purchase of sustainable products, they are able to express their deepest values without the guilt of letting others suffer (Bendell & Kleanthous 2007; Kendall 2010).

The financial dimension within the sustainable excellence diamond refers to the financial value and includes monetary properties such as price, premium and investment (Hennigs *et al.*, 2013). Research conducted by Yeoman and McMahon-Beattie (2006), indicates that consumers are willing to pay premiums for luxury brands because they are expected to

possess higher levels of aspiration, quality, scarcity and taste compared to products in the equivalent class. This 'premium pricing' strategy conveys the luxury product as more desirable and the higher margin may then be used to fund more environmentally and socially responsible production methods (Bendell & Kleanthous, 2007).

1.5.7 Role of sustainability labelling

Sustainability labelling is used as an informative, promotional tool which translates ethical qualities into product characteristics (Hartlieb & Jones, 2009). Essentially retailers use sustainability labelling to provide their consumers with important information regarding the brands' values, and in turn this allows consumers to display their ethical beliefs as per their choice of consumption. Consumers analyse the entirety of criteria, i.e. quality, price and the environmental/social compliance when looking to buy a sustainable good (Griesshammer, Bunke, Eberle, Gensch, Graulich, Quack, Rudenauer, Goetz & Birlze-Harder, 2004). Therefore, the ideal label would summarize product information in a straightforward way, aiding consumers in their purchasing decisions rather than complicating the matter. Sustainability labelling offers a mechanism to moralize and humanize business processes, thereby influencing consumer behaviour (Hartlieb & Jones, 2009).

1.5.8 Purchase intent

According to Spears and Singh (2004), purchase intent can be defined as "an individual's conscious plan to make an effort to purchase a brand or product". In addition to this, Hawkins and Mothersbaugh (2016) define purchase intent as antecedents that trigger and direct consumers to acquire certain products or services. Purchase intent is a construct on its own with only one dimension, namely purchase intent but indicators would include intent to buy (definite or not), purchase interest and willingness to purchase. Intent to purchase can therefore be classified as personal action tendencies that relate to a brand or product.

1.6 CONCEPTUAL FRAMEWORK

The conceptual framework schematically represents the relevant constructs as identified in literature and serves as a guiding tool through illustrating the objectives and sub objectives of the study. The conceptual framework presented below (Figure 1.1) is a representation of Wiedmann *et al.*'s (2007) model of luxury value perceptions and Vigneron and Johnson's (2004) BLI model as adapted by Kim and Johnson (2015). The framework illustrates how

luxury value perceptions play a role in Chinese millennial tourists' perception of luxuriousness and purchase intentions for sustainability-labelled accessories.

The framework firstly depicts the possible luxury value perceptions of Chinese millennial tourists which are taken from Wiedmann *et al.*'s (2007) model of luxury value perception conceptual model. These luxury value perceptions fall into four dimensions, namely; functional, social, individual and financial. Furthermore, there are nine antecedent values of the four dimensions, namely; conspicuousness, prestige, self-identity, hedonic, materialistic, usability, quality, uniqueness and price. Perceptions of luxuriousness is based on the adapted Kim and Johnson (2015) BLI scale. Lastly, the framework encompasses the concept of purchase intent for sustainability-labelled leather, which is a construct on its own and is ultimately affected by the aforementioned consumer value perceptions.

The framework suggests that there is a correlation between Chinese millennials' luxury value perceptions in general, their perceptions of luxuriousness for sustainability-labelled leather accessories and their intent to purchase those accessories. This model will allow the researcher to understand the relevance of sustainability labelling for Chinese millennial tourists' perception of the luxuriousness of, and purchase intent for luxury exotic leather accessories.

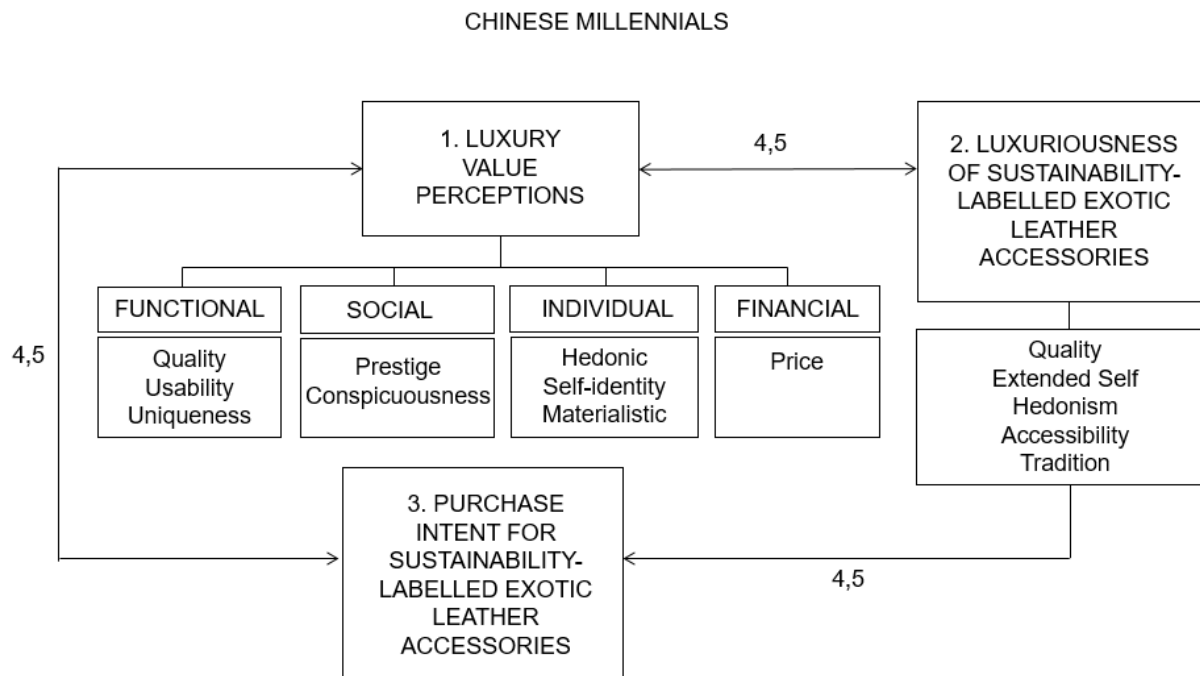


FIGURE 1.1: CONCEPTUAL FRAMEWORK

Source: Researcher's own construct

1.7 RESEARCH AIM AND OBJECTIVES

The purpose of this research is therefore to explore and describe the relevance of sustainability labelling for Chinese consumers' perception of the luxuriousness of, as well as their purchasing intent for sustainability-labelled exotic leather accessories.

In consideration of the aim of this study as well as the conceptual framework, the objectives are as follows:

Objective 1: To determine Chinese millennials' luxury value perceptions for exotic leather accessories.

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.

Sub-objective 1.4: To determine financial luxury value perceptions.

Objective 2: To determine Chinese millennials' perception of the luxuriousness of sustainability-labelled exotic leather accessories.

Sub-objective 2.1: To determine Chinese millennials perceptions of the quality dimensions of the luxuriousness of sustainability-labelled exotic leather accessories.

Sub-objective 2.2: To determine Chinese millennials perceptions of the extended-self dimensions of the luxuriousness of sustainability-labelled exotic leather accessories.

Sub-objective 2.3: To determine Chinese millennials perceptions of the hedonism dimensions of the luxuriousness of sustainability-labelled exotic leather accessories.

Sub-objective 2.4: To determine Chinese millennials perceptions of the accessibility dimensions of the luxuriousness of sustainability-labelled exotic leather accessories.

Sub-objective 2.5: To determine Chinese millennials perceptions of the tradition dimensions of the luxuriousness of sustainability-labelled exotic leather accessories.

Objective 3: To determine Chinese millennials' intentions to purchase sustainability-labelled exotic leather accessories.

Objective 4: To determine statistically significant differences between:

Sub-objective 4.1: The importance of the three luxury value perceptions (Pleasure, Others, Financial).

Sub-objective 4.2: The respondents' perception of the luxuriousness of the four different labels.

Sub-objective 4.3: The strength of respondents' purchase intentions for the four different labels.

Objective 5: To determine the correlation between Chinese millennials':

Sub-objective 5.1: Luxury value perceptions and their perception of the luxuriousness of four sustainability-labelled exotic leather accessories.

Sub-objective 5.2: Luxury value perceptions and their intent to purchase four sustainability-labelled exotic leather accessories.

Sub-objective 5.3: Perceptions of the luxuriousness of four sustainability-labelled exotic leather accessories and their purchase intentions thereof.

1.8 RESEARCH METHODOLOGY

1.8.1 Research design

This study followed a quantitative research design that was descriptive and exploratory in nature. A quantitative research design provides comprehensive data that can be interpreted through the use of statistical analysis (Berndt & Petzer, 2011; Kumar, 2014). It is empirical and relies on primary data. Exploratory descriptive research assisted the researcher in obtaining a better understanding of the subject matter (De Vos & Strydom, 2011).

Due to the quantitative and descriptive nature of the research, a cross-sectional survey design was used to allow for data to be collected at a single specific point in time (Salkind, 2012). A survey design assisted the researcher in drawing suppositions to the population by examining the samples' perceptions (Creswell, 2014). Furthermore, a survey design also allowed for the explanation of the relevance of sustainability labelling for Chinese millennial tourists' perception of the luxuriousness of, and purchase intent for luxury exotic leather accessories.

1.8.2 Unit of analysis

According to De Vos *et al.*, (2011), a sample is considered to be a subgroup of a larger population under examination. The use of a sample rather than an entire population, allows for more concentrated findings and detailed data (De Vos *et al.*, 2011). In order for this specific research problem to be addressed, the population included Chinese millennial tourists to South Africa. These tourists had to have visited South Africa in the previous five years or had to have the intention of visiting in the following five years. The sample of this study therefore included:

- Males and females that fall into the millennial generational cohort as of the year 2019 (born between 1979 and 2000).
- Chinese tourists who had visited South Africa in the previous five years or who had the intention of visiting in the following five years.

In order to reach this specific sample, the researcher employed the services of Qualtrics, a reputable international market research platform. With their vast database of possible respondents (of whom they know the demographics of), coupled with systematic and strategic questions, Qualtrics were able to reach a sample of international millennial tourists from China. For inclusion of this study, respondents had to either be female or male tourists who had visited South Africa in the previous five years or who had the intention to visit in the following five years. This will ensure that the respondents can recall their opinions of exotic leather luxury accessories offered in South Africa. The use of both males and females will ensure that no gender is discriminated against, especially because male consumers are also significant contributors to purchases of luxury leather accessories such as wallets, belts and handbags. The respondents must have resided in China and be defined as a millennial born between the years of 1979 and 2000. This specific generational cohort is a consumer segment that is recognised as the new luxury consumers.

1.8.3 Sampling method

This study included a non-probability convenience sampling method in order to reach the most representative, accessible sample (De Vos *et al.*, 2011; Kumar, 2014). The convenience sampling was done in a single stage with the assistance of Qualtrics, who hold a substantial database of potential respondents that fit the required characteristics for this specific study. The use of such a market research platform to conduct the research

maintained this study's specific timeframe for the data collection, as well as assist in reaching the large number of respondents in such a time frame. This sampling method may simultaneously also lessen the costs involved. At least 500 questionnaires have been requested to ensure that a sufficient amount of usable data could be collected and consequently reduce the associated margin of error.

1.8.4 Measuring instrument

The study made use of a structured self-administered web-based questionnaire. Respondents had to access to the questionnaire from a website, whereby they were able to read and answer all of the questions in their own time (De Vos *et al.*, 2011). The questionnaire was also pilot tested to ensure validity and reliability. Section A comprised of demographic information to verify respondents' eligibility for participation in the questionnaire. Demographic information included gender, age, nationality and whether they had previously purchased an exotic leather item. Section B comprised of an adapted luxury value perception scale from Wiedmann *et al.*, (2007). A 5-point Likert-type scale ranging from 1 "strongly disagree" to 5 "strongly agree" was used. This scale tested the first construct i.e. luxury value perceptions, which encompasses four value dimensions, namely functional value perceptions, individual value perceptions, financial value perceptions and social value perceptions. This scale had been used numerous times by previous researchers and yielded high Cronbach's alphas above .665. Section C consisted of the modified Brand Luxury Index scale of Kim and Johnson (2015). It is a seven point Likert scale that measured respondents' perceptions of the luxuriousness of a sustainability-labelled exotic leather accessory. Finally, in Section C the last three questions included an adapted version of a 5-point Likert-type scale based on an existing scale from Spears and Singh (2004) to measure the third construct i.e. purchasing intent. Four different labels have been developed with the input of Exotic Leather South Africa. In each individual questionnaire, the four labels were equally and randomly represented.

1.9 DATA ANALYSIS

Data analysis is the process of converting raw data into an understandable, comprehensible form that leads the researcher to draw inferences and conclusions for the study (De Vos *et al.*, 2011). The key purpose of quantitative data analysis is therefore to analyse the information acquired from the response of each question in the questionnaire (Kumar, 2014). In this study, the coding and data capturing of the questions was done by Qualtrics and a

qualified statistician who assisted with the statistical analysis. The data analysis was completed using statistical methods of both descriptive and inferential statistics. 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 presented in tables, figures and graphs. Alternatively, inferential statistics include making determinations about the received data by analysing patterns and correlations (Leedy & Omrod, 2010).

Inferential statistics were found to aid the researcher in making decisions about the data received by analysing patterns and correlations (Leedy & Omrod, 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). Pearson's correlation coefficient (r), is an indication of the strength of the relationship between variables and was implemented at a 5% level of significance (Williams, Sweeney & Anderson, 2009). Pearson's correlation coefficient was used to determine correlation between the relevant concepts and is defined as a "nonparametric measure of strength and direction association that exists between two variables measured on at least an ordinal scale". 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, 2016).

1.10 PRESENTATION AND STRUCTURE OF THE RESEARCH

This dissertation consists of seven chapters and will follow as:

CHAPTER 2: LITERATURE REVIEW: THE LUXURY MARKET

This chapter focuses on reviewing previous literature regarding the global luxury market, the South African luxury market, Chinese millennial tourists, sustainability-labelling and the South African luxury exotic leather market.

CHAPTER 3: LITERATURE REVIEW: THE LUXURY CONSUMER

In this chapter, theoretical concepts of luxury value perceptions, purchasing intent and perceived luxuriousness is explored. The relevance that sustainability-labelling has on these concepts is also discussed.

CHAPTER 4: THEORETICAL PERSPECTIVE:

This chapter discusses the different theories and perspectives that this study is based on. Luxury value perceptions, luxuriousness, sustainable luxury values, sustainability-labelling and purchase intent is discussed.

CHAPTER 5: RESEARCH DESIGN AND METHODOLOGY

This chapter discusses the conceptual framework and objectives used in this study. The methodology is discussed under sampling, data collection, measuring instrument, operationalisation and data analysis. Measures to ensure the quality of the data and matters concerning the ethics of the study is also explained.

CHAPTER 6: RESULTS AND DISCUSSION

In this chapter, the results of the study are presented. It concludes with a discussion and interpretation of the findings.

CHAPTER 7: CONCLUSION, CONTRIBUTIONS, EVALUATION, LIMITATIONS AND RECOMMENDATIONS OF THE STUDY

This chapter discusses the conclusions and contributions of the study as well as evaluates the quality of the data. The achievement of objectives is also discussed. Furthermore limitations and recommendations for future studies are listed in conclusion of the chapter.



CHAPTER 2

LITERATURE REVIEW: THE LUXURY MARKET

2.1 INTRODUCTION

The last few years have witnessed phenomenal growth in the luxury fashion market, with the number of luxury consumers having tripled over the last 20 years (Deloitte, 2017). Globally, the luxury goods market continues an annual growth rate of 4% (Deloitte, 2017), emphasising just how important it is to understand consumers' luxury perceptions as well as purchase intentions. The overall luxury industry is tracked by Bain and Company (2017), and comprises of nine segments. Leading the pack are luxury cars, luxury hospitality and personal luxury goods, and together these segments account for more than 80% of the total market. Exotic leather accessories such as handbags, belts, purses and wallets would be categorised into the personal luxury goods segment, a segment that reached a record high of €262 billion in 2017 (Bain & Company, 2017).

“South Africa is uniquely positioned to capitalise on the international luxury market by developing a world-class exotic leather industry” (Exotic Leather Research Centre, 2018). Currently South Africa produces two types of exotic leathers that are considered to be scarce and exclusive, namely ostrich and crocodile leather. (Exotic Leather South Africa, 2018). Their high-quality characteristics and unique aesthetic appearance have resulted in the leathers being highly sought-after raw materials for the manufacturing of luxury products, specifically accessories (Exotic Leather South Africa, 2018). Furthermore, according to Bain and Company (2017), the personal luxury goods market experienced growth across all regions, especially with regard to strong tourist purchasing (up 6%). In a 2017 report by Deloitte, it was established that approximately half of luxury purchasing within South Africa is done by international tourists due to the weak rand.

In order to provide a comprehensive understanding on the concept of luxury, one must first establish a contextual definition. However, an interpretation of luxury may differ between individuals as it is situationally contingent and therefore difficult to define. The term “luxury”

has been described by numerous academics and yet little consensus has been reached and therefore a range of definitions will be explored. Luxury is a highly subjective, multidimensional construct and is dependent on consumers who experience it, as well as their perceptions thereof (Hennigs, Wiedmann, Klarmann & Behrens, 2015). Traditionally, luxury goods are categorised according to their rarity, aesthetic appeal, quality, legacy and status all whilst being charged at exclusive prices (Amatulli, De Angelis, Costabile & Guido, 2017). According to Wiedmann, Hennigs and Siebels (2009), luxury is composed of a variety of diverse facets, dependent on the mood and the experience of the person involved. The concept differs across cultures and societies, remains fluid and also changes over time (Yeoman, 2011). From a marketing perspective, luxury products are those that use the most selective distribution channels, are most image driven and provide the best quality and add-on services (Kapferer & Bastien, 2008). Lastly, Chattalas and Shukla (2015), explain that luxury products are “conducive to pleasure and comfort and are also hard to obtain”.

Whilst definitions of luxury are adapted, so are consumers’ value perceptions of luxury. Value perceptions 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.*, 2009). Although there are many other viewpoints, according to Wiedmann *et al.*, (2009), there are four globally important luxury value perceptions, namely, financial, functional, individual and social. These value perceptions largely influence the purchasing behaviour of the luxury consumer. It is impossible to speak of luxury today without integrating the notion of sustainability. Sustainability is understood as “meeting the needs of the present without compromising the ability of future generations to meet their needs” (WCED, 1987: 43). True, contemporary luxury can only be claimed nowadays by brands that act responsibly towards the environment and towards people (Exotic Leather South Africa, 2018).

2.2 THE GLOBAL LUXURY MARKET

The global luxury market is tracked by Bain and Company, which is one of the world’s top business consulting firms (Bain & Company, 2017, 2019). Every year the nine segments, (personal luxury goods, luxury cars, luxury hospitality, luxury cruises, designer furniture, fine food, fine wines and spirits, private jets and yachts and fine art) within the global luxury market are monitored and the results are released in an annual report. The Bain report for 2017 revealed that the overall luxury market grew by 5% to an estimated €1.2 trillion globally, with luxury cars, luxury hospitality and personal luxury goods accounting for more than 80% of the total market. Worldwide, the personal luxury goods segment maintains

momentum with growth across all regions, reaching a record high of €262 billion, local consumption up 4% as well as tourist purchases up 6% (Bain & Company, 2017).

Geographically, key regions that participate in the global luxury market include Asia (China and Japan), Europe (UK, Spain, Italy and France) and the United States of America. China was a key player as consumption bounced back in 2017, driven by refreshed consumer confidence (Bain & Company, 2017; McKinsey & Company, 2019). In Japan, the personal luxury goods market also grew, boosted by a currency-driven rally and increased spending by Chinese travellers. Europe also bounced back, growing by 6% to reclaim its position as the top continent for luxury sales by value. Lastly, the American market struggled in comparison due to the threat of terrorism but managed to complete the year in a positive state, growing by 2% (Bain & Company, 2017).

Bain and Company (2017), describe the current global luxury market as more mature, more steadied and more united than in the past. Economic growth in developed markets has been constrained in recent years and the global luxury goods sector is largely saturated in a number of key markets. The Deloitte group (2017), believed there would be a major difference between what luxury was in 2010 and what it would be in 2020. Today, the global luxury market is characterized by an evolution in consumer buying behaviour, the integration of channels and business model intricacy, a surge in international travel and a mounting importance of the millennial consumer (Exotic Leather Research Centre, 2018).

The above is evident in a number of trends that have emerged within the global luxury market. Bain estimates that “growth will continue at a 4%-5% compound annual rate over the next three years” (at constant exchange rates), and the market for the personal luxury goods to reach €295- €305 billion by 2020 (Bain & Company, 2017). The concept of ‘millennialisation’ of the global luxury industry will also show significant growth potential in the years ahead. According to Bain and company (2017), the global luxury markets’ distribution footprint will also evolve significantly with online sales expected to contribute to 25% of the global luxury market by 2025. This can also be seen with e-commerce jumping by 24% in 2017, reaching an overall market share of 9% (Bain & Company, 2017).

2.3 THE SOUTH AFRICAN LUXURY MARKET

2.3.1 The South African luxury fashion market

It has become apparent that the African continent has experienced a growing consumer appetite for luxury goods. Over the past decade South Africa in particular, has seen an influx of various luxury fashion retailers, from Burberry to Gucci. Furthermore, Deloitte (2017) states that luxury goods consumption is said to grow as luxury brand manufacturers set their sights on the continent with the most growth potential. According to Euromonitor, Africa's luxury retail sales have reached \$4 billion in 2014 with an estimated growth of 31.2% by 2019. Placing Morocco and South Africa at the top of Africa's luxury list (Bloomberg, 2015).

According to Price Waterhouse Coopers' (2016) report, Sub-Saharan Africa is one of the most rapidly growing luxury consumer areas in the world, with a promising emerging economy where the appetite for luxury products is strong and growing (Deloitte, 2014). This is due to a rapidly growing middle-class, coupled with a high level of urbanisation and youthful population. Additionally, South Africa is currently seen to have the most developed luxury retail sector of all African countries and plays host to various global luxury brands including Cartier, Fendi, and Louis Vuitton (Moorad, 2013). Moreover, South Africa accounts for 60% of Africa's millionaires and has become a valuable region to invest in over the past 20 years.

This showcases great potential for wealth creation within South Africa's luxury market. According to Wise (2014), South Africa provides accessible luxury goods to well-travelled global consumers. Tourism to South Africa has grown steadily over the last 15 years, becoming "one of the most popular tourist destinations not only in Africa, but also in the world" (Saayman & Saayman, 2018). With 10 million tourists visiting South Africa every year, tourism has developed into a very significant industry, accounting for more than 9% to the country's gross domestic product (GDP) (Stats SA, 2017). According to the latest Tourism and Migration Survey released by Stats SA (2016), the top five foreign countries with the highest number of tourists visiting South Africa were the USA, UK, Germany, Netherlands and France. In fact, there is an increase in demand from foreign visitors, who capitalise on the weaker South African currency by buying products at lower prices than what can be found in their own countries. This in turn has a huge marketing potential for luxury brands in South Africa who can capitalize on this idea of 'value' by promoting the exchange rate of luxury goods to various tourists with different value perceptions.

Furthermore, destination-shopping has become a growing trend in South African fashion retail, resulting in the upgrade of properties. Recent years have seen existing malls expand in order to establish trendy new spaces for big-league luxury brands. South African luxury fashion retailers have grown drastically and can be found in a variety of major shopping destinations, namely Cape-Town (V&A Waterfront), Johannesburg (Sandton City, Hyde Park, Mall of Africa), Tshwane (Menlyn Park Mall) and Durban (Gateway). V&A aims to boost its image of luxury with the 'Platinum Mile', and Sandton City aims to achieve the same with its 'Diamond Walk'. In South Africa the Surtee Group plays host to many luxury fashion brands including Burberry, Giorgio Armani, Hugo Boss, Lacoste and Versace, among others (Wise, 2014).

2.3.2 The South African exotic leather industry

Southern Africa dominates the crocodile farming business on the continent. South Africa, Zimbabwe, Zambia and a few other countries in East Africa are home to the biggest crocodile farms in Africa. This region exports over 250,000 crocodile skins every year (Iwuoha, 2015). Exotic skins are the fastest growing sector of the SA leather market and is primarily driven by the hides of two species, namely, Nile crocodile and ostrich hide (Exotic Leather South Africa, 2018). South Africa hosts approximately 80 registered crocodile farms such as Le Croc and the Nilo Group. Every year these farms export more than 80 000 hides to international markets, and are worth \$12-16 million (Iwuoha, 2015).

Less than 10% of South African crocodile skins that are manufactured locally are sold locally, but rather ninety percent of South African crocodile skins are consumed by fashion houses in Europe and Japan (van Rooyen, 2012). According to van Rooyen (2012), South Africa's biggest export market is currently Asian and European luxury markets known for their luxury branded products like Louis Vuitton, Hermes, Coco Chanel, Prada and Gucci. In order to sustain this continuously growing industry in South Africa, Exotic Leather South Africa was established.

The University of Pretoria senate sanctioned the establishment of the Exotic Leather Research Centre (ELRC) together with Chairs in Crocodile Health and Welfare, Crocodile Production and Exotic Leather Trade and Marketing in August 2013 (Exotic Leather South Africa, 2018). Exotic Leather South Africa is one of five sub-national clusters created by the Department of Trade and Industry (DTI) and registered as a non-profit organization. The organisation is responsible for developing the best practice industry standards in an attempt to improve the long-term sustainability and global competitiveness of the industry (Exotic Leather South Africa, 2018). The mission of Exotic Leather South Africa, is to ultimately

position the South African leather industry in the global market so as to generate a greater income for the entire country (Exotic Leather South Africa, 2018).

Exotic Leather South Africa aims to be a leading training, research and diagnostic resource for the crocodile and ostrich industry nationally and internationally. They aim to “provide scientific support in the local exotic leather industry, thereby increasing the industry’s contribution towards skills development, job creation and increased export earnings” (Exotic Leather SA, 2018). Exotic Leather SA also aim to institute a national research capacity in crocodile and ostrich health, welfare and production.

Globally, consumers have become increasingly aware of the manner in which natural resources are utilised. Environmental, economic and social factors, including the welfare of animals, have become significant considerations to the more environmentally conscious, and educated consumer. Presently Exotic Leather South Africa encompasses the importance of ethical and sustainable sourcing policies and procedures, and yet there is still much uncertainty surrounding the perceptions of sustainable luxury and whether the efforts undertaken by Exotic Leather South Africa will lead to the acceptance of these sustainable luxury products.

2.4 LUXURY CONSUMERS

2.4.1 Segmentation

2.4.1.1 The millennial cohort

The last few years have witnessed phenomenal growth in the luxury fashion market, with the number of luxury consumers having tripled over the last 20 years (Deloitte, 2017). According to Bain and Company (2017), the “millennialization” of luxury consumers is the main growth engine of the luxury growth market. Generation Y (consumers born between 1977 and 2000) created the generational shift that contributed to 85% of luxury growth in 2017. However, a broader “millennial state of mind” is infiltrating the luxury industry and altering the purchasing patterns of all generations (Bain & Company, 2017).

Millennials are fast becoming an increasingly influential segment and luxury brands need to understand them in order to adapt their product offering to appeal to these technologically-savvy consumers (Luxury institute, 2016). It is estimated that by 2020 Generation Y will account for 40 % of all consumers, so it is of utmost importance that luxury brands establish a connection. Millennials are seen as more knowledgeable than previous generations and

are able to influence other segments in the way they use technology to make purchasing decisions (World Economic Forum, 2016).

The report also found that in order to effectively target millennials, luxury brands can profit by fully comprehending their buying behaviour and influencers. The luxury sector needs to continue to build a strong relationship with an ever-increasing technology assortment, especially as these consumers continue to utilise online channels and platforms for e-commerce purposes (Bain & Company, 2017). The use of technology significantly influences the lives of these young shoppers through the convenience of finding information and engaging with brands and products (Luxury Society, 2015). Today's millennial consumers use a range of devices and are more connected than ever before. This trend is having a significant impact on the way consumers choose luxury products.

2.4.1.2 Cultural differences

Different value perspectives are found in different cultures (Solomon & Rabolt, 2004), and so cultural differences also cause differences in consumer behaviour. Generally, two individuals do not share the same beliefs even though they may purchase the same product. This is due to the difference in perceived value across cultures. For the purpose of this literature review, Eastern and Western luxury consumers will be compared.

- **Western luxury consumers**

Luxury consumption in emerging markets is strongly influenced by Western consumer culture (Üstüner & Holt, 2010) and globalization (Chaudhuri & Majumdar, 2006). The USA is still by far the world's largest luxury market, valued at an estimated \$79 billion in 2015 (Euromonitor, 2016). Although the US luxury market is seen as enticing due to consumers' spending habits, it is in fact highly fragmented due to a rise in inequality. An ageing population and an increase in the number of affluent 'baby boomers' represent opportunities for high income earners whilst middle income groups strive for 'affordable luxury'. Another factor to be considered is the newly elected president's (Donald Trump) viewpoint, and along with that, the challenge of luxury brands being produced outside of the US (Luxury Daily, 2016).

From a more positive perspective, the annual Nielsen report (2016) suggests that African-American millennials are driving social change and the way responsible consumerism is perceived. Previous research illustrated that Western consumers tended to be more individualistic and loyal to their own ethical beliefs rather than to their company's (Garcia, Mendez, Ellis, & Gautney, 2014). Today, these ethical concerns are even more infinitely

expressed with millennial consumers fuelling social support for sustainable and ethical consumption. Zietsman (2017) found that American consumers have strong purchasing intentions for sustainably manufactured luxury products such as exotic leather products and that they also express strong sustainable luxury value perceptions. These young consumers are well educated and tech-savvy and regard social media as very important. The US luxury consumer is also a vigorous viewer of television and therefore in order to effectively reach African-American luxury consumers, a multimedia approach is necessary. Additionally, Ferreira (2017) found that Americans also use a variety of social media platforms, but that they mostly prefer Facebook.

- **Eastern luxury consumers**

Literature has evolved where in comparison to Western cultures, Eastern cultures tended to be very collective in their luxury value perceptions. Asian cultures also focus more on the importance of acting in the best interests of the company's ethical beliefs rather than their own individualistic beliefs (Garcia *et al.*, 2014). This study also found that the type of value system that each culture holds depends on the type of government. Today, Eastern cultures are following suit from Western consumers and slowly becoming more individualistic in their value perceptions, ethical standards as well as buying behaviours (Garcia *et al.*, 2014). Currently, according to Fung Business Intelligence Centre (2015), Chinese luxury consumers are now increasingly looking for low-key, unique products instead of those with conspicuous logos. Asian luxury consumers are looking beyond just a shopping experience, but rather a more personal and meaningful transaction that represents their personal values. With regard to ethical concerns, it is evident that Eastern luxury consumers are still lagging behind Western cultures in the adoption of sustainable business practices such as workers' rights and animal welfare. Zietsman (2017), however, found that Chinese consumers expressed strong purchasing intentions for sustainably manufactured luxury products such as exotic leather products.

This may be due to traditional beliefs but nevertheless, Eastern cultures are still gradually gaining sustainability acceptance (Garcia *et al.*, 2014).

Due to rapid urbanisation over recent years, the development of cities in the East have attracted large numbers of rural immigrants and a huge demand for luxury products (Exotic Leather Research Centre, 2016). Another factor to take into consideration is that Asian luxury consumers are becoming more confident in buying luxury products online. Having a strong online presence therefore is a crucial component of a luxury retailers' strategy (Seo & Buchanan-Oliver, 2015). Ferreira (2017) found that Chinese consumers use a variety of

social media platforms, but mostly prefer blogs and Facebook. Furthermore, it is generally accepted that luxury Asian consumers have strong preferences for shopping luxury goods when travelling. In fact, Chinese tourists spend the majority of their budget on shopping and has the highest outbound expenditure in the world (overtaking the US). To capitalise on Eastern luxury consumers, luxury retailers have strengthened their efforts to make shopping more comfortable and convenient for Chinese visitors, such as employing multi-lingual staff and delivering purchased goods at hotels and airports (Exotic Leather SA, 2018). For South African exotic leather brands, developing an effective and convincing online presence could aid greatly in attracting international Eastern luxury consumers.

2.5 CONCLUSION/ IMPLICATIONS

With today's uncertain economic climate, educated consumers and easily accessible products and information, the luxury market is forced to adapt at a rapid pace. There are still a vast number of consumers demanding luxury in its many forms and who are also willing to pay premium prices for them. However, defining luxury can be difficult as it can mean something different to each individual. For most people it means excess, abundance, quality, high price, exclusivity and an extravagant lifestyle, and it is bought not only for functional reasons, but also for social, individual and financial reasons.

The global luxury market of today can be described as more mature and is driven by high-tech millennials who hold very specific luxury as well as ethical value perceptions. It is also driven by tourism where it has been found that many luxury consumers spend outside of their home countries, which is then part of the journey. Leather brands have always been among the most valuable in the luxury market and particularly exotic leather products which are the main symbols of luxury among male and female consumers. South African exotic leather (crocodile and ostrich) products fall into the personal goods luxury market segment. It is therefore important for the South African leather industry to identify the consumer segments that are attracted to these products, as well as the factors that influence their purchasing behaviour.

Consumers that purchase luxury goods, do so for different reasons. Consumers from different cultural backgrounds, and even from different market segments within the same culture differ with regard to the importance of the value perceptions that drive their purchasing intent and therefore also the reasons why they buy luxury products as well as their purchasing behaviour. They also differ with regard to their perceptions of the

luxuriousness of products and the dimensions that are most important for them, such as quality uniqueness, price, exclusivity, etc. It is therefore of utmost importance for marketers of South African luxury exotic leather products to firstly determine their target markets' luxury value perceptions and secondly their perceptions of the luxuriousness of South African exotic leather products, and then to align their product offerings and marketing strategies to their target markets' most important value perceptions.

This literature review explored different cultures of millennial tourists' purchasing intentions for, and different perceptions of the luxuriousness of sustainability-labelled luxury exotic leather accessories.



CHAPTER 3

LITERATURE REVIEW: SUSTAINABILITY

3.1 INTRODUCTION

The luxury industry has always been perceived to trail behind other industries in terms of sustainable commitment (Bendell & Kleanthous, 2007). However, in recent years the luxury fashion landscape has changed dramatically with sustainable fashion becoming increasingly mainstream (Preuit & Yan, 2017). The emergence of this ‘megatrend’ (Mittelstaedt, Shultz, Kilbourne & Peterson, 2014) has developed a “paradigm shift from conspicuous consumption to conscientious consumption” (Cvijanovich, 2011). Luxury consumers are increasingly aware of environmental and social concerns (Hennigs *et al.*, 2015) and consequently, expect luxury brands to address these sustainability aspects. This chapter explores the complex concept that is sustainability, sustainable luxury, sustainable marketing, sustainable labelling as well as the implications of such for this study.

3.2 DEFINING SUSTAINABILITY

The term ‘sustainability’ has no coherent definition, but is rather intuitively understood. Sustainability is situational, context dependent and has many different meanings and associations for different people. According to Baumgartner (2009), the most cited definition used to date originates from WCED (1987:43), and describes sustainability as “meeting the needs of the present without compromising the ability of future generations to meet their needs”.

Another definition for sustainability refers to a manner of consumption that ensures that future generations may have quality of life, where they can meet their needs in harmony with the worlds’ resources (Kapferer & Michaut-Denzeau, 2014). Furthermore, it is emphasised that sustainability does not only encompass environmental aspects, but also human connection to our planet (Gomis, Parra, Hoffman & McNulty, 2011). Therefore, it is

imperative to include a more comprehensive, holistic perspective on such a multifarious topic.

Sustainability thus interpreted, translates into a triple bottom line (TBL) responsibility, which comprises of three dimensions, namely; economic, environmental and social (Jackson, 2005; Seyfang, 2009). This concept is in line with the so-called 3P's, i.e. people, planet, profit. The TBL approach positions that a corporation's ultimate success should be measured not just by the traditional economic (profit) bottom line, but also by the implementation of social (people) and environmental (planet) approaches (Norman & MacDonald 2004).

3.2.1 Economic sustainability

In general terms, the economic dimension is associated with the effect consumption has on the economic well-being of consumers; i.e. financial aspects such as economic performance, market presence, procurement practices and earning pressures (Norman & MacDonald 2004). More specifically, aspects of the 'economic pillar' within sustainability include more ethical financial considerations such as minimum wage, enterprise resilience and productivity versus profitability. Ethical consumers prefer to purchase products manufactured by workers who are paid a fair wage, workers who are compensated for their profitability and who benefit directly from the profit they make.

In context of the exotic leather industry, "South Africa has untapped potential in terms of economic growth and local job creation" (Exotic Leather South Africa, 2018). The exotic leather industry employs thousands of South Africans across the entire value chain from producers and tanneries to leather craftsmen and leather goods retailers. According to the South African Leather Research Institute, the leather textiles and footwear industry amounted to over R3.5 billion in production incentives in recent years. An estimated 6000 jobs have been saved and 6 000 new, sustainable jobs have been created (Exotic Leather South Africa, 2018). There has also been a strong growth in leather and leather goods exports, up by 60% in recent years with substantial improvements in productivity over the period. Furthermore, 28 new factories were opened in the leather and footwear industry from 2012 to 2015 (Exotic Leather South Africa, 2018).

3.2.2 Social sustainability

The social dimension is associated with the effect that consumption has on the personal well-being of the consumers; i.e. reflecting quality of life. This dimension concerns the welfare of the community, labour practices, acceptable working hours, occupational health

and safety, product responsibility and human rights. More specifically, the 'social pillar' of sustainability concerns labour rights, gender rights, cultural rights and social services such as education to name but a few. In the context of the present study, a few social sustainability issues will be explored.

3.2.2.1 Workers' rights

Within the exotic leather industry there are many councils and workers support unions in place to protect worker's rights and ensure safe and fair working conditions. One example is the National Bargaining Council of the Leather Industry (NCBLI), who are responsible for the handling of labour related issues such as labour disputes and wage negotiations. Another is the South African Clothing and Textile Workers Union (SACTWU) who aid in representation and research findings. The last example is the South African Crocodile Industry Association (SACIA) who are responsible for managing the affairs and bargaining on behalf of exotic leather producers. These associations are set up to provide support and add value to enhance the workers lives and improve their communities. Ultimately, this support also exhibits respect for workers upstream.

3.2.2.2 Animal welfare

For luxury companies who strive for social sustainability excellence, the sustainable sourcing of their products is a key concern that cannot be overlooked. Companies that utilize any material from animal origin such as leather, exotic skins or furs need to ensure that the animals in the supply chain are treated with care and respect. This is demonstrated through sustainable trade, species conservation and protection of ecosystems. An example is the international agreement between governments to ensure that international trade in specimens of wild animals and plants does not threaten their survival (Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES)). The Responsible Luxury Initiative (2016), established animal sourcing principles used to determine how animals are caught, maintained, bred, raised, transported, handled, and slaughtered. Amongst them were the following;

- Freedom from hunger and thirst: access to fresh water and a diet for full health and vigour.
- Freedom from discomfort: housed in a clean and secure environment including shelter and a comfortable resting area. This includes appropriate lighting, temperature, humidity, air circulation, ventilation and any other environmental conditions necessary for the species.

- Freedom from pain, injury or disease: by prevention or rapid diagnosis and treatment.
- Freedom to express normal behaviour: sufficient space for movement, proper facilities and company of the animals' own kind.
- Freedom from fear and distress: conditions and treatment that avoid mental suffering. This includes being handled in a calm and gentle manner to minimize agitation or stress.

Furthermore, the sourcing of animals should be undertaken in compliance with the appropriate local, regional, national and international animal welfare laws and regulations. Luxury companies should follow the guidelines set out by the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), relating to sustainable production methodologies. Those working in farm environments should be trained in species-specific behaviours and handling techniques appropriate to that specific species. With regard to crocodiles and ostriches within the exotic leather industry, the effects of animal welfare on the hides and skins have been well documented, but unfortunately the availability and reliability of the information within a South African setting has been very inconsistent. New research is required to address these specific needs where existing research fails to provide answers (Exotic Leather South Africa, 2018). However exotic leather companies can start by working with supply chain partners who share the same values and approaches with regard to sustainable sourcing practices.

3.2.2.3 Education and skills development

Another important aspect within the social sustainability dimension regards education and the development of skills. Higher levels of education are associated with enhanced worker productivity and the ability to generate higher incomes. In addition, a knowledge-based economy also requires the continual upgrading of skills and this requires customized training through the private sector, educational institutes as well as community organizations. An example within the exotic leather industry is the Sectoral Education and Training Authority (SETA) who focus on establishing credible institutional mechanisms for skills planning and provide the relevant accreditations. According to Exotic Leather South Africa (2018), the lack of SETA accreditation is one of the biggest reasons why leather companies do not train locally. Another example is the International School of Tanning Technology (ISTT) who provide leather specific education and training at National Qualifications Framework (NQF) Level 2 to 4. Lastly, the Leather Research Institute (LRI) provides South Africans with opportunities to research and obtain degrees within an exotic leather field. Overall, increased

knowledge and aptitudes on the subject can only have a direct and positive effect on the firms' performance in sustainable development.

3.2.3 Environmental sustainability

The environmental dimension is associated with the effect consumption has on environmental well-being; i.e. environmental change ensuing from the depletion of natural resources, and the health and human well-being consequences thereof. Evidence (Kristensen, 2002) appears to suggest that environmental concerns are the most commonly used policies used by organisations to demonstrate their sustainable commitment. Strategies employed within this dimension involves transparency in raw material consumption and the preservation of those materials, the amount of energy and water expended during processing and how emissions, effluents and wastes were discarded or recycled. More specifically, the “environmental pillar” of sustainability includes water use and treatment, soil land impact, protection of biodiversity, responsible use of natural resources and carbon and other energy considerations. In the context of the present study, the following environmental sustainability issues will be explored.

3.2.3.1 Determination of water and carbon footprint

Above is a brief overview of exotic leather processing. One of the most energy intensive stages within the supply chain is the tanning process. The main purpose of tanning and leather finishing is to produce durable material in order to make the leather accessories, and although useful by-products are generated during tanning, much of the waste is potentially toxic. This chemical process uses large quantities of water and therefore also produces considerable amounts of both liquid and solid wastes. The tanning process can be divided into three main stages namely wet-blue processing, dyeing operations and leather finishing. Wet blue processing involves the processing of raw hides into stable products that cannot rot and is an internationally traded commodity (Swartz, Jackson-Moss, Rowswells, Mpofo, & Welz, 2017). However, the production of wet blue is also the most polluting of all tanning operations. Dyehouse operations include splitting and shaving hides to a defined thickness, neutralising, re-tanning, dyeing and fat-liquoring so that the hide is referred to as crust leather. The effluent from the dyehouse operations pollute less than the effluent from wet blue processing. Lastly the finishing of leather involves applying a film to the leather surface to give the leather protection and durability for its intended purpose and fortunately very little water is used in this process (Swartz *et al.*, 2017).

3.2.3.2 Restricted substances

Throughout the above processes, the actual tanning is accomplished by adding tanning chemicals into a drum containing the hides for an appropriate time period. In the case of wet blue, the tanning agent is trivalent chrome tanning salts. In the case of wet white or metal free leather, glutaraldehyde is used. However, previous research by Swartz, *et al.*, (2017) stressed that tanneries only use trivalent chromium, which has been found to be non-toxic and limits for disposal thereof have been relaxed. Restricted substances may impart to leathers being exported internationally but very little information is known about locally manufactured chemicals or contaminants they may contain (Exotic Leather South Africa, 2017). Although international communities are working swiftly to authorise and analyse types of tanning chemicals, lower-income countries using imported chemicals would most certainly benefit from the research that is currently taking place. In South Africa, the University of Pretoria occupies testing facilities that would greatly benefit the analysis of local materials and chemicals. This knowledge would provide greater confidence to South African leather companies looking to market their exotic leather accessories abroad, as well as greater confidence to environmentally conscious consumers looking to buy these products.

3.2.3.3 Waste minimisation

One of the most successful ways in countries who have managed to keep competitive has been to save cost by not eliminating or beneficiating waste properly. A large degree of the raw material entering the South African leather industry is wasted through production inefficiencies, but there are currently *Department of Trade and Industry* incentives in place to increase efficiencies.

The specific pollutant loads generated by the different types of tanning processes vary considerably for the main pollutants found in the wastewater streams such as sulphates, chlorides and chromium. These pollutants add to the pollutant load on the environment of the wastewater streams discharged and municipalities include discharge standards for these pollutants in their trade effluent by-laws (Swartz *et al.*, 2017). Overall, cleaner production technologies are continuously being researched, developed and applied to the tanning industry and a starting point would be to reduce the reduction of salt loadings used in the processes.

The luxury market, and specifically also the luxury leather industry, has not escaped the drive towards sustainability, and environmental-, social- and animal cruelty concerns of top brands have now become a major challenge for the luxury industry, who is perceived to lag

behind other industries in terms of environmental and social sustainability. The South African leather industry is aware of consumers' and brands' sustainability concerns and is working towards reducing its impact on the environment and treating animals in a humane way. They are also setting minimum standards of operations in an attempt to establish and market the South African exotic leather (ostrich and crocodile) industry as a sustainable industry that maintains the highest ethical standards.

3.3 SUSTAINABILITY PRINCIPLES

Sustainability claims are words or images that are used to differentiate responsible products, processes and businesses from their counterparts (International Social and Environmental Accreditation and Labelling Alliance (ISEAL), 2015). They are used to provide consumers with information about the social and environmental qualities of a product or service, which in turn may influence the decision of whether to buy a particular product or not. It is therefore of great importance that these claims are in fact truthful and express what has actually been achieved (ISEAL, 2015).

However, along with sustainability claims becoming commonplace in the market, so too has the practice of making empty, baseless or exaggerated sustainability claims. ISEAL Alliance, the global membership association for sustainability standards, developed a *Challenge the Label* initiative in order to provide guidance on these sustainability claims. Five ethics principles were identified for credible sustainability claims. Claims must be clear, accurate, relevant, transparent and robust.

3.3.1 Clear

The sustainability claim should be easily understood and free from misleading details. (ISEAL, 2015). The claim should convey what it is referring to, the basis for the claim, which sustainability attributes are covered and how the claim was verified (ISEAL, 2015).

3.3.2 Accurate

The claim must be truthful and based on substantiated evidence. The claim should state information that has been substantiated or evidence must be provided to verify the claim. Assessments of compliance should provide an accurate picture of whether an entity meets the requirements in a standard (ISEAL, 2015).

3.3.3 Relevant

The claim should concern an issue that is material or significant to the product or business, and not a distraction from bigger and more important issues (ISEAL, 2015). This principle concerns whether the standards are fit for purpose and only address the most significant

sustainability impacts that contribute to a specific set of objectives. A claim should not feature distractions that will easily win over consumers whilst glossing over the main issue.

3.3.4 Transparent

Transparency is the cornerstone of a credible sustainability standards system. Essentially, a claim must foster trust by allowing stakeholders to understand how decisions are made or how content is determined so that they can form their own decisions about the validity or legitimacy of the process (ISEAL, 2015). Relevant information about the development and content of the claim needs to be freely available and easily accessible. This includes how the system is governed, what is certified and how stakeholders can engage in the process (ISEAL, 2015).

3.3.5 Robust

A claim should have controls in place regarding when the claim can be used and by whom, and a clear criterion should be met before a claim can be used (ISEAL, 2015). There are many approaches that can be taken to achieve a robust system. They may be defined in the business's own internal policies or consulted with a credible third party such as an NGO, government agency or standards body (ISEAL, 2015).

In their attempt to establish a sustainable South African exotic leather industry that produces materials and products that were sourced and manufactured in a sustainable way, the South African exotic leather industry should market its products with a strong message that the highest pro-environmental and ethical standards were maintained throughout the leather value chain, while its customers' specific value perceptions were also constantly kept in mind. This should be done with claims that comply with the principles set by acknowledged international sustainability organizations.

3.4 MARKETING SUSTAINABILITY FOR THE CONSUMER

As a result of their growing performance, luxury brands have become the centre of attention through multiple editorials in the media. Growth and high visibility have also increased their exposure to criticism and caused luxury brands to be appealing pursuits for sustainable development activists. Most luxury brands are indeed aware of these challenges in today's business background, and have therefore highlighted the role of sustainability in their business practices. Although luxury companies produce extensive reports of their efforts, consumer perceptions of their sustainable orientations are two entirely different topics. For pioneers, sustainable luxury also means clear traceability. It is about using resources in a sustainable way, giving back to the planet what we take from it, whilst also displaying trustworthiness. Conversely, if a brand is recognised as showing sustainability due to overuse of e.g. their logo, consumers may doubt the legitimacy and genuineness of their sustainability claims.

In these times of rapid change, luxury corporations are facing very delicate, yet important issues related to the sustainability of their brands. How effectively brands deal with the challenges of sustainability will define their success for decades to come. Executives are highly conscious of the sustainability efforts they have employed and what implications these efforts may have for the competitiveness, and ultimately even the survival of their organizations. Although sustainability has been criticized and contested, it cannot be dismissed (Naderi & Strutton, 2013). Sustainable development has become a prevalent problem for luxury brands (Gardetti & Torres, 2014), specifically because more than any other sector, the luxury sector is highly sensitive to the risks of reputational damage. This in turn can significantly affect the brand's pricing power and fiscal value (Kapferer & Bastien, 2008).

Sheth, Sethia and Srinivas (2011), have identified three major deficiencies within current sustainability strategies. Strategies do not focus directly on the customer, they do not recognise the impending threats from rising global overconsumption and finally, they do not take a holistic approach of these matters into consideration. Previous research by Berns, Townsend, Khayat, Balagopal, Reeves, Hopkins and Krushwitz (2009) also suggests that companies are mainly focused on the environmental initiatives within the sustainability construct, and what's more, approaches to environmental sustainability are compliance driven rather than tactical. When social and economic initiatives are considered, they normally fall under the conventional umbrella of corporate social responsibility (CSR) in the form of discretionary programs without any long-term goal in mind (Hoffman & Woody, 2008). Similarly, Lubin and Esty (2010:1), add that "luxury brands are flailing around with launching a hodgepodge of initiatives without any overarching vision or plan.

However, now more than ever, there is a growing trend to support the notion that sustainability can generate value. In order to participate in effective sustainable marketing, luxury brands need to modernise their associations with sustainable development. They need to reevaluate their sustainability marketing strategies and then prove, renew and refresh them for today's consumer. This can be achieved by incorporating buzzwords, such as 'eco', 'environmentally-friendly', 'green' or 'organic', into their marketing communications (Chen & Chang, 2013). Although incorporating buzzwords and other sustainability slogans into marketing communications can be beneficial in attracting the consumer, companies must be cautious to avoid engaging in greenwashing. This is defined as misleading advertising of green credentials (Delmas & Burbano, 2011) and indicates that an

organisation is aware of their poor environmental performance, yet communicates positively about it (Du, 2015).

Finally, sustainable marketing for the consumer would not be complete if not integrated with the concept of customer-centric sustainability (CCS). The CCS approach controls the interchange between businesses and consumers and helps to make sustainability an essential part of business operations. The concept implies that the three sustainability dimensions - environmental, social and economic be refreshed and reorganized to represent the sustainability marketing needs of today. According to Grail Research (2010), luxury consumers will either reward or penalise companies that accent or ignore the importance of sustainability excellence and the concept of CCS. Finally, this sector needs to carefully manage its marketing efforts and image as a whole to avert public attacks on its legitimacy and traceability.

3.5 SUSTAINABILITY LABELLING

Sustainability labelling also incorporates the adoption of the triple bottom line (economic, social and environmental retail strategy) into the labelling of the product. It is used as an informative, promotional tool which translates ethical qualities into product characteristics (Hartlieb & Jones, 2009). Essentially retailers use sustainability labelling to provide their consumers with important information regarding the brand's values, and in turn this allows consumers to display their ethical beliefs as per their choice of consumption. Therefore, sustainability labelling offers a mechanism to moralize and humanize business processes – ultimately influencing consumer behaviour (Hartlieb & Jones, 2009).

In 1987, The UN Environment Programme confirmed that sustainable consumption was indeed a grave issue in dire need of change. Since then, ethnic, organic and social labels guaranteeing alternative production standards have developed, thereby encouraging the demand for socially and ecologically responsible products (Luchs, Naylor, Irwin & Raghunathan, 2010). However, due to the lack of research on sustainability labelling within the retailing sector, the proliferation of sustainability labels have consequently resulted in consumer uncertainty and queries of reliability (Wiese, Kellner, Lietke, Toporowski & Zielke, 2012). In order to aid consumers in the already difficult evaluation of credence goods, companies have created labels that endorse and authenticate product sustainability claims.

Several terms have been developed to indicate these labels, namely; 'ethical labels' (Hartlieb & Jones, 2009), 'eco-labels' (Teisl, Rubin & Noblet, 2008), 'environmental labels' (Grankvist, Dahstrand & Biel, 2004) or 'sustainable labels' (Sirieix, Delanchy, Remaud,

Zepeda & Gurviez, 2013). Additionally, a study by Griesshammer, Bunke, Eberle, Gensch, Graulich, Quack, Rudenauer, Goetz and Birlze-Harder (2004), suggested that a collective sustainability label that could provide diverse information in various formats could prove the most successful in changing consumption patterns. A collective label is defined as “a brand owned by an organization or an association, whose members use this label to identify themselves with a certain level of quality, particular geographical origin or other characteristics set by the organisation” (Norberg, Maehle & Korneliussen, 2011:368). Consumers may feel more trusting of a sustainability label published by an independent organization rather than by the retailer, as it makes for a more authentic certification.

Consumers analyse the entirety of criteria, i.e. quality, price and the environmental/social compliance when looking to buy a sustainable good (Griesshammer *et al.*, 2004). Therefore, the ideal label would summarize product information in a straightforward way, aiding consumers in their purchasing decisions rather than complicating the matter. It should adapt on data from existing labels as well as add currently missing information (Engels, Hansmann & Scholz, 2010). Lastly, as previously mentioned, it should be ‘collective’ – incorporating text, symbolism (perhaps a leaf or drop of water to communicate commitment to the environment), and lastly third-party certifications or logos (Griesshammer *et al.*, 2004).

3.5.1 Consumer perceptions and preferences

Prior literature conducted by Thøgersen (2005), advises that knowledge is necessary for environmentally conscious behaviour. However, the bulk of consumers currently lack that knowledge, and this is partially due to the lack of sustainability advertisements available at the point of purchase. On the other hand, it is suggested that consumers may also be confused or overwhelmed by the inclusion of too much information on sustainability labels. Ultimately based on a consensus of prior research, it has been discovered that consumers prefer more rather than less product information on product revelations. Additionally, they also prefer full product life cycle information rather than focussing on just one or two stages of the cycle (Engels *et al.*, 2010). Regarding marketing initiatives, luxury retailers should aim to present this information in a clear, concise and factual manner (University of Delaware’s Sustainable Apparel Initiative, 2009). Consumers perceive the abuse of jargon and graphic illustrations as an over emphasis of the ‘product story’ (Hyllegard, Yan, Ogle & Lee, 2012).

A study conducted by Hyllegard *et al.*, (2009), investigated environmentally-friendly production and fair labour messages and the impact they had on consumer’s evaluations of hang-tags, as well as their attitudes and purchase intentions toward an apparel brand. Findings suggested that apparel firms did in fact benefit from incorporating explicit messages

and logos to convey their socially responsible business practices. The use of their explicit messages and logos avoids ambiguity amongst consumers and produces favourable evaluations of hang tags and positive attitudes toward the apparel brand (Hustvedt & Bernard, 2010). Research found that consumers were more impacted by negative messages than positive. If conventional products disclosed not only the ingredients, but also the harmful effects associated with those ingredients, consumers would in fact favour green products over conventional alternatives (Borin, Cerf & Krishnan, 2011). With regard to colour, a study by Biel, Dahlstrand and Grankvist (2005) showed that labels using red, green and orange achieved a considerable behavioural impact and that negative (red) labels had a stronger effect than positive (green) labels. According to Cowburn and Stockley (2004), consumers also process numerical product information more easily than non-numerical information, which requires the interpretation of text or graphs.

Finally, with regard to consumer motivations, research conducted by Grankvist and Biel (2007), suggests that consumers respond to the personal relevance of environmental effects. If sustainability labelling detailed direct consumer benefits rather than broader environmental benefits, sustainability claims may actually be more effective (Cho, 2015). Furthermore, consumer responses may be driven by self-enhancement, i.e. supporting green to be seen. This is defined as sustainable behaviours to improve status, power and control. Therefore, in context of the present study, and with this knowledge, sustainable luxury marketers need to use these perceptions in their labelling strategies.

3.6 CONCLUSIONS / IMPLICATIONS FOR THE STUDY

The emergence of sustainability as a 'megatrend' has developed a paradigm shift from 'conspicuous consumption' to 'conscientious consumption' where consumers have become more responsible and better informed about brands and their products. As sustainability is defined as meeting the needs of the present without compromising the ability of future generations to meet their needs, it does not only apply to the physical environment, but rather our human relationship with the world. Therefore, it is imperative to include a more comprehensive, holistic approach to the three dimensions, i.e. economic, social and environmental sustainability.

Growth and high visibility have also increased luxury brands' exposure to criticism and caused brands to take a closer look at the way sustainability issues feature in their business practices. Brands need to display clear traceability and failure to do so will result in

consumers doubting the legitimacy and genuineness of their claims. Exotic leather brands need to therefore incorporate the five ethics principles into their sustainability claims which include being clear, accurate, relevant, transparent and robust.

Interest in ethical fashion is accompanied by the question of whether sustainability is compatible with luxury in the consumers mind. Although a minority of luxury customers include sustainability in their purchase decisions, it remains that more customers have very marked expectations with respect to the sustainable orientation of luxury brands. Sustainability has become an element of quality expected by luxury customers and in response to increasingly rigorous consumer demands, luxury exotic leather brands must redefine their business models to incorporate a more future-oriented type of luxury approach. This approach involves deeper values embodied in the heart of the brand and must be evident throughout the sourcing, manufacturing, marketing and distribution of the exotic leather accessory.

Consumers' sustainability luxury value perceptions are driven by their subjective expectations and individual perceptions of luxury value. With regard to this study it would mean that consumers purchasing intent for luxury exotic leather accessories as well as their perception of the luxuriousness of these products will be driven by their specific luxury value perceptions.

With regard to marketing, the South African exotic leather industry has to accept the perspective that sustainability excellence has become a fundamental market responsibility. Exotic leather brands that ignore these responsibilities are at a high risk of reputational damage. Through the effective use of sustainability labelling as an informative, promotional tool, ethical qualities can represent product characteristics. The South African exotic leather industry should, however, realize that sustainability labelling on a luxury exotic leather product can impact consumers' perceptions of sustainably manufactured products as well as their intentions to purchase such products either positively or negatively. Exotic leather accessories of particularly new and unknown luxury brands should be marketed and labelled with a strong, but clear message, that the highest pro-environmental and ethical standards were maintained throughout the leather value chain, coupled with the message that such a purchase will not expect the consumer to make trade-offs regarding personal luxury value perceptions.



CHAPTER 4

THEORETICAL PERSPECTIVES

4.1 INTRODUCTION

The main role of a theoretical perspective is to help and guide the researcher. It usually implies a set of statements describing and explaining the relationship between human behaviour and the factors that affect or explain it (Babbie & Mouton, 2010). On the whole a theoretical framework, consequently, helps the researcher summarize any previous information and to guide the future course of action. Simultaneously, the formulation of a theory(theories) may indicate missing ideas or links and the additional data required to fully understand how things are connected, and to establish sets of propositions or generalizations (Henning *et al.*, 2004). It also forms the backbone for the conceptual framework that guides the objectives and research questions. This study deals with the concepts of luxury value perceptions, sustainable luxury, luxuriousness and purchase intent. These theoretical concepts, their inter-relatedness and application to this study are discussed in this chapter.

4.2 LUXURY VALUE PERCEPTIONS

The concept “value” is a key concept in understanding consumer behaviour and can be defined as a consumer’s preference for, and evaluation of a product’s or service’s attributes, performance and perceived consequences (Woodruff, 1997; Tynan *et al.*, 2014). It is therefore important for marketers and retailers to understand the reasons why their target markets buy their products, as well as how their perceptions of value influence their purchasing behaviour

The literature dealing with the concept of luxury lacks a clear definition of luxury. The word luxury comes from the Latin terms *luxus* and *luxeria* that means excess or splendour. Webster’s Dictionary defines luxury as a non-essential item or service that contributes to luxurious living –a source of pleasurable experience or personal satisfaction and

luxuriousness (Merriam-Webster's Dictionary, 2018). For most people luxury means excess, abundance, quality, high price, exclusivity and an extravagant lifestyle (Choi, 2003; O'Cass & Choy, 2008; Danziger, 2005). Consumers that purchase luxury goods, do so for different reasons, and what is seen as luxury by one person might not be seen as luxury by another person. Luxury consumers have been known to differ from other consumers with regard to the value perceptions that drive their purchasing behaviour of luxury products. Previous studies (Wiedmann *et al.*, 2007; Park & Reisinger, 2009; Xiang & Gretzel, 2010; Amatulli & Guido, 2011; Alegre & Cladera, 2012; Bian & Forsythe, 2012; Meng & Xu, 2012; Prayag, Hosany & Odeh 2013) also showed that consumers from different cultural backgrounds, and even from different market segments within the same culture, differ with regard to the importance of the value perceptions that drive their purchasing intent and therefore also the reasons why they buy luxury products as well as their purchasing behaviour. It is therefore of utmost importance for marketers of luxury products to determine their target markets' luxury value perceptions and to align their product offerings and marketing strategies to their target markets' most important value perceptions. The luxuriousness of a brand or product is a more subjective evaluation and refers to a consumer's perceptions of certain tangible and intangible characteristics of a brand or product, although it might not necessarily have been positioned as a luxury brand or product. It is important for marketers to also determine their target market's perceptions of the luxuriousness of their brand or products so as to ensure that it is aligned with the target market's most important perceptions of luxury.

Previous researchers have adopted a number of different approaches to the concept of luxury. A number of researchers have examined consumers' attitudes and perceptions towards the concept of luxury (Dubois, Laurent & Czellar, 2001; Hansen & Wänke, 2011, Shukla & Purani, 2012) and have developed scales that measure attitudes towards the concept of luxury. A number of researchers have secondly focussed on consumers motivations for purchasing luxury products, as well as the antecedents and consequences of purchasing luxury products (Husic & Cicic, 2009; Amatulli & Guido, 2011; Kastanakis & Balabanis, 2012, 2014). The Luxury Value Perception Model of Wiedmann *et al.* (2007, 2009) is widely accepted in the luxury research domain (Amatulli and Guido, 2011; Choo *et al.*, 2012; Godey *et al.*, 2013; Loureiro and de Araújo, 2014) and has been used in cross-cultural and cross-industry studies (Hennigs *et al.*, 2012, 2013). They propose four globally important luxury value perceptions, namely, social, individual, functional and financial. These value perceptions largely influence the purchase intentions and behaviour of the luxury consumer. Furthermore, there are nine antecedents of the four value dimensions. These antecedents are key influencers of the four value dimensions Figure 4.1)

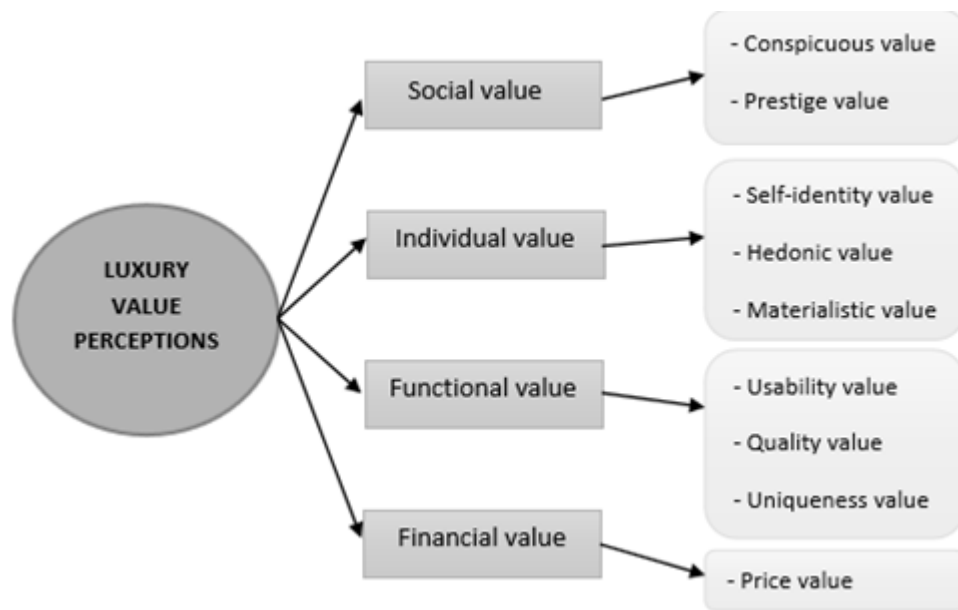


FIGURE 4.1: MODEL OF LUXURY VALUE PERCEPTIONS (WIEDMANN, HENNIGS & SIEBELS, 2007)

4.2.1 Social

The social dimension concerns the perceived recognition and appraisal that the consumer may experience when having purchased a luxury product. This dimension refers to conspicuousness and is driven by social status (Hennigs *et. al.*, 2015). The two antecedents that fall into this dimension are conspicuous value and prestige value. *Conspicuousness value* emphasizes the need to purchase luxury products publicly for the social status those products suggest (Vigneron & Johnson, 1999). *Prestige value* in social networks refer to the consumer using certain luxury brands and products to be seen as part of certain social groups (Vigneron & Johnson, 1999; Wiedman *et. al.*, 2009).

4.2.2 Individual

The individual dimension is described as the opposite of the social dimension. It involves the personal influences of purchasing luxury items such as materialism and hedonism. In a study by Sun *et. al.*, (2016), materialistic consumers purchase conspicuous products so as to enhance their social status and in turn results in them gaining personal pleasure. Within the individual value dimension, there are three antecedents namely; self-identity value, hedonic value and materialistic value. The *self-identity value* is an antecedent as it may drive the consumer to purchase the product due to the way the consumer believes it to characterise himself or herself, or it may be the product that will support the development of a consumers' identity. 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 increase the number of possessions consumer has (Wiedmann *et.al.*, 2009).

4.2.3 Functional

This dimension refers to the basic utility derived from a luxury product such as its uses, the quality of the product, as well as the resilience that the consumer will benefit from when purchasing that specific product (Wiedmann *et.al.*, 2007). A study by Shukla *et.al.*, (2015) determined that functional value perceptions were established to be key drivers in consumers purchasing decisions. The three antecedents within this dimension are usability, quality and uniqueness. The *usability value* describes the benefits that can be derived from a product in terms of usability. The *quality value*, is related to the quality that the product reflects. The *uniqueness value* portrays the exclusivity of the product (Vigneron & Johnson, 1999).

4.2.4 Financial

The financial dimension of luxury value is related to aspects involving money such as the price of the product or what is forfeited in order to gain possession of a product (Hennigs *et.al.*, 2015). *Price value* refers to the value of a product in monetary terms which can be used to depict its quality. In terms of creating sustainability value, products perceived to have a premium price may be used to suggest sustainable practices and responsible manufacturing (Hennigs, *et.al.*, 2013).

4.3 SUSTAINABLE LUXURY

4.3.1 Is it possible?

Mounting interest in ethical fashion is accompanied by the question of whether sustainability is compatible with luxury within the consumers mind. Sustainable luxury has in the past been regarded an oxymoron; sustainability being built on respect for society and the environment, whilst luxury is based on wastefulness and carelessness (Cvijanovich, 2011). The premise that sustainability and luxury are synergistic is a new and yet, timely one. It goes against the traditional claim that the two contradict each other. This incompatibility issue can be even more pronounced in the fashion industry's luxury segments, where change is systematically driven and maintained by bi-annual fashion seasons. Under the pressure of not-for-profit organisations (Cervellon & Shammas, 2013), and in response to several reports giving "low

grades to luxury corporations on sustainability” (Bendell & Kleanthous, 2007; Moore, 2011), far more luxury players are attempting to integrate sustainable practices into their business strategies. Therefore, the question is posed; is sustainable luxury possible from a consumer’s perspective?

Luxury fashion can be defined as “a process of recurrent change” (Aspers & Godart 2013) or 'a passing trend, something transient and superficial' (Gardetti & Torres 2012). It was originally linked to a lifestyle of needlessly expensive items, excess and indulgence, and the unnecessary replacement of still useable fashion items - antithetical to the concept of sustainability (Simpson, 2012). The concept of sustainability is traditionally based on longevity, high quality and superior durability. It engages in environmental practices with the specific aim of reducing environmental damage during and after the production process (Mittelstaedt, Schultz, Kilbourne & Peterson, 2014). Sustainable luxury fashion focuses on improving issues related to communities, working conditions or salaries.

By comparing constituents of sustainability with those of luxury, one can also identify potential constituents of contradiction. Kapferer and Michaut-Denzeau (2015) provide the following example; “... elements related to luxury ostentation will oppose the fairness or social harmony facets of sustainable development. Similarly pleasure and superficiality are opposed to altruism, moderation and ethics”. On the other hand, it is also possible to recognise potential elements of concord. Luxury may also be associated with high quality, slow time, the preservation of hand-made traditions and the transmission from generation to generation of timeless products (Kapferer *et al.*, 2015). These links will be in agreement with sustainability. What’s more, luxury may be a perfect basis for the marketing of sustainable products that also preserve important environmental and social values (Kapferer, 2010).

4.3.2 Consumer perspectives

In a study by Kapferer *et al.*, (2015), both motivations for and against sustainable development were investigated. The most common motivations supporting sustainability included;

“Today the real class is to buy luxury products respectful of the planet.”

“Considering their price, it is the least one can expect from luxury brands” (Kapferer *et al.*, 2015).

It is clear that consumers may now recognise sustainability as a complementary model to luxury, especially those amongst the wealthy (Cervellon & Shammass, 2013). However, now more than ever, it is in fact consumers belonging to all social classes that are increasingly

affected by social and environmental issues. Generally, more and more consumers prefer ethical or 'green' products that reflect their own values and beliefs. Luxury brands are often used to signal consumer identity and the individual value system (Jenkins, 2004). Additionally, consumers are far more aware on how money should be spent today if they are to support the well-being of today's people and future generations to come. Luxury consumers "want the brands they use to reflect their concerns and aspirations for a better world" (Bendell & Kleanthous, 2007). The integration of these beliefs, not doing harm and doing good, are at the heart of the new meaning of sustainable luxury. "We used to spend our money showing people how much money we have; now we are spending our money on supporting our moral concerns" (Kapferer *et al.*, 2015:5).

In contrast, reasons found in the study (Kapferer *et al.*, 2015), for never taking sustainable development into consideration when buying a luxury product included;

"I think of my own pleasure at that moment."

"I am unable to tell what brands are doing in terms of sustainable development."

"Luxury purchases are too rare to have an impact."

There are studies that focus on luxury buyers who do not care about sustainability labelling when buying a luxury product. A study conducted by Achabou and Dekhili (2013) demonstrated that luxury buyers did not favour the notion of purchasing a product made of recycled material as then it meant that the product "was no longer rare and had lost its prestige". In the same breath, the same luxury buyers were also quick to react negatively upon learning discordant news about luxury brands that did not align themselves with sustainability practices. This includes luxury brands that utilize cheap labour in order to reduce costs, cruelly testing luxury make-up or skincare products on animals, killing tens of animals to make one fur or leather garment or even destroying unsold products instead of selling them at a discount.

This research continuously highlights the inconsistency between attitudes and behaviours when discussing ethical criteria in decision making. The majority of consumers *do* support sustainability practices and ethical affairs but are not ready to pay more for them (Bhattacharya & Sen, 2004). Kearns (2016) found that South African consumers had a strong concern regarding environmental issues in the leather industry; stronger for actual behavioural concerns (for example that animals should be treated in a humane way and that there should be no harm done to the environment) than for anticipated behavioural concerns (concerns regarding actions that could have a direct negative impact on themselves, for

example that everybody should stop increasing their consumption of genuine leather products and that it is worth donating a day's pay to a foundation to help improve the environment). Ethical concerns transform into behaviours only if consumers felt their simple action could have a snowball effect and market influence (Leary, Vann, Mittelstaedt, Murphy & Sherry, 2014). Ehrich and Irwin (2005) also revealed a disturbing fact concerning consumers 'willful ignorance'; consumers tend to purposefully ignore sustainability issues when they purchase, even though they say they are concerned, to protect themselves from feeling negative emotions during their luxury purchase experience (Davies *et al.*, 2012). Based on the different perspectives of sustainable luxury mentioned above, it is clear that sustainable luxury is in fact still a vague concept to many consumers. Very few consumers are familiar or educated on the topic and if they are, they may only be interested when they perceive their choice as having an immediate impact (Leary *et al.*, 2014).

4.3.3 Sustainable luxury value perceptions

It is clear from the foregoing literature that luxury brands are facing many challenges that in the past, were not as prevalent in the market as they are presently. In response to increasingly rigorous consumer demands, luxury brands have had to redefine their business models to incorporate a more future-oriented type of luxury approach. This approach involves deeper values embodied in the heart of the company that is evident throughout the sourcing, manufacturing, marketing and distribution of luxury brands (Hennigs *et al.*, 2013). No longer is sustainable luxury considered a mere business obligation, but rather an opportunity to prove that the business' essence is engrained in developing sustainability excellence. In order to enhance understanding of fundamental sustainable luxury value perceptions, the conceptual model illustrated in Figure 4.2, created by Hennigs, Wiedmann, Klarmann and Behrens (2013), will be explored.

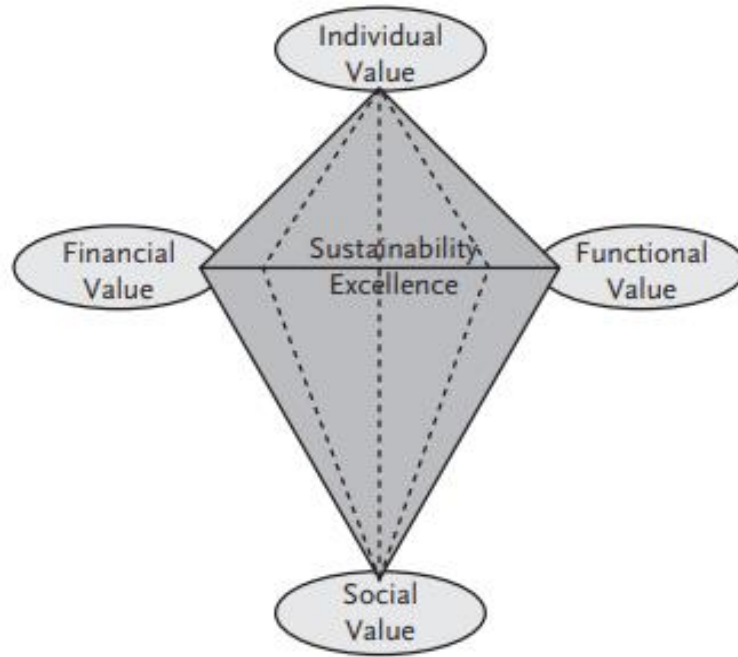


FIGURE 4.2: A CONCEPTUAL MODEL: VALUE-BASED SUSTAINABILITY EXCELLENCE DIAMOND (HENNIGS, WIEDMANN, KLARMANN AND BEHRENS, 2013)

4.3.3.1 Sustainable financial luxury value perceptions

The first dimension within the sustainable excellence diamond refers to the financial value and includes monetary properties such as price, discount and investment (Hennigs *et al.*, 2013). The value of a product is essentially what is sacrificed to obtain the product and is expressed in monetary terms such as rands, dollars or euros, for example (Wiedmann *et al.*, 2007, 2009). Research conducted by Yeoman and McMahon-Beattie (2006), indicates that consumers are willing to pay premiums for luxury brands because they are expected to possess higher levels of aspiration, quality, scarcity and taste compared to products in the equivalent class. This 'premium pricing' strategy conveys the luxury product as more desirable and the higher margin may then be used to fund more environmentally and socially responsible production methods (Bendell & Kleanthous, 2007). A scarce product gives the impression of limited availability and constrained consumption and as a result the product is seen as 'luxurious' because only a privileged few may obtain it. Alternatively, scarcity may promote a more responsible consumption attitude that endeavours in conserving natural resources (Janssen, Vanhamme, Lindgreen & Lefebvre, 2014). Furthermore, a scarce luxury product is also associated with fortitude and heritage, adapting traditions to create products that will maintain the brand's legacy for years to come (Bendell & Kleanthous, 2007). For the

context of this study, the exotic leather products need to be marketed in such a way that their deeper luxury is not defined purely by the monetary cost of the accessory to the consumer, but also by the value beyond the price of the transaction (Kendall 2010).

4.3.3.2 Sustainable individual luxury value perceptions

The individual dimension of the sustainable excellence diamond relates to the customer's personal orientation. Aside from socially oriented consumption motives, luxury products are bought for personal reasons (Wiedmann *et al.*, 2007, 2009). Consumers assign the symbolism of the luxury product to their own identity and therefore a luxury purchase is often considered to be an emotional transaction (Hennigs *et al.*, 2012). Generally, luxury consumers are "part of an affluent, global elite that is increasingly well educated and concerned about social and environmental issues" (Bendell & Kleanthous 2007), and therefore expect substantial information about the brand's environmental and social responsibility. Additionally, Bendell and Kleanthous (2007), suggest that exclusivity is less attractive to luxury consumers than that of a unique and genuine experience of connection. Due to these sustainable consumption attitudes gaining importance in consumers' lives, it is again imperative that brands partake in communication about responsibility to maintain consumers' brand endorsement (Grail Research, 2010). Therefore, in order to address individual sustainability excellence, exotic leather brands need to contain a comprehensive and well-communicated social and environmental performance in their labelling efforts, if they are to appeal to the sustainable consumer's emotional disposition. If marketers could emphasize the personal appeal in sustainable labelling of exotic leather products, perhaps international consumers may accept, and even feel encouraged to purchase these goods knowing that they are making a difference.

4.3.3.3 Sustainable functional luxury value perceptions

The functional dimension of the sustainable excellence diamond refers to previously mentioned aspects such as durability, reliability, quality, uniqueness and usability (Wiedmann *et al.*, 2007, 2009). According to Kapferer (2010), durability is not only the heart of sustainable development but also the core of luxury. Although associated with lavishness and improvidence, in many instances luxury products are inherited through generations and may even endorse a large aftermarket. There are four principle areas of importance for sustainable luxury brand management namely; packaging, products, business operations and socially responsible activities (Grail Research, 2010). To ensure deeper functional value, materials and techniques need to be aligned with the demands of sustainable development (Bendell & Kleanthous 2007). The packaging of luxury products (that represent the luxury gift to oneself or another person), are insignificant compared to the

neglected ecological damages ensued from plastic packaging of mass-produced consumer goods. In this study's context, exotic leather companies need to take the use of recyclable packaging into account i.e., using eco-friendly raw materials in its wrapping and labelling processes. However, with regard to the product itself, uniqueness is often related to heritage which requires that the actual exotic leather accessory needs to possess longevity. Superior craftsmanship and authentic design are indisputable means of accomplishing this (Castro, 2009). Thus, to address the functional sustainability excellence within the exotic leather industry, the leather accessory, production process and the entire supply chain including packaging and labelling, needs to be included in a promising sustainability strategy.

4.3.3.4 Sustainable social luxury value perceptions

The social dimension of the sustainable excellence diamond refers to the perceived utility individuals attain with products recognised within their own social groups (Wiedmann 2007, 2009). Aforementioned luxury characteristics such as conspicuousness and prestige may greatly influence the evaluation of luxury brands as they create benefits during social interactions and improve the consumer's social rank (Nelissen & Meijers, 2011). Additionally, these ethically oriented consumers are assumed to think not only about the effect a purchase has on themselves (with reference to their social groups), but also the effect the purchase has on the world around them (Davies *et al.*, 2012). As these consumers gain elite experience and prestige ensuing from the purchase of sustainable products, they are able to express their deepest values without the guilt of letting others suffer (Bendell & Kleanthous 2007; Kendall 2010). Therefore, a way to appeal to social sustainable excellence within the exotic leather industry would be to design conspicuous sustainability labels for the luxury consumer to make known to their social counterparts.

Based on the above theoretical sustainable luxury value model of Hennigs *et al.*, (2013), Zietsman (2017) found that Chinese and American consumers expressed strong sustainability luxury value perceptions, confirming the "Sustainability Excellence" viewpoint suggested by Hennings *et al.*, (2013) and that social, individual, functional, and financial luxury value perceptions relating to exotic leather products are disregarded as separate values with regard to sustainable luxury value perceptions for exotic leather products. Consumers' sustainability luxury value perceptions are therefore driven by their subjective expectations and individual perceptions of luxury value. With regard to this study, such a viewpoint would mean that consumers' purchasing intent for luxury exotic leather accessories as well as their perception of the luxuriousness of these products will be driven by their specific luxury value perceptions.

4.4 LUXURIOUSNESS

In contrast to luxury value perceptions, the *luxuriousness* of a brand or product is a more subjective evaluation and refers to a consumer's perception of certain tangible or intangible characteristics of a brand or product, although it might not necessarily have been positioned as a luxury brand or product. Even though many brands may be regarded as prestige brands, Vigneron and Johnson (2004), noted that the '*luxuriousness*' of prestige brands is not equal. Consumers are able to differentiate brands (or products) as more *luxuriousness* than the other.

A group of researchers examined how consumers perceive luxury brands or products and conceptualised this perception as *Brand Luxury* or a brand's *Luxuriousness* (Kapferer, 1998; Phau & Prendergast, 2000; Vigneron & Johnson, 2004; Onkonkwo, 2007; Fionda & Moore, 2009; Keller, 2009; Sung, Choi, Ahn & Song, 2015). Kapferer (1998) developed a nine-item scale in which participants rated the degree to which a brand has luxury attributes, while Vigneron and Johnson (2004) developed the *Brand Luxury Index (BLI)* that measures the perceived luxuriousness of a specific brand. Their model contained five components, namely, conspicuousness, uniqueness, quality, extended-self and hedonism (Figure 4.3).

Non-personal-oriented perceptions			
Conspicuousness	Conspicuous	_____	Noticeable
	Popular	_____	Elitist*
	Affordable	_____	Extremely expensive*
	For wealthy	_____	For well-off
Uniqueness	Fairly exclusive	_____	Very exclusive*
	Precious	_____	Valuable
	Rare	_____	Uncommon
	Unique	_____	Unusual
Quality	Crafted	_____	Manufactured
	Upmarket	_____	Luxurious*
	Best quality	_____	Good quality
	Sophisticated	_____	Original
	Superior	_____	Better
Personal-oriented perceptions			
Hedonism	Exquisite	_____	Tasteful
	Attractive	_____	Glamorous*
	Stunning	_____	Memorable
Extended self	Leading	_____	Influential
	Very powerful	_____	Fairly powerful
	Rewarding	_____	Pleasing
	Successful	_____	Well regarded

* Reverse scored items

FIGURE 4.3: BRAND LUXURY INDEX (VIGNERON & JOHNSON, 2004).

Vigneron and Johnson's (2004) model and accompanying scale has been widely used in previous luxury research that dealt with consumers' perceptions of luxuriousness and has been adapted by Christoudoulides and Michaelidou (2009) as well as Kim and Johnson (2015) to provide a measure of perceived luxuriousness with wide research applicability. The first three dimensions (i.e. perceived conspicuousness, perceived uniqueness, and perceived quality) reflect non-personal-oriented perceptions whilst the other two (i.e. perceived hedonism and perceived extended self) reflect personal-oriented perceptions.

Perceived Conspicuousness: This dimension is focused on the influence of reference groups on the consumption of luxury brands. This dimension refers to public consumption of luxury goods as a means of asserting prestige and status.

Perceived Uniqueness: This dimension suggests that consumer perceptions of a limited supply of a brand may lead to increased preference for that brand. According to Tian, Bearden and Hunter (2001:50), an individual's pursuit of differentiation relative to others is achieved through the "acquisition, utilization, and disposition of consumer goods for the purpose of developing and enhancing one's personal and social identity".

Perceived Quality: The quality dimension refers to the expectation that the brand will exhibit superior product characteristics and performance compared with non-luxury brands before the brand is consumed. It is therefore highly unlikely to sustain a luxury brand image when product quality is not consistently maintained at a high standard.

Perceived Hedonism: This dimension on the scale is primarily associated with an affective and sensory experience of aesthetic or sensual pleasure, fantasy or fun (Dhar & Wertebroch, 2000). Most consumers thus describe their consumption of luxury as a highly hedonic experience which engages all the senses (Dubois, Laurent & Czellar, 2001).

Perceived Extended Self: This dimension suggests that our possessions are a major contributor to, and reflection of our identities. Through owning a luxury brand, a consumer may aspire to be associated with certain prestige groups whilst at the same time seek to be disassociated from non-prestige reference groups.

For the purpose of this study, the modified BLI scale by Kim and Johnson (2015) was used. Table 4.1 shows a comparison of the conceptualization of luxuriousness of the original Vigneron and Johnson (2004) BLI scale and the Kim and Johnson (2015) modified BLI scale.

TABLE 4.1: COMPARISON BETWEEN THE ORIGINAL BLI SCALE (VIGNERON & JOHNSON, 2004) AND THE MODIFIED BLI SCALE (KIM & JOHNSON, 2015)

Dimensions	Original BLI Items	Dimensions	Modified BLI Items
Quality	Crafted vs Manufactured Upmarket vs luxurious Best quality vs good quality Sophisticated vs original Superior vs better	Quality	Hand crafted vs mass produced Best quality vs good quality Very sophisticated vs fairly sophisticated Superior vs better
Extended Self	Leading vs influential Very powerful vs fairly powerful Rewarding vs pleasing Successful vs well-regarded	Extended self	Very influential vs fairly influential Very powerful vs Fairly powerful Highly regarded vs well-regarded
Hedonism	Exquisite vs tasteful Attractive vs glamorous Stunning vs memorable	Hedonism	Exquisite vs tasteful Very stunning vs fairly stunning
Conspicuousness	Conspicuous vs noticeable Popular vs elitist Affordable vs extremely expensive For wealthy vs for well-off	Accessibility	Very expensive vs fairly expensive Very exclusive vs fairly exclusive
Uniqueness	Fairly exclusive vs very exclusive Precious vs valuable Rare vs uncommon Unique vs unusual		
		Tradition	Timeless vs high fashion Heritage vs emerging

Although the Vigneron and Johnson (2004) scale was originally developed to measure perceived luxuriousness of a brand, the adapted scale as suggested by Kim and Johnson (2015), can also be used to measure the luxuriousness of luxury products that do not

necessarily belong to a luxury brand, but have the perceived characteristics of luxury, such as uniqueness, quality, a high price hedonic value and prestige value.

4.5 PURCHASE INTENT

According to Spears and Singh (2004), purchase intent can be defined as an individual's conscious plan to make an effort to purchase a brand or product. In addition to this, Hawkins and Mothersbaugh (2010) define purchase intent as antecedents that trigger and direct consumers to acquire certain products or services. Purchase intent is a construct on its own with only one dimension, namely purchase intent but indicators would include intent to buy (definite or not), purchase interest or willingness to purchase. Intent to purchase can therefore be classified as personal action tendencies that relate to a brand or product.

4.6 SUMMARY

The aim of this chapter was to present and explain the theoretical perspectives employed within the study. Background on luxury value perceptions, sustainable luxury value perceptions, luxuriousness, as well as the consumer's intention to purchase were outlined within the chapter. Against the background of these explanations it was assumed for this study that luxury and sustainability can be made compatible and that consumers' luxury value perceptions translate into sustainable luxury value perceptions for sustainable luxury products. It was further assumed that these value perceptions play a role in consumers' perceptions of the luxuriousness of, as well as their purchase intentions for sustainability-labelled exotic leather accessories. The information discussed in this chapter as well as previous chapters was used to formulate the conceptual framework as well as the objectives (Figure 1.1) for the study. Chapter 5 consists of a discussion and presentation of the research methodology and research design employed for the study.



CHAPTER 5

RESEARCH DESIGN AND METHODOLOGY

5.1 INTRODUCTION

This chapter introduces the research methodology used to delineate the research objectives of the study. Firstly, the conceptual framework as well as the objectives and sub-objectives will be discussed, after which the chapter encompasses the following sections which describe how the objectives would be achieved: (1) the research design, (2) the research methodology which consists of sampling (unit of analysis criteria and sampling method), the data collection method, the measuring instrument and data analysis, (3) measures to ensure quality of data (validity and reliability) and (4) ethical issues.

5.2 CONCEPTUAL FRAMEWORK AND OBJECTIVES

5.2.1 Conceptual Framework

The conceptual framework schematically represents the relevant constructs as identified in literature and serves as a guiding tool through illustrating the objectives and sub objectives of the study. The conceptual framework presented (Figure 1.1) is a representation of Wiedmann *et al.*'s (2007) model of luxury value perceptions and Vigneron and Johnson's (2004) BLI model as adapted by Kim and Johnson (2015). The framework illustrates how luxury value perceptions play a role in Chinese millennial tourists' perception of luxuriousness and purchase intentions for sustainability-labelled accessories.

The framework firstly depicts the possible luxury value perceptions of Chinese millennial tourists which are taken from Wiedmann *et al.*'s (2007) conceptual model of luxury value perceptions. These luxury value perceptions fall into four dimensions, namely; functional, social, individual and financial. Furthermore, there are nine antecedent values of the four dimensions, namely; conspicuousness, prestige, self-identity, hedonic, materialistic, usability, quality, uniqueness and price. Secondly, the perceptions of luxuriousness is based

on the adapted Kim and Johnson (2015) BLI scale. Lastly, the framework encompasses the concept of purchase intent for sustainability-labelled exotic leather accessories, which is a construct on its own and is ultimately affected by the aforementioned consumer value perceptions.

The framework suggests that there might be a correlation between Chinese millennials' luxury value perceptions in general, their perceptions of luxuriousness for sustainability-labelled leather accessories and their intent to purchase those accessories. This model allowed the researcher to understand the relevance of sustainability labelling for Chinese millennial tourists' perception of the luxuriousness of, and purchase intent for luxury exotic leather accessories.

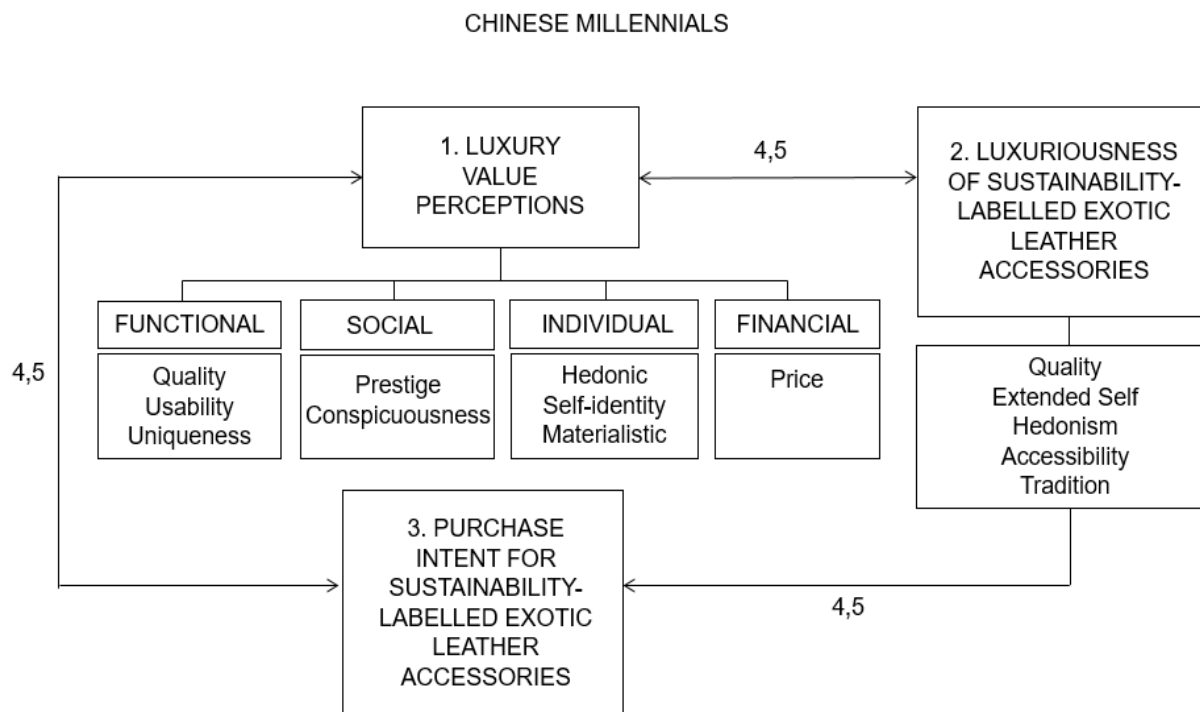


FIGURE 1.1: CONCEPTUAL FRAMEWORK

5.2.2 Objectives

The purpose of this research is therefore to explore and describe the relevance of sustainability labelling for Chinese consumers' perception of the luxuriousness of, as well as their purchasing intent for sustainability-labelled exotic leather accessories.

In consideration of the aim of this study as well as the conceptual framework, the objectives are as follows:

Objective 1: To determine Chinese millennials luxury value perceptions for exotic leather accessories.

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.

Sub-objective 1.4: To determine financial luxury value perceptions.

Objective 2: To determine Chinese millennials' perception of the luxuriousness of sustainability- labelled exotic leather accessories.

Sub-objective 2.1: To determine Chinese millennials perceptions of the quality dimensions of the luxuriousness of sustainability-labelled exotic leather accessories.

Sub-objective 2.2: To determine Chinese millennials perceptions of the extended-self dimensions of the luxuriousness of sustainability-labelled exotic leather accessories.

Sub-objective 2.3: To determine Chinese millennials perceptions of the hedonism dimensions of the luxuriousness of sustainability-labelled exotic leather accessories.

Sub-objective 2.4: To determine Chinese millennials perceptions of the accessibility dimensions of the luxuriousness of sustainability-labelled exotic leather accessories.

Sub-objective 2.5: To determine Chinese millennials perceptions of the tradition dimensions of the luxuriousness of sustainability-labelled exotic leather accessories.

Objective 3: To determine Chinese millennials' intentions to purchase sustainability-labelled exotic leather accessories.

Objective 4: To determine statistically significant differences between:

Sub-objective 4.1: The importance of the three luxury value perceptions (Pleasure, Others, Financial).

Sub-objective 4.2: The respondents' perception of the luxuriousness of the four different labels.

Sub-objective 4.3: The strength of respondents' purchase intentions for the four different labels.

Objective 5: To determine the correlation between Chinese millennials':

Sub-objective 5.1: Luxury value perceptions and their perception of the luxuriousness of four sustainability-labelled exotic leather accessories.

Sub-objective 5.2: Luxury value perceptions and their intent to purchase four sustainability-labelled exotic leather accessories.

Sub-objective 5.3: Perceptions of the luxuriousness of four sustainability-labelled exotic leather accessories and their purchase intentions thereof.

5.3 RESEARCH DESIGN

This study used a quantitative research design that was descriptive and exploratory in nature. A quantitative research design provides comprehensive data that can be interpreted through the use of statistical analysis (Berndt & Petzer, 2011; Kumar, 2014). It is empirical and relies on primary data. Exploratory descriptive research assisted the researcher in obtaining a better understanding of the subject matter (De Vos & Strydom, 2011).

Due to the quantitative and descriptive nature of the research, a cross-sectional survey design was used to allow for data to be collected at a single specific point in time (Salkind, 2012). The survey design assisted the researcher in drawing suppositions to the population by examining the samples' perceptions (Creswell, 2014). Furthermore, the survey design allowed for the explanation of the relevance of sustainability labelling for Chinese millennial tourists' perception of the luxuriousness of, and purchase intent for luxury exotic leather accessories.

5.4 METHODOLOGY

5.4.1 Sampling

5.4.1.1 Unit of analysis

According to De Vos *et al.*, (2011), a sample is considered to be a subgroup of a larger population under examination. The use of a sample rather than an entire population, allows for more concentrated findings and detailed data (De Vos *et al.*, 2011). In order for this specific research problem to be addressed, the population included Chinese millennial tourists to South Africa. These tourists had either visited South Africa in the previous five years or had the intention of visiting in the following five years. The sample of this study therefore included:

- Males and females that fell into the millennial generational cohort as of the year 2019 (born between 1979 and 2000).
- Chinese tourists who had visited South Africa in the previous five years or who had the intention of visiting in the following five years.

In order to reach this specific sample, the researcher employed the services of Qualtrics, a reputable international market research platform. With their vast database of possible respondents (of whom they know the demographics of), coupled with systematic and strategic questions, Qualtrics was effectively able to reach a sample of international millennial tourists from China. For inclusion of this study, respondents had to either be female or male tourists who had visited South Africa in the previous five years or who had the intention to visit in the near future. This ensured that the respondents could recall their opinions of exotic leather luxury accessories offered in South Africa. The use of both males and females ensured that no gender was discriminated against, especially because male consumers are also significant contributors to purchases of luxury leather accessories such as wallets, belts and handbags. The respondents also had to reside in China as a millennial born between the years of 1979 and 2000. This specific generational cohort is a consumer segment that is recognised as the new luxury consumers.

5.4.1.2 Sampling method

This study included a non-probability convenience sampling method in order to reach the most representative, accessible sample (De Vos *et al.*, 2011; Kumar, 2014). The convenience sampling was done in a single stage with the assistance of Qualtrics, who hold

a substantial database of potential respondents that fitted the required characteristics for this specific study. The use of such a market research platform to conduct the research maintained this study's specific timeframe for the data collection, as well as assisted in reaching the large number of respondents in such a time frame. This sampling method simultaneously also lessened the costs involved. At least 500 questionnaires have been requested to ensure that a sufficient amount of usable data could be collected and consequently reduce the associated margin of error.

5.4.2 Data collection

Data for this study was collected by means of an electronic method by the international market research company, Qualtrics. By using such a platform, certain safety measures were put into place such as filter questions that were asked to ensure that the respondents were in fact suitable for inclusion of the study. As aforementioned, this allowed for a larger, more representative sample. The research company was fully briefed on the aim and objectives of the study, as well as the associated questionnaire. A structured, self-administered online questionnaire was used as the data collection method. This online, electronic survey excluded the need for expensive, time-consuming fieldwork that is often common in paper based surveys. Web-based questionnaires also reduce the chance of mistakes in data collection from completed questionnaires (De Vos *et al.*, 2011), and provides respondents with greater anonymity. This is particularly important when asking sensitive questions as respondents will be more inclined to answer honestly should they believe that their answers cannot be traced back to them (Kumar, 2014). Qualtrics translated the final questionnaire to Mandarin and Cantonese.

5.4.3 Measuring instrument

The study made use of a structured self-administered web-based questionnaire. Respondents had to access the questionnaire from a website, whereby they were able to read and answer all of the questions in their own time (De Vos *et al.*, 2011). The questionnaire was also pilot tested to ensure validity and reliability. Section A comprised of demographic information to verify respondents' eligibility for participation in the questionnaire. Demographic information included gender, age, nationality and whether they had previously purchased an exotic leather item. Section B comprised of an adapted luxury value perception scale from Wiedmann *et al.*, (2007). The 5-point Likert-type scale ranged from 1 "strongly disagree" to 5 "strongly agree". This scale tested the first construct i.e. luxury value perceptions, which encompasses four value dimensions, namely functional value perceptions, individual value perceptions, financial value perceptions and social value

perceptions. This scale had been used numerous times by previous researchers and yielded high Cronbachs alphas above .665. Section C consisted of the modified Brand Luxury Index scale of Kim and Johnson (2015). This seven-point Likert scale measured respondent's perceptions of the luxuriousness of a sustainability-labelled exotic leather accessory. Finally, in Section C the last three questions included an adapted version of a 5-point Likert-type scale based on an existing scale from Spears and Singh (2004) to measure the third construct i.e. purchasing intent. Four different labels have been developed with the input of Exotic Leather South Africa. In each individual questionnaire, the four labels were equally and randomly represented. Each respondent evaluated all four labels although the order in which the labels were presented was not the same for all respondents.

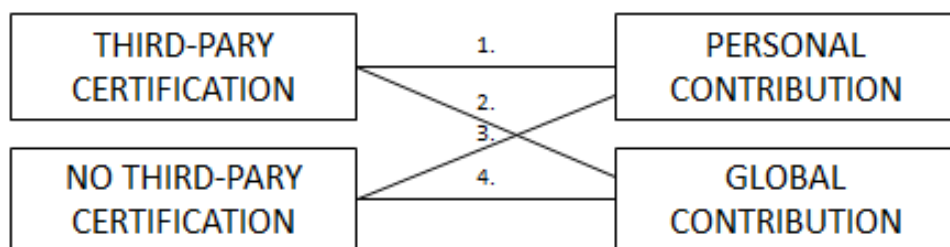


FIGURE 5.1: SCHEMATIC INDICATION OF EXPERIMENT

Previous researchers have used a '2 x 2' and even a '2 x 2 x 2' experimental design to measure sustainability labelling (Cho, 2015; Hyllegard *et al.*, 2012; Borin, Cerf & Krishnan, 2011). Similarly, for the purpose of this study, the researcher used a '2 x 2' experimental design that involved the manipulation of two variables; third-party certification (absence versus presence) and message content (personal versus global). The manipulations resulted in four hang tag stimuli. Two of the labels contained the apparel brand name 'LUXURY LEATHERS' only and another two included the apparel brand name as well as a third-party certification logo. The third-party logo used in this study is the official logo of the "Exotic Leather South Africa (ELSA) cluster and was selected to imply external credibility or certification for the messages provided on the apparel hang tag stimuli. See labels in Addendum A.

5.4.4 Operationalisation

TABLE 5.1: OPERATIONALISATION

OBJECTIVE 1: To determine Chinese millennials luxury value perceptions of exotic leather accessories.					
Sub-objectives	Concept	Dimensions/ Indicators	Items	Questions	Statistical Analysis
1.1 To determine functional value perceptions	Functional value	Usability value, quality value, uniqueness	The superior product quality is my major reason for buying the exotic leather accessory I place emphasis on quality assurance over prestige when considering the purchase of an exotic leather accessory I am inclined to evaluate the substantive attributes and performance of an exotic leather accessory rather than listening to the opinions of others An exotic leather accessory that is preferred by many people but does not meet my quality standards will never enter into my purchase consideration	V11 V13 V16 V21	Means Standard Deviations Cronbach alphas Factor analysis
1.2 To determine social value perceptions	Social value	Conspicuousness value, prestige value	I like to know what exotic leather accessories and products make good impressions on others To me, my friends' perceptions of different exotic leather accessories or products are important I pay attention to what types of people buy certain exotic leather accessories or products It is important to know what others think of people who use certain exotic leather accessories or products I am interested in determining what exotic leather accessories I should buy to make good impressions on others It is important that others have a high opinion of how I dress and look If I were to buy something expensive, I would worry about what others think of me	V8 V10 V15 V18 V20 V23 V25	
1.3 To determine individual value perceptions	Individual value	Self-identity value, hedonic value, materialistic value	I derive self-satisfaction from buying exotic leather accessories Purchasing exotic leather accessories makes me feel good Wearing exotic leather accessories gives me a lot of pleasure When I am in a bad mood, I may buy exotic leather accessories as gifts for myself to alleviate my emotional burden I view exotic leather accessory purchases as gifts for myself to celebrate something that I do and feel excited about I view exotic leather accessory purchases as gifts for myself to celebrate an occasion that I believe is significant to me As a whole, I may regard exotic leather accessories as gifts that I buy to treat myself	V6 V9 V14 V17 V19 V22 V26	
1.4 To determine financial value perceptions	Financial value	Price value	Luxury products are inevitably very expensive Few people own a true luxury product True luxury products cannot be mass-produced A luxury product cannot be sold in supermarkets	V7 V12 V24 V27	

OBJECTIVE 2: To determine Chinese millennials perception of luxuriousness of sustainability-labelled exotic leather accessories.					
Sub-objectives	Concept	Dimensions/ Indicators	Items	Questions	Statistical Analysis
2. To determine perceived luxuriousness of exotic leather accessories	Luxuriousness	Quality	Hand Crafted VS Mass Manufactured Best Quality VS Good Quality Very Sophisticated VS Fairly Sophisticated Superior VS Better		Factor analysis
		Extended Self	Very Powerful VS Fairly Powerful Highly Regarded VS Well Regarded Very Influential VS Fairly Influential		
		Hedonism	Exquisite VS Tasteful Elegant VS Beautiful Extremely Pleasing VS Pleasing Attractive VS Extremely Attractive Very Stunning VS Fairly Stunning		
		Accessibility	Very noticeable VS Fairly noticeable Famous VS Recognised Accessible VS Inaccessible		
		Tradition	Timeless vs high fashion Original VS Cliché Heritage VS Emerging		
OBJECTIVE 3: To determine Chinese millennials' intentions to purchase sustainability-labelled exotic leather accessories.					
Sub-objectives	Concept	Dimensions/ Indicators	Items	Questions	Statistical Analysis
3. To determine purchase intentions	Purchase Intent	Purchase Intent	I will at some point buy this luxury exotic leather accessory I will at some point have the intention to buy this luxury exotic leather product I will at some point have an interest in purchasing this luxury exotic leather product	V28 V29 V30	Means Standard Deviation
OBJECTIVE 4: To determine statistically significant differences between:					
Sub-objectives	Concept	Dimensions/ Indicators	Items	Questions	Statistical Analysis
4.1: The importance of the three luxury value perceptions (Pleasure, Others, Financial).			Items and questions as for Objective 1.		Repeated ANOVA
4.2: The respondents' perception of the luxuriousness of the four different labels.			Items and questions as for Objective 2.		
4.3: The strength of respondents' purchase intentions for the four different labels.			Items and questions as for Objective 3.		
OBJECTIVE 5: To determine the correlation between Chinese millennials':					
Sub-objectives	Concept	Dimensions/ Indicators	Items	Questions	Statistical Analysis
5.1: Luxury value perceptions and their perception of the luxuriousness of four sustainability labelled exotic leather accessories.			Items and questions as for Objective 1 & 2.		Pearson's Correlation Coefficient
5.2: Luxury value perceptions and their intent to purchase four sustainability labelled exotic leather accessories.			Items and questions as for Objective 1 & 3.		
5.3: Perceptions of the luxuriousness of four sustainability labelled accessories and their purchase intentions thereof.			Items and questions as for Objective 2 & 3.		

5.4.5 Data analysis

Data analysis is the process of converting raw data into an understandable, comprehensible form that leads the researcher to draw inferences and conclusions for the study (De Vos *et al.*, 2011). The key purpose of quantitative data analysis is therefore to analyse the information acquired from the response of each question in the questionnaire (Kumar, 2014). In this study, the coding and data capturing of the questions was done by Qualtrics and a qualified statistician assisted with the statistical analysis. The data analysis was completed using statistical methods of both descriptive and inferential statistics. 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 presented in tables, figures and graphs. Alternatively, inferential statistics include making determinations about the received data by analysing patterns and correlations (Leedy & Omrod, 2010).

Inferential statistics were found to aid the researcher in making decisions about the data received by analysing patterns and correlations (Leedy & Omrod, 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, 2007).

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 correlation between the relevant concepts and is defined as a "nonparametric measure of strength and direction association that exists between two variables measured on at least an ordinal scale". 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, 2016).

TABLE 5.2: PEARSON'S CORRELATION

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.

A repeated measures ANOVA was performed to test significant differences regarding the sample's luxury value perceptions, perceptions of luxuriousness and purchase intent. ANOVA's with repeated measures (within-subject factors) are particularly susceptible to the violation of the assumption of sphericity – that is the condition where variances of the differences between all combinations of related groups are equal. Mauchley's test was used to test whether sphericity was violated. With $P < 0.05$, sphericity has been violated (variance of all differences are not equal).

Whilst the p -value can tell whether the effects are statistically significant, partial eta squared (η^2) tells of the magnitude of these effects. This is known as the effect size and is generally interpreted as shown in Table 5.3.

TABLE 5.3: PARTIAL ETA SQUARED BETWEEN VARIOUS OBJECTIVES

PARTIAL ETA SQUARED (η^2)	EFFECT
$0.01 \leq$	Weak
$0.06 \leq$	Medium
$0.14 \leq$	Large

$r = 0.6$ indicates a positive medium strength effect, while $r = -0.6$ indicates a negative medium strength effect.

5.5 MEASURES TO ELIMINATE ERROR

Before conducting research, the researcher must make sure that measuring tools consist of acceptable levels of validity and reliability.

5.5.1 Validity

In order to eliminate error in research, the researcher ensured that procedures and measurement instruments had acceptable levels of validity and reliability before the study was carried out (De Vos *et al.*, 2011). Validity refers to the degree to which an instrument measures what it is intended to measure (Kumar, 2014). A questionnaire is considered valid if it accurately measures the constructs it was proposed to measure so that precise conclusions can be made from the collected data. In order to accomplish this, all relevant objectives and their corresponding constructs were outlined to fully comprehend what information each objective was looking to reveal. Furthermore, validity infers that each objective of the study should be sufficiently concurrent to the questions put forward in the questionnaire, thus the thorough operationalisation of concepts (Kumar, 2014).

Construct validity signifies the manner in which a research instrument measures what it is intended to, as well as the quality of that measurement (Kumar, 2014). Construct validity is frequently viewed as the most difficult as it encompasses understanding the degree to which the instrument successfully measures a theoretical construct (De Vos *et al.*, 2011). This type of validity was assured through conducting a meticulous literature review so that the meanings of all concepts were clearly identified (De Vos *et al.*, 2011). This literature review dealt with all constructs of luxury, luxury value perceptions, exotic leather, sustainability labelling and purchase intentions etc. through the use of pertinent textbooks and scientific journal articles. Face validity is then regarded as the extent to which an instrument appears to be measuring what it proposed to measure (Leedy & Omrod, 2010). Face validity was assured by implementing a pilot study prior to data collection to eliminate abstruse and ambiguous questions. Finally, criterion validity is described as the manner in which results from the research instrument correlate with another measurement instrument created to measure comparable constructs (Leedy & Omrod, 2010).

5.5.2 Reliability

With regard to measurement instruments, reliability is the level to which the measurement made is accurate, dependable or precise (Kumar, 2014). A scale is therefore reliable if, under the same or similar conditions, the repeat measurements give the same results. According to Welman, Kruger and Mitchell (2005), reliability is the extent to which gathered

data can be generalised to different measuring occasions and measuring tests. This is deemed as internal consistency and was assessed in the pilot study (Leedy & Omrod, 2010).

One method in which reliability was ensured was through the application of the essential principles of questionnaire design. As aforementioned, the questionnaire was pre-tested before distribution to make sure that it was easy to complete, relevant and understandable (De Vos *et al.*, 2011). Applicable literature and theories were reviewed to form a conceptual and theoretical background for the study so as to provide an overall understanding of all important concepts. Additionally, internal reliability was ascertained through the calculation of Cronbachs coefficient alpha regarding the items in the questionnaire.

5.6 ETHICS

Researchers have a responsibility toward research respondents as well as to the field of science to report accurate and honest research (Gravetter & Forzano, 2012). For social sciences in particular, ethics are of the highest importance as no data should be collected at the expense of another human being (De Vos *et al.*, 2011). Strydom (2011) suggests research be built on a foundation of personal integrity, trust, cooperation as well as accepted understanding and expectations amongst all parties involved. Furthermore, researchers also have the obligation to protect the subjects against potential harm, physically or psychologically. The respondents should not be exposed to unreasonable discomfort, risks or any violations of their human rights (De Vos *et al.*, 2014).

In order to accomplish this, an application to the Ethics Committee of the University of Pretoria's faculty of Natural and Agricultural Sciences was submitted along with the research proposal and questionnaire, and no data collection procedures began before the application was approved. Plagiarism was avoided in this study by acknowledging intellectual ownership of any information that influenced the study's content through in-text referencing as well as a detailed reference list. Additionally, a signed plagiarism form was provided in which the researcher declared that the work was the researchers own, thereby ensuring the integrity of the research (Walliman, 2011).

Willingness and informed consent from respondents is priority before any research is conducted (Gravetter & Forzano, 2012). In order to keep participants entirely informed, the brief of the questionnaire communicated the true intention of the study and was free from any misleading information. The request to complete the questionnaire was accompanied by an explanation on the relevance and usefulness of the research (Kumar, 2011; De Vos *et al.*,

2014). In order to ensure voluntary participation in this study, the questionnaire was accessible to potential respondents within the Qualtrics database who were then able to decide for themselves as to whether they wished to participate or not. Once respondents commenced the web-based questionnaire, they were reminded that their participation was completely voluntary and that they were still allowed to withdraw at any point (De Vos *et al.*, 2014).

The anonymity of the participant was at no point compromised and to ensure confidentiality, no names or contact details were required from the respondents so as to reassure them that their answers could not be traced back to them personally (De Vos *et al.*, 2011; Kumar, 2014). The researcher and the research methods needed to be sensitive to participants' values, cultural traditions and practices of community as a whole (Terre Blanche, Durrheim & Painter, 2006). Confidentiality was guaranteed through treating the respondents' input with respect considering the voluntary nature of involvement. Respondents were not pressured in any offensive way to complete the questionnaire, nor forced to answer any questions that made them uncomfortable (Gravetter & Forzano, 2012; De Vos *et al.*, 2014).

5.7 SUMMARY

The purpose of this chapter was to outline the methods and research strategy used for this study. A questionnaire was developed in alignment with the research objectives and distributed to respondents for participation. The results as well as the statistical analyses obtained from this study are described in the chapter that follows, after which the results are discussed and interpreted.



CHAPTER 6

RESULTS AND DISCUSSION

6.1 INTRODUCTION

This chapter presents the results of the study that was conducted. The chapter starts with an overview of the demographics, moving then to the results which are presented according to the study's objectives. The chapter ends with a discussion and interpretation of the results.

6.2 DEMOGRAPHIC DATA

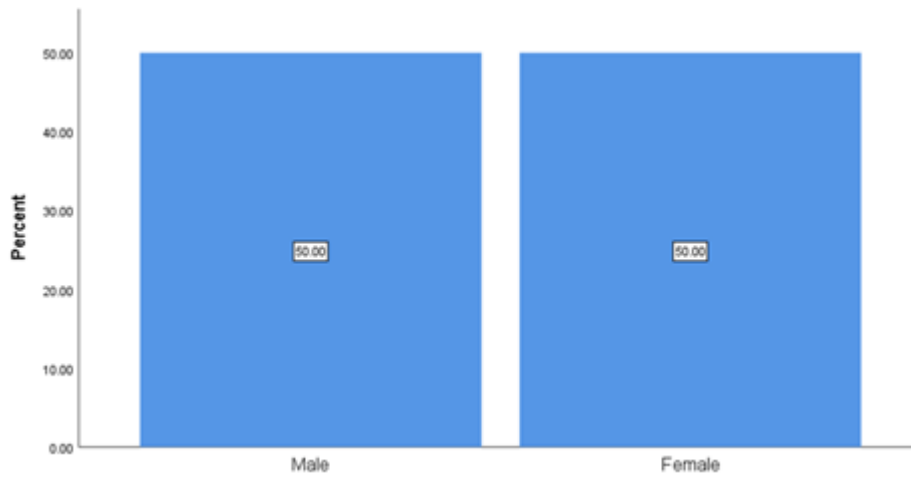
The population comprised of 526 male and female Chinese international tourists, aged within the millennial cohort of 2018. Further criteria included that respondents had to have visited South Africa during the past five years, or had to intend to visit South Africa within the next five years. Demographic characteristics of respondents are presented in Table 6.1 and will subsequently be discussed.

TABLE 6.1: DEMOGRAPHIC PROFILE (N = 526)

DEMOGRAPHICS	CHINESE (n = 526)	
	FREQUENCY	%
Gender		
Male	263	50
Female	263	50
Mean Age		
		29.74 years
Millennial	526	100
Visited South Africa during the past five years or intend to visit South Africa in the next five years		
Yes	526	100
Made a purchase or intend to make any leather purchases during visit to South Africa		
Yes	502	95.44
No	24	4.56
Ever purchased or intend to make an exotic leather accessory purchase		
Yes	493	93.73
No	33	6.27

6.2.1 Gender

Both genders were equally represented with an evenly balanced distribution. The Chinese sample comprised of 263 male (50%) and 263 female (50%) respondents (Figure 6.1).

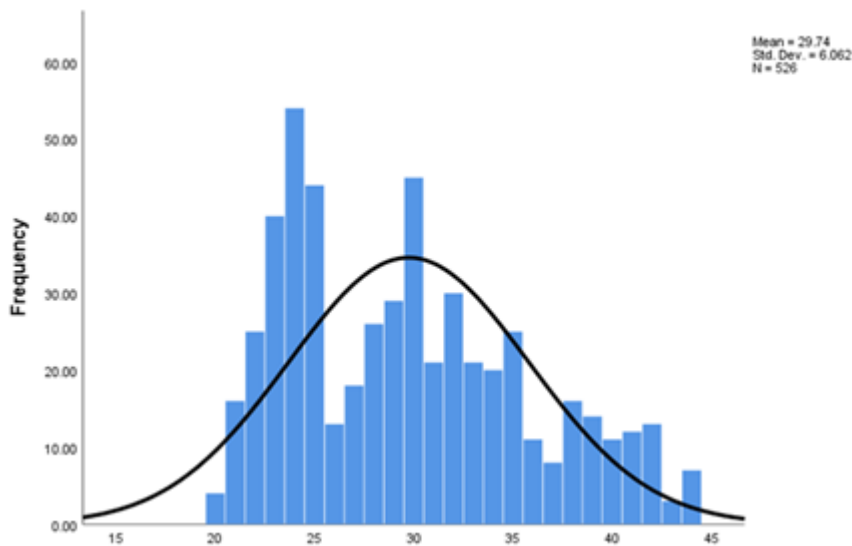


n = 526

FIGURE 6.1: GENDER DISTRIBUTION OF PARTICIPANTS

6.2.2 Age

Only participants falling into the millennial generational cohort of 2018 were asked to complete the questionnaire. Participants born out of this generational cohort were automatically excluded from the study (Figure 6.2).



n = 526

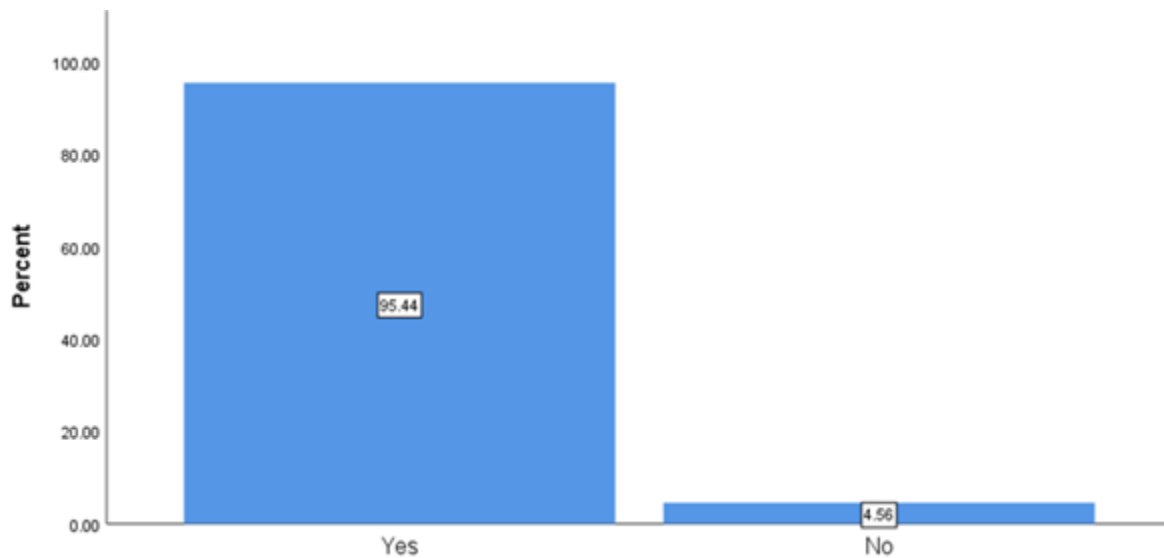
FIGURE 6.2: AGE DISTRIBUTION OF PARTICIPANTS

6.2.3 Visited South Africa before or planning to visit South Africa in future

All respondents (n = 526) had visited South Africa during the previous five years or intend to visit South Africa within the next five years.

6.2.4 Purchases or intended purchases

Purchasing patterns were also explored in which the majority of the sample (95.44%) indicated that they had purchased a leather accessory or had the intention to purchase one (Figure 6.3).

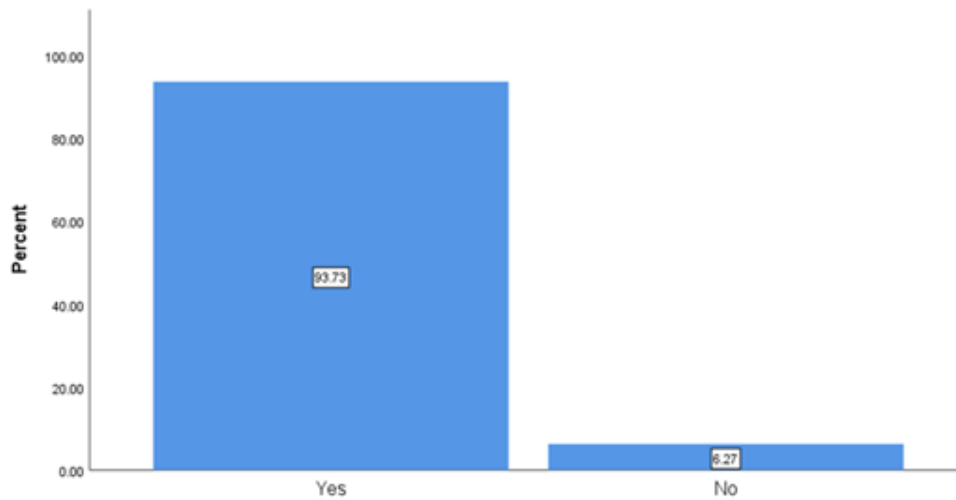


n = 526

FIGURE 6.3: LEATHER ACCESSORY PURCHASES

6.2.5 Purchases of exotic leather accessories

Respondents were then asked to indicate if they had ever purchased an exotic leather accessory. Figure 6.4 illustrates that 493 respondents (93.73%) indicated that they had in fact, at some point in their lives purchased an exotic leather accessory whilst 33 respondents (6.27%) indicated that they had never purchased an exotic leather accessory.



n = 526

FIGURE 6.4: EXOTIC LEATHER ACCESSORY PURCHASES

6.3 RESULTS OF OBJECTIVE 1

To determine Chinese millennials' luxury value perceptions for exotic leather accessories, specifically relating to Functional (sub-obj.1), Social (sub-obj.2), Individual (sub-obj.3) and Financial luxury value perceptions (sub-obj.4).

Section B of the questionnaire, which included questions V6 to V27, investigated Objective 1 by determining Chinese millennial tourists' luxury value perceptions, with specific relation to exotic leather accessories, such as crocodile and ostrich leather. A 5-point Likert scale was used, based on an adapted luxury value perception scale developed by Wiedmann, Hennigs and Siebels (2007). The data presented in Table 6.2 indicate the findings of the factor analyses.

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

Red	=Original Social value
Blue	=Original Individual value
Green	=Original Functional value
Orange	=Original Financial value

TABLE 6.2: FACTOR ANALYSIS OF LUXURY VALUE PERCEPTIONS OF CHINESE MILLENNIAL TOURISTS

	FACTOR LOADING			CHINESE MILLENNIALS	
	1 - PLEASURE	2 - OTHERS	3 - FINANCIAL	MEAN	STD. DEVIATION
V26 I view exotic leather accessory purchases as gifts for myself to celebrate something that I do and feel excited about	0,680			3,98	0,830
V22 I view exotic leather accessory purchases as gifts for myself to celebrate an occasion that I believe is significant to me	0,670			4,00	0,809
V14 Purchasing exotic leather accessories makes me feel good	0,668			3,94	0,802
V19 I derive self-satisfaction from buying exotic leather accessories	0,652			3,96	0,792
V17 As a whole, I may regard exotic leather accessories as gifts that I buy to treat myself	0,647			4,00	0,773
V9 Wearing exotic leather accessories gives me a lot of pleasure	0,595			3,95	0,805
V6 When I am in a bad mood, I may buy exotic leather accessories as gifts for myself to alleviate my emotional burden	0,571			3,80	0,872
V21 The superior product quality is my major reason for buying the exotic leather accessory	0,536			3,97	0,812
V16 I place emphasis on quality assurance over prestige when considering the purchase of an exotic leather accessory	0,521			4,02	0,794
V13 I am inclined to evaluate the substantive attributes and performance of an exotic leather accessory rather than listening to the opinions of others	0,432			3,89	0,808
V11 An exotic leather accessory that is preferred by many people but does not meet my quality standards will never enter into my purchase consideration	0,401			3,88	0,812
V10 I like to know what exotic leather accessories make good impressions on others	0,443				
V23 I am interested in determining what exotic leather accessories I should buy to make good impressions on others	0,418			3,87	0,833
V8 If I were to buy something expensive, I would worry about what others think of me		0,574		3,38	1,129
V15 To me, my friends' perceptions of different exotic leather accessories are important		0,539		3,67	0,888
V20 It is important to know what others think of people who use certain exotic leather accessories		0,483		3,75	0,853
V24 A luxury accessory cannot be sold in supermarkets			0,568	3,82	0,912
V12 Few people own a true luxury accessory			0,482	3,79	0,935
V27 Luxury accessories are inevitably very expensive			0,401	3,85	0,856
Mean	3,94	3,60	3,87		
Std. Deviation	0,51	0,73	0,57		
% Variance explained (Total = 43.259)	28.975	7.683	6.601		
Cronbach's alpha	0,86	0,64	0,51		
Eigen values	6.375	1.680	1.452		

N = 526

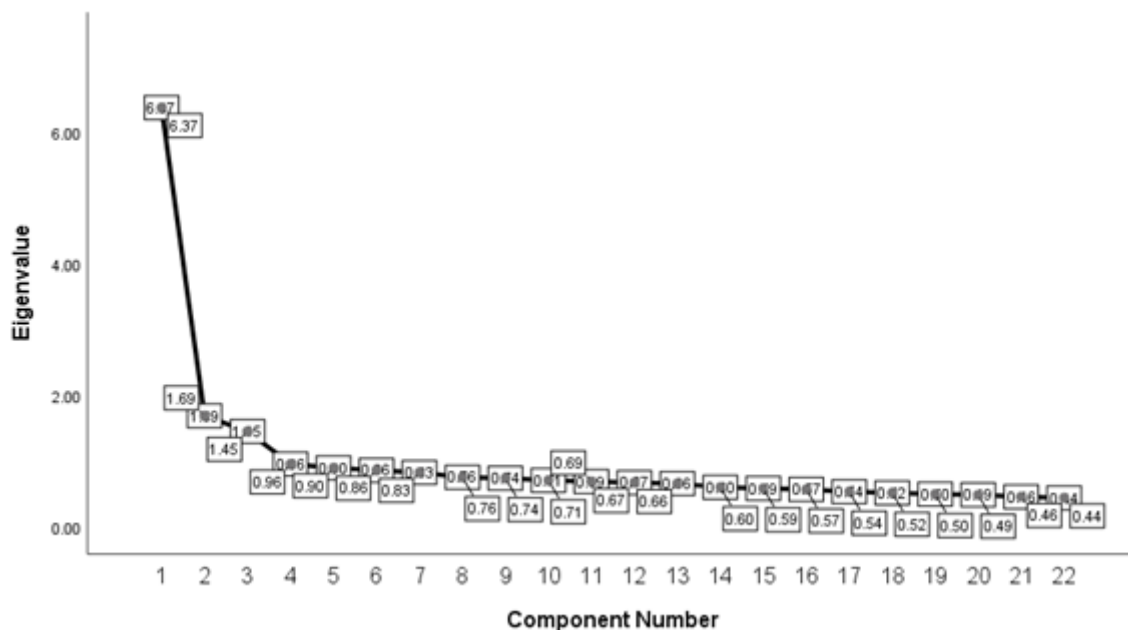


FIGURE 6.5: LUXURY VALUE PERCEPTIONS SCREE PLOT

The outcome of the factor analysis for the sample (Table 6.2) identified three factors instead of the four factors of the original Wiedmann *et al.*, (2007) scale. This is in accordance with the results of Ferreira (2017) who found, with the same scale, that Chinese consumers expressed three luxury value perceptions with regard to exotic leather products (named “Pleasure”, “Social” and “Financial”). Items that loaded on more than one factor in the current study were removed for further analysis. Items with loadings lower than 0.4 were considered as practically insignificant (Trochim, 2005:68-70) and were also removed for further analysis. Items V7 (True luxury accessories cannot be mass-produced), V18 (I pay attention to what types of people buy certain exotic leather accessories) and V25 (It is important that others have a high opinion of how I dress and look) were therefore removed for further analysis. All Individual and Functional items of the original scale, as well as one Social item of the original scale (V10) loaded on the first factor that was named “Pleasure”. Three remaining Social items of the original scale loaded on the second factor that was named “Others”. Three Financial items of the original scale loaded on the third factor and was named “Financial”. The factors were then subjected to further reliability testing, and Cronbach’s alpha, eigenvalues and the percentage variance were determined, after which the decision was taken to keep all remaining items and to accept the three-factor scale. Bearing in mind that the second and third factor only consisted of three items each, Cronbach’s alpha values of 0.86, 0.64 and 0.51 were accepted, indicating internal consistency within the factors. The

means of the factors were 3.94, 3.60 and 3.87 with acceptable standard deviations of 0.51, 0.73 and 0.57. The percentage variance explained is 43.259, which is acceptable.

The following applied for the interpretation of the means:

$M \geq 1 < 2$ = Not important

$M \geq 2 < 2.5$ = Weak

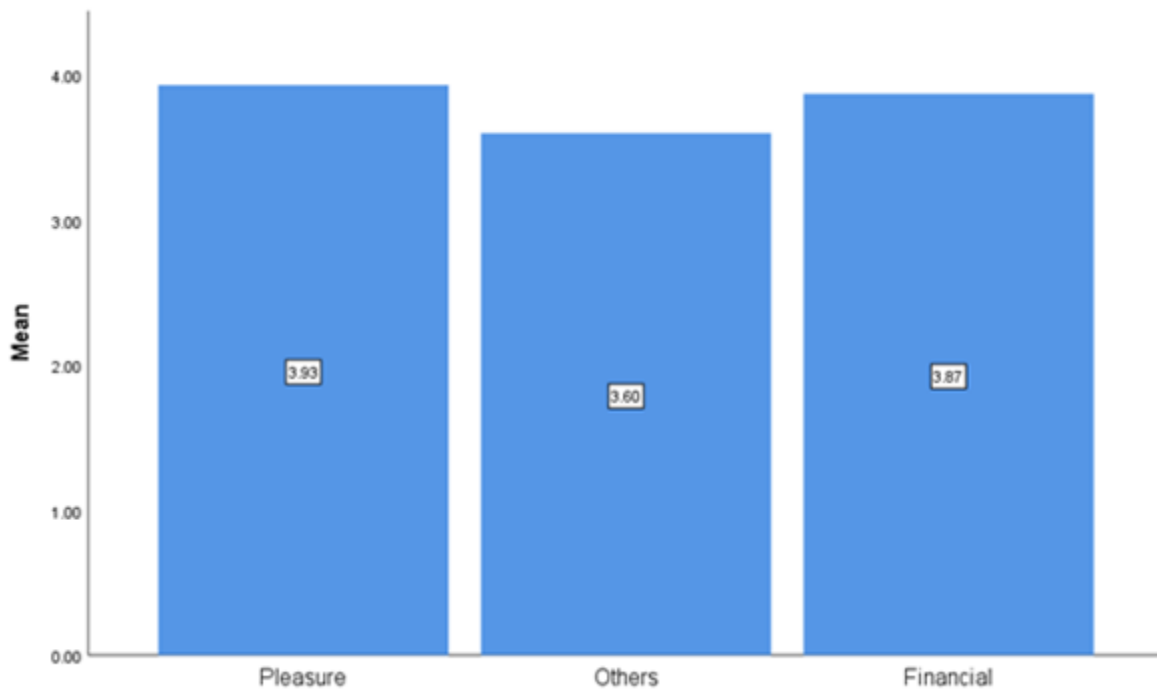
$M \geq 2.5 < 3$ = Moderate

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

$M \geq 4$ = Very strong

6.3.1 'Pleasure' value perception

It seems that the Chinese Millennials in this study considered everything that exotic leather accessories can do for them on a functional and individual level as one concept, named "Pleasure". In addition, they also get pleasure by knowing which exotic leather accessories will make a good impression on others (V10). Wiedmann *et al.*, (2012) mention that purchasing a luxury product can satisfy personal (psychological and functional) needs of a consumer. Three items under the "Pleasure" factor, namely V22, V17 and V16 were considered as very strong/important for the respondents. Results show that the "Pleasure" value ($M = 3.94$) was an important luxury value perception for the respondents ($M \geq 3 < 4$), also more important than the other two value perceptions.



n = 526

FIGURE 6.6: OBJECTIVE 1 LUXURY VALUE PERCEPTION LOADINGS

6.3.2 “Others” value perception

Three Social items of the original scale (V8, V15, V20) loaded on the respondents’ “Others” factor. Others, including their friends’ perceptions of exotic leather accessories are important for these Millennials ($M = 3.60$) ($M \geq 3 < 4$), although a little less important than the pleasure that they derive from purchasing and owning exotic leather accessories as well as financial benefits that can be derived from owning exotic leather accessories. It is particularly important to them to know what others think of people who use certain exotic leather accessories ($M = 3.75$).

6.3.3 “Financial” value perception

Three Financial items of the original scale (V24, V12, V27) loaded on the respondents’ “Financial” factor. The “Financial” ($M = 3.87$) value perception was considered important for the respondents ($M \geq 3 < 4$), although a little less important than the “Pleasure” value perception.

6.4 RESULTS OF OBJECTIVE 2

To determine Chinese millennials' perception of the luxuriousness of sustainability-labelled exotic leather accessories, specifically relating to the dimensions of Quality (sub obj. 1), Extended Self (sub obj. 2), Hedonism (sub obj. 3), Accessibility (sub obj. 4) and Tradition (sub obj. 5).

Section C of the questionnaire aimed to determine Chinese millennials' perceptions of the luxuriousness of sustainability-labelled exotic leather accessories. A 7-point Likert scale, based on the work of Kim and Johnson (2015) was used. The original scale has been validated by the authors and it was suggested that five items of the original scale be removed. These five items were represented in the questionnaire as V30, V35, V39, V41, V42 (Label 1), V51, V56, V60, V62, V63 (Label 2), V72, V77, V81, V83, V84 (Label 3) and V93, V98, V102, V104, V105 (Label 4) and were removed for further statistical analysis. Table 6.3 reflects the results of the factor analysis

The outcome of the factor analysis for the sample's perception of the luxuriousness of the four labels (Table 6.3) identified one identical factor for each of the four labels, instead of the five factors of the revised Kim and Johnson (2015) scale. Principal axis factoring served as the extraction method with Obliman rotation and Kaiser Normalization. The factor was named "Luxuriousness". Kim and Johnson (2015) noted that their revised scale had been verified amongst American respondents and that the scale will not necessarily produce the same five factors/dimensions when used amongst consumers from Eastern countries – which was exactly the case in this research.

As with the previous factor analysis, items that loaded on more than one factor were removed for further analysis while items with loadings lower than 0.4 were considered as practically insignificant (Trochim, 2005:68-70). No further items were removed. The four identical factors were then subjected to further reliability testing, and Cronbach's alpha, eigenvalues and the percentage variance were determined, after which the decision was taken to keep all items and to accept the one-factor scale for the four labels. Table 6.3 reflects the sample's perception of the various items and their perception of the overall luxuriousness of each labelled accessory. Cronbach's alpha values of 0.96, 0.96, 0.97 and 0.96 for the four labels were accepted, indicating internal consistency within the factors. The means of the factors were 4.10, 4.12, 4.11 and 4.15 with standard deviations of 1.42, 1.42, 1.49 and 1.49. The percentage variance explained for the four labels were 65.11, 69.17, 71.12 and 68.61, which is acceptable. The Kaiser-Meyer-Olkin measure of sampling adequacy indicated that the strength of the relationships among variables was high (*KMO's*

= 0.961, 0.972, 0.971, 0.972), with the Bartlett's test of Sphericity also highly significant ($p < 0.001$) in all four cases.

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

Pink	= Quality
Blue	= Extended self
Green	= Hedonism
Yellow	= Accessibility
Orange	= Tradition

TABLE 6.3: FACTOR ANALYSIS OF CHINESE MILLENNIALS' PERCEPTION OF THE LUXURIOUSNESS OF FOUR DIFFERENTLY LABELLED EXOTIC LEATHER ACCESSORIES (in questionnaire order)

STATEMENT	LABEL 1		LABEL 2		LABEL 3		LABEL4	
	Mean	Std. Dev	Mean	Std. Dev.	Mean	Std. Dev.	Mean	Std. dev.
Very noticeable-Fairly noticeable	4.44	1.97	4.43	2.04	4.41	2.01	4.47	2.04
Hand Crafted-Mass Manufactured	3.67	1.74	3.80	1.72	3.82	1.67	3.98	1.71
Best Quality-Good Quality	3.87	1.72	3.95	1.72	3.96	1.70	4.02	1.63
Very Sophisticated - Fairly Sophisticated	4.02	1.79	4.08	1.78	4.08	1.79	4.18	1.78
Superior-Better	4.11	1.83	4.22	1.82	4.19	1.85	4.23	1.81
Exquisite-Tasteful	4.27	1.80	4.26	1.80	4.17	1.87	4.22	1.84
Very Stunning-Fairly Stunning	4.09	1.73	4.12	1.78	4.13	1.70	4.14	1.75
Very Influential-Fairly Influential	4.19	1.72	4.10	1.74	4.12	1.74	4.07	1.75
Very Powerful-Fairly Powerful	4.25	1.67	4.13	1.71	4.16	1.73	4.12	1.73
Highly Regarded-Well Regarded	4.18	1.78	4.17	1.78	4.07	1.73	4.11	1.75
Timeless-Highly Fashionable	4.08	1.75	4.08	1.77	4.19	1.80	4.20	1.77
Accessible-Inaccessible	4.04	1.79	4.07	1.82	4.10	1.76	4.10	1.76
Heritage-Emerging	4.33	1.80	4.39	1.78	4.41	1.77	4.44	1.79
Mean	4.10		4.12		4.11		4.15	
Std. Dev.	1.42		1.42		1.49		1.49	
Cronbach's alpha	0.96		0.96		0.97		0.96	
Eigenvalue	8.46		9.00		9.25		10.98	
% Variance explained	65.11		69.17		71.12		68.61	

N = 526

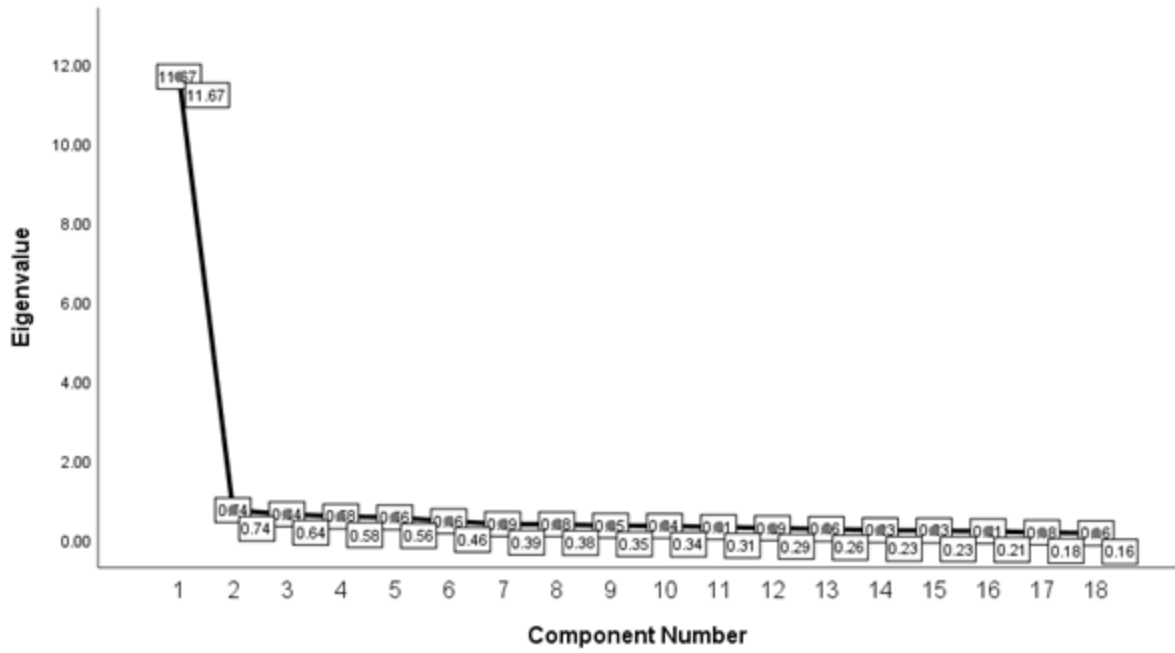


FIGURE 6.7: LABEL 1 SCREE PLOT

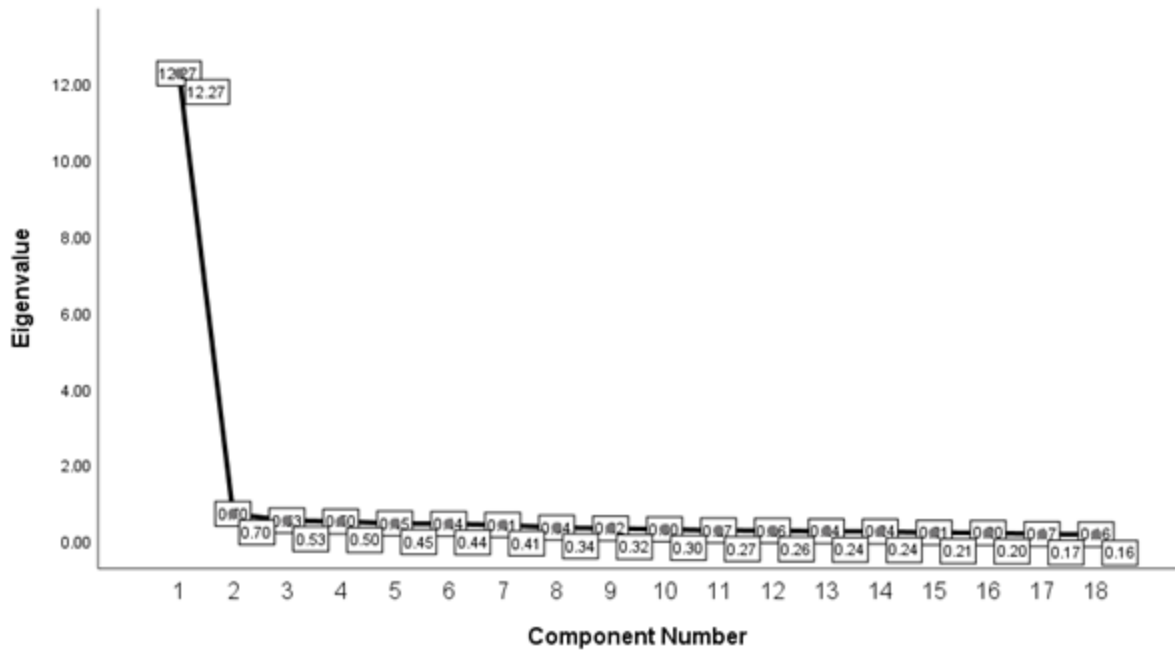


FIGURE 6.8: LABEL 2 SCREE PLOT

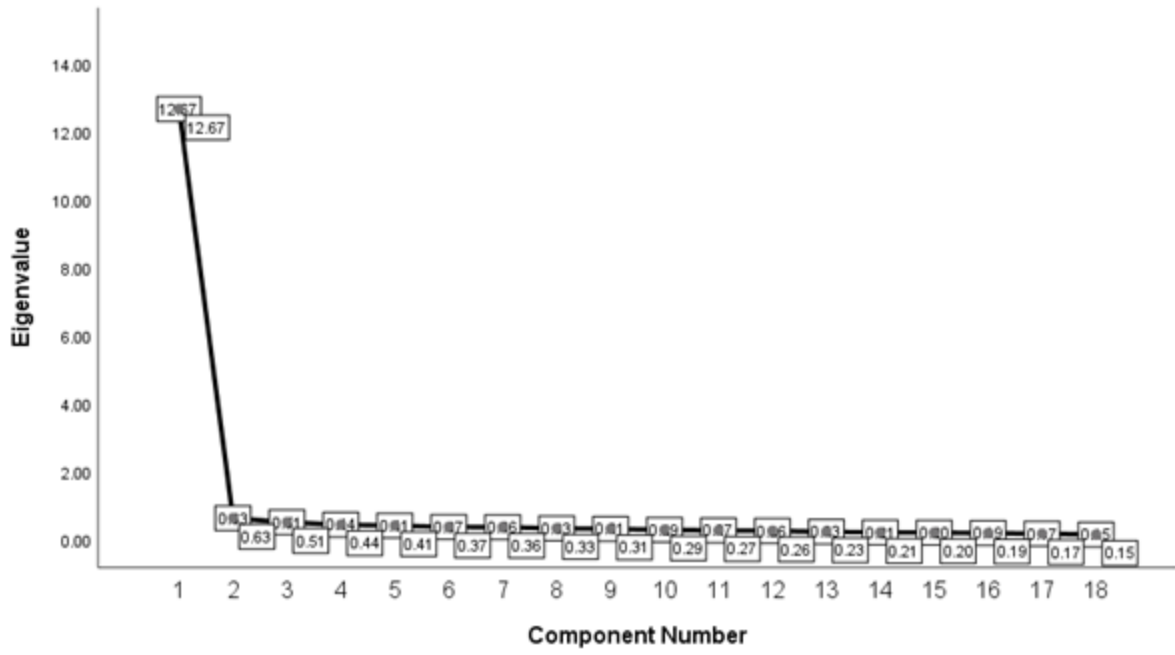


FIGURE 6.9: LABEL 3 SCREE PLOT

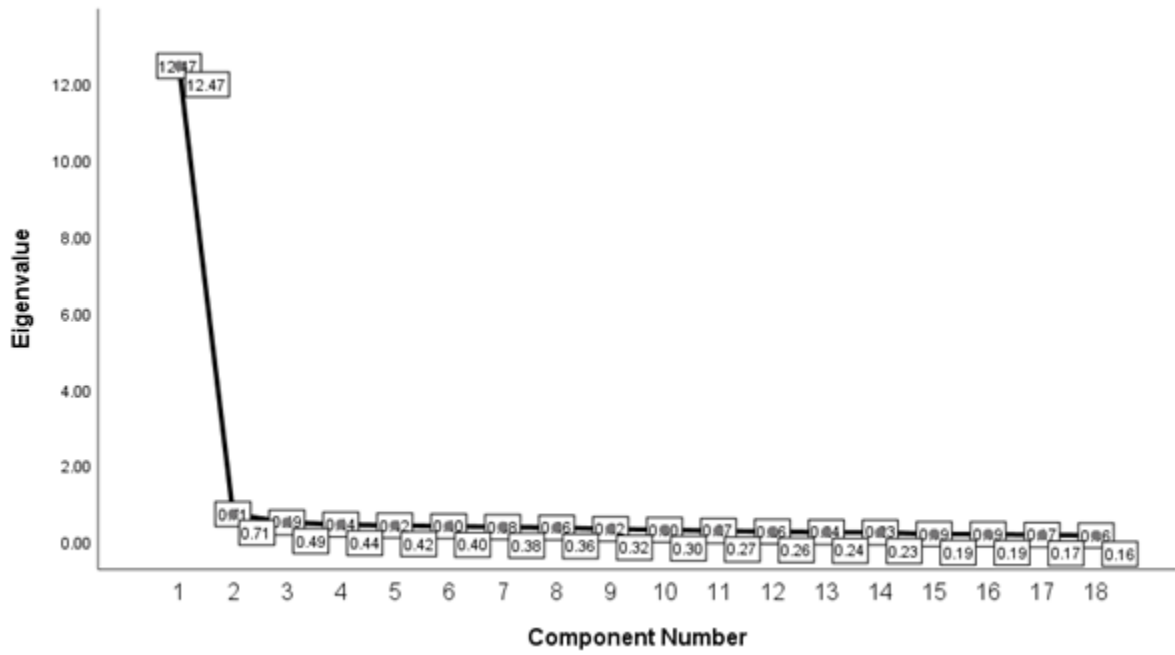


FIGURE 6.10: LABEL 4 SCREE PLOT

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

$M \geq 1 < 3$ = Low luxuriousness

$M \geq 3 < 5$ = Moderate luxuriousness

$M \geq 5 - 7$ = High luxuriousness

6.4.1 Perception of “Luxuriousness”

It seems that the Chinese Millennials in this research did not conceptualize the luxuriousness of the four differently labelled sustainable exotic leather accessories as having five different dimensions (as in the original scale), but rather as having only one dimension (factor), named “Luxuriousness”. Zietsman (2017) found that, with regard to sustainable luxury, Chinese consumers perceive the value of sustainable luxury exotic leather products as one construct. It seems as if the Chinese Millennial respondents in this study also perceived the luxuriousness of sustainable luxury products (in this case exotic leather products) as one concept. The one factor, “Luxuriousness” was therefore accepted. Respondents perceived the luxuriousness of the four differently labelled exotic leather accessories in all cases ($M = 4.10, 4.12, 4.11$ and 4.15) as moderately luxuriousness ($M \geq 3 < 5$), and with only small differences between the four labels. The Label 1 accessory was perceived as having the lowest level of luxuriousness ($M = 4.10$) while the Label 4 accessory was perceived as having the highest level of luxuriousness ($M = 4.15$).

6.5 RESULTS OF OBJECTIVE 3

To determine Chinese millennials’ intentions to purchase differently labelled sustainable exotic leather accessories

In section C of the questionnaire, questions V46-V48; V67-V69; V88-V90; V109-V111 investigated purchasing intent for four differently labelled sustainable exotic leather accessories. A 5-point Likert scale was used, based on Spears and Singh’s (2004) purchasing intent scale.

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

$m \geq 1 < 2$ = Not Important

$m \geq 2 < 2.5$ = Weak

$m \geq 2.5 < 3$ = Moderate

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

$m \geq 4$ = Very Important / Very Strong

TABLE 6.4: CHINESE MILLENNIALS' PURCHASING INTENT FOR DIFFERENTLY LABELLED EXOTIC LEATHER ACCESSORIES

STATEMENT	LABEL 1		LABEL 2		LABEL 3		LABEL 4	
	Mean	Std. Dev.	Mean	Std. Dev.	Mean	Std. Dev.	Mean	Std. Dev.
I will at some point buy this exotic leather accessory	3.83	0.77	3.90	0.80	3.87	0.78	3.80	0.81
I will at some point have the intention to buy this exotic leather accessory	4.07	0.86	4.06	0.86	4.06	0.86	4.03	0.88
I will at some point have an interest in buying this exotic leather accessory	4.26	0.84	4.29	0.86	4.26	0.82	4.22	0.87
Averages	4.05	0.69	4.08	0.72	4.06	0.69	4.02	0.73

$N = 526$

Results indicate that the respondents had in all four cases a very strong ($m \geq 4$) purchasing intent for the sustainable exotic accessories ($m = 4.05, 4.08, 4.06$ and 4.02), with only small differences between their purchasing intent for the four differently labelled exotic leather accessories.

6.6 RESULTS OF OBJECTIVE 4

To determine statistically significant differences between:

4.1 The importance of the three luxury value perceptions (Pleasure, Others, Financial).

4.2 The respondents' perception of the luxuriousness of the four different labels.

4.3 The strength of respondents' purchase intentions for the four different labels.

4.1 To determine statistically significant differences between the importance of the three luxury value perceptions (Pleasure, Others, Financial).

A repeated measures ANOVA was performed to investigate whether the sample differed with regard to their perceptions of the factors "Pleasure", "Others" and "Financial". Mauchley's test of sphericity showed that sphericity cannot be assumed and thus a more robust alternative had to be used. The Greenhouse-Geisser showed the mean scores for perceptions were significantly different, with a medium partial effect size $F(1.861, 977.077) = 64.858, p < 0.000, \eta^2 = 0.110$. Post hoc analyses showed that there were significant differences with regard to all pairwise comparisons ($p < 0.05$). The highest score was obtained on *Pleasure* (3.933) followed by *Financial* (3.873) and *Others* (3.601).

TABLE 6.5: LUXURY VALUE PERCEPTIONS TESTS OF WITHIN-SUBJECTS EFFECTS

Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Perceptions	Sphericity Assumed	33.010	2	16.505	64.858	.000	.110
	Greenhouse- Geisser	33.010	1.861	17.737	64.858	.000	.110
	Huynh-Feldt	33.010	1.867	17.677	64.858	.000	.110
	Lower-bound	33.010	1.000	33.010	64.858	.000	.110
Error (Perceptions)	Sphericity Assumed	267.205	1050	.254			
	Greenhouse- Geisser	267.205	977.077	.273			
	Huynh-Feldt	267.205	980.414	.273			
	Lower-bound	267.205	525.000	.509			

TABLE 6.6: LUXURY VALUE PERCEPTIONS PAIRWISE COMPARISONS

(I) Peceptions	(J) Peceptions	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
1	2	.332*	.030	.000	.274	.391
	3	.060*	.028	.033	.005	.115
2	1	-.332*	.030	.000	-.391	-.274
	3	-.272*	.035	.000	-.341	-.204
3	1	-.060*	.028	.033	-.115	-.005
	2	.272*	.035	.000	.204	.341

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

4.2 To determine statistically significant differences between the respondents' perception of the luxuriousness of the four different labels.

A repeated measures ANOVA was again performed to investigate whether the sample differed with regard to their perceptions of the luxuriousness between the four labels i.e. *Label 1, Label 2, Label 3* and *Label 4*. Mauchley's test of sphericity showed that sphericity has not been violated. The Greenhouse-Geisser showed the mean scores for perceptions were not significantly different, $F(2.848, 1495.102) = 0.839, p > 0.05, \eta^2 = 0.002$

Post hoc analyses therefore showed that there were no significant differences with regard to any pairwise comparisons ($p > 0.05$). Respondents' perceptions of the luxuriousness of the four different labels therefore did not significantly differ.

TABLE 6.7: LUXURIOUSNESS WITHIN-SUBJECT EFFECTS

Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Luxury	Sphericity Assumed	0.596	3	0.199	0.839	0.472	0.002
	Greenhouse-Geisser	0.596	2.848	0.209	0.839	0.467	0.002
	Huynh-Feldt	0.596	2.865	0.208	0.839	0.468	0.002
	Lower-bound	0.596	1.000	0.596	0.839	0.360	0.002
Error (Luxury)	Sphericity Assumed	372.686	1575	0.237			
	Greenhouse-Geisser	372.686	1495.102	0.249			
	Huynh-Feldt	372.686	1504.109	0.248			
	Lower-bound	372.686	525.000	0.710			

TABLE 6.8: LUXURIOUSNESS PAIRWISE COMPARISONS

(I) Luxury		Mean Difference (I-J)	Std. Error	Sig. ^a	95% Confidence Interval for Difference ^a	
					Lower Bound	Upper Bound
1	2	-0.013	0.032	0.693	-0.075	0.050
	3	-0.012	0.031	0.706	-0.072	0.049
	4	-0.045	0.034	0.179	-0.111	0.021
2	1	0.013	0.032	0.693	-0.050	0.075
	3	0.001	0.026	0.971	-0.051	0.052
	4	-0.033	0.028	0.248	-0.088	0.023
3	1	0.012	0.031	0.706	-0.049	0.072
	2	-0.001	0.026	0.971	-0.052	0.051
	4	-0.034	0.029	0.245	-0.090	0.023
4	1	0.045	0.034	0.179	-0.021	0.111
	2	0.033	0.028	0.248	-0.023	0.088
	3	0.034	0.029	0.245	-0.023	0.090

Based on estimated marginal means

a. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

4.3 To determine statistically significant differences between the strength of respondents' purchase intentions for the four different labels.

A repeated measures ANOVA was again performed to investigate whether the sample differed with regard to their purchase intentions for the four labels i.e. *Label 1, Label 2, Label 3* and *Label 4*. Mauchley's test of sphericity showed that sphericity cannot be assumed and thus a more robust alternative had to be used. The Greenhouse-Geisser showed that some of the mean scores for perceptions were significantly different, with a medium partial effect size $F(2.964, 1555.927) = 2.672, p < 0.05, \eta^2 = 0.005$

Post hoc analyses showed that there was a statistically significant difference ($p < 0.05$) between respondents' purchase intent for Label 2 ($m = 4.080$) and Label 4 ($m = 4.018$) (Mean Difference = .063, $p = 0.007$). There was also a statistically significant difference ($p < 0.05$) between respondents' purchase intent for Label 3 ($m = 4.065$) and Label 4 ($m = 4.018$) (Mean Difference = .047, $p = 0.044$). Respondents' purchase intentions for both Labels 2 and 3 were therefore significantly higher than their purchase intent for Label 4.

TABLE 6.9: PURCHASE INTENT TESTS OF WITHIN-SUBJECTS EFFECTS

Source	Type III Sum of Squares						
Purchase		Sphericity Assumed	df	Mean Square	F	Sig.	Partial Eta Squared
Purchase Error (Purchase)	Greenhouse-Geisser	1.121	3	0.374	2.672	0.046	0.005
	Huynh-Feldt	1.121	2.964	0.378	2.672	0.047	0.005
	Lower-bound	1.121	2.982	0.376	2.672	0.046	0.005
	Sphericity Assumed	1.121	1.000	1.121	2.672	0.103	0.005
Error (Purchase)	Greenhouse-Geisser	220.213	1575	0.140			
	Huynh-Feldt	220.213	1555.927	0.142			
	Lower-bound	220.213	1565.729	0.141			
		220.213	525.000	0.419			

TABLE 6.10: PURCHASE INTENT PAIRWISE COMPARISONS

(I) Purchase		Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
1	2	-0.028	0.021	0.194	-0.070	0.014
	3	-0.012	0.024	0.612	-0.059	0.035
	4	0.035	0.024	0.143	-0.012	0.082
2	1	0.028	0.021	0.194	-0.014	0.070
	3	0.016	0.023	0.493	-0.030	0.061
	4	.063*	0.023	0.007	0.018	0.108
3	1	0.012	0.024	0.612	-0.035	0.059
	2	-0.016	0.023	0.493	-0.061	0.030
	4	.047*	0.023	0.044	0.001	0.093
4	1	-0.035	0.024	0.143	-0.082	0.012
	2	-.063*	0.023	0.007	-0.108	-0.018
	3	-.047*	0.023	0.044	-0.093	-0.001

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

6.7 RESULTS OF OBJECTIVE 5

To determine the correlation between Chinese millennials':

5.1 Luxury value perceptions and their perception of the luxuriousness of four sustainability-labelled exotic leather accessories.

5.2 Luxury value perceptions and their intent to purchase four sustainability-labelled exotic leather accessories.

5.3 Perceptions of the luxuriousness of four sustainability-labelled exotic leather accessories and their purchase intentions thereof.

Pearson's correlation coefficient was used to determine the above-mentioned correlations. Pearson's correlation coefficient is generally interpreted as shown previously in Chapter 5 (Table 5.2).

TABLE 5.2: PEARSON'S CORRELATION

CORRELATION COEFFICIENT (<i>r</i>)	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.

5.1 To determine the correlation between Chinese millennials' luxury value perceptions and their perception of the luxuriousness of four sustainability-labelled exotic leather accessories.

TABLE 6.11: CORRELATIONS BETWEEN LUXURY VALUE PERCEPTION FACTORS AND LUXURIOUSNESS OF LABELS 1-4

		Pleasure	Others	Financial
Luxuriousness Label 1	Pearson Correlation	-.149**	.215**	0.078
	Sig. (2-tailed)	0.001	0.000	0.075
	<i>N</i>	526	526	526
Luxuriousness Label 2	Pearson Correlation	-.121**	.258**	0.077
	Sig. (2-tailed)	0.005	0.000	0.079
	<i>N</i>	526	526	526
Luxuriousness Label 3	Pearson Correlation	-.118**	.250**	.089*
	Sig. (2-tailed)	0.007	0.000	0.042
	<i>N</i>	526	526	526
Luxuriousness Label 4	Pearson Correlation	-.136**	.234**	.106*
	Sig. (2-tailed)	0.002	0.000	0.015
	<i>N</i>	526	526	526

** . Correlation is significant at the $p < 0.01$ level (2-tailed).

* . Correlation is significant at the $p < 0.05$ level (2-tailed).

Results in Table 6.13 show no statistically significant correlations ($p > 0.05$) between the *Financial* luxury value perception and respondents' perception of the *Luxuriousness* of labelled 1 ($p = 0.075$) as well as labelled 2 ($p = 0.079$) accessories. Although results show statistically significant ($p < 0.05$) and highly significant ($p < 0.01$) correlations in all other cases, correlations were in all cases only weak or very weak. It is, however, interesting to note that correlations between the most important *Pleasure* luxury value perception and the perceptions of the luxuriousness of all four labels were negative (although very weak ($r < 0.19$)).

5.2 To determine the correlation between Chinese millennials' luxury value perceptions and their intent to purchase four sustainability-labelled exotic leather accessories.

TABLE 6.12: CORRELATIONS BETWEEN PERCEPTIONS OF LUXURIOUSNESS AND PURCHASING INTENT FOR LABELS 1-4

		Purchase Intent Label 1	Purchase Intent Label 2	Purchase Intent Label 3	Purchase Intent Label 4
Pleasure	Pearson Correlation	.701**	.659**	.644**	.646**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000
	N	526	526	526	526
Others	Pearson Correlation	.397**	.369**	.368**	.361**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000
	N	526	526	526	526
Financial	Pearson Correlation	.272**	.207**	.272**	.242**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000
	N	526	526	526	526

** Correlation is significant at the $p < 0.01$ level (2-tailed).

According to the results in Table 6.14 there were statistically highly significant ($p < 0.01$) strong, positive correlations between the respondents' most important *Pleasure* luxury value perception and their Purchase Intent for all four labels (Label 1 [$r = 0.701$, $n = 526$, $p < 0.000$]; Label 2 [$r = 0.659$, $n = 526$, $p < 0.000$]; Label 3 [$r = 0.644$, $n = 526$, $p < 0.000$]; Label 4 [$r = 0.646$, $n = 526$, $p < 0.000$]). Therefore, the more important the *Pleasure* luxury value perception becomes, the stronger becomes the respondents' Purchase Intent for all four sustainability-labelled accessories. All correlations between the *Others* as well as the *Financial* value perceptions and respondents' Purchase Intent for the four sustainability-labelled accessories were only weak.

5.3 To determine the correlation between Chinese millennials' perceptions of the luxuriousness of four sustainability-labelled exotic leather accessories and their purchase intentions thereof.

TABLE 6.13: CORRELATIONS BETWEEN PERCEPTIONS OF LUXURIOUSNESS AND PURCHASING INTENT FOR LABELS 1-4

		Luxuriousness Label 1	Luxuriousness Label 2	Luxuriousness Label 3	Luxuriousness Label 4
Purchase Intent Label 1	Pearson Correlation	-0.059	-0.017	-0.038	-0.060
	Sig. (2-tailed)	0.175	0.694	0.388	0.166
	<i>N</i>	526	526	526	526
Purchase Intent Label 2	Pearson Correlation	-0.025	-0.020	-0.005	-0.021
	Sig. (2-tailed)	0.569	0.653	0.918	0.627
	<i>N</i>	526	526	526	526
Purchase Intent Label 3	Pearson Correlation	-0.022	-0.041	-0.041	-0.021
	Sig. (2-tailed)	0.607	0.352	0.349	0.636
	<i>N</i>	526	526	526	526
Purchase Intent Label 4	Pearson Correlation	-0.068	-0.063	-0.066	-.124**
	Sig. (2-tailed)	0.118	0.146	0.128	0.004
	<i>N</i>	526	526	526	526

** Correlation is significant at the $p < 0.01$ level (2-tailed).

Results of Table 6.15 show that there was only a statistically significant correlation between respondents' perception of the luxuriousness of the Label 4 accessory ($p = .004$) and their purchase intent for the accessory, although the correlation was only very weak and negative. In all other cases there were no statistically significant correlations ($p > 0.05$).

6.8 DISCUSSION AND INTERPRETATION

The purpose of this research was to explore and describe the relevance of sustainability labelling for Chinese millennial tourists' perception of the luxuriousness of, as well as their purchasing intent for sustainability-labelled exotic leather accessories.

Previous researchers (Hennigs *et al.*, 2012; Shukla, Singh & Banerjee, 2015; Sun, D'Alessandro & Johnson, 2016) determined that consumers make their luxury purchasing

decisions based on certain specific value perceptions which ultimately play an important role in their purchasing behaviour, including their purchasing intent as well as how luxurious they perceive a specific luxury product and in the case of this study, sustainability-labelled exotic leather accessories. This research was based on the work of Hennigs *et al.*, (2007; 2012; 2013), who found that the basic motivational drivers for luxury consumption are based on individual, functional, social and financial dimensions, but that the relative importance and conceptualization of these drivers may vary between cultures as well as marketing segments.

The sample of this research consisted of both male and female consumers from China who fell into the millennial age bracket with a mean age of 29.74 years. It was found that the Chinese millennials in this research conceptualized the Hennigs *et al.*, (2013) luxury value perception scale differently. Three important value perception dimensions could be identified for the sample, named "Pleasure", "Others" and "Financial".

The Chinese millennials in this study conceptualised the original scale's Functional and Individual luxury value perception statements, as well as two of the original Social value perception statements together as one most important luxury value perception for exotic leather accessories, named "Pleasure". For the Chinese millennials in this study it is therefore important "what exotic leather accessories should do for me" and the pleasure that they derive from having or buying the product, whether on functional, emotional/individual or social level. This supports the research of Ferreira (2017) who also identified "Pleasure" as an important luxury value perception for exotic leather products among Chinese consumers. It reflects, a self-perception of luxury value (Liang, Ghosh & Oe, 2017), with a strong element of emotional value in it (Sun, D'Alessandro & Johnson, 2016). Results therefore indicate a sample of hedonistic respondents who seek emotional pleasure through the purchase of beautiful, rare quality products (Vigneron & Johnson, 1999). Although these Chinese millennials' consumption behaviour for exotic leather accessories are, as also found by Kim, Forsythe, Gu and Moon (2002), motivated by superior product quality, it is because of the gratification and indulgence that they derive from buying and owning these quality products.

"I view exotic leather accessory purchases as gifts for myself to celebrate an occasion that I believe is significant to me." ($M = 4.00$)

"As a whole, I may regard exotic leather accessories as gifts that I buy to treat myself." ($M = 4.00$)

“I place emphasis on quality assurance over prestige when considering the purchase of an exotic leather accessory.” ($M = 4.02$)

The second important luxury value perception identified in this study consisted of only social statements from the original Hennigs *et al.*, (2013) scale. It was named “Social” and although it was perceived as ‘n little less important than the “Pleasure” and “Financial” value perceptions, it was still considered as important with regard to exotic leather accessories. Others’, including friends’ perceptions of exotic leather accessories were important for these millennial respondents, while it was particularly important to them to know what others think of people who use certain exotic leather accessories. Liao and Wang (2009) noted that Asian consumers value the opinion of others and that the concept of “Face” (the need to obtain self-worth among others of the same social group) is in fact a prevalent concept to Asian consumers. Liang *et al.*, (2017) further state that “Face-saving” should be seen as a value on its own and that it heavily contributes to Chinese consumers’ social perception of luxury value. Ngai and Cho (2012) called young Chinese millennials for whom others’ opinions are important, “Luxury followers”. They are collectivists who are enthusiastic about luxury products but will only adopt a new trend or product after it has been accepted by others. Li and Su (2007) found that Asian consumers possess strong appetites for luxury products and believe that they must purchase luxury products to enhance, maintain or save face, despite them earning in many cases a relatively low income.

The third value perception that was identified in this study was named “Financial” and comprised of three of the financial items in the original scale. Respondents perceived it as an important value perception for exotic leather accessories, although less important than the “Pleasure” value perception. Although some researchers (Shukla & Purani, 2012; Sun *et al.*, 2016), conceptualized the financial dimension as part of the functional dimension, as a high price signals excellent quality and therefore functionality to the consumer. Respondents in this research clearly conceptualized “Financial” value as a luxury value perception on its own for exotic leather accessories. Although there were statistically significant differences with regard to all pairwise comparisons between the strength of the three luxury value perceptions, the effect of the differences was only medium.

This research dealt specifically with *sustainably manufactured* exotic leather accessories, and respondents had to indicate their purchasing intent for, as well as their perceptions of the luxuriousness of four differently labelled sustainably manufactured exotic leather accessories. Based on the theoretical “Sustainability Excellence” model of Hennigs *et al.*,

(2013) and the empirical findings of Zietsman (2017) among Chinese consumers, it was assumed in this research that Chinese millennials base their *sustainability* luxury value perceptions on their underlying luxury value perceptions and that their *sustainability* luxury value perceptions are therefore driven by their subjective expectations and perceptions of luxury value. With regard to this study, such a viewpoint would mean that Chinese millennials' purchasing intent for sustainably manufactured exotic leather accessories, as well as their perception of the luxuriousness of these products will be driven by their specific underlying luxury value perceptions – in this case “Pleasure”, “Social” and “Financial” value perceptions.

Based on the work of previous researchers (Griesshammer *et al.*, 2004; Grankvist & Biel, 2007; Engels, Hansmann & Scholz, 2010; Cho, 2015) it was further reasoned in this research that specifically third party endorsement and a message of personal versus global benefits might impact Chinese millennials' purchasing intentions for, and perceptions of the luxuriousness of sustainably manufactured exotic leather accessories.

The luxuriousness of a brand or product is a more subjective evaluation and refers to a consumer's perception of certain tangible or intangible characteristics of a brand or product. Vigneron and Johnson (2004) noted that the luxuriousness of prestige brands or luxury products is not equal and that consumers are able to differentiate brands or products as more or less luxurious as other. In this research respondents' perceptions of the luxuriousness of four sustainability-labelled exotic leather accessories were measured with the “Luxury Index Scale” of Kim and Johnson (2015), where luxuriousness is based on five underlying dimensions, namely, conspicuousness, uniqueness, quality, extended-self and hedonism. However, the outcome of the factor analysis in this research identified only one identical factor for each of the four labels, instead of the five factors of the revised Kim and Johnson (2015) scale. The factor was named “Luxuriousness”. The Cronbach Alphas for all four factor analyses were 0.96 or above and the total variance explained was in all four cases higher than 65%. The decision was therefore made to accept the one-factor scale for the four labels.

The question was: Why did the Chinese millennials in this research in the first place conceptualize the luxuriousness of sustainably manufactured exotic leather accessories as only one total factor, while previous work from Vigneron and Johnson (2004) and Kim and Johnson (2015) indicated five underlying (although not exactly the same) dimensions? The work of Christodoulides and Michaelidou (2008) might shed light on the question. These researchers evaluated the original Vigneron and Johnson (2004) scale among actual luxury seekers from Taiwan, which is similar to China, in that it is also one of the fastest growing

Asian markets for luxury brands. They identified in their research four luxury dimensions for luxuriousness and found particularly the discriminant validity of the original scale to be problematic. They therefore suggested further research among particularly Asian countries. It should further be noted that respondents in this study had to indicate their perceptions of the luxuriousness of *sustainably* manufactured exotic leather accessories which did not necessarily belong to a luxury brand. As suggested by Hennigs *et al.* (2013), Zietsman (2017) empirically determined that Chinese consumers conceptualized *sustainable luxury* as one concept. From the results of this research the same seem to be the case with their conceptualization of the luxuriousness of sustainable luxury products where brand names are unknown - in this case exotic leather accessories.

Respondents perceived the luxuriousness of the four differently labelled exotic leather accessories in all cases as moderately luxurious, with only small differences between the means of the four labels. Based on the work of previous researchers (Griesshammer *et al.*, 2004; Grankvist & Biel, 2007; Engels, Hansmann & Scholz, 2010; Cho, 2015) it was expected that Label three with third party endorsement and a message of personal benefits that could be derived from owning such a sustainable exotic leather accessory would be perceived as the most luxurious accessory. Label two was, however, perceived by the respondents as slightly more luxurious as Label three, although not significantly more luxurious. Both labels had third party endorsement with the only difference the personal versus global benefits that the labels communicate. Label two specifically mentioned care for the environment and job creation. Various previous researchers (Inglehart & Baker, 2000; Stearns, 2001; Ngai & Cho, 2012; McKinsey, 2016) found that employment and the creation of new jobs to be very important for young modern Chinese consumers, as economic development can now move the younger generations in a new socio-economic direction, independent of cultural heritage.

Highly significant correlations were found between respondents' "Pleasure" and "Social" luxury value perceptions and their perceptions of the luxuriousness of all four sustainability-labelled accessories, although the correlations were in all cases only weak. Negative (although weak) correlations were found between the most important "Pleasure" value perception and their perceptions of the luxuriousness of all four sustainability-labelled accessories. Although the correlations were only weak, it indicates that the more important respondents' "Pleasure" value perceptions were, the lower their perceptions of the luxuriousness of these *sustainability*-labelled accessories became.

Although respondents in this study only perceived the four sustainability-labelled accessories as being moderately luxurious, they had in all four cases very strong purchasing intentions

for the exotic leather products, and significantly stronger purchasing intentions for labels two and three (both with third party endorsement) than for label four. Statistically highly significant strong positive correlations were in all four cases found between respondents' strongest "pleasure" value perceptions and their purchasing intent for these sustainability-labelled exotic leather products, indicating that their purchasing intentions for sustainable manufactured luxury exotic leather products are indeed driven by their most important luxury value perceptions. This then supports the viewpoint of Hennigs *et al.*, (2013) that for luxury products "Sustainability Excellence" is driven by consumers' underlying most important luxury value perceptions. Only a very weak negative correlation was found between respondents' perceptions of the luxuriousness of the labelled four accessory and their purchase intent for that accessory, with no other statistically significant correlations. It therefore seems that respondents' perceptions of the (only) moderate luxuriousness of the products did not have any strong effect on their purchasing intentions for the products.

6.9 SUMMARY

This chapter analysed the responses provided by the participants in the study. Results indicated that the sample identified three factors instead of the four factors proposed by the original Wiedmann *et al.*, (2007) scale, namely "Pleasure", "Others" and "Financial". Chinese millennials in this study considered everything that exotic leather accessories can do for them on a functional and an individual level as one concept, named "Pleasure". Additionally, respondents indicated that the "Pleasure" value perception was also the most important to them. Social items of the original scale loaded on the "Others" factor and although a little less important than the "Pleasure" factor, it is particularly important to the respondents in this study to know what others think of people who use certain exotic leather accessories. Finally, Financial items of the original scale loaded on the respondents' "Financial" factor, which was considered to be the least important for the respondents in this study. A repeated measures ANOVA was performed to investigate whether the sample differed with regard to their perceptions of the factors "*Pleasure*", "*Others*" and "*Financial*". Post hoc analyses showed that there were significant differences with regard to all pairwise comparisons.

The outcome of the factor analysis for the sample's perception of the luxuriousness of the four different sustainability-labels, identified one identical factor for each of the four labels, instead of the five factors of the revised Kim and Johnson (2015) scale. The factor was named "Luxuriousness". A repeated measures ANOVA was performed to investigate whether the sample differed with regard to the respondents' perceptions of the luxuriousness

between the four labels, however post hoc analyses revealed no significant differences with regard to any pairwise comparisons.

The outcome of the factor analysis for the sample's purchasing intent, based on Spears and Singh's (2004) scale indicated that the respondents had in all four cases a very strong purchasing intent for the sustainable exotic accessories, with only small differences between the four differently labelled exotic leather accessories. A repeated measures ANOVA was again performed to investigate whether the sample differed with regard to their purchase intentions for the four labels. Post hoc analyses showed that there was a statistically significant difference between respondents' purchase intent for Label 2 and Label 4, as well as a statistically significant difference between respondents' purchase intent for Label 3 and Label 4. Respondents' purchase intentions for both Labels 2 and 3 were therefore significantly higher than their purchase intent for Label 4.

According to the results, there were statistically highly significant strong, positive correlations between the respondents' most important *Pleasure* luxury value perception and their Purchase Intent for all four labels. Therefore, the more important the *Pleasure* luxury value perception becomes, the stronger becomes the respondents' Purchase Intent for all four sustainability-labelled accessories.

Chapter 7 of this document will consist of conclusions based on the results of the study. It will firstly point out the theoretical and managerial contributions of the study, and then comprise of an evaluation of the study. Finally, the study will point out the limitations and make recommendations for future research.



CHAPTER 7

CONCLUSIONS, CONTRIBUTIONS, EVALUATION, LIMITATIONS AND RECOMMENDATIONS

7.1 INTRODUCTION

The purpose of this research was to explore and describe the relevance of sustainability labelling for Chinese consumers' perception of the luxuriousness of, as well as their purchasing intent for sustainability-labelled exotic leather accessories. A study of the current literature was completed and focussed on luxury value perceptions, sustainability within the luxury exotic leather market, as well as purchasing intent for sustainability-labelled accessories. These concepts were discussed in Chapter Two and Three and set the foundation for the study. The results as well as the discussion and interpretation was found in Chapter Six.

This chapter consists of conclusions that can be drawn with regard to the results of the current study at hand. Theoretical and managerial contributions are highlighted, where after the research is evaluated and limitations and recommendations are outlined.

7.2 CONCLUSIONS

A total of 526 Chinese millennial respondents participated in this study, with an equal male and female representation. All respondents had either visited South Africa during the previous five years or had the intension to visit South Africa during the following five years. Most of the respondents indicated that they had previously bought leather products as well as exotic leather accessories such as purses, belts and handbags. As a non-probability convenience sample was chosen for the study, results and conclusions cannot be generalized and are therefore only applicable to this study.

The overall purpose of the study was to explore and describe the relevance of sustainability labelling for Chinese millennial consumers' perception of the luxuriousness of, and purchase

intent for sustainability-labelled exotic leather accessories. With regard to the overall purpose of the study it can be concluded that sustainability labelling plays a role in the Chinese millennial consumers of this study's purchase intentions for sustainable manufactured accessories, and to a lesser intent also in their perceptions of the luxuriousness of these luxury products. To understand the nature of this relevance, it is, however important to also understand the role of underlying luxury value perceptions as well as sustainability perceptions that might also come into play. Various research objectives have therefore been stated for this study.

It became clear that the Chinese millennial consumers in this study have very specific strong luxury value perceptions that drive their purchasing behaviour for luxury products – in this case luxury sustainable manufactured exotic leather accessories – the strongest of which is a “*Pleasure*” perception of luxury. It is about what the luxury product should do for them on functional as well as emotional level. It became clear that these participants seek emotional pleasure through the purchasing of beautiful and rare luxury products with exceptional quality. These consumers further also perceive others' viewpoints and the financial benefits of a luxury purchase as important and expressed also strong “*Financial*” and “*Social*” luxury value perceptions, to the extent that they value the opinions of others as important in their luxury purchasing behaviour. They are collectivists who are enthusiastic about luxury products that give them pleasure, but will most probably only follow a new trend if it is also accepted by others.

It can further be concluded that the Chinese millennial consumers in this study have strong purchasing intentions for sustainably manufactured and sustainability-labelled exotic leather accessories. These purchasing intentions are driven by their strong underlying luxury value perceptions, in this case specifically their “*Pleasure*” value perceptions, to the extent that they will most probably not buy a sustainable manufactured exotic leather accessory if they are not sure that it will give them ultimate functional and emotional pleasure. The important role of a specific consumer segment's luxury value perceptions in their purchasing behaviour of sustainable luxury products therefore became clear in this study.

It can further be concluded that, although the participants in this study express strong purchasing intentions for sustainable manufactured exotic leather accessories, they perceive these products as only moderately luxurious. They also do not perceive the luxuriousness of these products, as determined in previous studies, as having various luxurious dimensions, but as one overall construct. Based on Hennigs *et al.*'s “*Sustainability Excellence*” model and Zietsman's (2017) findings that consumers perceive the luxury value of sustainable luxury products as one overall construct, based on their specific underlying value perceptions, it

seems as if the same can be said about the participants in this study's perceptions of the luxuriousness of sustainable manufactured exotic leather accessories. These perceptions of the luxuriousness of sustainable exotic leather accessories, were, as in the case of their purchase intentions, driven (although only weakly) by their important "*Pleasure*" and "*Social*" luxury value perceptions. Although these respondents' purchasing intentions were strongly driven by their underlying strong luxury value perceptions, it was not the case of their perceptions of the luxuriousness of the products. Only very weak correlations were found between the participants' purchasing intentions and their perceptions of the (only moderate) luxuriousness of the sustainable manufactured exotic leather accessories.

The question was whether certain qualities of a sustainability label have any relevance for Chinese millennial consumers purchasing intentions for, and perceptions of the luxuriousness of sustainable manufactured exotic leather accessories? It was specifically reasoned that third-party endorsement and a personal versus a global message regarding the sustainability of the product could play a role in these consumers' purchasing intentions for and perceptions of the luxuriousness of sustainable manufactured exotic leather accessories. Only small differences were found between the participants' purchasing intentions for the four differently labelled exotic leather accessories. The participants expressed, however, stronger purchasing intentions for the accessories where the labels showed third party endorsement. Very small differences were found between participants' perceptions of the luxuriousness of the four differently labelled sustainable manufactured exotic leather accessories, although the products with third party endorsement and a global message were perceived as a little more luxurious than the others. It can therefore be concluded that, although the specific and most important luxury value perceptions of the Chinese millennials in this study, play a role in their purchasing intentions for, and perceptions of the luxuriousness of sustainable manufactured exotic leather accessories, different labelling, specifically third party endorsement and personal versus global sustainability messaging do not play a significant role in these participants' purchasing intentions for, and perceptions of luxuriousness of the sustainable manufactured exotic leather accessories. They perceive sustainable manufactured exotic leather accessories as only moderately luxurious, and, while their specific strong luxury value perceptions play an important role in their purchasing intentions for sustainable manufactured exotic leather accessories, their perceptions of the only moderate luxuriousness of these products play only a very small, if any significant role in their purchasing intentions,

The above conclusions have definite managerial implications for the marketing of sustainable manufactured exotic leather accessories for Chinese millennials and also contribute to existing theory in this regard.

7.3 CONTRIBUTIONS OF THE STUDY

7.3.1 Theoretical contributions

The results of this study further contribute to previous work on the concept of the luxuriousness of luxury products, and clearly demonstrate that Chinese millennial consumers conceptualize the luxuriousness of *sustainable* luxury accessories as having only one dimension, namely, luxuriousness. This is in contrast with previous studies that was done among Western consumers and that showed that Western consumers conceptualized luxuriousness as having various dimensions. The role of a perception of *sustainability* as such, also come to the fore in this study, as the Chinese participants perceived all four sustainability-labelled exotic leather accessories as only moderately luxurious, irrelevant of differences in label messages. Only small differences were found in participants' purchasing intentions for and perceptions of the luxuriousness of four differently labelled exotic leather accessories, although it seems as if third party endorsement and a global sustainability messages on a label may play a more positive role in Chinese millennial consumers' purchasing intentions and perceptions of the luxuriousness of sustainable manufactured exotic leather accessories. This, however, needs to be further researched.

7.3.2 Managerial contributions

Results of this study have definite implications for the entire exotic leather value chain, including manufacturers and designers, but particularly marketers and retailers of South African sustainable exotic leather accessories.

This study contributes to the understanding of important underlying luxury value perceptions that drive an important international tourist segment's purchasing intention for, and perceptions of the luxuriousness of sustainable manufactured exotic leather accessories. It also shed light on the possible role that sustainability labelling messages may play in these tourists' purchasing intentions and perceptions of the luxuriousness of sustainable manufactured exotic leather products. Chinese millennials have very specific strong luxury value perceptions that drive their purchasing behaviour. It is important for Chinese millennials that a sustainably manufactured exotic leather product give them ultimate pleasure on functional as well as emotional level while such a purchase is also accepted by important others in their lives. It is therefore not only about the sustainability of the product, but very specifically about the specific luxury value perceptions that the product will meet. Superior quality is a fundamental characteristic of luxury goods and is often associated with the perception of brand luxury and value. Chinese millennial consumers in this study

expressed strong needs for product characteristics such as superior quality, usability and uniqueness. These consumers therefore place a high value on accessories which would remain beautiful for a long time, which is durable, versatile and generates pleasure for the owner. This therefore has implications for producers of exotic leather accessories as they need to ensure that these characteristics are present when manufacturing the accessory. Examples such as excellently tanned leather, skilful designing and craftsmanship and high-quality finishes are essential if they want to appeal to these consumers.

The South African Exotic leather industry should realize that Chinese millennial consumers have strong purchase intentions for sustainable manufactured exotic leather accessories, although they perceive these sustainable exotic luxury products as only moderately luxurious. The South African exotic leather industry should therefore capitalize on these consumers' strong purchasing intentions for sustainable manufactured exotic leather accessories with strong marketing campaigns, including sustainability labelling that will assure these young consumers that the highest sustainability practices have been followed and that the specific exotic leather accessory has indeed a strong luxurious quality and will meet their specific luxury value perceptions.

The logo of Exotic Leather South Africa was used in this study as third-party endorsement. Chinese millennials in this study experienced the inclusion of such a third-party sustainability endorsement positively, although it only marginally played a role in their purchase intentions for sustainable manufactured exotic leather products as well as in their perceptions of the luxuriousness of these products. This, however, needs further investigation by the South African exotic leather industry.

Not with-standing the generalized viewpoints that "face-saving" and the acceptance by important others are important drivers of Chinese people's purchasing behaviours, as well as results of previous studies that showed that personal sustainability labelling messages have a more positive effect than global sustainability labelling messages on consumers' purchasing behaviours for sustainable manufactured products, the young Chinese participants in this study expressed a slightly stronger preference for a global sustainability message. This again points to differences between cultural and market segments, which may also differ with regard to specific sustainability value perceptions – such as that (in this case) the creation of jobs is of more importance than belonging to a specific "luxury family". It is therefore important that the South African exotic leather industry also determine their specific target market's sustainability value perceptions. This again needs further investigation.

It is suggested that the South African exotic leather industry should not accept a “one size fits all” approach in their marketing campaigns for South African sustainable manufactured exotic crocodile and ostrich leather accessories. They should rather aim their marketing campaigns and specifically the labelling of their products on specific important target markets in such a way that it addresses the specific target market’s unique luxury- as well as sustainability value perceptions.

7.4 EVALUATION OF THE STUDY

7.4.1 Quality of the data

7.4.1.1 Validity

In order to eliminate error in this research, the researcher ensured that procedures and measurement instruments had acceptable levels of validity and reliability before the study was carried out (De Vos *et al.*, 2011). Validity refers to the degree to which an instrument measures what it is intended to measure (Kumar, 2014). A questionnaire is considered valid if it accurately measures the constructs it was proposed to measure so that precise conclusions can be made from the collected data. In order to accomplish this, all relevant objectives and their corresponding constructs were outlined to fully comprehend what information each objective was looking to reveal.

Face validity is regarded as the extent to which an instrument appears to be measuring what it proposes to measure (Leedy & Omrod, 2010). Face validity was assured by implementing a pilot study prior to data collection to eliminate abstruse and ambiguous questions.

Criterion validity is described as the manner in which results from the research instrument correlate with another measurement instrument created to measure comparable constructs (Leedy & Omrod, 2010). In this study, criterion validity was established by introducing more than one question in the instrument that tested the same construct. By making use of previously tested scales within the questionnaire, results could be compared to previous research with similar results.

Construct validity signifies the manner in which a research instrument measures what it is intended to, as well as the quality of that measurement (Kumar, 2014). Construct validity is frequently viewed as the most difficult as it encompasses understanding the degree to which the instrument successfully measures a theoretical construct (De Vos *et al.*, 2011). This type of validity was assured through conducting a meticulous literature review so that the

meanings of all concepts were clearly identified and the content of the literature was clearly understood. An operationalisation table was included in Chapter Five and illustrated all relevant concepts that were measured and how they were measured. Additionally, the literature covered all constructs of luxury, luxury value perceptions, exotic leather, sustainability labelling and purchase intentions through the use of pertinent textbooks and scientific journal articles. Finally, results could be linked to theory as well as previous results, which indicates that the instrument was in fact successful.

7.4.1.2 Reliability

To ensure legitimacy of results, reliability thereof must be established. With regard to measurement instruments, reliability is the level to which the measurement made is accurate, dependable or precise (Kumar, 2014). A scale is therefore reliable if under the same or similar conditions, the repeat measurements give the same results. According to Welman, Kruger & Mitchell (2005), reliability is the extent to which gathered data can be generalised to different measuring occasions and measuring tests. This is deemed as internal consistency and was assessed in the pilot study.

One method that reliability can be ensured is through the application of the essential principles of questionnaire design. As aforementioned, the questionnaire was pre-tested before distribution to make sure that it was easy to complete, relevant and understandable (De Vos *et al.*, 2011). Applicable literature and theories were also reviewed by the research supervisor as well as a qualified statistician to ensure that the conceptual and theoretical background for the study was correctly covered and that the accompanying questions were structured correctly.

The method of completion of the questionnaire was standardised so that all respondents completed it in the same conditions so as to maintain consistency of the results. Respondents who took part in the study did so entirely on a voluntary basis and no attempt whatsoever was made to pursue any given respondent to answer in a certain way or provide the researcher with biased information.

Internal reliability was ascertained through the calculation of Cronbachs coefficient alpha regarding the items in the questionnaire. In most cases questions were close-ended, improving the likelihood of objectivity. These results were then scored and numerically coded with the assistance of a qualified statistician.

7.4.2 Achievement of the objectives of the study

As stated in the research problem in the first chapter of this study, five objectives along with their various sub-objectives were identified. This was completed after the completion of the literature review and conceptual framework. Objectives and sub-objectives were discussed extensively in the literature review and formed part of the questions in the structured questionnaire. After results had been obtained, findings were then systematically broken down and interpreted in accordance with the objectives and sub-objectives. The results indicated valuable correlations with the various research objectives. It was then possible for the researcher to make recommendations to future researchers based on results, interpretations and conclusions.

7.5 LIMITATIONS OF THE STUDY

The main aim of this research was to explore the relevance of sustainability labelling for Chinese consumers' perception of the luxuriousness of, as well as their purchasing intent for sustainability-labelled exotic leather accessories. Results, interpretations and conclusions indicate that this aim was achieved. Unfortunately, every study has limitations, and by bringing these into view, future researchers might benefit by overcoming these limitations early on in their research.

Due to time and financial constraints, convenience sampling was used, meaning that respondents of the population who were easily and readily available were used. Whereas this sampling method might be appropriate for the sample size, this sampling method does not allow for the findings to be generalised to the whole Chinese millennial population. Furthermore, this study focussed on millennials, which could mean that the older, wealthier and more accomplished Chinese consumers were omitted from the study.

7.6 RECOMMENDATIONS FOR FUTURE STUDIES

As above mentioned, a convenience sampling method was used for data collection which limited the generalisation of data gathered. A recommendation could be to select a larger, more accurate sample by means of a probability sampling method. Although more difficult and costly to execute, this type of sampling will be more representative. Another recommendation which could ensure more accurate results would be to focus on specific market segments, for example specific cultures, and include high-level socio-economic

individuals in the sample. Additionally, this study sheds light on Chinese (Eastern) millennial consumers and could benefit from a study on other markets such as Europe and America (Western) millennial consumers to create a broader picture.

In this study, it was interesting to note that the financial value perception dimensions derived from Hennigs *et al.*, (2012) luxury value perception scale seemed to rank the lowest of the four luxury value perceptions for Chinese millennial consumers. This suggests that this field of study might benefit from an investigation of the scale and the items that test this particular luxury value perception. Researchers should consider changing some of the financial statements to obtain a more accurate view of consumer's actual perception regarding all economic perceptions. It is lastly recommended that further research be conducted among Chinese millennials regarding the role of third-party endorsement as well as the role of personal versus global label messaging in their purchasing behaviour for sustainable exotic leather products.



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ADDENDUM A: QUESTIONNAIRE

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 (crocodile and ostrich) accessories such as handbags, purses and belts. Please give us a few 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 refuse, 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 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!

I Agree

SECTION A

1. What is your gender?

V1	1	Male	
	2	Female	

2. What is your age?

V2	1		
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3. To which of the following countries have you travelled to during the last five years or intend to travel to in the next five years?

V3	1	Argentina	
	2	Spain	
	3	South Africa	
	4	Australia	
	5	America	
	6	France	
	7	Mexico	

4. Did you purchase any leather accessories during your visit or do you plan to purchase any leather accessories when you visit these countries?

V4	1	Yes	
	2	No	

5. Have you ever purchased an exotic leather accessory?

V5	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
v6	When I am in a bad mood, I may buy exotic leather accessories as gifts for myself to alleviate my emotional burden					
v7	True luxury accessories cannot be mass-produced					
v8	If I were to buy something expensive, I would worry about what others think of me					
v9	Wearing exotic leather accessories gives me a lot of pleasure					
v10	I like to know what exotic leather accessories make good impressions on others					
v11	An exotic leather accessory that is preferred by many people but does not meet my quality standards will never enter into my purchase					
v12	Few people own a true luxury accessory					
v13	I am inclined to evaluate the substantive attributes and performance of an exotic leather accessory rather than listening to the opinions of					
v14	Purchasing exotic leather accessories makes me feel good					
v15	To me, my friends' perceptions of different exotic leather accessories are important					
v16	I place emphasis on quality assurance over prestige when considering the purchase of an exotic leather accessory					
v17	As a whole, I may regard exotic leather accessories as gifts that I buy to treat myself					
v18	I pay attention to what types of people buy certain exotic leather accessories					
v19	I derive self-satisfaction from buying exotic leather accessories					
v20	It is important to know what others think of people who use certain exotic leather accessories					
v21	The superior product quality is my major reason for buying the exotic leather accessory					
v22	I view exotic leather accessory purchases as gifts for myself to celebrate an occasion that I believe is significant to me					
v23	I am interested in determining what exotic leather accessories I should buy to make good impressions on others					
v24	A luxury accessory cannot be sold in supermarkets					
v25	It is important that others have a high opinion of how I dress and look					
v26	I view exotic leather accessory purchases as gifts for myself to celebrate something that I do and feel excited about					
v27	Luxury accessories are inevitably very expensive					

SECTION C

The following four (4) labels are attached to exotic leather accessories (handbags, purses, wallets, belts, etc.).

Please indicate your perception of certain characteristics of each labelled accessory by marking the appropriate boxes on the right. 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. For example: If you think an exotic leather accessory with the specific label is very noticeable you will tick box 1. If you think it is somewhere between “very noticeable” and “fairly noticeable” you will tick box 2, 3, 4, 5 or 6, depending on your perception of the level of noticeability of the accessory.

LABEL 1

LUXURY LEATHERS

Be part of the sustainable exotic leather family by owning your own exclusive genuine leather accessory.



V28	Very noticeable	1	2	3	4	5	6	7	Fairly noticeable
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V29	Hand Crafted	1	2	3	4	5	6	7	Mass Manufactured
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V30	Famous	1	2	3	4	5	6	7	Recognised
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V31	Best Quality	1	2	3	4	5	6	7	Good Quality
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V32	Very Sophisticated	1	2	3	4	5	6	7	Fairly Sophisticated
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V33	Superior	1	2	3	4	5	6	7	Better
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V34	Exquisite	1	2	3	4	5	6	7	Tasteful
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V35	Extremely Attractive	1	2	3	4	5	6	7	Attractive
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V36	Very Stunning	1	2	3	4	5	6	7	Fairly Stunning
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V37	Very Influential	1	2	3	4	5	6	7	Fairly Influential
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V38	Very Powerful	1	2	3	4	5	6	7	Fairly Powerful
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V39	Very Pleasing	1	2	3	4	5	6	7	Pleasing
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V40	Highly Regarded	1	2	3	4	5	6	7	Well Regarded
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V41	Original	1	2	3	4	5	6	7	Cliché
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V42	Elegant	1	2	3	4	5	6	7	Beautiful
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V43	Timeless	1	2	3	4	5	6	7	Highly Fashionable
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V44	Accessible	1	2	3	4	5	6	7	Inaccessible
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V45	Heritage	1	2	3	4	5	6	7	Emerging
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	


Please indicate your purchasing intent for this specific labelled exotic leather accessory (handbag, purse, wallet, belt, etc.) by answering the following three statements.

Statement		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
V46	I will at some point buy this exotic leather accessory					
V47	I will at some point have the intention to buy this exotic leather accessory					
V48	I will at some point have an interest in buying this exotic leather accessory					


LABEL 2

LUXURY LEATHERS

We care for our environment and support thousands of jobs within the sustainable leather industry.



EXOTIC LEATHER SA
benchmarking sustainability



V49	Very noticeable	1	2	3	4	5	6	7	Fairly noticeable
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V50	Hand Crafted	1	2	3	4	5	6	7	Mass Manufactured
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V51	Famous	1	2	3	4	5	6	7	Recognised
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V52	Best Quality	1	2	3	4	5	6	7	Good Quality
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V53	Very Sophisticated	1	2	3	4	5	6	7	Fairly Sophisticated
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V54	Superior	1	2	3	4	5	6	7	Better
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V55	Exquisite	1	2	3	4	5	6	7	Tasteful
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V56	Extremely Attractive	1	2	3	4	5	6	7	Attractive
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V57	Very Stunning	1	2	3	4	5	6	7	Fairly Stunning
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V58	10. Very Influential	1	2	3	4	5	6	7	Fairly Influential
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V59	Very Powerful	1	2	3	4	5	6	7	Fairly Powerful
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V60	Very Pleasing	1	2	3	4	5	6	7	Pleasing
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V61	Highly Regarded	1	2	3	4	5	6	7	Well Regarded
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V62	Original	1	2	3	4	5	6	7	Cliché
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V63	Elegant	1	2	3	4	5	6	7	Beautiful
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V64	Timeless	1	2	3	4	5	6	7	Highly Fashionable
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V65	Accessible	1	2	3	4	5	6	7	Inaccessible
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V66	Heritage	1	2	3	4	5	6	7	Emerging
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Please indicate your purchasing intent for this specific labelled exotic leather accessory (handbag, purse, wallet, belt, etc.) by answering the following three statements.

Statement		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
V67	I will at some point buy this exotic leather accessory					
V68	I will at some point have the intention to buy this exotic leather accessory					
V69	I will at some point have an interest in buying this exotic leather accessory					

LABEL 3

LUXURY LEATHERS

Be part of the sustainable exotic leather family by owning your own exclusive genuine leather accessory.


EXOTIC LEATHER SA
benchmarking sustainability



V70	Very noticeable	1	2	3	4	5	6	7	Fairly noticeable
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V71	Hand Crafted	1	2	3	4	5	6	7	Mass Manufactured
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V72	Famous	1	2	3	4	5	6	7	Recognised
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V73	Best Quality	1	2	3	4	5	6	7	Good Quality
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V74	Very Sophisticated	1	2	3	4	5	6	7	Fairly Sophisticated
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V75	Superior	1	2	3	4	5	6	7	Better
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V76	Exquisite	1	2	3	4	5	6	7	Tasteful
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V77	Extremely Attractive	1	2	3	4	5	6	7	Attractive
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V78	Very Stunning	1	2	3	4	5	6	7	Fairly Stunning
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V79	Very Influential	1	2	3	4	5	6	7	Fairly Influential
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V80	Very Powerful	1	2	3	4	5	6	7	Fairly Powerful
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V81	Very Pleasing	1	2	3	4	5	6	7	Pleasing
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V82	Highly Regarded	1	2	3	4	5	6	7	Well Regarded
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V83	Original	1	2	3	4	5	6	7	Cliché
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V84	Elegant	1	2	3	4	5	6	7	Beautiful
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V85	Timeless	1	2	3	4	5	6	7	Highly Fashionable
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V86	Accessible	1	2	3	4	5	6	7	Inaccessible
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V87	Heritage	1	2	3	4	5	6	7	Emerging
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Please indicate your purchasing intent for this specific labelled exotic leather accessory (handbag, purse, wallet, belt, etc.) by answering the following three statements.

Statement		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
V88	I will at some point buy this exotic leather accessory					
V89	I will at some point have the intention to buy this exotic leather accessory					
V90	I will at some point have an interest in buying this exotic leather accessory					

LABEL 4

LUXURY LEATHERS

We care for our environment and support thousands of jobs within the sustainable leather industry.



V91	Very noticeable	1	2	3	4	5	6	7	Fairly noticeable
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V92	Hand Crafted	1	2	3	4	5	6	7	Mass Manufactured
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V93	Famous	1	2	3	4	5	6	7	Recognised
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V94	Best Quality	1	2	3	4	5	6	7	Good Quality
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V95	Very Sophisticated	1	2	3	4	5	6	7	Fairly Sophisticated
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V96	Superior	1	2	3	4	5	6	7	Better
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V97	Exquisite	1	2	3	4	5	6	7	Tasteful
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V98	Extremely Attractive	1	2	3	4	5	6	7	Attractive
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V99	Very Stunning	1	2	3	4	5	6	7	Fairly Stunning
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V100	Very Influential	1	2	3	4	5	6	7	Fairly Influential
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V101	Very Powerful	1	2	3	4	5	6	7	Fairly Powerful
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V102	12. Very Pleasing	1	2	3	4	5	6	7	Pleasing
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V103	13. Highly Regarded	1	2	3	4	5	6	7	Well Regarded
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V104	Original	1	2	3	4	5	6	7	Cliché
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V105	Elegant	1	2	3	4	5	6	7	Beautiful
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V106	Timeless	1	2	3	4	5	6	7	Highly Fashionable
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V107	Accessible	1	2	3	4	5	6	7	Inaccessible
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
V108	Heritage	1	2	3	4	5	6	7	Emerging
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Please indicate your purchasing intent for this specific labelled exotic leather accessory (handbag, purse, wallet, belt, etc.) by answering the following three statements.

Statement		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
V109	I will at some point buy this exotic leather accessory					
V110	I will at some point have the intention to buy this exotic leather accessory					
V111	I will at some point have an interest in buying this exotic leather accessory					