

**Validation of a scale to measure consumers' perceptions of clothing retailers'  
corporate social responsibility (CSR) in South Africa**

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M Consumer Science (Clothing Management)

Supervisor: Dr H. Taljaard-Swart (University of Pretoria)

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by

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**Stawing van 'n skaal om die persepsie van verbruikers se korporatiewe sosiale  
verantwoordelikheid vir klerekleinhandelaars in Suid-Afrika te meet**

deur

Rita Chené Jansen Van Vuuren

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# DECLARATION

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I, **Rita Chené Jansen van Vuuren**, declare that this dissertation, which I hereby submit for the degree of **M in Consumer Science: Clothing Management** at the University of Pretoria, is my own work and has not previously been submitted by me for a degree at this or any other tertiary institution, I also confirm that all the reference material in the dissertation has been duly acknowledged.



RITA CHENÉ JANSEN VAN VUUREN

September 2020

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"I can do all things through Christ who strengthens me"

- Philippians 4:13

# SUMMARY

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## **Validation of a scale to measure consumers' perceptions of clothing retailers' corporate social responsibility (CSR) in South Africa**

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Department: Consumer and Food Sciences  
Degree: Masters in Consumer Science (Clothing Management)

**Keywords:** Corporate social responsibility, consumer perception, purchase intention, sustainability, clothing retailers, scale development, measurement model validation

The clothing and textile industry plays an enormous role in contributing toward environmental and social issues (Sweeny, 2015). In order to address these issues and conserving our planet, future generations, stakeholders and consumers, should alter their behaviours to incorporate more sustainable practices. Stakeholders in the clothing and textile industry should implement more sustainable manufacturing and production methods and through that enable and encourage consumers to make better lifestyle choices when it comes to clothing. One way of implementing more sustainable practices is through Corporate Social Responsibility (CSR), defined as a voluntarily contribution by firms to create a better society and a cleaner environment (Fatma *et al.*, 2016). It does not only improve a company's image, but is said to have a positive impact on consumers' perceptions towards a company, thus influencing loyalty, purchase intentions and potentially even their behaviours. To date, little research has been done on consumers' perceptions of clothing retailers' corporate social responsibility (CPCRCR) in emerging market contexts. Thus, more comprehensive studies relating to the aforementioned topic are crucial to enhance and contribute to the research domain. Before such research can be conducted, it would require appropriate measurement scales to measure perceptions that consumers have regarding clothing retailers' CSR to ultimately provide reliable and valid results. Therefore, this research focused on the validation of a scale to measure consumers' perceptions of clothing retailers' CSR in South Africa.

Existing literature states that CSR's dimensions are in line with the triple bottom line's (TBL) dimensions, namely social issues (people), economic issues (profit) and environmental issues (planet) (Wilson, 2015). Furthermore, Öberseder *et al.* (2014) sub-divided CSR into seven domains stating it makes it easier to assess, namely: employees, customers, environment, suppliers, the local community, shareholders and society at large. Each of these seven domains falls within one of the three CSR dimensions. In order to test and produce the outcomes as set out in this study, the scale development process as implemented by Öberseder *et al.* (2014) was used as a guide throughout this study. The scale includes various stages, namely the initial scale item generation and purification (phase one), the measurement model development and refinement stages (phase two) as well as the measurement model validation (phase three) (Öberseder *et al.*, 2014). The scale item generation and purification took place in 2018. During phase one, a structured, self-administered online questionnaire was developed as part of the Consumer Science Clothing Retail Management final year students' research projects. The development of the questionnaire entailed adapting existing scales from Öberseder *et al.* (2014) who in turn based their scale development process on a process developed by Churchill (1979) and later used by DeVellis (1991) and Netemeyer *et al.* (2003), to relate to the emerging market and its population, after which the items were pre-tested to ensure valid and meaningful content (as part of the purification stage). As part of phase two, data was collected online throughout South Africa, with the majority of the responses originating in urban areas. A quantitative research approach was followed together with the use of a cross-sectional survey design to obtain a total of 1632 responses for exploratory purposes. SPSS software was utilised during data analysis and the entire dataset (N = 1632) was randomly split into two datasets to ultimately be able to perform measurement model development and refinement on dataset one (n = 816) as well as measurement model validation on dataset two (n = 816).

The measurement model development and refinement (part of phase two) entailed various exploratory factor analyses (EFA) which ultimately resulted in a six-factor solution labelled as follows: Ethical stakeholders, Social causes, Quality service, Environmental causes, Local sourcing and Pricing policies. These six factors resemble the various domains of consumers' perceptions of CSR, as proposed by Öberseder *et al.* (2014), but are more contextual to the emerging market state of South Africa. "Ethical stakeholders" was deemed the most prominent factor, while "Local sourcing" and "Pricing policies" were not as prominent, but remained distinct enough to be retained, and could be deemed valid components in understanding consumers' perceptions of clothing retailers' CSR in the South African context. Thereafter, a range of first- and second-order confirmatory factor analyses (CFA) were conducted and convergent as well as discriminant validity methods were used to determine the overall validity

of the measurement model. Eventually some items with lower factor loadings were eliminated during the first-order CFAs to ensure further refinement of the measurement model which achieved an overall good fit. Subsequently two second-order CFAs were conducted to determine whether the first-order constructs (Ethical Stakeholders, Social Causes, Quality Service, Environmental Causes, Local Sourcing and Pricing Policies) were true reflections of the higher order construct, namely CPCRCRCSR. This was performed together with an additional construct, namely purchase intention. All the fit indices were deemed acceptable with several indices being classified as excellent (Hair *et al.*, 2014:617), and ultimately “Ethical stakeholders”, “Social causes” and “Environmental causes” were deemed the most prominent factors relating to consumers’ perceptions of clothing retailers’ CSR.

Phase three, that consisted of the measurement model validation process, once again included a range of first- and second-order CFAs, but contrary to phase two, this phase made use of dataset two (n = 816), to ultimately validate the results as presented in phase two with an independent dataset. Overall, an excellent model fit was achieved, thereby validating the measurement model as seen in phase two. Lastly, structural equation modelling (SEM) was conducted to assess the nomological validity of the scale by inspecting the patterns of the relationship between the construct (i.e. consumers’ perceptions of clothing retailers’ CSR [CPCRCRCSR]) and the other suggested measure, namely purchase intention (PI). The results indicated that the relationship between CPCRCRCSR and PI was positive, but very weak, yet still statistically significant. That said, it does not present convincing results that CPCRCRCSR does in fact affect consumers’ PI when it comes to clothing. This study, together with its validated CPCRCRCSR scale, could be of utmost importance in further exploring the link between CPCRCRCSR and PI, and could be used for future research purposes to specifically investigate the relationship between these two constructs to form a solid base for research surrounding CPCRCRCSR and their overall purchasing intentions and behaviour. Furthermore, future insights derived through valid, reliable measurement scales such as the one proposed in this study could enable companies to better understand their customers to consequently adapt their CSR strategies and identify shortcomings that can be improved.

# OPSOMMING

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**Stawing van 'n skaal om die persepsie van verbruikers se korporatiewe sosiale verantwoordelikheid vir klerekleinhandelaars in Suid-Afrika te meet**

**deur**

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Die klere- en tekstielbedryf speel 'n enorme rol in die bydrae tot omgewings- en sosiale kwessies (Sweeny, 2015). Ten einde hierdie kwessies aan te spreek en ons planeet te red, behoort toekomstige generasies, aandeelhouers en verbruikers hulle gedrag te verander om meer volhoubare praktyke te inkorporeer. Aandeelhouers in die klere- en tekstielbedryf behoort meer volhoubare vervaardigings- en produksiemetodes te implementeer en daardeur verbruikers in staat te stel en aan te moedig om beter leefstylkeuses te maak rakende klere. Een manier om meer volhoubare praktyke te implementeer is deur Korporatiewe Sosiale Verantwoordelikheid (KSV), gedefinieer as 'n vrywillige bydrae deur firmas om 'n beter samelewing en 'n skoner omgewing te skep (Fatma *et al.*, 2016). Nie net verbeter dit 'n maatskappy se beeld nie, maar dit blyk 'n positiewe impak te hê op verbruikers se persepsies teenoor 'n maatskappy, waardeur lojaliteit, koopvoorneme en potensieel selfs hul gedrag beïnvloed word. Tot op hede is daar min navorsing gedoen op verbruikers se persepsies van klerekleinhandelaars se korporatiewe sosiale verantwoordelikheid (VPKKS) in opkomende-marktekontekste. Daarom is meer omvattende studies rakende die voormelde onderwerp deurslaggewend om die navorsingsdomein te verbeter en daartoe by te dra. Voordat sulke navorsing uitgevoer kan word, sal dit toepaslike metingskale verg om verbruikers se persepsies te meet rakende klerekleinhandelaars se KSV om uiteindelik betroubare en

geldige resultate te verskaf. Daarom het hierdie navorsing gefokus op die validering van 'n skaal om verbruikers se persepsies van klerekleinhandelaars se KSV in Suid Afrika te meet.

Bestaande literatuur meld dat KSV se dimensies in lyn is met die drieledige benadering (*triple bottom line [TBL]*) se dimensies, naamlik sosiale kwessies (mense), ekonomiese kwessies (wins) en omgewingskwessies (planeet) (Wilson, 2015). Verder het Öberseder *et al.* (2014) KSV in sewe domeine verdeel en verklaar dat dit, dit makliker maak om te assessee, naamlik: werknemers, klante, omgewing, verskaffers, die plaaslike gemeenskap, aandeelhouers en die groter samelewing. Elk van hierdie sewe domeine val onder een van die drie KSV-dimensies. Ten einde die uitkomste uiteengesit in hierdie studie te toets en te produseer, is die skaalontwikkelingsproses soos geïmplementeer deur Öberseder *et al.* (2014) gebruik as 'n gids gedurende hierdie studie. Die skaal sluit verskeie stadiums in, naamlik die aanvanklike itemgenerering en suiwing van die skaal (fase een), die metingsmodelontwikkeling (fase twee) sowel as die metingsmodelvalidering (fase drie) (Öberseder *et al.*, 2014). Die itemgenerering en suiwing van die skaal het plaasgevind in 2018. Gedurende fase een is 'n gestruktureerde self-toegepaste aanlynvraelys ontwikkel as deel van die Verbruikerswetenskap Kleding-kleinhandelbestuurstudente se navorsingsprojekte. Die ontwikkeling van die vraelys het behels om bestaande skale van Öberseder *et al.* (2014) aan te pas, wat op hul beurt hulle skaalontwikkelingsproses gebaseer het op 'n proses ontwikkel deur Churchill (1979) en later gebruik deur DeVellis (1991) en Netemeyer *et al.* (2003), om verband te hou met die opkomende mark en sy populasie, waarna die die items vooraf getoets is om geldige en betekenisvolle inhoud te verseker (as deel van die suiwingstadium). As deel van fase twee is data aanlyn ingesamel regdeur Suid Afrika, met die meerderheid van die antwoorde wat hul oorsprong vind in stedelike gebiede. 'n Kwantitatiewe navorsingsbenadering is gevolg tesame met die gebruik van 'n deursnee-opnameontwerp om 'n somtotaal van 1632 antwoorde te verkry vir verkenningsdoeleindes. SPSS sagteware is gebruik gedurende data-analise en die volledige datastel (N = 1632) is willekeurig verdeel in twee datastelle om uiteindelik metingsmodelontwikkeling en -verfyning op datastel een (n = 816) sowel as metingsmodelvalidering op datastel twee (n = 816) toe te pas.

Die metingsmodelontwikkeling en -verfyning (deel van fase twee) het verskeie verkennende faktoranalises (VFA) behels wat uiteindelik tot 'n ses-faktoroplossing gelei het wat as volg benoem is: Etiese aandeelhouers, Sosiale sake, Kwaliteit-diens, Omgewingsake, Plaaslike verkryging en Prysbeleide. Hierdie ses faktore is soortgelyk aan die verskeie domeine van verbruikers se persepsies van KSV, soos voorgestel deur Öberseder *et al.* (2014) maar is meer konteksgebonde aan die opkomende-markstaat van Suid Afrika. "Etiese aandeelhouers" is as die mees prominente faktor geag, terwyl "Plaaslike verkryging" en "Prysbeleide" nie so

prominent was nie, maar onderskeibaar genoeg was om behou te word, en geag kon word as geldige komponente om verbruikers se persepsies van klerekleinhandelaars se KSV in die Suid Afrikaanse konteks te verstaan. Daarna is 'n reeks van eerste- en tweede-orde bevestigende faktoranalises (BFA) uitgevoer en konvergerende sowel as diskriminerende geldigheidsmetodes is gebruik om die algehele geldigheid van die metingsmodel te bepaal. Uiteindelik is sommige items met laer faktorbeladings uitgeskakel gedurende die eerste-orde BFAs om verdere verfyning van die metingsmodel wat 'n algehele goeie passing bereik het, te verseker. Daarna is twee tweede-orde-BFAs uitgevoer om te bepaal of die eerste-orde-konstrukte (Etiese aandeelhouers, Sosiale sake, Kwaliteit-diens, Omgewingsake, Plaaslike verkryging en Prysbeleide) ware weerspieëlings was van die hoër-orde-konstruk, naamlik VPKKSV. Dit is uitgevoer tesame met 'n addisionele konstruk, naamlik koopvoorneme. Al die passingsindekse is as aanvaarbaar geag met verskeie indekse wat geklassifiseer is as uitstekend (Hair *et al.*, 2014:617), en uiteindelik is “Etiese aandeelhouers”, “Sosiale sake” en “Omgewingsake” as die mees prominente faktore geag wat verband hou met verbruikers se persepsies van klerekleinhandelaars se KSV.

Fase drie, wat bestaan het uit die metingsmodelvalideringsproses, het weereens 'n reeks van eerste- en tweede-orde-BFAs ingesluit, maar in teenstelling met fase twee het hierdie fase gebruik gemaak van datastel twee (n = 816) om uiteindelik die resultate te valideer soos voorgelê in fase twee met 'n onafhanklike datastel. Algeheel is 'n uitstekende modelpassing bereik, wat daarmee die metingsmodel valideer soos gesien in fase twee. Laastens is strukturele vergelykingsmodellering (SVM) uitgevoer om die nomologiese geldigheid van die skaal te assesseer deur die patrone van die verhouding tussen die konstruk (i.e. verbruikers se persepsies van klerekleinhandelaars se KSV [VPKKSV]) en die ander voorgestelde maatstaf, naamlik koopvoorneme (KV) te inspekteer. Die resultate het aangedui dat die verhouding tussen VPKKSV en KV positief was, maar baie swak, hoewel steeds statisties beduidend. Desnieteenstaande verskaf dit nie oortuigende resultate dat VPKKSV regtig verbruikers se KV affekteer wanneer dit kom by klere nie. Hierdie studie, tesame met die gevalideerde VPKKSV-skaal, kan uiters belangrik wees in die verdere verkenning van die verwantskap tussen VPKKSV en KV, en kan gebruik word vir toekomstige navorsingsdoeleindes om spesifiek die verhouding tussen hierdie twee konstrukte te ondersoek om 'n vaste basis te vorm vir navorsing rondom VPKKSV en hul algehele koopvoorneme en gedrag. Verder kan toekomstige insigte verwerf word deur geldige, betroubare metingskale soos die een voorgestel in hierdie studie, maatskappye in staat stel om hulle klante beter te verstaan om gevolglik hulle KSV-strategieë aan te pas en tekortkominge te identifiseer wat verbeter kan word.

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# CHAPTER 1: INTRODUCTION

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*This chapter provides a general introduction to the study, after which the research problem is introduced. The justification, overall aim and objectives as well as the research design and methodology are also briefly mentioned and discussed. Lastly, definitions of the main terms and concepts that form part of this study are tabulated and the outline of the rest of the dissertation conclude this chapter.*

## 1.1 INTRODUCTION

According to Imran *et al.* (2016), the clothing and textile industry is worth an estimated 2.4 trillion dollars and would be the world's seventh-largest economy if ranked alongside individual countries' Gross Domestic Product (GDP) (Lee & Lee, 2015). Unfortunately, the clothing and textile industry is also one of the biggest polluters in the world, second to the oil industry (Suhrawardi, 2019). In terms of environmental issues, the clothing and textile industry emits 1.7 billion tonnes of CO<sup>2</sup> during production and is responsible for 2.1 billion tonnes of waste annually (WWF, 2017). During the production of textiles, toxic chemicals, that are often blended with water, are the foundation of textile dyeing and is a major cause of water pollution. In addition to that, pesticides that are used during the production of cotton could be harmful to various animals as well as human beings that are in close proximity of these pesticides (Nicolopoulou-Stamati, 2016). More specifically, research has indicated a link between the large amounts of pesticides and the cases of cancer in regions of India, indicating the harmful effects of these products on human life (Suhrawardi, 2019).

In addition to the negative environmental impacts of the clothing and textile industry, social issues such as human rights violations, low wages and poor labour standards in the garment manufacturing sector also pose serious issues in terms of the sustainability of this industry (Sweeny, 2015). Due to globalisation, retailers and manufacturers have been able to network beyond the boundaries of their countries to source and manufacture their clothing and textiles at cheaper rates – but at what cost to human beings who are involved in these “cheaper” options? Developing countries such as Bangladesh and Vietnam have fallen victim to globalised options where cheaper production rates apply and more often than is acknowledged, social issues such as human rights violations and low wages are a result of this occurrence (Sweeny, 2015). In South Africa, globalization has also contributed to the increased amount of clothing imports into the country, which in turn creates increased

competition among the local clothing manufacturers and retailers, and ultimately decreases the opportunity for South Africa to produce their own clothing and textiles, leading to a poor economy and subsequent job losses. In addition to that, the environmental consequences, such as carbon emissions from transporting merchandise from abroad adds on to the unsustainable trend of importing, whether it is socially or environmentally inclined (Ozbay, 2013).

Based on the aforementioned scenarios that emerge because of the harmful effect of the clothing and textile industry on the planet, people and profit, it is essential for all stakeholders in the clothing and textile industry to adopt more sustainable manufacturing and production methods in terms of clothing. One such way is Corporate Social Responsibility (CSR) that can be broadly explained as a voluntary contribution by firms to create a better society and a cleaner environment (Fatma *et al.*, 2016). CSR can also be defined as achieving commercial success in ways that honour ethical values and respect people, communities and the natural environment (Dickson & Eckman, 2006). CSR is therefore becoming a crucial point on the agenda of clothing and textiles businesses and awareness of the concept among stakeholders are increasing (Lee & Lee, 2015). Being a socially responsible firm means not only meeting its legal obligations, but going beyond this by investing more in human capital, in the environment, and in its relationships with stakeholders (Fatma *et al.*, 2016). CSR may not only improve a company's image but also positively affect consumers' perceptions towards a company as well as their purchase intentions and loyalty. Therefore, CSR is strategically important to a corporation (Lee & Lee, 2015).

CSR can be further subdivided into three dimensions, namely the social, economic and environmental dimensions (Fatma *et al.*, 2016). The social dimension monitors the business operations and how socially responsible they have been throughout the existence of the company, with regards to employees, working conditions and labour laws (Economist, 2009). The economic dimension of the sustainability agenda considers the direct and indirect economic impacts that the organization's operations have on the surrounding community and on the company's stakeholders (Hassan, 2008). The environmental dimension focuses on an organization's impact on living and non-living natural systems, including ecosystems, land, air and water (Jamali, 2006). While CSR explains a firm's contribution to the society and environment, the Triple Bottom Line (TBL) provides a framework that measures businesses' performance in terms of social (people), economic (profit), and environmental (planet) parameters (Wilson, 2015). Therefore the triple bottom line (TBL) is an appropriate conceptual approach when discussing CSR with its three dimensions (Kenton, 2019; Wilson, 2015).

The concept of CSR is slowly but surely becoming more and more familiar in the society and could subsequently influence consumers' perceptions of clothing retailers, which could ultimately influence their purchase intentions and behaviours as well (Mohr & Webb, 2005). Consumers' perception refers to the process by which a customer selects, organizes, and interprets information to create a meaningful picture of the brand or the product (Lee & Lee, 2015). There are several factors that represent customer perceptions of a company's CSR initiatives (Pomeroy & Dolnicar, 2009), including customer awareness, fairness evaluation about CSR activities and connection of the CSR initiative to a specific company or product (Lee & Lee, 2015). That said, previous studies have shown that there is a positive correlation between consumers' perceptions and their buying behaviour in general (Kozar & Hiller Connell, 2013). Therefore, distributing information regarding CSR initiatives is essential to enhance CSR awareness and possibly sway consumers to purchase clothing from retailers who implement CSR initiatives into their businesses (Snider, 2003). In addition to the above-mentioned regarding perceptions and CSR, Mueller and Theuvsen (2014) has mentioned that other factors such as psychographic criteria, that includes for instance CSR knowledge, ethical idealism and politics could also play a role in a consumer's perception of CSR.

To date, the majority of the research relating to CSR remains focused on the developed countries while very little research focuses on the emerging markets and how CSR could affect consumers' perceptions and intentions in that particular context. That said, research regarding consumers' perceptions of clothing retailers' CSR also remains limited and should be explored further (Fredericksz, 2015). In terms of relevant measurements, Öberseder *et al.* (2014) developed and validated a scale relating to consumers' perceptions of CSR in general. Öberseder *et al.* (2014) based their scale development process on the well-established scale development procedures of Churchill (1979), which was later used by DeVellis (1991) and Netemeyer *et al.* (2003). The process is made up of various stages, including initial scale item generation, development and refinement stages as well as measurement model validation (Öberseder *et al.*, 2014). Their research led to the identification of seven domains relating to consumer's perceptions of CSR, which include the customer, employee, environment, community, society, shareholder and supplier. Based on this, it becomes clear that there is significant scope to establish a scale relating to consumers' perceptions of CSR that specifically relates to clothing retailers and is applicable and appropriate in the emerging market context.

To summarise, it is evident that consumers' perceptions of clothing retailers' CSR are quite encompassing and require some clarification and validation in terms of the dimensions that make up CSR. Further, these dimensions of consumers' perceptions of clothing retailers' CSR

might influence consumers' intentions and behaviour that could present useful information to stakeholders who interact with consumers on a daily basis. The main concepts, dimensions, and scales will be discussed in further detail in chapter two. A discussion of this study's research problem will follow.

## **1.2 RESEARCH PROBLEM**

The clothing and textile industry is regarded as one of the most polluting industries in the world, contributing to the ever-increasing landfills, toxic waterways and harmful pesticides to only name a few negative impacts caused by this industry (Sweeny, 2015). With increasing populations, natural resources are consumed much faster than it can endure, which makes it essential for manufacturers, retailers and consumers to reduce and adapt production, consumption and disposal of clothing and textiles throughout the lifecycle of clothing products (Ruppert-Stroescu, 2015). In addition to the environmental issues, social issues such as low wages, poor working conditions and human rights violations also form part of the negative aspects associated with the clothing and textile industry (Ozbay, 2013). South Africa, in particular, is subject to these negative impacts, as more or less 90% of clothing is being imported, leaving the local communities and economy prone to instability and financial losses (Sweeny, 2015).

That being said, the clothing and textile industry has adopted the concept of corporate social responsibility (CSR), to counteract the current, negative impact it has on the environment and society at large. CSR can be explained as a concept whereby companies integrate concerns relating to social (people), economic (profit) and environmental (planet) issues into their business operations as well as into their interaction with the stakeholders on a voluntary basis (Öberseder *et al.*, 2014). Woolworths and Mr Price (MrPrice) are some of the retailers in South Africa who have incorporated CSR into their businesses in the hope of creating a more positive business as well as portray a positive image of consideration and quality of life to consumers (MrPrice, 2017; Woolworths, 2018). The CSR initiatives among clothing retailers could positively influence consumers by promoting more sustainable ways of consuming clothing and making consumers aware of the effect that their clothing has on the society and environment alike.

According to Fredericksz (2015) extensive research has been done regarding CSR in developed countries while the interest surrounding CSR in emerging markets has increased, but yet remains insufficient at this point in time. Furthermore, extensive literature regarding consumers' responses to CSR has been conducted internationally and various industry

members have adapted their strategies to apply CSR into their supply chains, but little has been done in terms of research in the South African context and more specifically focusing on the consumers' perceptions regarding clothing retailers' CSR (Marketline, 2018; Skinner, 2008). More specifically, measurement scales relating to this specialised concept seem to be lacking at this point in time; therefore, this study's main focus' is to develop and validate a scale pertaining to consumers' perceptions of clothing retailers CSR in the local emerging market context. Furthermore it could also provide accurate information distribution regarding clothing retailers' CSR initiatives. In summary, little is known regarding consumers' perceptions of clothing retailers' CSR in the South African emerging market context, which warrants further investigation.

In terms of methodology, research conducted in the emerging market context of South Africa could benefit from making use of an existing scale such as the consumers' perceptions of CSR (CPCSR) scale developed by Öberseder *et al.* (2014). This scale would however have to be adapted to comply with conditions that prevail in the South African market and the specific behaviour under investigation i.e. consumers' perceptions of clothing retailers' CSR, as there isn't a scale developed to fit South Africa as of yet. By making use of the scale development processes as prescribed by Churchill (1979) and others (e.g. Öberseder *et al.* (2014)), special attention should be directed to the initial scale item generation, the scale item development and refinement as well as the scale validation. As soon as the scale has been validated, it could serve as a basis for future research relating to consumers' perceptions of clothing retailers' CSR in emerging markets.

Based on the aforementioned arguments, this study will focus on *developing and validating a scale that measures consumers' perceptions of clothing retailers' CSR in an emerging market.*

### **1.3 JUSTIFICATION OF THE STUDY**

Various studies and research have been conducted surrounding consumers' perceptions with regards to CSR, yet, very few have focused on the clothing and textile industry and even less have conducted this type of research in emerging markets (Fredericksz, 2015). The research that served as a guideline for this specific study, was conducted in Europe (Öberseder *et al.*, 2014).. This study will, therefore, make a theoretical contribution as it will include a consumers' perceptions of corporate social responsibility (CPCSR) scale specifically relating to clothing retailers in an emerging market context and will include development and validation procedures that could be utilised by researchers in emerging markets for future research of a similar nature.

The practical contributions of this study are focused on making marketers and retailers aware of consumers' perceptions of clothing retailers' CSR. This could help retailers to better understand their target market and therefore implement better marketing strategies to inform consumers about their CSR so that consumers' perceptions regarding retailers become more favourable to ultimately encourage purchasing from certain retailers because of their CSR. This research could furthermore inform and educate consumers of all the components that are linked to clothing retailers' CSR to make them more conscious about sustainability in the clothing and textile industry, as well as encourage consumers to be more socially responsible. Another practical contribution could be the implementation of this scale in emerging countries to know how consumers perceive their countries' clothing retailers CSR. Lastly, it could also provide accurate information dissemination with regards to clothing retailers' CSR initiatives.

#### **1.4 OVERALL AIM AND OBJECTIVES OF THE STUDY**

The overall aim of this study is to develop a valid and reliable scale to measure South African consumers' perceptions with regard to clothing retailers' CSR in an emerging market context. Following the scale development guidelines that were initially developed by Churchill (1979) and later used by DeVellis (1991), and Netemeyer *et al.* (2003), as well as Öberseder *et al.* (2014), specific objectives were formulated to cover the scope of scale development and refinement, as well as validation procedures in this particular study as follows:

**Objective 1:** To develop and refine a scale (adapted from the CPCSR scale of Öberseder *et al.* (2014)) that specifically focuses on consumers' perceptions of clothing retailers' CSR. Measurement model development and refinement procedures include:

- 1.1** An initial exploratory- and
- 1.2** Further confirmatory factor analyses (first- and second-order analyses) of an existing dataset (i.e. dataset one) that includes the responses generated in a 2018 survey.

**Objective 2:** To further validate the scale items based on a second dataset, including:

- 2.1** Reconfirmation of the initial factor structure by means of confirmatory factor analysis (second-order analysis), as well as,
- 2.2** Examining generalizability of the factor structure using Structural Equation Modelling (SEM) and nomological validity by assessing expected patterns

of correlations between consumers' perceptions of clothing retailers' corporate social responsibility (CPCRCR) and purchase intention (PI).

The following section provides a brief overview of the research design and methodology of the study, which will be explained in detail in chapter 3.

## 1.5 RESEARCH DESIGN AND METHODOLOGY

An existing dataset (compiled in 2018 by the University of Pretoria's Consumer Science Clothing Retail Management students and lecturers) that was distributed and administered in 2018 was used for scale development, refinement and validation procedures to generate the appropriate results for this study. A quantitative research approach with a cross-sectional survey design, for exploratory purposes was used to obtain the original dataset, to gain insight into the topic of interest, namely consumers' perceptions of clothing retailers' corporate social responsibility (CPCRCR) according to the triple bottom line (i.e. social, economic, environmental dimensions)". Respondents were reached by means of non-probability, purposive, convenience, and snowball sampling techniques and were required to complete a structured, self-administered, multi-sectioned online questionnaire roughly relating to the seven domains (i.e. customer, employee, environment, community, society, shareholder and supplier) of consumers' perceptions of CSR as suggested by Öberseder *et al.* (2014). These domains were grouped together to resemble the triple bottom line and were used to then explore consumers' perceptions of clothing retailers' CSR in the South African environment. After data collection was complete, the data was captured and coded on Qualtrics and further analysed by researchers at the University of Pretoria by making use of SPSS statistical software.

Following the scale development process that was initially developed by Churchill (1979) and later used by DeVellis (1991) and Netemeyer *et al.* (2003), as well as Öberseder *et al.* (2014), the main steps include, but are not specifically limited to measurement model development, refinement and validation procedures. The measurement model development was completed in 2018, followed by this specific study, in which the final dataset (N = 1632), as collected in 2018, was randomly split into two equal datasets (i.e. dataset one: n = 816 and dataset two: n = 816) to perform refinement on dataset one and to then perform a measurement model validation on dataset two. Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM) were the various statistical analyses methods included to ensure satisfactory refinement as well as validation of the scale items.

Furthermore, detail surrounding the research methodology and results is included as part of Chapter three and four of this study.

## 1.6 DEFINITIONS OF TERMS AND CONCEPTS

Table 1.1 below consists of definitions of the main terms and concepts used throughout this study.

**TABLE 1.1: DEFINITIONS OF TERMS AND CONCEPTS**

TERMS AND CONCEPTS		
TERM OR CONCEPT	DEFINITION	REFERENCE
<b>Confirmatory factor analysis (CFA)</b>	A significant measure in terms of purifying and validating a scale, as it offers the opportunity of creating a model fit for an unchanging factor structure.	Perry, J.L., Nicholls, A.R., Clough, P.J. & Crust, L. 2015. Assessing Model Fit: Caveats and Recommendations for Confirmatory Factor Analysis and Exploratory Structural Equation Modeling. <i>Measurement in Physical Education and Exercise Science</i> , 19 (12-21).
<b>Consumers' perception</b>	The way one thinks about or understands someone or something.	Snider, J., Paul, R. H., & Martin, D. 2003. Corporate social responsibility in the 21st century: A view from the world's most successful firms. <i>Journal of Business Ethics</i> , 48:175-187
<b>Consumers' perception of clothing retailers' corporate social responsibility (CPCRCR)</b>	How consumers perceive a clothing retailer that integrates social and environmental topics in its core business activities and acts responsibly towards its employees, its customers, the environment, its suppliers, the local community, its shareholders and society at large.	Öberseder, M., Schlegelmilch, B.B., Murphy, P.E. & Gruber, V. 2014. Consumers' perceptions of corporate social responsibility: Scale development and validation. <i>Journal of Business Ethics</i> , 124(1):101-115.
<b>Corporate social responsibility (CSR)</b>	A concept whereby firms decide voluntarily to contribute to a better society and a cleaner environment and its implementation is possible by integrating the social and environmental aspects into business operations and their interaction with the stakeholders.	Fatma, M., Rahman, Z. & Khan, I. 2016. Measuring consumer perception of CSR in tourism industry: Scale development and validation. <i>Journal of Hospitality and Tourism management</i> , 27:39-48.
<b>Corporate economic responsibility</b>	Is made up of the multiplier effect, which lead to an effect on economics. When there is an increase in spending, an increase in national income and consumption greater than the initial amount spent, is produced.	Hassan, M.R. 2008. Three Dimensional Aspects of Corporate Social Responsibility. <i>Journal of Business and Economics</i> , 3(1):200-212.
<b>Exploratory factor analysis (EFA)</b>	Exploratory factor analysis can be a highly useful and powerful multivariate statistical technique for effectively extracting information from large bodies of interrelated data.	Hair, J., Black, W., Babin, B., Anderson, R. & Tatham, R. 2006. <i>Multivariate Data Analysis</i> . 6 ed. Upper Saddle. River, NJ: Prentice Hall.
<b>Globalization</b>	Globalization is used to describe the growing interdependence of the world's economies, cultures, and populations, brought about by cross-border trade in goods and services, technology, and flows of investment, people, and information.	Kolb, M. 2018. <i>What Is Globalization? And How Has the Global Economy Shaped the United States?</i> [Online] Available from: <a href="https://www.piie.com/microsites/globalization/what-is-globalization">https://www.piie.com/microsites/globalization/what-is-globalization</a> [Accessed: 2020-09-10].
<b>Measurement model development &amp; refinement</b>	The process of developing the part of the model that examines the relationship between the latent variables and their measures.	Kang, M. & Johnson, K.K.P. 2011. Retail therapy: scale development. <i>Clothing and Textiles Research Journal</i> , 29(1):3-19.
<b>Measurement model validation</b>	The action of testing and proving the validity or accuracy of the model that examines the relationship between the latent variables and their measures.	Kang, M. & Johnson, K.K.P. 2011. Retail therapy: scale development. <i>Clothing and Textiles Research Journal</i> , 29(1):3-19.
<b>Nomological validity</b>	Nomological validity refers to the degree that the summated scale makes accurate predictions of other concepts in a theoretically based model. It can be further defined as the test of validity that examines whether the correlations between the constructs in the measurement theory make sense.	Hair, J.F., Jr., Black, W.C., Babin, B.J. & Anderson, R.E. 2014. <i>Multivariate Data Analysis: Pearson New International Edition</i> . 7th ed. Upper Saddle River: New Jersey: Pearson Education Limited.

<b>Pro-environmental</b>	Behaviour that consciously seeks to minimize the negative impact of one's actions on the natural and built world	Loverock, D.T. 2012. Driving Social Change. <i>Pro-environmental Behaviours in the Workplace</i> .
<b>Purchase Intention</b>	Purchase intention is the possibility that a consumer will buy a product or make use of a service.	Rouse, M. 2017. Purchase Intent. [Online] Available from: <a href="https://whatis.techtarget.com/definition/purchase-intent">https://whatis.techtarget.com/definition/purchase-intent</a> [Accessed: 2020-07-23].
<b>Research Design</b>	Research design is a systematic approach that a researcher uses to conduct a scientific study. It is the overall synchronization of identified components and data resulting in a plausible outcome. This studies' research design can be classified as a cross-sectional study, as the study was conducted at one specific point in time.	De Vos, A.S.S., H. 2011a. Scientific theory and professional research. 4th ed. Pretoria: Van Schaik.
<b>Scale development procedure</b>	Öberseder <i>et al.</i> (2014) developed and validated a scale relating to consumers' perceptions of CSR in general, based on the well-established scale development procedures of Churchill (1979). The process included various stages, such as initial scale item generation, development and refinement stages as well as measurement model validation.	Öberseder, M., Schlegelmilch, B.B., Murphy, P.E. & Gruber, V. 2014. Consumers' perceptions of corporate social responsibility: Scale development and validation. <i>Journal of Business Ethics</i> , 124(1):101-115.
<b>Scale item generation</b>	This is the first step of the scale development procedure whereby the concepts that will be measured are explicated, named, their conceptual foundations and level.	Kang, M. & Johnson, K.K.P. 2011. Retail therapy: scale development. <i>Clothing and Textiles Research Journal</i> , 29(1):3-19.
<b>Social responsibility</b>	Social responsibility can broadly be defined as achieving commercial success in ways that honour ethical values and respect people, communities, and the natural environment.	Dickson, M.A. & Eckman, M. 2006. Social responsibility: The concept as defined by apparel and textile scholars. <i>Clothing and Textiles Research Journal</i> , 24(3):178-191.
<b>Structural Equation Modelling (SEM)</b>	SEM can be defined as a technique that allows separate relationships for each of a set of dependent variables. Another way to define SEM is that it provides the appropriate and most efficient estimation technique for a series of separate multiple regression equations estimated simultaneously.	Hair, J.F., Jr., Black, W.C., Babin, B.J. & Anderson, R.E. 2014. <i>Multivariate Data Analysis: Pearson New International Edition</i> . 7th ed. Upper Saddle River: New Jersey: Pearson Education Limited.
<b>Triple Bottom Line (TBL)</b>	The triple bottom line (TBL) approach pioneered by the Institute of Social and Ethical Accountability emphasizes that companies are responsible for multiple impacts on society, with the associated bottom lines of social issues (people), environmental issues (planet) and economic issues (profit).	Wilson, J.P. 2015. The triple bottom line: Undertaking an economic, social, and environmental retail sustainability strategy. <i>International Journal of Retail &amp; Distribution Management</i> , 43(4/5):432-447.

## 1.7 PRESENTATION AND OUTLINE OF THIS STUDY

**CHAPTER 1** exhibits a framework of the study by providing an overall discussion about the nature and background of the study, by elaborating on the clothing and textile industry and its environmental impacts, how the industry can adopt more sustainable ways of manufacturing such as implementing corporate social responsibility as well as the triple bottom line. Moreover, it includes the research problem, justification for the study, overall aim and objectives as well as a summary of the research design and methodology. Main definitions of terms and concepts relating to the study are also provided above. The remaining chapters are summarised and outlined as follows:

**CHAPTER 2** provides an overview of the literature that relates to the research problem and objectives. This chapter elaborates on the textile and clothing industry in South Africa, corporate social responsibility (CSR), consumers' perceptions of CSR, how it affects their

buying intentions and behaviour and the scale development and validation of consumers' perceptions of CSR. Additionally, these concepts are further presented in the conceptual framework which supports this study's research problem.

**CHAPTER 3** focuses on the research methodology such as the research design, sample and sampling method, the initial scale item generation and purification, the measurement model development and refinement as well as the measurement model validation process. Lastly, the methods to enhance the quality of the data (i.e. validity and reliability) as well as the ethical considerations are explained in this chapter.

**CHAPTER 4** includes the results, interpretations and findings of the study. Firstly, the main demographic characteristics of the sample are presented by means of descriptive statistics including frequencies and percentages in the form of tables and charts. Thereafter, Exploratory Factor Analysis (EFA), scale reliability measures (i.e. Cronbach's Alphas), Confirmatory Factor Analyses (CFA), correlations and Structural Equation Modelling (SEM) are used to purify, refine and validate the scale that was developed to measure consumers' perceptions of clothing retailers' corporate social responsibility (CSR).

**CHAPTER 5** includes a reflection of the study, a summary of findings, conclusions, practical implications and theoretical contributions, limitations and recommendations for future research and the study's final conclusions.

## **1.8 CONCLUSION**

This chapter serves as the introduction to the study as it provided background information to give insight regarding the clothing and textile industry outlining that this industry is one of the biggest polluters in the world. The research problem is to do with the fact that the clothing and textile industry is regarded as one of the most polluting industries. Thus the clothing and textile industry has introduced the concept of corporate social responsibility (CSR), to counteract the current, negative impact it has on the environment and society at large. Furthermore, the justifications regarding the study were also outlined and explained and included theoretical and practical contributions. The overall aim and objectives were presented. A brief explanation regarding the study's methodology was given, after which the relevant terms and concepts relating to the study were provided and will be further discussed in more detail in the forthcoming chapters below. Lastly, the outline of this study was mentioned above to showcase the content as well as refer to the chapters to follow.

# CHAPTER 2: LITERATURE REVIEW

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*Chapter two provides more insight into this study by elaborating on the relevant concepts that chapter one sets the background for. The following sections in this chapter will focus more intently on the South African clothing and textile industry, corporate social responsibility, the triple bottom line and corporate social responsibility (CSR) in a global and local context. There are three main CSR dimensions namely: social dimension, economic dimension and environmental dimension. Furthermore there are seven domains divided under the three dimensions, namely: employee, customer, societal, community, supplier, shareholder and environmental domain. Consumers' perceptions and purchase intentions regarding corporate social responsibility are discussed. Furthermore the consumers' perceptions of clothing retailers' corporate social responsibility (CPCRCR) scale development and validation, which includes three phases, are discussed. Phase one includes the initial scale item generation and purification, phase two involves the measurement model development and refinement and phase three includes the measurement model validation process. Lastly, all these concepts are further presented and explained in the conceptual framework and concluded through the research objective*

## **2.1 INTRODUCTION**

The clothing and textile industry is easily one of the most noteworthy sectors of the global economy. Even though the clothing and textile industry has been bettering its practices and developments in terms of sustainability, awareness regarding these issues is still minimal (Eder-Hansen, 2017). Therefore, strategies, such as corporate social responsibility (CSR), need to be developed to increase awareness and alter consumers' thought processes in terms of the clothing industry and sustainability. Consumers' perceptions form part of a vital component in dissecting how and why consumers behave in certain ways and this, in turn could improve the state of sustainability across the board and enable all parties of the supply chain to market their CSR practices in such a way that consumers are informed and furthermore encouraged to acquire clothing from retailers who implement CSR practices (Öberseder *et al.*, 2011).

The following chapter specifically elaborates on the clothing and textile industry in South Africa and the concept of corporate social responsibility together with its dimensions and domains. Secondly, it includes a section relating to consumers' perceptions of CSR and how it affects

their buying intentions and behaviour. Thirdly, the scale development and validation of consumers' perceptions of CSR is explained as part of a crucial component of this study, followed by the conceptual framework that binds all the concepts mentioned in the literature into one concise summary. Together with the conceptual framework, the objectives of the study conclude the review of literature and provide content from which chapter three and four can be explored and explained. Through conceptualising a thorough literature review, theoretical validity can be ensured to create a valid system of principles relating to consumers' perceptions of clothing retailers' corporate social responsibility in an emerging context such as South Africa.

## **2.2 THE SOUTH AFRICAN CLOTHING AND TEXTILE INDUSTRY**

The South African clothing and textile industry has shown significant growth in recent years and is expected to accelerate at an even faster rate until 2022 (Marketline, 2018). That said, the Clothing, Textiles, Footwear and Leather (CTFL) industry accounted for nearly 14% of manufacturing employment and is representative of South Africa's second-largest source of tax revenue in 2013 (Partners, 2014). The industry holds an estimated 60 000 to 80 000 jobs while contributing around 8% to the country's GDP (Partners, 2014). Additionally, the industry grew by 4.8% and reached a value of 7,502 million dollars, with 7,5 billion dollars as total revenue and a compound annual growth rate (CAGR) of 4.3% between 2013 and 2017 (Marketline, 2018). The clothing and textile industry is expected to show further growth at 10.3% per year to reach a total market size of 872,6 billion dollars by the end of 2023 (Statista, 2019).

Furthermore, South Africa accounts for 0.5% of the global clothing and textile retail industry value, with womenswear making up 33.1% and menswear 42.0% of the South African apparel industry (Marketline, 2018). Clothing, footwear and accessories specialists are the leading distribution channel in the South African apparel industry and accounts for a 72.7% share of the industry's total value (Marketline, 2018). Department stores alone account for a further 6.4% of the industry. Retail stores that contribute greatly to these figures and have made the concept of corporate social responsibility (CSR) more familiar to consumers are Woolworths, Mr Price (MrPrice), The Foschini Group (TFG) and Edcon to name a few. With regards to the local context, South Africa is fighting to revive its frayed clothing industry that once provided a significant amount of jobs to the South African population. Due to the influx of cheap imports, local factories need to shut down and lay off workers (News24, 2018). Furthermore it damages the economic state of the country and the implications of importing the clothing from abroad, contributes negatively towards the environment in the sense that the carbon footprint of the

clothing life cycle is increased through extensive transporting distances (News24, 2018). The South African clothing and textiles industry, in particular, is being flooded with such imports and only 10% of the industry's products are sourced and/or manufactured locally, thus not supporting the local clothing and textile value chain, which increases social issues in addition to contributing negatively towards the environment by increasing transportation of products (News24, 2018). The clothing and textiles industry is not as sustainable as it could be, when consumers buy locally made products.

The concept of CSR has been a hot topic in the last few years, especially in the clothing and textile industry, and will be discussed in further detail below to gain a better understanding of this complex concept and how it influences both the retailers and consumers' thoughts and behaviour surrounding clothing products.

### **2.3 CORPORATE SOCIAL RESPONSIBILITY**

Problems associated with practices of social responsibility in terms of the clothing and textiles supply chain, have move forward in recent years with firms that implemented and achieved different international initiatives and business models for instance corporate codes of conduct, monitoring of manufacturing facilities and providing employees with collective bargaining rights (Dickson & Chang, 2015). More specifically, arising issues within social and environmental abuse starts from production to distribution all the way through to consumption of the textile goods, have obtained attention greater than before, for the last 15 years among various consumers, media outlets and industry professionals (Wilson, 2015). The main social concerns include low wages, forced labour, discrimination, extremely long working hours, health and safety risks, psychological and physical exploitation, lack of awareness of workers' rights and absence of employee representation for cooperation with management (Dickson & Chang, 2015). Also, the biodegradability of textiles and the high utilisation of water and energy are fundamental environmental issues that clothing and textile firms should address in terms of the expenditure, release, and discarding of these chemical pollutants. This can be implemented through Corporate Social Responsibility (CSR).

This concept has become quite familiar in the last few years and was initially conceptualized by fashionable 'ethical' businesses (British-Assessment-Bureau, 2017). More than 35 definition variations have been published concerning CSR (Öberseder *et al.*, 2014). CSR can simply be explained as doing things in the best and most ethical way possible (Lillywhite, 2007). CSR can furthermore be described as not only the inclusion of the triple bottom line (i.e. profit, planet, people) into corporate decision-making but also into public interest in terms

of community growth and development (Fontaine, 2013). However, the definition that stands out among the others, is one by The European Commission that explains CSR as a concept whereby companies integrate social and environmental concerns in their business operations and their interaction with the stakeholders voluntarily. This is a strong definition as it contains a strong stakeholder focus and includes all relevant CSR themes (Öberseder *et al.*, 2014). Furthermore, Öberseder *et al.* (2014) sub-divided CSR into seven domains stating that this makes it easier to assess and more tangible to consumers by focusing on a company's stakeholders as follows: employees, customers, environment, suppliers, the local community, shareholders and society at large.

Globally, there has been an increase in CSR initiatives and an increasing number of designers, retailers and businesses are moving towards becoming more socially responsible (Fontaine, 2013). Various ethical fashion activists in Dubai, the Middle East, Europe, Australia, New Zealand, Canada, and the United States are in contradiction of the trend "fast fashion" and the industry's continued exploitation of human, animal, and natural resources (Stinson, 2016). Stella McCartney, Eileen Fisher and Ralph Lauren, all top designers, have taken initiative and are paving the way to a more sustainable fashion industry (Sweeny, 2015). Stella McCartney has been a front runner in sustainable fashion for years, finding alternative sustainable materials to use in her collections such as fur-free-fur, vegan leather and recycled nylon and polyester (McCartney, 2018). Furthermore, she has been involved with various sustainable fashion projects such as the Biodesign Challenge with People for the Ethical Treatment of Animals (PETA), as well as their "Trashion Bag" campaign, administering ocean and river clean-ups worldwide as part of World Oceans Day (McCartney, 2018). Designer Eileen Fisher's company is already using 84% organic cotton, 68% organic linen as well as reducing their water use and carbon emissions (Sweeny, 2015). Ralph Lauren has recently teamed up with The Rainforest Action Network (Singhapakdi *et al.*), a company dedicated to preserving forests and upholding human rights (RAN, 2018), in an attempt to revise and change their sourcing policies of wood-based fabrics to minimise the effect their clothing has on the environment, more specifically directed towards deforestation (CIPS, 2018).

In contrast to that, globalization has dramatically changed the way business is conducted in the apparel manufacturing industry, particularly social responsibility in the design, production, and sourcing of products (Lillywhite, 2007). Opportunities for clothing companies to spread their wings and seek business opportunities from companies who could assist them abroad in terms of sourcing and/ or manufacturing at more competitive prices is all thanks to globalization (Lillywhite, 2007). This led to the clothing industry becoming one of the most globally integrated industries in the world, where trade barriers are not as stringent as before

and the access of goods, services and labour become easily accessible and more unrestrained (Lillywhite, 2007). Due to the manufacturing process of clothing being so labour-intensive, companies often look for the cheap workforce in developing countries such as China or India, where workers are paid below-average wages to reduce overall costs of producing the clothing that they want to sell to consumers (Dickson & Chang, 2015).

All these factors contribute to various social as well as environmental issues that have a negative impact on society and the environment. One of the most significant social issues in the last few years included the horrific Rana Plaza factory collapse in Bangladesh in 2013, where more than a thousand factory workers lost their lives producing garments in a structurally unsound building (Dickson & Chang, 2015). This led to the realisation of the importance of CSR and that the industry should become more socially responsible (Lillywhite, 2007). This event not only influenced the international industry, but the South African apparel and textile industry has since been re-evaluating its terms of employment and the improvement of working conditions. Furthermore, companies are also inspected in terms of their pollution, water usage, energy consumption to name a few, as part of their CSR, because of the importance of living more sustainably to ensure future generations' needs are met in terms of resources and natural environments (Dickson & Chang, 2015).

### **2.3.1 Triple bottom line (TBL) approach**

Based on the above-mentioned arguments, it is evident that CSR is widely defined and has several dimensions. A broad definition of CSR is adopted in this study, and it refers to companies' commitment over a long-term period to integrate economic, social and environmental concerns in their daily business operations through the employment of their resources, policies and business practices (Öberseder *et al.*, 2014). Most CSR theories indicate that the basis of CSR come from the Triple Bottom Line (TBL) concept that was introduced in 1987, named in 1994 by John Elkington in the Brundtland Commission (Książak & Fischbach, 2017). Furthermore, this theory is a summary of the well-known three pillars of sustainability, namely Profit, People and Planet (3P's), which stand for economic, social and environmental responsibilities. Any company should care and take action in all three aspects of the Triple Bottom Line, because all three are extremely important and only when a company does so, it may be called a sustainable company (Książak & Fischbach, 2017).

The triple bottom line (TBL) approach, which is pioneered by the Institute of Social and Ethical Accountability, accentuates that companies are accountable for their impacts on society, with the associated bottom lines of social issues (people), environmental issues (planet) and

economic issues (profit) (Wilson, 2015). The TBL approach can be defined as a systematic approach to managing an entire company's responsibilities (Wilson, 2015). In addition to the aforementioned, the term is used as a framework when measuring and reporting corporate performance in opposition to social, economic and environmental parameters (Jamali, 2006). More specifically, the term stands for all values, issues and processes that companies should address to amplify the positive impacts of activities completed and to generate added economic, social and environmental value (Wilson, 2015). The TBL approach, assesses how companies direct and equalize all three responsibilities equally (economic, environmental, and social) and attempt to reconcile these interrelated spheres of activity for a more balanced view of overall corporate performance (Jamali, 2006).

Furthermore, issues relating to education, environment, health care (HIV/AIDS) and entrepreneurial development, to name a few, could be included as part of clothing retailers' CSR initiatives to help solve pending social and environmental issues, but also help to empower local individuals to be part of their own communities' economic growth (Marketline, 2018). South Africa should focus on its consumers' increasing demands for environmentally friendly products and services and should push companies to promote CSR policies in the interest of all the stakeholders involved. To gain a better understanding of CSR and what it entails, every dimension of the TBL approach will be discussed below together with the domains that make up CSR. Special attention will also be placed on South African retailers that are currently involved in CSR practices.

### **2.3.2 Dimensions (and domains) of CSR according to the TBL approach**

Issues related to practices of social responsibility in the apparel and textiles supply chain have been propelled in recent years as firms have adopted and implemented various global initiatives and providing workers the right to collective bargaining (Dickson et al., 2009). Specifically, issues surrounding both social and environmental abuses occurring in the production, distribution, and consumption of apparel and textile goods have gained increased attention over the last 15 years among consumer groups, various media outlets, and industry professionals (Wilson, 2015). The industry's key social concerns include forced labour, low wages, excessive hours of work, discrimination, health and safety hazards, psychological and physical abuse, lack of awareness of workers' rights, and lack of worker representation for negotiations with management (Dickson et al., 2009). Moreover, the use, release, and disposal of chemical pollutants and other solid wastes, the biodegradability of fibres, as well as the high consumption of water and energy are significant environmental issues that apparel firms must address. The above-mentioned section relates closely to the three dimensions of

the TBL approach, namely the social, economic and environmental dimensions. These dimensions, in turn, closely relate to the domains of CSR as categorised by Öberseder *et al.* (2014). The social dimension includes the company's employees, customers, society, community and suppliers (Wilson, 2015), while the economic dimension is closely related to the shareholder domain, and lastly the environmental dimension and domain are encapsulated as one. These will be discussed in further detail below.

### 2.3.2.1 Social dimension

The social dimension refers to management's responsibility to take action regarding choices and other activities that will contribute to the well-being and interests of society as well as those in the company (Hassan, 2008). Furthermore, the social dimension is the key factor and serves as basis for keeping up the relationships between the business itself and the community (Arsić *et al.*, 2017). The implementation of the social dimension in a company is to eventually improve society as a whole, integrate social concerns in their business operations and consider the complete scope of their effect on communities (Arsić *et al.*, 2017). Social responsibility means being responsible for the social effects the company has on people, directly as well as indirectly. Social issues have become quite a point of discussion over the last few years due to numerous social issues arising, specifically in the clothing and textiles industries, such as the aforementioned Rana Plaza factory that collapsed in Bangladesh in 2013 (Jamali, 2006).

To distinguish between different areas of focus within the social dimension of CSR, domains, as categorised by Öberseder *et al.* (2014) include the company's employees, customers, society, community and suppliers (Wilson, 2015). The **employee domain** refers to issues relating to the human rights employees have within a company. This includes being respected and having fair and decent working conditions, as well as receiving acceptable remuneration with no discrimination against employed workers (Öberseder *et al.*, 2014). Employee responsibility in a business includes personnel's welfare and safety at work as well as upholding their skills and motivation for the work (Davis, 2018).

The **customer domain** makes sure that human rights of customers are respected from beginning through to the selling process, i.e. verifying prices are reasonable, providing accurate and necessary product labelling, as well as providing top quality and safety of products (Wilson, 2015). Customers' responsibilities may include issues such as the safety and durability of products or services; standard or after-sales service; prompt and courteous attention to queries and complaints; an adequate supply of products or services; fair standards

of advertising and trading; and full and unambiguous information to potential customers (Hassan, 2008). This could be achieved by using technology distribution channels to expose the possibly damaging activities of organizations to consumers as well as advertise potential retailers or businesses who provide alternative, socially sound products to minimize the harmful effect that the industry currently has in terms of social issues (Davis, 2018). This kind of collective activism can be effective in reaching social education and awareness goals (Öberseder *et al.*, 2014).

The **societal domain** relates to the society at large and addresses issues such as donations to social causes, employment of people with disabilities, and the support of social projects (Öberseder *et al.*, 2014). The **community domain** revolves around a business's responsibility to create job opportunities for the local community and source products locally to contribute to the economic state of the surrounding area in which the business is situated (Öberseder *et al.*, 2014). Lastly, the **supplier domain** focuses on supplier selection and auditing, including fair terms and conditions (Öberseder *et al.*, 2014).

South African retailers such as Mr Price (MrPrice) and Woolworths implement various initiatives relating to the social dimension of CSR. Mr Price contributes to corporate social responsibility by serving in the community through the "Mr Price Foundation" (MrPrice, 2017). "Mr Price Foundation" is a registered non-profit and public organisation with a goal to allow young people to reach their full potential. The vision of this initiative is to see young people breaking the cycle of poverty and inequality and over R153 million has already been invested into "Mr Price Foundation" programmes since 2006 to realise this vision they are working towards (MrPrice, 2017). As part of their social well-being, Mr Price also treats its employees fairly and incorporates dynamic and evolving working environments that are free from discrimination (MrPrice, 2017). The Mr Price group guarantees compliance with the relevant South African labour legislation, with specific attention regarding equal pay for work of equal value in terms of identifying and mitigating threat as well as staying up-to-date of all law developments (MrPrice, 2017). For Mr Price, it is vital to have diversity regarding their employees and the need for a workforce to be representative of all the demographics of South Africa is critical. Pre-employment internships are tendered with the intention to evaluate prospective employees and the "Mr Price Foundation's JumpStart Programme" provides soft skill training and retail work experience for unemployed matriculates (MrPrice, 2017).

Woolworths, on the other hand, contributes to social responsibility by constantly transforming and developing their employees and suppliers to increase equity ownership of Woolworths (Woolworths, 2018). More specifically, this retailer supports small, black and women-owned

businesses and helps them to be sustainable by offering preferential payment terms and low-cost loans. Woolworths also assists previously disadvantaged communities by helping them to build economically sustainable livelihoods for themselves, which will empower future generations (Woolworths, 2018). Through the “EduPlant” programme managed by Food & Trees for Africa, Woolworths is helping disadvantaged schools and communities to gain skills with regards to growing their own healthy food. Through the “MySchool Fundraising programme” and their “Making the Difference Educational Programme”, they also assist South African schools in terms of resources and funds to uplift the community and empower the society at large (Woolworths, 2018). A system to divert surplus food and clothing from going to waste by donating this food to needy communities via structured charity organisations was also established and implemented (Woolworths, 2018). Not only is the social dimension considered by retailers, other dimensions such as economic and environmental aspects are deemed just as important and will be examined in further detail below.

Edcon Holdings (Proprietary) Ltd., is another example of a well-established retailer based in South Africa, who acknowledges that environmental, social and governance issues have an impact on its operations and similarly the Edcon group’s activities have an impact on the environment and society in which it operates (Edcon, 2018). Based on the aforementioned, Edcon Holdings has implemented the Edcon sustainability framework that consists of five Environmental, Social and Governance (ESG) areas where their sustainability initiatives align most strongly with the five value drivers (i.e. people, social responsibility, supply chain and sourcing, optimisation and governance) of the organisation (Marketline, 2018). They are involved with several social and environmental initiatives where they aim to develop and uplift the communities in which they trade and build a more sustainable future such as maintaining and expanding their HIV/AIDS awareness programmes to reach a wider, bigger population segment (Marketline, 2018).

### *2.3.2.2 Economic dimension*

The economic dimension of CSR considers both direct and indirect impacts regarding the organization’s operations with the neighboring communities as well as the stakeholders involved with the company (Hassan, 2008). Economic performance for a company is a critical measuring point in terms of its credibility and continuity (i.e. sustainability) and thus still feature as a foundation of CSR (Jamali, 2006). The challenge which organisations face today is to change their priorities to have a more holistic performance assessment model that covers all actions related to multiple stakeholders and responsibilities (Jamali, 2006). Profit should motivate companies to give their best and should put the company’s business in the hands of

their consumers, investors and other stakeholders (Arsić *et al.*, 2017). Economic variables ought to be variables that deal with the bottom line as well as the flow of money (Wilson, 2015). Furthermore, Alvarado-Herrera *et al.* (2015) state that even when an individual doesn't notice the economic dimension as part of CSR (as this dimension is about what the firm does for itself, whereas the other dimensions are what the firm does for others), financial feasibility is another action firms implement for society as well. Corporate economic responsibility is made up of the multiplier effect, which lead to an effect on economics. When there is an increase in spending, an increase in national income and consumption greater than the initial amount spent is produced (Hassan, 2008). When considering the multiplier effect, the economic performance of a company has direct and indirect impacts on all of its stakeholders, including its employees, local governments, non-profit organizations, customers, suppliers and the communities in which the companies operate (Hassan, 2008). With good economic performance it is possible to develop long term operations and to invest in growth and the security of employees, such as good salaries and incentives for employees of the company, from which they purchase their goods and services as and from which they pay taxes. These happenings stimulate the local goods and service industry, government programs and community activities (Hassan, 2008).

According to the domains of CSR, as categorised by Öberseder *et al.* (2014), the economic dimension is closely related to the shareholder domain. The **shareholder domain** is of particular interest in terms of economics and it encapsulates but is not limited to correct investment of shareholder capital, open communication with shareholders and the provision of sustainable growth and long-term success (Öberseder *et al.*, 2014). It can also be described as the economic responsibility of a company to produce goods and services that are in line with what the consumer wants, and then sell these goods and services to make a profit (Wilson, 2015). This is achieved by returning money to investors, achieving leadership positions in the market, obtaining the highest possible profits, assuring customer satisfaction and loyalty, providing fair reimbursement to employees, providing goods at reasonable prices to customers, and promoting their products/services through costly advertising campaigns (Arsić *et al.*, 2017).

Mr Price Group, Edcon and TFG's sales figures indicates that consumers are hesitant to spend when the economy is loaded with uncertainty. On the first of April 2017, Mr Price reported a drop of 10.4% in diluted headline earnings per share (Goko, 2017). Retail sales is reduced with 0.5%, while comparable-store sales dropped with 3.6%. Mr Price accused its consumer for the drop-in sales, stating it is because of the weak consumer sentiment and political turmoil. At the end of March 2017, TFG's results cited political and economic doubt as factors that may

have an impact on its performance in the next financial year. Turnover growth for TFG Africa was 8%, with comparable sales growth of 2.8%. Edcons' group sales decreased by 6.7% to R25 billion, while adjusted earnings before interest, tax, depreciation and amortization fell by 45% to R1.4 billion (Goko, 2017; Goko, 2017). TFG's share price shed 5.38% and declined by 11.06% in 2017. Mr Price Group's share price decreased by 21.04% from 2016 to 2017 (Goko, 2017). All parties that make up the stakeholders, including employees, suppliers and members of the public, were directly affected by these economic changes (Scilly, 2017).

### 2.3.2.3 *Environmental dimension*

Clothing retail companies is said to have major involment in the environmental problems globally (Arsić *et al.*, 2017). The implications of resource depletion, energy use and the effects of the organisation on ecological integrity, all form part of the environmental dimension of CSR (Jamali, 2006). As per Smith (2014), governments should provide training to companies concerning the implementation of environmentally friendly policies and practices, and encourage companies to have an environmental management system to track their environmental footprint. Clothing retail companies have started to take into account the effect on the surrounding environment and the negative impacts of their activities. Besides implementing ways to reduce and prevent pollution, companies should also focus on saving energy and improve raw material use, to reduce excess waste and try keep it as low as possible (Arsić *et al.*, 2017).

In terms of CSR, the environmental dimension together with its **environmental domain** can be addressed by implementing the following strategies, namely to emphasise increased resource productivity, cleaner production and active dialogue with the company's stakeholders (Hassan, 2008). Businesses have found that establsihing an environmental management system is the best foundation for respectable environmental performance. Efforts fighting the undesirable environmental impact of the clothing and textile industry normally focus on adjusting production and supply chain practices (Ruppert-Stroescu, 2015). In addition to that quality, health and safety issues can also be integrated into the same management system (Hassan, 2008).

South African retailers such as Mr Price and Woolworths implement the environmental dimension of CSR in the following ways. MRP, a South African retailer, has introduced energy efficiency by installing a solar energy system in Durban, at their corporate head office, which will reduce the Group's carbon footprint by 305 tonnes CO<sup>2</sup> emissions annually (MrPrice, 2017). Furthermore, Mr Price has integrated LED lighting into every store to reduce costs and minimize the overall energy consumption of their stores nationwide (MrPrice, 2017). In addition

to the abovementioned environmental initiatives, Mr Price also makes use of more fuel-efficient vehicles and has achieved a 14.5% improvement in fuel consumption. This meant that on outbound transportation vehicles, they burnt 1.34 million fewer litres of diesel in 2017 than what was used in 2016 (MrPrice, 2017). In terms of packaging, Mr Price has ensured environmental and cost-saving strategies by standardising carton sizes, improving packaging instructions to suppliers and improving packaging labelling (MrPrice, 2017). Mr Price and the “Southern African Sustainable Cotton Cluster”, founded the improvement of environmental standards and created a positive socio-economic impact by means of cotton production in South Africa (MrPrice, 2017). Mr Price has been the prime retailer in the establishment of the “Southern African Sustainable Cotton Cluster” since 2013 and has acquired 6,831 tons of local cotton benefited through a Southern African Value Chain since 2014 (MrPrice, 2017).

Woolworths, founded by Max Sonnenberg and Richard Sonnenberg, is another well-known South African retailer which opened its doors in October 1931 in Cape Town (Woolworths, 2018). After three years, the second branch opened in Durban, with two more in Port Elizabeth and Johannesburg one year later. Ever since, they are building on their reputation for top-quality, exciting innovation and excellent value (Woolworths, 2018). Woolworths was the first retail store to offer employee benefits such as medical aid, family pension fund and maternity leave which is reflective of sound business practices. They were also early technology adopters by using computerized merchandising systems as of the early 1970s. On top of that, Woolworths launched their “Good Business Journey” in April 2007 to make a difference in eight key areas by moving towards sustainability: Water, Waste, Energy, Sustainable Farming, Transformation, Ethical Sourcing, Social Development and Wellness and Health (Woolworths, 2018). According to Woolworths (2020), their goal is to only use sustainable cotton in their private label products by the end of 2020. Furthermore, they work to increase the use of substitute fibers, including recycled polyester, in their garments. Also, Woolworths is an honoured supporter of the “Canopy style initiative” to eliminate deforestation from viscose and cellulosic fabric supply chains (Woolworths, 2020). A few more actions that Woolworths take on to improve their environmental impact is through ethical sourcing, by upholding high social, ethical and environmental standards in their supply chain. Sustainable farming to ensure the raw materials sold are grown or caught in harmony with nature. Water recognizing by minimizing usage and lastly contributing equitably to carbon emissions reductions (Woolworths, 2020).

For this study, the focus will be specifically on the clothing retailers in South Africa and how their CSR is perceived by South African consumers. Therefore, the consumers’ perceptions of CSR and more specifically clothing retailers’ CSR will be discussed below.

## 2.4 CONSUMERS' PERCEPTIONS OF CSR (CPCSR)

The Oxford Dictionary defines perception as “how something is regarded, understood, or interpreted” (Oxford, 2018). Consumer perception can further be described as the way one thinks about or understands someone or something (Snider, 2003). Additionally, an advanced definition of consumers' perceptions of corporate social responsibility (CPCSR) is how consumers perceive a company that integrates social and environmental topics in its core business activities and acts responsibly towards its employees, its customers, the environment, its suppliers, the local community, its shareholders and society at large (Öberseder *et al.*, 2014).

Over the past few years consumers have shown more interest in CSR, but still little is known regarding consumers' perceptions and decision-making processes when it comes to the corporate social responsibility of apparel brands especially in developing countries (Fatma *et al.*, 2016; Öberseder *et al.*, 2011). To date, there is still a lack of research regarding consumers' perception and intentions of CSR in South Africa, specifically surrounding clothing retailers' CSR specifically. Consumers seem to be more interested in the design or quality of apparel products, than the country of origin, manufacturing processes and fibre content (Woo, 2013). Therefore, awareness regarding CSR is necessary to inform consumers about corporate social responsibility throughout the clothing and textile supply chain and to encourage them to consider purchasing clothing from retailers that are socially responsible in all aspects of the supply chain (Kozar & Hiller Connell, 2013).

Additionally, research has indicated that consumers who are aware of CSR, tend to positively perceive businesses that implement CSR, and tend to buy from these businesses because of their CSR initiatives (Pomeroy & Dolnicar, 2009). Therefore, distributing information regarding CSR initiatives is essential in enhancing CSR awareness (Snider, 2003). Companies who attempt to be more socially responsible and who offer institutionalized CSR programs have a greater impact on consumer perception, loyalty and attitudes which more often than not leads to increased buying behaviour (Öberseder *et al.*, 2011).

To gain knowledge on areas of interest such as consumers' perceptions of clothing retailers' CSR in emerging markets such as South Africa, a valid scale needs to be developed to correctly measure the components linked to the aforementioned topics. Therefore the origins and procedures of the scale development, refinement and validation processes, as used by Öberseder *et al.* (2014), will be briefly mentioned to provide some insight into the study and

the procedures that will be implemented and adapted to make it applicable to clothing retailers in an emerging market context.

## **2.5 PURCHASE INTENTIONS AND CSR**

While companies are exploring and seeking for answers, consumers are confronted with various decision-making factors to compete against other companies, such as price, style, quality, and convenience, in addition to their moral and ethical responsibility (Ha-Brookshire & Norum, 2011). On the other hand, decision making also depends on personal values, beliefs, wisdom and attitudes regarding the environment and people locally, regionally and nationally (De Pelsmacker *et al.*, 2005; Dickson & Chang, 2015). Purchase intention is the possibility that a consumer will buy a product or make use of a service (Rouse, 2017). To evaluate purchase intention, salespersons use predictive modelling which helps identify the possibility of potential outcomes grounded on historical data (Rouse, 2017).

Moral norms have a rather large impact on a consumer's pro-environmental intent and decision making. Most of the time consumers are calculating and evaluating options between their wants to become a social responsible consumer and their desire for great shopping experiences. At times, consumers' sense of moral responsibility, such as buying eco-friendly or pro-environmental apparel, is larger than their need to bargain for lower prices, while, in other cases, they may choose convenience above ethical obligations (De Pelsmacker *et al.*, 2005). Consequently, it is very difficult to determine what really influence the consumers' willingness to pay more for socially responsible products (Ha-Brookshire & Norum, 2011).

The type of CSR initiative, consumers' support of the initiative as well as their opinions about the trade-offs a company implements just for the sake of CSR, is crucial to consumers' regarding their reactions to CSR activities (Sen & Bhattacharya, 2001). Moreover, the effect of CSR on consumers' purchase intention can be classified as direct or indirect. An indirect effect is when a corporate context for the purchase intention is created, i.e. when consumers are familiar with the company and its CSR efforts (Sen & Bhattacharya, 2001). On the other hand, a company's CSR actions affects the attractiveness of the company's products directly. This can further be described as a company's CSR initiatives affecting the consumers' purchase intention and buying behaviour directly, as the CSR initiatives agrees to the consumer's beliefs about CSR and his/her support towards the initiatives (Sen & Bhattacharya, 2001). Consumers who respond positively to CSR initiatives and activities, usually make more responsible buying decisions and act in a more responsible manner when it comes to disposal behaviour (Mohr & Webb, 2005).

Boulstridge and Carrigan (2000) has raised a few interesting features about consumer purchase intention and behaviour with respect to corporate reputation and responsible behaviour. Their findings uncovered that consumers are quite interested in corporate reputation and are only concerned about issues not affecting them directly. Furthermore, their purchasing decisions may be more discriminatory if they were given more information about ethically and socially responsible activities. According to Kozar and Hiller Connell (2013), there is a positive relationship between knowledge, intentions, attitudes and pro-environmental apparel purchasing. Consumers who are concerned about the CSR of retailers are more knowledgeable regarding environmental issues and have stronger intentions to be more pro-environmental (Kozar & Hiller Connell, 2013). According to Boulstridge and Carrigan (2000), consumers are relatively uninformed about responsible corporate behaviour and activities and therefore their purchasing decisions relating to CSR might not reflect the wanted outcomes because they do not know what the concept entails and how it influences the supply chains and lifestyles of other humans on earth. Consumers are more likely to support positive actions than to punish bad behaviour (Boulstridge & Carrigan, 2000). This leads to findings that irresponsible corporate behaviour has been found to have a greater impact on consumers' purchase intention than responsible behaviour.

According to Boulstridge and Carrigan (2000), a company's level of ethical behaviour is an important consideration for consumers during their decision-making processes. Research indicates that consumers do expect a certain level of ethical behaviour from companies they purchase products from, and with that, they are often willing to reward ethical behaviour and pay higher prices for that company's products because of the contribution they are making towards being more responsible in terms of the community and environment (Lee & Lee, 2015). On the other hand, unethical companies are still competitive in terms of selling products to consumers, but consumers then expect some sort of compromise such as lower prices for the products (Boulstridge & Carrigan, 2000). The beneficial outcomes of business ethics are extremely high, while lack of ethics may lead to a variety of problems for a company (Bulog & Grančić, 2017). Ethical behaviour of a company is directly associated with a company's productivity and profitability through employee loyalty (Bulog & Grančić, 2017).

What seems to be emerging is that although consumers express their willingness to make ethical purchases linked to a good reputation, the reality is more likely to be that responsible corporate behaviour is not the most dominant criterion in their purchase decision (Lee & Lee, 2015). Price, quality and convenience are still the most important decision factors, with consumers purchasing for personal reasons (Boulstridge & Carrigan, 2000). Therefore, companies should comprehend and cherish business ethics, honesty and integrity, by making

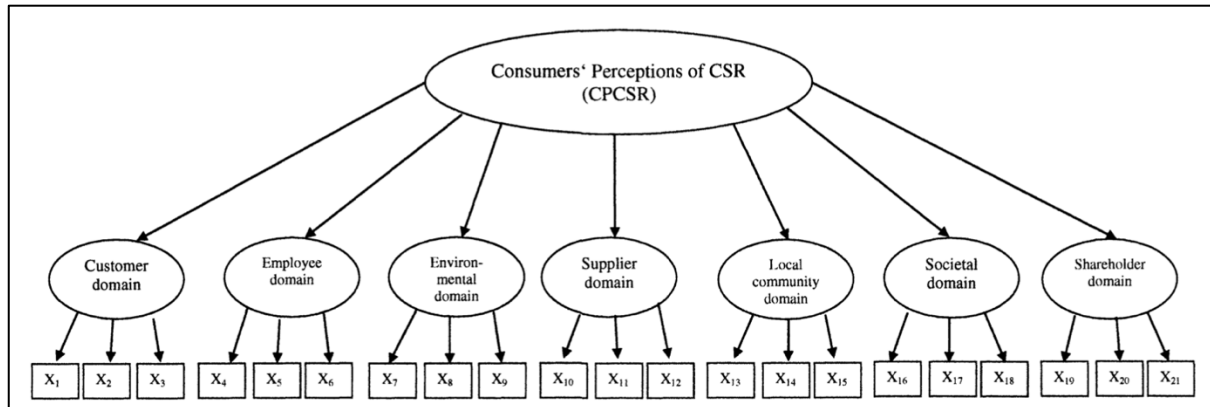
decisions with consistent ethical behaviour. There is no disbelief that the ethical behaviour of decision-makers is of tactical importance for effective business (Bulog & Grančić, 2017).

Mohr and Webb (2005) stated that only a small segment of consumers makes use of CSR as a purchasing criterion regularly. Although most consumers have pro-environmental intentions to purchase eco-friendly apparel, they do not necessarily act in a pro-environmental manner (Boulstridge & Carrigan, 2000). Based on the study mentioned above, four different groups of consumers were identified, namely precontemplators, contemplators, action-oriented consumers, and maintainers (Mohr & Webb, 2005). Precontemplators don't build their consumption decisions on CSR; however contemplators meditate about CSR, without taking action. Action-oriented consumers occasionally make use of CSR as a purchase criterion to follow and maintainers are dedicated to always consider CSR before making a purchase (Mohr & Webb, 2005). Research indicated that most precontemplators and contemplators have positive attitudes towards companies who engage in CSR activities, but few pursue the idea to incorporate it into their decision-making process. Few action-oriented consumers consider CSR to be an important purchase criterion, and only a minority (21%) use a company's CSR position as a purchase criterion, whether it be sometimes or regularly (Mohr & Webb, 2005). Although CSR has some sort of impact on consumers' product and company evaluation, the influence on purchase intentions and behaviours still seem to be very limited. Furthermore, consumers tend to portray positive attitudes toward buying products from socially responsible companies, but these positive attitudes are not translated into actual purchase behaviour (Öberseder *et al.*, 2014). There is thus a gap found between purchase intention and purchase behaviour. Therefore, the importance of perceived motives of CSR, consumer awareness and communication of CSR is vital.

## **2.6 CPCSR SCALE DEVELOPMENT AND VALIDATION**

The focus of this study was to develop and validate a scale that was originally sourced and later on adapted from Öberseder *et al.* (2014) to measure consumers' perceptions of clothing retailers' CSR (CPCRCR) in South Africa. The consumers' perceptions of CSR (CPCSR) scale, used by Öberseder *et al.* (2014), tested consumers' perceptions of CSR in general and proposed that CPCSR is a hierarchical, multidimensional construct, reflecting the consumers' overall perceptions regarding CSR. It was furthermore proposed that CPCSR is a second-order construct with seven first-order dimensions (i.e. customers, employees, environment, suppliers, local community, society and shareholders) that all form part of the stakeholders. This representation can be seen in **Figure 2.1**, which indicates CPCSR as the second-order construct, and the various dimensions as first-order constructs of CPCSR. This measurement

model enabled Öberseder *et al.* (2014) to assess how well consumers perceive CSR as a whole and to what extent these perceptions affect intentions and behaviour. In addition to that, a more detailed investigation was able, by evaluating the seven domains of CPCS<sub>R</sub> and their impact on consumers in general.



**FIGURE 2.1: THE MEASUREMENT MODEL: CONSUMERS' PERCEPTIONS OF CSR (CPCS<sub>R</sub>)** (Developed by Öberseder *et al.* (2014))

In terms of the scale development process, Öberseder *et al.* (2014) followed the well-established scale development procedures of Churchill (1979) that was later used by DeVellis (1991) and Netemeyer *et al.* (2003) to generate a pool of items, develop a scale and validate it. The specific procedures included initial scale item generation, initial purification, pilot testing, measurement model development and refinement stages as well as measurement model validation (Öberseder *et al.*, 2014).

Ultimately, the purpose of scale development and validation is to create a valid scale that can be used to measure, in this case, consumers' perceptions of clothing retailers' CSR. As Öberseder *et al.* (2014) validated a scale for CPCS<sub>R</sub> in general, there is scope to develop, test and validate an adapted scale that reflects CPCS<sub>R</sub> specifically relating to clothing retailers in the local context of an emerging market such as South Africa. Once this has been concluded, a valid scale regarding consumers' perceptions of clothing retailers' CSR (CPCRC<sub>S</sub>) will be available to researchers who are interested in gathering data and doing research on a similar topic within their specified contexts.

The detailed process and different phases of the scale development and validation of consumers' perceptions of clothing retailers' CSR, will be explained and illustrated in the conceptual framework below.

## 2.7 CONCEPTUAL FRAMEWORK

The conceptual framework presented in **Figure 2.2** was adapted from Turker (2009) and Öberseder *et al.* (2014) and illustrates the scale development and validation procedures relating to consumers' perceptions of clothing retailers' CSR (CPCRCR) in an emerging market context. It also illustrates the main objectives and concepts that are included in this study. In order to develop a valid and reliable scale, reputable scale development procedures need to be followed. In the case of this study, the procedures as used in Öberseder *et al.* (2014) were used as a guideline to guide the process of developing and validating a scale relating to CPCRCR. Delving deeper into the validity and origin of these procedures, Öberseder *et al.* (2014) followed the well-established scale procedures of Churchill (1979), that have been tried and tested by DeVellis (1991) and Netemeyer *et al.* (2003) and are deemed suitable for the purposes of this study.

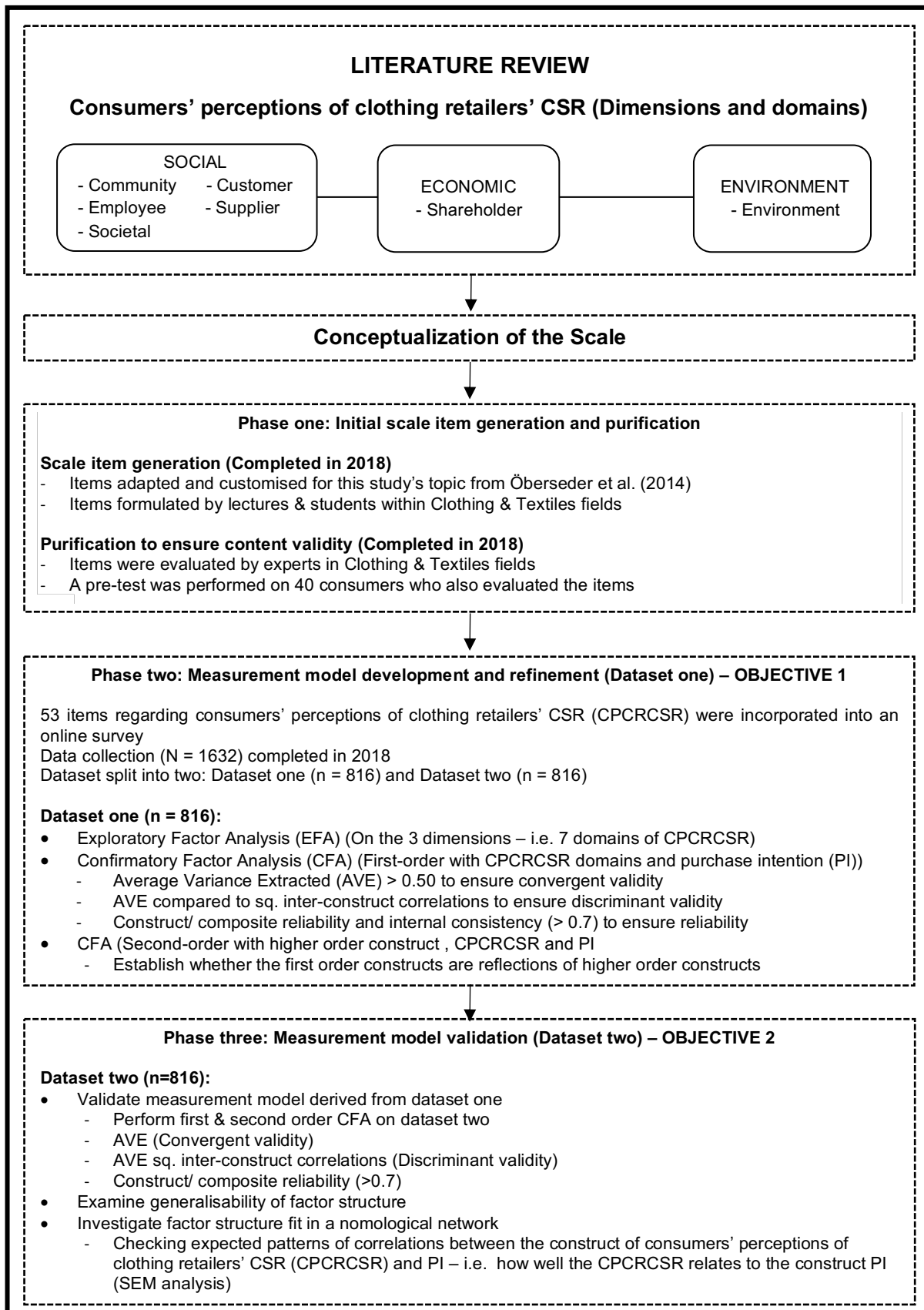
As part of the literature review and background, consumers' perceptions of clothing retailers CSR are explained by means of three dimensions namely the social, economic and environmental dimensions as suggested in the triple bottom line (TBL) approach. As discussed in the literature review, the seven domains, as classified by Öberseder *et al.* (2014), form part of the different dimensions, of which the community, employee, societal, customer, and supplier domains fall under the social dimension, the shareholder domain falls under the economic dimension, and lastly, the environmental domain forms part of the environmental dimension. With this knowledge in mind, the conceptualisation of the scale follows.

**Phase one** includes the **initial scale item generation and purification** and was completed in 2018 by the Department of Consumer and Food Sciences at the University of Pretoria. The scale items were adapted and customised by lecturers and students within the clothing and textiles field, from existing scales to apply it to the Clothing and Textile domain as well as the emerging market context. Thereafter scale purification was performed by experts in the field of Clothing and Textiles to scrutinise the items and alter or eliminate any confusing words or double-barrelled questions to ensure content validity. Furthermore, a pre-test was also done with 40 respondents in 2018 to further purify and finalise the items.

**Phase two** involves the **measurement model development and refinement** in which 53 items relating to consumers' perceptions of clothing retailers' CSR were included in an online survey that was distributed and administered via Qualtrics in 2018. Once the data collection process was concluded, a sample of 1632 complete responses were received for analysis. The 1632 responses were randomly split into two datasets, amounting to 816 responses in

dataset one and 816 responses in dataset two. Dataset one (n = 816) was initially subjected to an exploratory factor analysis (EFA), where multiple items were eliminated due to low factor loadings and/ or high double-loadings on multiple factors. Once the preliminary factor analysis was established, a first-order confirmatory factor analysis (CFA) (consisting of remaining items relating to the consumers' perceptions of clothing retailers' CSR after the EFA had been performed and the items relating to purchase intentions (PI) regarding the topic at hand) was performed in which various additional items were eliminated based on low factor loadings and/ or high modification indices. Once the first-order CFA had been finalised, the average variance extracted (AVE) and squared inter-construct correlations were also calculated to determine, explain and potentially ensure convergent and discriminant validity. Thereafter, a second-order CFA was performed on the higher construct, consumers' perceptions of clothing retailers' CSR (CPCRSR), together with PI to establish whether the first-order constructs (domains of CPCRSR) are reflections of higher-order constructs (i.e. CPCRSR and PI).

**Phase three** includes the **measurement model validation process**, in which a first and second-order CFA were performed on dataset two (n = 816) to validate the CPCRSR relating to clothing retailers in an emerging market. Once again, the AVEs and squared inter-construct correlations were calculated to determine and investigate the possibility of convergent and discriminant validity. Thereafter the generalisability of the factor structure was examined by means of structural equation modelling (SEM). Nomological validity was then assessed to check whether there are in fact expected patterns of correlations between the constructs of consumers' perceptions of clothing retailers' CSR and PI.



**FIGURE 2.2: PROPOSED CONCEPTUALISED FRAMEWORK ADAPTED FROM TURKER (2009) AND ÖBERSEDER ET AL. (2014)**



environmental parameters, was also explained in the context of the topic at hand, followed by the dimensions and domains of CSR, namely social, environmental and economic dimensions, which were further dissected in terms of the seven domains of consumers' perceptions of CSR as explained by Öberseder *et al.* (2014). Following this section, consumers' perceptions of CSR as well as their purchase intentions and ultimate behaviour thereof (when it comes to clothing retailers who incorporate CSR into their business ethics) were discussed. Lastly, the scale development and validation process relating to consumers' perceptions of CSR was explained. The conceptual framework displayed all the above-mentioned concepts in a visual display and presented a framework that was used to guide the scale development and validation process of this study. The research objectives of this study were also outlined, concluding this chapter, before commencing with Chapter three.

# CHAPTER 3:

## RESEARCH DESIGN AND METHODOLOGY

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*Chapter three focuses on the overall research approach and design, the sample and sampling techniques as well as the scale development process and operationalisation of the study. Lastly, methods to enhance the quality of the data as well as the ethical considerations are discussed.*

### 3.1 INTRODUCTION

The overall aim of this study was to develop and validate a reliable scale to measure the perceptions of South African consumers regarding clothing retailers' CSR in an emerging market context. An exploratory research approach was used to make sense of a topic that has to date not been extensively explored in the research field. This study followed an approach similar to the approach and research that was conducted by Öberseder *et al.* (2014), to develop and validate a scale pertaining to consumers' perceptions of clothing retailers' CSR (CPCRCR) to enable further quantitative research in the South African market context as well as in the clothing and textiles field. Subsequently, the research design and methodology section of this study introduces the research approach and design, the sample and sampling method as well as the phases involved in the scale development process. These phases include phase one (completed in 2018): initial scale item generation and purification, phase two: measurement model development and refinement and lastly phase three: measurement model validation process. As part of the scale development procedures, an operationalisation table is also presented to provide a summary of the relevant dimensions, indicators, items and statistics involved in this study. The methods to enhance the quality of the data (i.e. validity and reliability) as well as the ethical considerations, conclude this chapter before the chapter relating to the results is introduced.

### 3.2 RESEARCH APPROACH AND DESIGN

An existing dataset (compiled in 2018 by the University of Pretoria's Consumer Science Clothing Retail Management students and lecturers) was used to generate the results for this study. The initial research was conducted in 2018 and was exploratory in nature. Exploratory research can be defined as the introductory research that is conducted and ultimately leads

towards a theoretical idea (Kowalczyk, 2018). This research design is based on the need to understand more about a specific topic that is, to date, still underexplored and also lays a foundation on which the rest of the study is built upon (Kowalczyk, 2018). This study focused mainly on consumers' perceptions of clothing retailers' corporate social responsibility according to the triple bottom line approach (i.e. social, economic, environmental dimensions) as well as the various domains that were adapted from Öberseder *et al.* (2014) study. Ultimately, the purpose of this study was to explore the topic of interest to expand on the research that has been conducted in South Africa regarding clothing retailers, their CSR and consumers' perceptions thereof. A quantitative approach through online surveys was used to gain scientific or mathematical data to better understand the problem and to make certain conclusions regarding the specific topic (Öberseder *et al.*, 2014). Furthermore, the study was conducted at a specific point in time, classifying it as a cross-sectional study (Cherry, 2019).

For the purposes of this study, where the main focus remained the scale development process, the final dataset (N = 1632), as collected in 2018, was randomly split into two equal datasets (i.e. dataset one: n = 816 and dataset two: n = 816) to perform measurement model development and refinement on dataset one and to then perform a measurement model validation on dataset two. Lastly, the overarching paradigm for this study is positivism, where scientific methods, such as the scale development process, are used to gain evidence of the world around us to clarify why and how consumers think or behave in certain ways. Positivism can furthermore be described as the method to a study of society that relies exclusively on scientific proof, such as experiments and statistics, to disclose an accurate nature of how society works (Serva, 2015).

### **3.3 SAMPLE AND SAMPLING TECHNIQUE**

This section refers to the relevant sampling techniques that were implemented during the online survey that took place in July and August 2018 to establish a dataset that was used for the base of this study pertaining to measurement model development, refinement and validation. Non-probability, purposive, convenience, and snowball sampling techniques were used to recruit respondents in South Africa. Non-probability sampling explains that the odds of selecting a specific individual are not known and the sampling frame does not have an equal chance of being selected, as the population size and members of the population are unknown (Strydom, 2011). Purposive sampling can also be referred to as judgemental sampling since one's own judgement is used to determine who can best provide the information needed in accordance with the objectives of the study (Kumar, 2011). Convenience sampling was also used to gather more respondents in an economical, time-saving manner (Strydom, 2011).

Lastly, snowball sampling was implemented, in which initial respondents provided contact details of potential consumers who also fit the criteria of the study or even assisted in distributing the online survey by reposting or messaging the link to potential respondents (Strydom, 2011).

The sample included respondents aged 19 years and older. This age group was chosen because one could be ensured that they have some sort of background and knowledge necessary to complete the questions pertaining to clothing retailers' CSR. Furthermore, the sample included both genders, as insights from male and female consumers could be useful in this study. An intentional effort was put in to collect data that is representative of the larger population of South Africa, including Asian, Black, Coloured, Indian, White and any other population groups not mentioned above. Respondents were not restricted in terms of their level of education or monthly household income.

Multiple links of the survey were distributed via electronic devices all over South Africa and responses were gathered on Qualtrics. Of all the responses that were received, 1632 complete responses were collected, while incomplete responses were discarded. This number was deemed sizable enough to firstly, randomly split the sample into two acceptable datasets, and secondly to generate useful results during the scale development and validation procedures that will be discussed in more detail below.

### **3.4 SCALE DEVELOPMENT PROCESS AND OPERATIONALISATION**

The scale development process that was used for this study stems from the process implemented by Öberseder *et al.* (2014). Öberseder *et al.* (2014) in turn based their scale development process on the well-established scale development procedures developed by Churchill (1979) and later used by DeVellis (1991) and Netemeyer *et al.* (2003). The process has been tried and tested multiple times and is made up of various stages, including initial scale item generation and purification, development and refinement stages as well as measurement model validation (Öberseder *et al.*, 2014). Every phase and/or process will be discussed in more detail below.

#### **3.4.1 Phase one: Initial scale item generation and purification**

Initial scale item generation took place in 2018, together with the development of a structured, self-administered online questionnaire for the Consumer Science Clothing Retail Management final year students' research projects (Included in Addendum B). The online questionnaire was

formulated by lecturers and students within the department and consisted of various sections, namely Section A, relating to a chosen retailer in South Africa together with the impression of that specified retailer as well as the likelihood of purchasing from that retailer again. Section B focused on consumers' perceptions of clothing retailers' CSR, specifically pertaining to the social, economic and environmental dimensions of CSR. Section C related to consumers' purchase intentions and word-of-mouth intentions and section D included demographic questions regarding gender, age, level of education, approximate household income after deductions, population group, city/town and province in South Africa.

For the purpose of this study, section B relating to consumers' perceptions of clothing retailers' CSR, specifically pertaining to the social, economic and environmental dimensions of CSR, was used during the initial scale development phases. Later on, section C pertaining to the purchase intentions was used for further refinement and validation purposes. Section D was also used to analyse the demographic characteristics of the sample (see Addendum B).

The scale items that were used in section B were obtained from a study done by Öberseder *et al.* (2014) that focused on developing and validating a scale for consumers' perceptions of CSR (CPCSR). It should be mentioned that Öberseder *et al.* (2014) made use of seven domains of consumers' perceptions of CSR, namely, customer, employee, environmental, supplier, local community, societal and shareholder domains. The items were adapted according to the clothing retail domain and to an emerging market context so that it was applicable for the study. Based on the aforementioned adaptations, the modified items relating to the various domains of CPCSR were then regrouped into the three components that make up the triple bottom line approach and can also be classified as the three dimensions of CSR (i.e. social, economic and environmental) as suggested by Alvarado-Herrera *et al.* (2015).

These newly adapted items that made up section B thus consisted of 53 items, with 37 items relating to the social dimension (including the employees, customers, the local community, societal and supplier domains), seven to the economic dimension (including the shareholder domain) and nine to the environmental dimension of CSR (including the environmental domain). Churchill (1979) recommends the development of items that touch on each dimension (social, economic, environmental) of the main construct (consumers' perceptions of clothing retailers' CSR) as well as including items that have minor differentiations within the item pool to provide a solid foundation for measurement purposes. A 5-point Likert scale was used in this section with response options ranging from 1, which is "Strongly disagree" to 5, which is "Strongly agree". The Likert scale is designed to measure a respondent's attitude by means of strategically composed statements with which the respondent has to indicate to what

degree they agree or disagree with each statement (Zikmund, 2010). This measuring instrument was used as it is basic to administer and understand, as well as increases the overall reliability of the study.

Section C's questions are related to clothing retailers in general and how likely consumers purchase from, recommend, say positive things and provide positive feedback when they implement and are engaged in CSR initiatives.

All items relating to the online questionnaire were scrutinised and evaluated by researchers in the Clothing and Textiles field to ensure correct wording and content validity with regard to the dimensions of CSR specifically pertaining to clothing retailers in South Africa. Once the pool of items was finalised, a pre-test was performed among the group of 40 Consumer Science Clothing Retail Management final year students to ensure further content validity, by eliminating any confusing phrases and restructuring questions to enhance effective data collection. The pre-test consists of a similar demographic formation as of the larger sample. Both samples were recruited through non-probability, purposive, convenience, and snowball sampling techniques with respondents aged 19 years and older. Furthermore, the sample included both genders. The pre-test was distributed via the same electronic platform as the larger group, Qualtrics and by means of a link on Whatsapp, to access and complete the questionnaire online. The exact same methods were followed throughout to ensure true validity of the pre-test phase.

The final pool of items are listed below in Table 3.1 The table defines the relevant dimensions, indicators, scale items and numbers as well as the method of analyses for the various stages of scale development and validation.

**TABLE 3.1: OPERATIONALISATION TABLE**

Construct	Dimension	Indicator (domains)	Scale Items	Variable Number	Data Analysis
<b>Consumers' perceptions of clothing retailers' CSR (CPCRCR)</b>			<b>Q4 Indicate your level of agreement to the following statements about your chosen retailer's corporate social responsibility:</b>		
	<b>Society (people)</b>	Community domain ( <i>Creating jobs in communities, enhance local sourcing and economic contribution</i> )	Contributes to the economic development of the local community	BQ4_1	<b>Measurement model development and refinement:</b>  <b>Dataset One (n = 816):</b> <ul style="list-style-type: none"> <li>• Exploratory Factor Analysis (EFA) on 53 items of CPCRCR – 37 items retained</li> <li>• Confirmatory Factor Analysis (CFA) (First order with 6 CPCRCR factors + PI) <ul style="list-style-type: none"> <li>- Average Variance Extracted (AVE) &gt;0.50 to ensure convergent validity</li> <li>- AVE compared to sq. inter-construct correlations to ensure discriminant validity</li> <li>- Construct reliability and internal consistency (&gt; 0.7)</li> </ul> </li> <li>• Confirmatory Factor Analysis CFA (Second order with high order construct consumer's perceptions of clothing retailers' CSR (CPCRCR) and purchase intention (PI)</li> </ul>
			Creates jobs for people in the local community	BQ4_2	
			Sources clothing products and raw materials locally	BQ4_3	
			Respects the cultures of the local community	BQ4_4	
			Communicates openly with the local community	BQ4_5	
			Improves quality of life in the local community	BQ4_6	
			Sponsors cultural programmes in the local community	BQ4_7	
		Employee domain ( <i>Human rights of employees in the company</i> )	Respects the rights of employees	BQ4_8	
			Provides safe working conditions for employees	BQ4_9	
			Provides decent working conditions for employees	BQ4_10	
			Treats employees equally	BQ4_11	
			Develops employees to further their careers	BQ4_12	
		Societal domain ( <i>Support of social projects and addressing issues such as donations</i> )	Communicates honestly with employees	BQ4_13	
			Employs people with disabilities	BQ4_14	
			Supports social causes (e.g., against cancer, hunger or poverty)	BQ4_15	
			Sponsors art and cultural programmes	BQ4_16	
			Invests in the education of young people	BQ4_17	
			Contributes to solving problems in society (e.g. Poverty)	BQ4_18	
			Has an ethical reputation	BQ4_19	
		Customer domain ( <i>Ensures human rights of customers are respected from beginning till the end</i> )	Sponsors sport development programmes	BQ4_20	
			Sponsors public health programmes	BQ4_21	
			Implements fair sales practices	BQ4_22	
			Labels clothing in an understandable way	BQ4_23	
			Meets clothing quality standards	BQ4_24	
			Sets fair clothing prices	BQ4_25	
			Sells clothing that meets safety standards	BQ4_26	
			Offers the possibility to file complaints	BQ4_27	
			Builds loyal relations with their customers	BQ4_28	
			Offers quality service	BQ4_29	
			Implements fair return policies	BQ4_30	
	Supplier domain ( <i>Focuses on the topic of fairness</i> )	Buy from suppliers that implement fair working conditions	BQ4-31		
		Communicates honestly with their suppliers	BQ4-32		
		Negotiates fairly with their suppliers	BQ4-33		
		Buy from suppliers that pay decent living wages	BQ4-34		
Buy from suppliers that do not use child labour conditions		BQ4-35			

<b>Consumers' perceptions of clothing retailers' CSR (CPCRCR)</b>	<b>Economy (profit)</b>	Shareholder domain <i>(Guarantees economic success)</i>	Buy from local clothing suppliers	BQ4-36	<b>Measurement model validation:</b>  <b>Dataset Two (n = 816):</b> <ul style="list-style-type: none"> <li>Validate measurement model derived from dataset one with dataset two <ul style="list-style-type: none"> <li>Perform second order CFA on CPCRCR + PI</li> <li>AVE (Convergent validity)</li> <li>AVE sq. inter-construct correlations (Discriminant validity)</li> <li>Construct reliability (&gt;0.7)</li> </ul> </li> <li>Examine generalisability of factor structure</li> <li>Investigate factor structure fit in a nomological network <ul style="list-style-type: none"> <li>Check expected patterns of correlations between the construct of CPCRCR &amp; PI</li> <li>Thus, how well the CPCRCR relates to the construct &amp; PI</li> </ul> </li> </ul>
			Buy from suppliers that protects the rights of their workers	BQ4-37	
			Ensures economic success of the company	BQ4-38	
			Invests capital of shareholders responsibly	BQ4-39	
			Communicates honestly with shareholders	BQ4-40	
			Provides sustainable growth and long-term success	BQ4-41	
			Has a competitive pricing policy	BQ4-42	
	<b>Environment (planet)</b>	Environmental domain <i>(Reduces energy consumption and pollution, prevents waste and promotes recycling)</i>	Always improves its financial performance	BQ4-43	
			Has transparent audit practices	BQ4-44	
			Reduces energy consumption (e.g. Use energy saving lights)	BQ4-45	
			Reduces pollution (e.g. Harmful gasses)	BQ4-46	
			Prevents waste (e.g. Electronic sales slips)	BQ4-47	
			Use less packaging	BQ4-48	
			Promotes recycling (e.g. By providing recycling bins at stores)	BQ4-49	
<b>Purchase intention</b>	Purchase Intention <i>(the possibility that a consumer will buy a product from a clothing retailer who implements CSR)</i>	Invests in research regarding environmental protection	BQ4-50		
		Sponsors pro-environmental causes (e.g. Endangered species)	BQ4-51		
		Tries to protect the environment	BQ4-52		
		Sells products made from recycled materials	BQ4-53		
<b>Consumers' intentions regarding clothing retailers' CSR (PI)</b>	Purchase Intention <i>(the possibility that a consumer will buy a product from a clothing retailer who implements CSR)</i>	Purchase from clothing retailers because they are engaged in CSR initiatives	CQ5-1		
		Buy clothing from clothing retailers because of their CSR initiatives.	CQ5-2		
		Purchase clothing from clothing retailers in the future because of their CSR practices	CQ5-3		
		Purchase clothing from clothing retailers because they are involved in CSR activities	CQ5-4		

### **3.4.2 Phase two: Measurement model development and refinement**

Once the initial scale generation and purification phases were complete, the questionnaire was submitted to the Ethics Committee of the Faculty of Natural and Agricultural Sciences at the University of Pretoria and it was subsequently approved in July 2018 (see Addendum C). Primary data was gathered by Consumer Science Clothing Retail Management final year students who acted as the fieldworkers for this study. The willing respondents had to be older than 19 years and living in major urban areas in South Africa. A consent form preceded the questionnaire to inform respondents of the purpose of the study as well as ensuring the respondents' confidentiality and anonymity (see Addendum A). The structured, self-explanatory online questionnaire was distributed during July and August 2018. The questionnaire was electronically distributed across major urban areas in South Africa via Qualtrics software, which is an online data capturing programme that allows researchers to collect, analyse and share the information gathered from respondents, by means of a QR code or a link that was either sent via SMS, WhatsApp, e-mail or posted on social media platforms such as Facebook and Instagram. Respondents were allowed to complete the survey in their own time and with no interference from the researchers or fieldworkers.

The advantages of collecting data with a structured, self-administered, online questionnaire is that it is self-explanatory, user-friendly, in other words quite easy to complete, and all respondents remain completely anonymous (Sincero, 2008). Once confidentiality is assured, participants feel more comfortable to give open and honest feedback (Sincero, 2008). This form of research is very cost-efficient, because it reduces the set-up and administration costs (Sincero, 2008). There is no money spent on paper, printing or postage as well as no money spent on telephone or in-person surveys. In addition, an online questionnaire saves a lot of time and is very convenient for the respondent, because he/she can complete it at any time of the day which can increase engagement and response rates. A total of 2323 questionnaires were recorded on Qualtrics, however only 1632 were completed in full, making 691 questionnaires unusable, indicating a 70.3% completion rate. Following the data collection process as well as the finalisation of the dataset (N = 1632), the entire dataset was randomly split into two equal datasets (i.e. dataset one: n = 816 and dataset two: n = 816) to perform measurement model development and refinement on dataset one (n = 816) and to then perform measurement model validation on dataset two (n = 816). This will be discussed in more detail below.

For the purpose of this study, section B relating to consumers' perceptions of clothing retailers' CSR, specifically pertaining to the social, economic and environmental dimensions of CSR,

was used during the initial scale development phases. Later on, section C pertaining to the purchase intentions was used for further refinement and validation purposes. Section D was also used to analyse the demographic characteristics of the sample (see Addendum B).

The measurement model development and refinement entailed making use of dataset one (n = 816) on which an exploratory factor analysis (EFA) as well as a confirmatory factor analysis (CFA) was performed. The EFA was done on statistical software namely SPSS (Statistical Package for the Social Sciences) which basically takes raw collected data, examines it and reveals underlying factors (Mazzocchi, 2008). After scrutinising the items in the EFA, items that were unclear, and undistinguished, as well as failed to load on a single factor, were eliminated for refinement purposes. Thereafter, a first-order CFA was performed on the remaining items pertaining to the consumers' perceptions of clothing retailers' CSR (CPCRCR) together with the items relating to the purchase intentions (PI) of consumers with regards to clothing retailers in South Africa that implement CSR initiatives (section C in the questionnaire). The CFA was used to confirm whether numerous factors with corresponding variables follow an existing hypothesis (Mazzocchi, 2008). It should be noted that statistical procedures including average variance extracted (AVE), squared inter-construct correlations and construct reliability were also tested to determine and ultimately ensure the validity and reliability of the measurement model (Pallant, 2016). Subsequently a second-order CFA was conducted to determine whether the first-order constructs (as extracted from the EFA and used in the first-order CFA - Ethical Stakeholders, Social Causes, Quality Service, Environmental Causes, Local Sourcing and Pricing Policies) are reflections of the higher order construct, namely consumers' perceptions of clothing retailers' CSR (CPCRCR). This was once again performed together with the construct, purchase intention (PI) from section C. Once the measurement model development and refinement had been concluded, the next phase of measurement model validation commenced.

### **3.4.3 Phase three: Measurement model validation**

The main objective for this stage of the study, was to validate the measurement model that was developed from dataset one, to scrutinize the generalizability of the factor structure and to investigate the factor structure fit in a nomological network. In order to do so, a first- and second-order CFA was performed on an independent sample, namely dataset two (n = 816), to reconfirm the factor structure and validate the scale relating to consumers' perceptions of clothing retailers' CSR (CPCRCR). The most effective technique to validate and assess the replicability of the results is by means of a CFA on either a separate sample or a split sample derived from the original dataset (Hair *et al.*, 2014). This study made use of the split sample

technique to perform measurement model development and refinement on dataset one and measurement model validation on dataset two. Once again, statistics including average variance extracted (AVE) (an indication of convergent validity), squared inter-construct correlations (an indication of discriminant validity) and construct reliability was tested (Hagger, 2017) to ensure a reliable and valid scale that could be replicated in future endeavours, relating to the topic at hand. Secondly, nomological validity was tested by checking the expected patterns of correlations between consumers' perceptions of clothing retailers' CSR (CPCRCR) and another suggested measure (i.e. purchase intention (PI)), thus explaining how well the CPCRCR scale relates to the PI construct. This was done by means of structural equation modelling (SEM). Subsequently a hypothesis statement was created to determine whether consumers' perceptions of clothing retailers' CSR (CPCRCR) would positively influence consumers' purchase intentions (PI) with regards to clothing retailers who implement CSR initiatives into their business ethics. The following section provides more detail regarding the validity and reliability measures that were ensured throughout this study.

### **3.5 QUALITY OF DATA ANALYSES**

The issues surrounding the quality of data is of utmost importance when researching scale development and validation procedures, and various methods of validity and reliability were addressed and ensured throughout the duration of this study. The types of validity and reliability will be discussed in further detail below, in context of the study.

#### **3.5.1 Validity**

Validity is described as the ability of an instrument to adequately measure what it is intended to measure (Salkind, 2012:123). It can also be described as the accuracy of a measure and whether it can be trusted or believed (Zikmund, 2010). In this study, numerous validity approaches were implemented following the procedures as specified by Öberseder *et al.* (2014). More specifically, content, construct, convergent, discriminant and nomological validity were tested and implemented throughout the various stages of the scale development process. The types of validity, as mentioned above, will be addressed more specifically in the phases it appeared:

##### **Phase one: Initial scale generation and purification:**

- **Content validity**, also known as logical or rational validity is present when the content of the instrument is adequately represented (Roestenburg, 2011:74). In order to establish content validity in this study, the CPCRCR items that were adapted from

Öberseder *et al.* (2014) were scrutinised and evaluated by experts in the Clothing and Textiles field in 2018 to ensure the correct wording in terms of the clothing and textile domain as well as the emerging market context. More specifically, it should be noted that scale items were adapted and drafted in such a manner that the content of every item clearly reflected one of the seven domains of consumers' perceptions of clothing retailers' CSR (Öberseder *et al.*, 2014) and jointly made up the three dimensions of the triple bottom line. Once the pool of items was finalised, a pre-test was performed among the group of Consumer Science Clothing Retail Management final year students to ensure further content validity, by eliminating any confusing phrases and restructuring questions to enhance effective data collection (Öberseder *et al.*, 2014).

- **Construct validity** relates to the extent to which an instrument measures a theoretical construct (De Vos *et al.*, 2011:174). It captures the meaning of the instrument by indicating what, how and why it is being measured in that way (De Vos *et al.*, 2011:175). Extensive research was conducted in 2018 in which the Consumer Science Clothing Retail Management final year students compiled thorough literature reviews to explain the various constructs and dimensions that form part of the CPCR scale ensuring construct validity. Furthermore, the CPCR scale that was used and adapted from Öberseder *et al.* (2014) to generate items for this study, has been used successfully in the past by Churchill (1979) and later by DeVellis (1991) and Netemeyer *et al.* (2003), ensuring further construct validity (Quinlan., 2015). Additionally, construct validity was established through the process of conducting the factor analyses (i.e. factorial validity) in which the underlying factors that occur within the questionnaire were highlighted and related back to existing literature surrounding the topic at hand.

#### **Phase two and three: Measurement model development and refinement as well as measurement model validation:**

- **Convergent validity** can be determined with scale statistics including the average variance extracted (AVE). Convergent validity takes two measures that are supposed to be measuring the same construct and shows that they are related (Stephanie, 2017). According to Kang and Johnson (2011) convergent validity brings to light the correlated constructs that are supposed to be hypothetically similar, meaning if there is a positive correlation between the two constructs, they indicate that they measure the same thing. Convergent validity tests were done to provide confirmation of construct validity (Kang & Johnson, 2011). During phase two, i.e. measurement model development and refinement on dataset one, convergent validity was determined through the AVE.

Convergent validity was also confirmed during phase three, i.e. measurement model validation on dataset two, by means of the AVE. The AVE is described as the variance between constructs and represents convergence when the minimum threshold of 0.5 is exceeded (Hair *et al.*, 2014:619). According to Diamantopoulos and Schlegelmilch (1997) convergent validity is an important measure as it provides confirmation that the scale measures what it is supposed to measure.

**Discriminant validity** is evident when two measures that are not supposed to be related, are in fact, unrelated (Stephanie, 2017). It can be further defined as the degree to which two conceptually similar concepts are distinct (Hair *et al.*, 2014). In phase two (measurement model development and refinement on dataset one), discriminant validity was determined by means of comparing the square roots of the AVE to the inter-construct correlations. Discriminant validity was also verified during phase three (measurement model validation on dataset two), by means of comparing the square roots of the AVE with the inter-construct correlations (Hair *et al.*, 2014). The correlation should be lower than the square root of the associated AVE, demonstrating that the summated scale is sufficiently different from the other similar concept (Padmavathy *et al.*, 2019).

- **Nomological validity** refers to the degree that the summated scale makes accurate predictions of other concepts in a theoretically based model (Hair *et al.*, 2014). It involves many antecedents and/ or consequentials in a complex system (Hagger, 2017). A nomological network is a representation of the concepts of interest in a study, their observable manifestations, and the interrelationships among and between these (Liping Liu, 2012). In other words, nomological validity is shown if the scale correlates in the theoretically anticipated form with the measures of different but theoretically related concepts (Alvarado-Herrera *et al.*, 2015). During phase three, i.e. measurement model validation on dataset two, nomological validity was ensured by means of investigating the factor structure fit. In all cases, the correlations were positive and significant, meaning higher than the minimum acceptable threshold of ( $p < 0.01$ ) thereby establishing the nomological validity of the scale being developed (Alvarado-Herrera *et al.*, 2015).

Validity is a crucial aspect of scale development and validation procedures, as it ensures scale accuracy and provides a valid measurement model that can be used in the future. Once the aspects surrounding validity have been addressed the reliability thereof should be measured (De Vos *et al.*, 2011:177).

### 3.5.2 Reliability

Reliability can be defined as the degree of internal consistency of a study measured multiple times (Quinlan., 2015). It can be further described as the extent to which a variable or set of variables is coherent in what it is supposed to measure (Hair *et al.*, 2014). The importance of reliability is to measure how well something is being measured. The following factors were considered to increase the reliability of the scale that was developed for this study:

- During the initial scale item generation phase, multiple adapted scale items were used to test the various constructs or dimensions that form part of the consumers' perceptions of clothing retailers' CSR (CPCRCR). Every domain, as suggested by Öberseder *et al.* (2014), that falls under the umbrella of the aforementioned concept consisted of more or less five items each to adequately measure the associated domain during the development and refinement stages.
- During the purification phase, the lecturers and fourth-year Clothing Retail Management students made sure the scale items in the questionnaire were relevant, correctly formulated and easy to complete with no unclear questions.
- Furthermore, a pre-test was conducted to eliminate any unclear concepts and increase the overall reliability (Quinlan., 2015).
- A split-sample approach (where the sample was randomly split into two datasets for data analysis) was done to ensure reliability. The main purpose of a split-sample is to reach a stable, consistent and assured estimate of the model performance (Reitermanová, 2010). The first sample (dataset one) was used for the measurement model development & refinement where an EFA and a first- and second-order CFA was completed. The second sample (dataset two) was used to test scale validation by means of a second-order CFA and structural equation modelling (SEM).
- During the measurement model development and refinement stages, internal consistency was justified by means of adequate Cronbach's alphas that were calculated during the EFA of dataset one. The minimum acceptable threshold for internal reliability is 0.7 (Hair *et al.*, 2014).
- Composite reliability can be defined as a measure of internal consistency in scale items, similar to Cronbach's alpha according to Netemeyer *et al.* (2003). It was tested during the refinement and validation phases of the study to determine the overall reliability and validity of the measurement model. As per Hair *et al.* (2014) composite reliability should be equal or higher than 0.7 to indicate internal consistency.

### **3.6 ETHICAL CONSIDERATION**

Ethics can be defined as a series of moral principles that stipulate rules and expectations concerning the most correct behaviour towards respondents, researchers, assistants and students (Strydom, 2011:114). Research ethics direct how the research should be completed (Salkind, 2012). Ethical issues such as anonymity or confidentiality, avoidance of harm, informed consent and voluntary participation were addressed during the study. To comply with the University of Pretoria's code of conduct, an ethics application relating to the questionnaire and study, was submitted to the Ethics Committee of the Faculty of Natural and Agricultural Sciences at the University of Pretoria in 2018 before the commencement of data collection. The ethics application (refer to Addendum C) was approved, and subsequently the data collection process commenced. To guarantee that all respondents who participated in this study were treated equally, the following ethical issues were taken into consideration:

- No risks were involved in the conducting of the research and respondents were not subjected to any psychological or physical harm during the data collection phase of this study (Salkind, 2012).
- Consent forms preceded every survey in which the respondents were informed about the study, the amount of time it would take to complete, as well as the option of participating in the study or not. The consent form also indicated that the participant may withdraw from the study at any time that they wish without any further repercussions (Salkind, 2012).
- None of the respondents' identities and personal information were exposed, to ensure confidentiality and anonymity (Strydom, 2011).
- In compliance of the University of Pretoria and the Department of Consumer and Food Sciences a written report regarding the data and findings of this study was compiled and released in an objective manner.
- Lastly, all research and work that has been conducted and published by others, has been duly acknowledged. In addition to this, a plagiarism declaration (refer to Addendum D) has been submitted declaring that all sources have been referenced and referred to adequately.

### **3.7 CONCLUSION**

Chapter three provided an overview of the various components that form part of the research design and methodology. The research design was introduced, after which the sample and sampling techniques were explained in detail. As mentioned before, the sample included

anyone over the age of 18, living in urban areas of South Africa. Thereafter the various stages of the scale development process, similar to the approach and research that was conducted by Öberseder *et al.* (2014), was explained in detail. The initial scale item generation and purification, measurement model development and refinement and measurement model validation of the scale pertaining to consumers' perceptions of clothing retailers' CSR was comprehensively discussed and explained. The operationalisation table was also presented during this section of the chapter to provide a summary of the relevant dimensions, indicators, items and statistics that form part of this study. Lastly, methods to enhance the quality of the data, namely validity and reliability as well as the ethical considerations concluded this chapter.

# CHAPTER 4:

## DISCUSSION AND INTERPRETATION OF RESULTS

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*Chapter four provides an overview of the results of this study. Firstly, the demographic characteristics of the sample are analysed by means of descriptive statistics and presented in the form of tables and graphs showcasing frequencies and percentages. The main objective of this research relates to the development, refinement and validation of a scale that measures consumers' perceptions of clothing retailers' CSR (CPCRCR) in the South African context and was achieved by following the scale development process, as utilised by Öberseder et al. (2014). During this study, the total dataset was randomly split into two separate datasets, of which one was used to execute scale purification and the other was used for scale validation purposes. Several methods of analysis such as Exploratory Factor Analysis (EFA), Confirmatory Factor Analyses (CFA) and Structural Equation Modelling (SEM) were conducted to analyse the results and provide findings. The results are structured and presented according to the main objectives of the study and are discussed in relation to the problem statement with reference to existing literature.*

### 4.1 INTRODUCTION

To date, research surrounding consumers' perceptions of CSR remains more prevalent in developed countries with very little research focusing on the emerging markets and how CSR could affect consumers' perceptions and intentions in that particular context. Furthermore, very little research has been conducted on consumers' perceptions of clothing retailers' CSR (CPCRCR), locally or internationally and therefore warrants further investigation and development of valid scales. That said, a valid and reliable measurement scale that reflects the consumers' perceptions of clothing retailers' CSR in the local context is thus required to measure the topic of interest and provide a reliable scale measurement that could be used in future research relating to CPCRCR in emerging market contexts. In order to accomplish the different objectives of this study, previously developed scales, such as the one developed by Öberseder et al. (2014), served as a solid platform from which the concepts related to the consumers' perceptions of CSR scale could be clarified and adapted to relate to consumers' perceptions of clothing retailers' CSR.

As seen in the conceptual framework, the literature relating to consumers' perceptions of clothing retailers' CSR led to the conceptualisation of the scale and thereafter the first phase

of the scale development process, namely initial scale item generation and purification commenced. As mentioned in chapter three, the online questionnaire was compiled to collect data for a final year Clothing Retail Management research project in the Department of Consumer and Food Sciences at the University of Pretoria in 2018. The questionnaire consisted of adapted items that were anticipated to measure consumers' perceptions and intentions of clothing retailers' CSR in an emerging market context. Thereafter scale purification was performed by experts in the field of Clothing and Textiles to scrutinise the items and eliminate any double-barrelled questions to ensure content validity. Furthermore, a pre-test was also done with 40 respondents, who all fit the criteria as mentioned in chapter three, i.e. older than 19 and living in South Africa, in 2018 to further purify and finalise the items. The pre-test was done exactly like the data collection process, which further validates the questionnaire before the actual data collection started. The questionnaire was distributed by means of a link that redirected respondents to the questionnaire on Qualtrics. The data collection process was concluded, with a sample of 1632 complete responses ready for analysis. For a valid and reliable scale to be produced from this study, certain steps had to be taken to create an optimal situation for the scale development process. One of these included randomly splitting the entire dataset (N = 1632) into two datasets (by means of SPSS software) in order to perform scale purification procedures on dataset one (n = 816) and scale validation procedures on dataset two (n = 816).

The demographic characteristics of the entire dataset are presented together with the demographic characteristics of dataset one and two below to compare and validate the datasets that were used throughout the scale development process. In addition to that, Exploratory Factor Analysis (EFA), Confirmatory Factor Analyses (CFA), Average Variance Extracted (AVE), correlations and a Structural Equation Model (SEM) are used to develop, refine and validate the scale to ensure valid and reliable results.

## **4.2 DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE**

Demographics can be defined as a statistical assessment of a population, generally including characteristics such as gender, age, education, income and occupation (Webster, 2020). It can be further described as the statistical characteristics of human populations that are often used to identify certain segments or target markets (Webster, 2020). Demographics could have an impact on consumers' environmental awareness, attitudes, preferences as well as their purchasing behaviour (Smith, 2014). For this study, the demographic profile of the entire dataset (N = 1632) as well as the randomly split datasets, i.e. dataset one (n = 816) and dataset two (n= 816), were analysed and discussed in terms of gender, age, level of education,

approximate total monthly household income, population group and geographic location. Furthermore, the demographics of the respective datasets were used to compare and understand the demographic profile of the respondents to derive further understanding regarding their perceptions of clothing retailers' CSR and to ensure that the entire dataset, as well as the two randomly split datasets, were relatively similar in terms of demographics to generate reliable results.

The following sections below will provide extra detail pertaining to the demographic characteristics of the entire sample (N = 1632) as well as the two randomly split datasets that were ultimately used for further scale development and validation procedures.

#### **4.2.1 Gender**

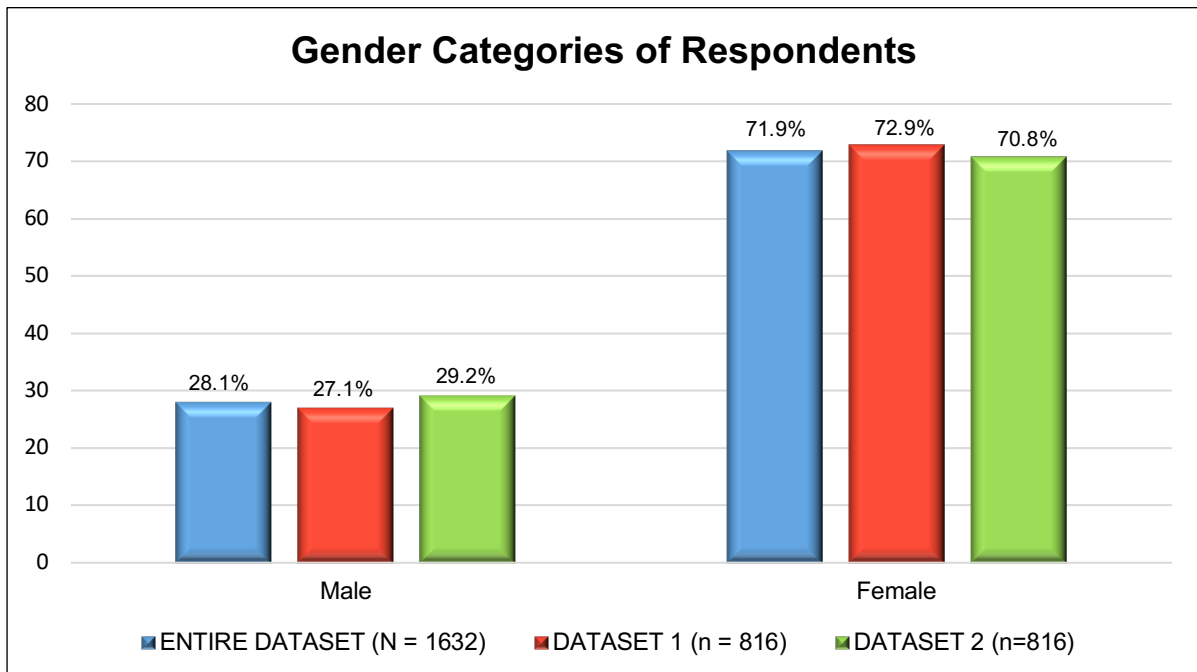
Mobley and Kilbourne (2013) claim that gender is possibly the most significant demographic variable in relation to pro-environmental intent. Furthermore, Mobley and Kilbourne (2013) state the importance of gender differences in environmentalism. It is said that women express somewhat greater environmental concern than men, whether the environmental concern is measured as environment trade-offs, participation in pro-environmental activities, pro-environmental attitudes or perceived seriousness of different types of environmental problems (Sundströma & McCrightb, 2014). According to Vehmas *et al.* (2018), women regard sustainable fashion as one of a kind, together with seeing the importance of it, whereas men think of sustainable fashion as completely the opposite. Thus it can be said that women tend to live a more sustainable and "green" life than men (Brough *et al.*, 2016). Also, females express their emotions more easily, such as their social standards, as well as living a stronger "ethic of care" life (Bray *et al.*, 2011; Lee, 2009). Females would more likely set more time and money out for charities than males would (Leslie *et al.*, 2013; Simmons & Emanuele, 2007). In summary, gender differences could therefore be a significant aspect when delving into consumers' perceptions and intentions of clothing retailers' CSR and is worth noting.

As mentioned before, this study was based on male and female consumers, and as part of the questionnaire, respondents were asked to indicate their gender by ticking either "Male" or "Female". The fourth-year Consumer Science Clothing Retail Management fieldworkers initially aimed to recruit a representative sample of male and female respondents for this study. Eventually the following results were obtained and are presented in **Table 4.1** below.

**TABLE 4.1: RELATIVE FREQUENCIES AND PERCENTAGES OF GENDER**

VARIABLE	ENTIRE DATASET		DATASET ONE		DATASET TWO	
	n	%	n	%	n	%
Male	459	28.1	221	27.1	238	29.2
Female	1173	71.9	595	72.9	578	70.8
<b>TOTAL</b>	<b>1632</b>	<b>100</b>	<b>816</b>	<b>100</b>	<b>816</b>	<b>100</b>

As seen in **Table 4.1**, the entire dataset of 1632 responses, consisted of 28.1% (n = 459) male respondents and 71.9% (n = 1173) female respondents. This trend is seen throughout the randomly split datasets, where dataset one included 27.1% (n = 221) male respondents and 72.9% (n = 595) female respondents compared to dataset two that included 29.2% (n = 238) male respondents and 70.8% (n = 578) female respondents. All the datasets are similar in terms of their gender representation, with more or less 70% being females and almost 30% being males. Previous research has indicated that females tend to express their emotions more intensely than men, set higher social standards for themselves and have a deeper “ethic of care” (Bray *et al.*, 2011; Lee, 2009), which could all have contributed to the fact that more females participated in the study by completing the questionnaire pertaining to consumers’ perceptions of clothing retailers’ CSR (CPCRCR).



**FIGURE 4.1: GENDER REPRESENTATION OF THE SAMPLE**

## 4.2.2 Age

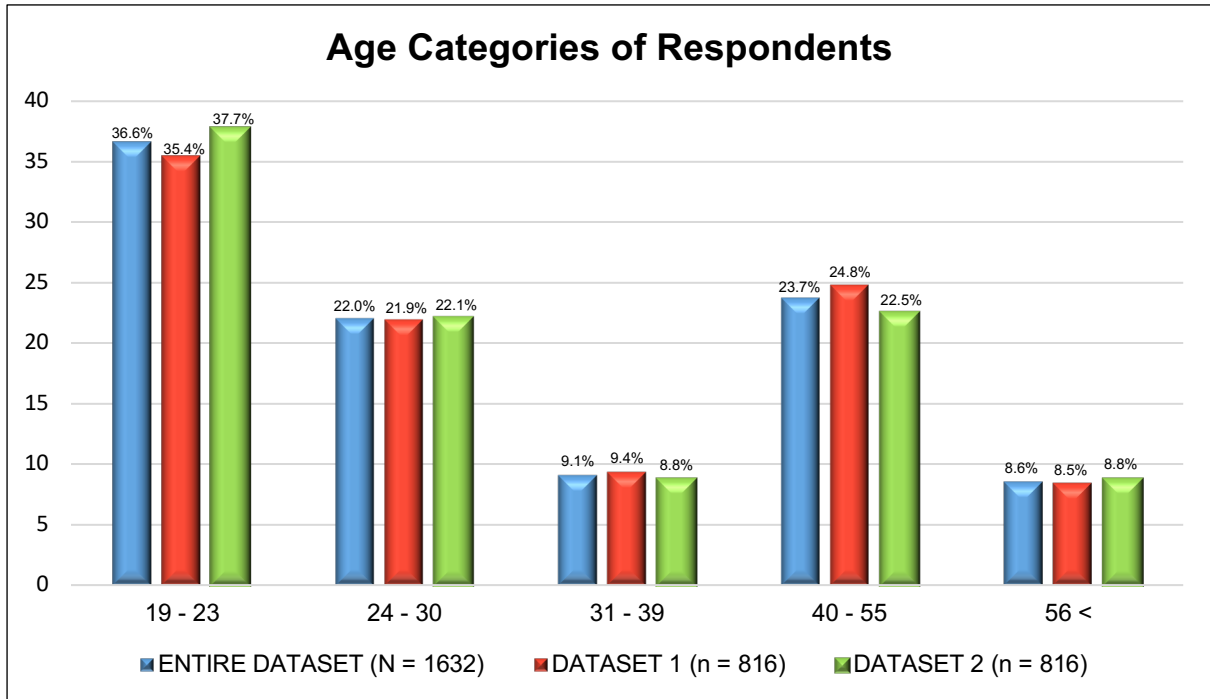
All respondents who participated in this study were required to be 19 years and older. The reason for having such a prerequisite was to ensure that the respondents have some sort of independence as well as knowledge about corporate social responsibility (CSR) to ensure that they would be able to complete the online questionnaire adequately. Respondents were asked to indicate whether they are, in fact, older than 18 at the beginning of the questionnaire. This question acted as a screening question to target the specified consumers, being 19 years of age and older. Later on, in the questionnaire, respondents were required to indicate their current age when completing an open-ended question. The results were then grouped into five age categories for summative purposes and to showcase age groups more easily. The five age groups were named as follows: Emerging Millennials (19-23); Young Millennials (24-30); Older Millennials (31-39); Middle-Aged/Generation X (40-55) and Matured Consumers/Baby Boomers (>56).

As seen in **Table 4.2** below, more than two-thirds of the entire sample (67.7%; n = 1105) were categorised as Millennials and fall between the ages of 19 and 39 years old. More specifically, the age category “Emerging Millennials” made up 36.6% (n = 597) of the entire sample, which was the most prominent age category in this study. The age group with the least number of respondents (n = 141) was the “Matured Consumers/Baby Boomers” age group that only made up 8.6% of the total respondents (N = 1632). Once again, the randomly splits datasets looked very similar to the results found in the entire dataset. The reason for these outcomes could relate to South Africa’s current demographic profile. South Africa has a relatively young population with 45.88% of the population being below the age of 24, and 87.66% being below the age of 54 (Indexmundi, 2017). Another reason may be due to the fact that the survey was distributed by young fieldworkers studying at the University of Pretoria, who tend to share the survey among their friends and acquaintances, who generally also fall within the younger age categories. Therefore, it was inevitable that a large portion of the respondents may fall within the younger age categories because of the mere frequency of them in the South African population as well as the sampling techniques used to collect the data, i.e. convenience and snowball sampling techniques. **Table 4.2** below refers to the age categories as mentioned above together with the relative frequencies and percentages.

**TABLE 4.2: RELATIVE FREQUENCIES AND PERCENTAGES OF AGE CATEGORIES**

VARIABLE		ENTIRE DATASET		DATASET ONE		DATASET TWO	
Age categories		n	%	n	%	n	%
Emerging Millennials	19 – 23	597	36.6	289	35.4	308	37.7
Young Millennials	24 – 30	359	22.0	179	21.9	180	22.2
Older Millennials	31 – 39	149	9.1	77	9.4	72	8.8
Middle-Aged / Generation X	40 – 55	386	23.7	202	24.8	184	22.5
Mature consumers / Baby boomers	> 56	141	8.6	69	8.5	72	8.8
<b>TOTAL</b>		<b>1632</b>	<b>100</b>	<b>816</b>	<b>100</b>	<b>816</b>	<b>100</b>

Out of all the respondents (N = 1632), 36.6% (n = 597) were “Emerging Millennials” (aged 19-23); 22.0% (n = 359) were ‘Young Millennials’ (24-30); 9.1% (n = 149) were “Older Millennials” (aged 31-39); 23.7% (n = 386) were “Middle-Aged/ Generation X” (aged 40-55) and 8.6% (n = 141) were “Mature Consumers/ Baby Boomers” (aged 56 and older). Similarly, dataset one and two were made up of more or less the same composition of age groups, with “Emerging Millennials” being the largest group, followed by the “Middle Aged/ Generation X” group, then the “Young Millennials”, the “Older Millennials” and lastly, the “Mature consumers/ Baby boomers”. The “Emerging Millennials” was the biggest group supposedly because they were the data collectors and students at that time. The “Middle-Aged/Generation X” group was the second biggest, maybe because they were parents or guardians of the students who distributed the questionnaire. More specifically, the age categories of “Emerging Millennials”, “Young Millennials” and “Mature consumers/ Baby boomers” were slightly bigger in dataset two, and the age categories of “Older Millennials” and “Middle-Aged/Generation X” groups were slightly bigger in dataset one. Despite these small variations the entire dataset, dataset one and dataset two were comparatively similar in terms of the age distribution. **Figure 4.2** provides a visual interpretation of the age categories in all the datasets.



**FIGURE 4.2: AGE REPRESENTATION OF THE SAMPLE**

### 4.2.3 Level of education

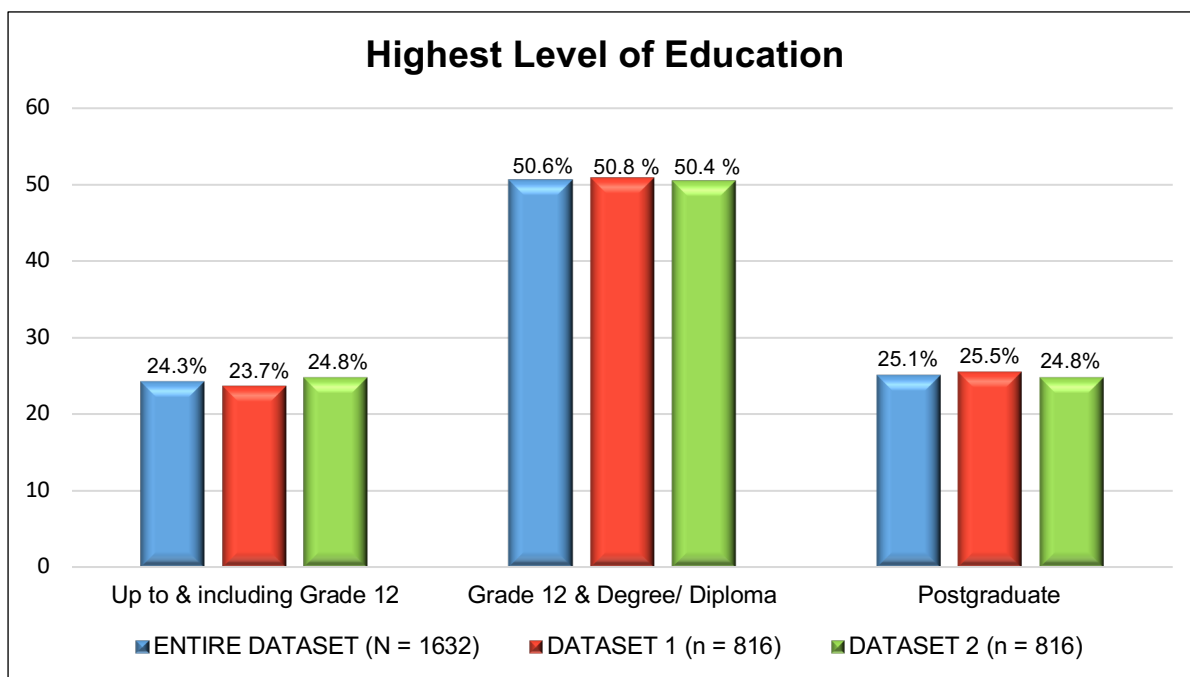
The level of education was also included into the questionnaire as a demographic variable as it might have some influence on consumers' perceptions and their behaviour surrounding clothing retailers and their stance in terms of CSR. As part of the demographic questions that formed part of the questionnaire, respondents were requested to indicate their highest level of education. The questionnaire had five response options namely, "Lower than grade 10", "Grade 10 or 11", "Grade 12", "Grade 12 + Degree/ Diploma" and "Postgraduate". However, during the process of analysis a decision was made to merge the response options into the following categories: "Up to and including Grade 12", "Grade 12 and Degree/ Diploma" and "Postgraduate". **Table 4.3** indicates the entire dataset, dataset one and dataset two independently, with the categories of the respondents' highest level of education as well as the relative frequencies and percentages.

**TABLE 4.3: RELATIVE FREQUENCIES AND PERCENTAGES OF THE LEVEL OF EDUCATION**

VARIABLE	ENTIRE DATASET		DATASET ONE		DATASET TWO	
	n	%	n	%	n	%
Up to and including Grade 12	396	24.3	193	23.7	203	24.8
Grade 12 and Degree/ Diploma	826	50.6	415	50.8	411	50.4
Postgraduate	410	25.1	208	25.5	202	24.8
<b>TOTAL</b>	<b>1632</b>	<b>100</b>	<b>816</b>	<b>100</b>	<b>816</b>	<b>100</b>

According to the results of the entire dataset, just less than a quarter (24.3%; n = 396) of the respondents have an education equal to or lower than Grade 12, while just over half of the respondents (50.6%; n = 826) have a Grade 12 level of education together with a degree or diploma. Lastly, 25.1% (n = 410) of the sample has achieved a postgraduate degree. Based on the statistics mentioned above, more or less 75% of the entire dataset have obtained at least a degree or diploma of some sort. These findings were reflected in the two randomly split datasets as well with minor, insignificant variations among the datasets and categories. Once again, these findings strengthen the validity of the randomly split datasets in terms of analysing two datasets that have similar demographic profiles, but different respondents. The results indicating that three-quarters of the entire sample has obtained at least a degree or a diploma could be contributed to the fact that there are 26 public universities in South Africa, with approximately one million students, which is a major expansion of student enrolment (Tjønneland, 2017). As of today, there are 700 000 students listed at higher education colleges and 90 000 students enrolled at various private institutions (Tjønneland, 2017). Despite these promising figures, a major challenge in South Africa remains financing and South African tuition fees may be somewhat low compared to European or American standards, but for most students residing in South Africa, with an average South African household income, the fees are far beyond reach point (Tjønneland, 2017).

In addition to that, research has found that people with a higher level of education is associated with more environmental concern and awareness, as well as more interest and knowledge about CSR (Kozar & Connell, 2010). This could be due to the fact that education improves consumers' level of CSR consciousness and thus potentially increases CSR purchase intentions and behaviour (Singhapakdi *et al.*, 2001). **Figure 4.3** visually indicates the categories of the respondents' highest level of education along with the relative percentages.



**FIGURE 4.3: RESPONDENTS' HIGHEST LEVEL OF EDUCATION**

#### 4.2.4 Income per month

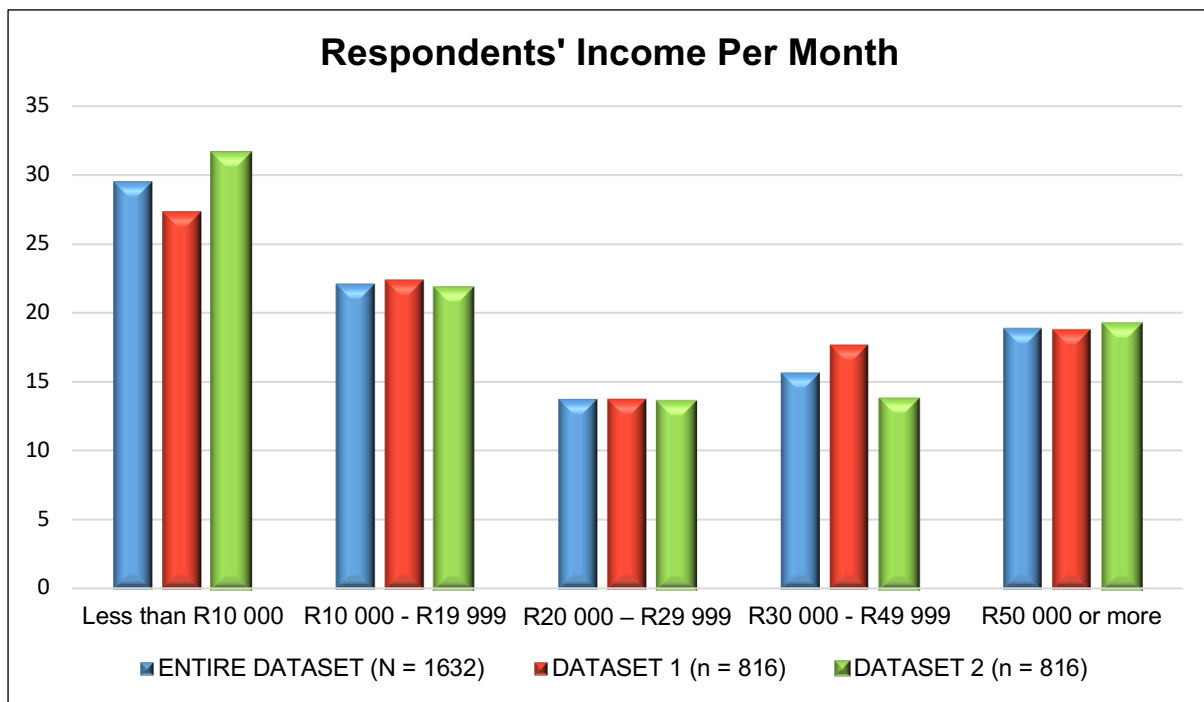
For the purposes of collecting information regarding the respondents' approximate individual income after deductions, five response options were created in the online questionnaire in the form of a close-ended question of which every respondent had to tick the most appropriate option. The options were as follows: "Less than R10 000", "R10 000 to R19 999", "R20 000 to R29 999", "R30 000 to R49 999" and "R50 000 or more". The frequency and percentage of each income category in all the respective datasets can be seen in **Table 4.4**.

**TABLE 4.4: RELATIVE FREQUENCIES AND PERCENTAGES OF RESPONDENTS' INCOME PER MONTH**

VARIABLE	ENTIRE DATASET		DATASET ONE		DATASET TWO	
	n	%	n	%	n	%
Less than R10 000	481	29.5	223	27.3	258	31.6
R10 000 - R19 999	361	22.1	183	22.4	178	21.8
R20 000 – R29 999	224	13.8	113	13.8	111	13.6
R30 000 - R49 999	257	15.7	144	17.7	113	13.8
R50 000 or more	309	18.9	153	18.8	156	19.2
<b>TOTAL</b>	<b>1632</b>	<b>100</b>	<b>816</b>	<b>100</b>	<b>816</b>	<b>100</b>

As presented above, 29.5% (n = 481) of respondents that formed part of the entire dataset (N = 1632) earn “less than R10 000” per month, while just less than a quarter (22.1%; n = 361) of respondents earn between R10 000 and R19 999 a month. Therefore, just more than half of the respondents (51.6%; n = 842) earn R19 999 or less a month. Additionally, the findings indicate that only 13.8% (n = 224) of the respondents earn between R20 000 and R29 999 per month, 15.7% (n = 257) of the respondents earn between R30 000 and R49 999 a month, and 18.9% (n = 309) of respondents earn “R50 000 or more”. Thus, just more than a third of the respondents (34.6%; n = 566) earn R30 000 or more a month. When comparing dataset one (N = 816) and dataset two (N = 816) with the entire dataset (N = 1632), it is worth mentioning that the results look more or less in line with each other, with slight variations such as dataset one having fewer respondents (27.3% / n = 223) who earn “less than R10 000” a month, while dataset two has more respondents (31.6%; n = 258) compared to the entire dataset. The category labelled as “R30 000 - R49 999” also presents slight variations with slightly more respondents in dataset one (17.6% / n = 144) and slightly less respondents in dataset two (13.8% / n = 113), compared to the entire dataset that has 257 (15.7%) respondents in that category.

As mentioned before and seen below in **Figure 4.4**, 51.6% of the respondents earn an approximate individual income of R19 999 or less. This could be due to the fact that the fieldworkers (in this case the fourth year B Consumer Science Clothing Retail students) distributed the questionnaires among their fellow students who are full-time students and still in the process of studying for their careers and therefore are not able to generate high monthly incomes. Almost 40% of the respondents fell within the age group of 18-23 years old who are generally studying or at the starting levels in terms of their careers. Respondents who earn R30 000 or more were also deemed significant (34.6%; n = 566) and reasons for this occurrence could be the methods of data collection, i.e. convenience and snowball sampling, where the fieldworkers’ (the final year B Consumer Science clothing Retail Management students) parents or guardians, who are more established in terms of their financial situations with a greater individual income, completed the online questionnaires.



**FIGURE 4.4: RESPONDENTS' INCOME PER MONTH IN SOUTH AFRICAN RANDS**

#### 4.2.5 Population Group

South Africa is often referred to as the “Rainbow Nation”, because of its multicultural heritage and diverse population. This term was originally coined by Nelson Mandela and also used by Archbishop Desmond Tutu in 1993 indicating a nation of diversity (ExpatCapeTown, 2018). Due to the abovementioned (diverse range of cultures), an effort was devoted to engage with respondents from all the different population groups. During the data collection process, respondents were asked to select the most appropriate population group according to the SA Population Equity Act. This question was presented in the form of a close-ended question with the following response options to choose from, namely “White”, “Black”, “Indian”, “Coloured” and “Other”. During the data analysis the categories labelled as “Coloured” and “Other” were grouped together, finalising the categories for the data analysis as follows: “White”, “Black”, “Indian” and “Other”. **Table 4.5** indicates the population groups mentioned above along with the frequency and percentage of each population group in every dataset.

**TABLE 4.5: RELATIVE FREQUENCIES AND PERCENTAGES OF POPULATION GROUPS**

VARIABLE	ENTIRE DATASET		DATASET ONE		DATASET TWO	
	n	%	n	%	n	%
White	1218	74.6	599	73.4	619	75.9
Black	231	14.2	122	15.0	109	13.4
Indian	132	8.1	62	7.6	70	8.5
Coloured and Other	51	3.1	33	4.0	18	2.2
<b>TOTAL</b>	<b>1632</b>	<b>100</b>	<b>816</b>	<b>100</b>	<b>816</b>	<b>100</b>

From the entire sample (N = 1632), basically three quarters of the respondents were classified as “White” (74.6%; n = 1218), while 14.2% (n = 231) were classified as “Black”, 8.1% (n = 132) were classified as “Indian” and the final 3.1% were categorized as “Other” (n = 51). Dataset one and two revealed similar findings with minor variations throughout the various categories; though not significant enough to be regarded as a contradictory result. The population groups are very skew in terms of the South African demographic profile that indicates the population groups as 80.9% “Black African”, 7.8% “White”, 8.8% “Coloured”, and 2.5% “Indian/Asian” (Indexmundi, 2019). The reason for this occurrence might be due to the sampling techniques (convenience and snowball sampling) that were used in order to increase the sample size while having certain time limits. In addition to this, this study depended on the fourth year B Consumer Science Clothing Retail Management students at the University of Pretoria which could have further influenced the demographic profile in terms of distributing the questionnaires to acquaintances and/ or reference groups who often belong to alike population groups. In conclusion, representative data remains challenging in South Africa where sampling frames are not present and the population is made up of such a diverse group of people. At the end of the day, the purpose of this study was exploratory in nature and ultimately conducted to gain insight into the development and validation of a scale pertaining to consumers’ perceptions of clothing retailers’ CSR, and not to generalise the findings.

#### 4.2.6 Geographic Location

South Africa is divided into nine provinces namely Gauteng, North West, Mpumalanga, Limpopo, Free State, Eastern Cape, Western Cape, KwaZulu-Natal, and Northern Cape. Because of the type of data collection method used (i.e. online questionnaire distributed as a link by means of WhatsApp, messaging, emails etc.), respondents that took part in the study, were recruited from all over South Africa as the online questionnaire could be sent out

nationwide. The only prerequisite was that the respondents needed to reside in South Africa. A dropdown menu in the questionnaire presented all nine South African provinces and respondents could choose the province they reside in. **Table 4.6** indicates the nine provinces along with the frequencies and percentages of respondents in every province for all the datasets.

**TABLE 4.6: RELATIVE FREQUENCIES AND PERCENTAGES OF GEOGRAPHIC LOCATION**

VARIABLES  GEOGRAPHIC LOCATION	ENTIRE DATASET		DATASET ONE		DATASET TWO	
	n	%	n	%	n	%
Gauteng	1152	70.6	563	69.0	589	72.3
KwaZulu-Natal	168	10.3	86	10.4	82	10.0
Mpumalanga	110	6.8	60	7.4	50	6.1
Western Cape	95	5.8	48	5.9	47	5.8
Other	107	6.5	59	7.3	48	5.8
<b>TOTAL</b>	<b>1632</b>	<b>100</b>	<b>816</b>	<b>100</b>	<b>816</b>	<b>100</b>

In terms of the entire dataset, majority (70.6%) of the respondents chose Gauteng as their geographical location, followed by KwaZulu-Natal (10.3% / n = 168) and Mpumalanga (6.7% / n = 110). According to Stats-SA (2020), Gauteng continues to record the largest share of South Africa's population with around 15.5 million people. This indicates that 26% of the population resides in Gauteng. KwaZulu-Natal is the second largest with 11.5 million people (19.7%) (Stats-SA, 2020). The reason for the above results (i.e. the majority of the respondents living in Gauteng), might be as a result of the specific sampling techniques (convenience and snowball sampling) used in order to increase the sample size while having certain time limits. Another reason might be due to the fieldworkers studying at the University of Pretoria, which is in Gauteng, asking friends and family to complete the questionnaire, who most likely also live in Gauteng. Once again it should be emphasised that the purpose of this study was not solely based on the demographic characteristics, but rather focused on exploring and validating a scale pertaining to consumers' perceptions of clothing retailers' CSR in the South African context, for future research purposes.

In summary, the demographic characteristics of the entire dataset, as well as the two randomly split datasets, were very similar. Minor, insignificant variations among the datasets were observed, but these were not significant enough to be regarded as a contradictory result.

These findings strengthen the validity of the randomly split datasets in terms of analysing two datasets that have similar demographic profiles, but different respondents. The following section will elaborate more on the two randomly split datasets that were used for further data analysis, including measurement model development and refinement procedures (dataset one (n = 816)) and measurement model validation procedures (dataset two (n = 816)).

### 4.3 THE SCALE DEVELOPMENT PROCESS

The next section covers more advanced statistical analysis relating to consumers' perceptions of clothing retailers' CSR (CPCRCR) in South Africa and is based on the scale development process as presented by Öberseder *et al.* (2014). That said, Öberseder *et al.* (2014) developed and validated a scale relating to consumers' perceptions of CSR (CPCSR) in general, and this scale development process was based on the well-established scale development process of Churchill (1979). Thus the scale development process was used together with the scale items that were adapted to relate specifically to the topic of interest.

Before commencing into the next phases of the scale development process, **consumers' perceptions of clothing retailers' CSR (CPCRCR)** has been highlighted for clarification purposes. It is best described as the way in which consumers perceive a company that integrates social and environmental topics in its core business activities and acts responsibly towards its employees, its customers, the environment, its suppliers, the local community, its shareholders and society at large (Öberseder *et al.*, 2014). This study mainly focuses on CPCRCR according to the triple bottom line approach (TBL) which includes social, economic and environmental dimensions. Together with that, the seven domains, as classified by Öberseder *et al.* (2014), were incorporated and analysed as part of the three dimensions, of which the community, employee, societal, customer, and supplier domains forms part of the social dimension, the shareholder domain forms part of the economic dimension, and lastly, the environmental domain forms part of the environmental dimension. **Table 4.7** provides a breakdown of the three phases that make up the scale development process for this study. Further details surrounding the phases will be discussed below.

**TABLE 4.7: SCALE DEVELOPMENT PROCESS**

<b>Phase 1</b>	Item Generation	Completed in 2018 and adapted for this study's topic	→	Initial items = 53
	Scale Purification	Ensure content validity by means of a pre-test	→	Pre-test performed on 40 consumers aged 19 and older
<b>Phase 2 (Objective 1)</b>	Measurement model development and refinement (Dataset one)	Data collection completed in 2018	→	N = 1632 Randomly split in two: dataset one (n = 816) and dataset two (n = 816)
		EFA performed on the items relating to CPCRCR	→	Final items extracted from the EFA = 37 items
		First- and second-order CFA (CPCRCR + PI), with convergent and discriminant validity	→	Final items used in CFAs – 16 items  Model fit = good, with some convergent and discriminant validity
<b>Phase 3 (Objective 2)</b>	Measurement model Validation (Dataset two)	First-order CFA (CPCRCR + PI), with convergent and discriminant validity	→	Model fit = good, with some convergent and discriminant validity
		Second-order CFA (CPCRCR + PI), with convergent and discriminant validity	→	Formative second-order model validation Model fit = very good, with minor convergent and discriminant validity issues
		Factor structure fir in a nomological network (SEM analysis)	→	CPCRCR scale positively predicts CPCRCR and PI, but very weak.

#### 4.4 PHASE ONE: INITIAL SCALE ITEM GENERATION AND PURIFICATION

One of the first steps of this process entailed initial scale item generation that was completed in 2018 (refer to chapter three for more detail). Items relating to consumers' perceptions of CSR were sourced from Turker (2009) and Öberseder *et al.* (2014) and adapted as well as customised to specifically focus on clothing retailers in the emerging market context of South Africa. Thereafter, items were scrutinised by researchers within the Clothing and Textile fields to ensure content validity. This process is also called item purification.

Once the items were finalised, a pre-test was performed among the group of 40 Consumer Science Clothing Retail Management final year students to ensure further content validity, by eliminating any confusing phrases and restructuring questions to enhance effective data collection. By doing this, additional measures were taken to purify the scale items. Eventually, 53 items were used as part of the questionnaire to measure consumers' perceptions of clothing retailers' CSR and four items were used to measure consumers' purchase intentions regarding this topic. This section of the scale development process was labelled as phase one in this study (as can be seen in the conceptual framework, chapter three and in the table above). Additionally, phase two, that forms part of objective one of this study, is related to the measurement model development and refinement and utilised dataset one (n = 816) for

analysis, while phase three, that forms part of objective two, is related to the measurement model validation and utilised dataset two for analysis. Details surrounding phase two and three will be discussed in the next section of this chapter.

#### **4.5 PHASE TWO: MEASUREMENT MODEL DEVELOPMENT AND REFINEMENT (DATASET ONE) – OBJECTIVE ONE**

This phase included the data collection process, which was conducted via a structured, self-explanatory online questionnaire developed on Qualtrics. Data were collected in July and August 2018 and a total of 2323 questionnaires were recorded, however, only 1632 were complete and usable, indicating a 70.3% completion rate. The final dataset (N = 1632) was randomly split into two equal datasets (i.e. dataset one: n = 816 and dataset two: n = 816) to perform measurement model development and refinement on dataset one (n = 816) and to then perform measurement model validation on dataset two (n = 816). Exploratory factor analysis (EFA) and confirmatory factor analyses (CFA) (first- and second-order) were used to present the results in this phase of the scale development process.

##### **4.5.1 Exploratory Factor Analysis (EFA) – DATASET ONE**

Exploratory factor analysis (EFA) can be a highly useful and powerful multivariate statistical method for effectively extracting information from great bodies of interrelated data (Hair *et al.*, 2014). According to Hair *et al.* (2014), EFA is a great tool to grasp the configuration of the data more easily. The EFA is also used to reveal complicated patterns by investigating the dataset and testing predictions (Yong & Pierce, 2013). A primary purpose of EFA is to define the underlying structure among the variables in the analysis (Hair *et al.*, 2014). As an initial step, data derived from dataset one (n = 816) was used to perform an EFA on the 53 CPCRCR items to differentiate the applicable constructs and concepts in the dataset. IBM SPSS Statistics 26 software was used to perform the EFA by making use of Principal Axis Factoring (PAF) as the extraction method and Varimax rotation with Kaiser Normalization as the rotation method. Based on Kaiser's criterion (i.e. the eigenvalue rule of only retaining factors with a value of at least one), the original unrestricted EFA produced seven factors. The original seven-factor analysis was very extensive and included three factors with only two variables each, which is considered undesirable (Yong & Pierce, 2013). For this particular study, the point of inflection on the scree plot revealed a six-factor solution, indicating the desired amount of factors to be extracted from this dataset.

As a next step, the potential elimination of complex variables (i.e. items with cross-loadings)

and items that exhibited poor factor loadings was examined. According to Hair *et al.* (2014), a sample of 350 units or more requires a minimum threshold of 0.30 to be relevant, while Jackson (2005) suggests that a sample size of 200 or more requires a minimum of 0.40 to be relevant. Based on the aforementioned suggestions, and the fact that dataset one is made up of a sample of 816 responses, a minimum threshold of 0.30 was deemed adequate. Thus, items with cross-loadings of more than 0.30 as well as factor loadings of less than 0.30 were candidates for potential elimination (Yong & Pierce, 2013). Due to the very large number of items (i.e. 53 items in total) relating to CPCRCR, there was significant room to sculpt and structure the constructs in such a way to showcase the most prominent factors resulting from the EFA. That said, the initial, unrestricted EFA results presented quite a few challenges in terms of factor loadings and rigorous analysis was executed to clarify and purify the results, while retaining the content and face validity of the study.

The 53 items were scrutinised individually and roughly categorised as either problematic cross-loadings, low factor loadings or acceptable factor loadings. Based on the extent of the item loading within the categories, the worst or weakest item was removed and the EFA was rerun, as the removal of an item could alter the overall factor structure. Therefore, a careful and meticulous process was undertaken to eliminate the items one by one and rerun the EFA to ensure that the overall structure improved throughout the process of elimination. Ultimately, 16 items were removed because of problematic cross-loadings and/or poor factor loadings. The 16 items were eliminated, one by one, in the following order: BQ4\_2, BQ4\_1, BQ4\_48, BQ4\_19, BQ4\_22, BQ4\_41, BQ4\_5, BQ4\_6, BQ4\_9, BQ4\_45, BQ4\_47, BQ4\_46, BQ4\_14, BQ4\_38, BQ4\_12 and BQ4\_43. As mentioned before, too many unrelated items could affect the factor structure, which prohibits the adequate representation of the data, and therefore the items mentioned above were eliminated with careful consideration. The 37 remaining items were subjected to an EFA and produced six factors, with factor loadings ranging from 0.431 to 0.699 (exceeding the minimum threshold of 0.30).

The measure of sampling adequacy (MSA) of the final EFA (with the 37 items) was 0.947, well above 0.8, which indicates that the correlation matrix was indeed appropriate for an EFA (Hair *et al.*, 2014). The resulting six-factor solution accounted for 43,498% of the total variance. As stated by Hair *et al.* (2014), although various thresholds have been published as either acceptable or not, there is not an absolute threshold that has been agreed upon for all applications across research fields. In the social sciences, where data is often less accurate, it is not unusual to consider solutions that account for 60% of the total variance. Furthermore, in some instances even less than that is deemed acceptable (Hair *et al.*, 2014). In the case of this study, great consideration should be given to the fact that the concepts relating to

consumers' perceptions of clothing retailers' CSR (CPCRCR) are firstly perceptions of consumers and secondly, often have overlapping indicators in terms of the aspects surrounding CSR, such as environmental and societal issues. The aforementioned issues are often not distinguishable to the everyday consumer as they are socio-psychological factors that are very closely related and are often perceived as one overarching concept rather than separate factors.

As seen in the conceptual framework, the initial outcome of the proposed CPCRCR scale was to extract the three dimensions of the triple bottom line (with the associated domains), namely the social (community, employee, societal, customer, supplier), economic (shareholder) and environmental (environment) dimensions. However, the extracted factors were more specific and related back to some of the domains mentioned in the conceptual framework and literature review (Öberseder *et al.*, 2014). The results pertaining to the final six-factor solution is reported in **Table 4.8** and an appropriate label was allocated to each of the factors as follows:

- Factor one: Ethical Stakeholders (ES) - suppliers, employees, shareholders
- Factor two: Social Causes (SC) – programmes, community upliftment projects etc.
- Factor three: Quality Service (QS) – return policies, safety standards, relations, feedback
- Factor four: Environmental Causes (EC) – recycling, pro-environmental causes etc.
- Factor five: Local Sourcing (LS) – local suppliers and raw materials
- Factor six: Pricing Policies (PP) – fair and competitive pricing

**TABLE 4.8: EXPLORATORY FACTOR ANALYSIS OF CPCRCR - DATASET ONE**

V	ITEM	FACTOR					
		1	2	3	4	5	6
	Q4 Indicate your level of agreement to the following statements about clothing retailers' corporate social responsibility:	ES	SC	QS	EC	LS	PP
BQ4_13	Communicates honestly with employees	0.628	0.163	0.231	0.025	-0.025	0.149
BQ4_11	Treats employees equally	0.608	0.058	0.227	0.109	-0.034	0.069
BQ4_37	Buys from suppliers that protect the rights of their workers	0.600	0.183	0.137	0.214	0.149	0.061
BQ4_31	Buys from suppliers that implement fair working conditions	0.580	0.099	0.123	0.244	0.207	0.018
BQ4_32	Communicates honestly with their suppliers	0.578	0.201	0.130	0.057	0.125	0.082
BQ4_8	Respects the rights of employees	0.567	0.125	0.334	0.021	0.009	0.044
BQ4_34	Buys from suppliers that pay decent living wages	0.563	0.084	0.115	0.190	0.237	0.109
BQ4_33	Negotiates fairly with their suppliers	0.558	0.228	0.115	0.044	0.146	0.138
BQ4_40	Communicates honestly with shareholders	0.548	0.223	0.191	0.061	0.036	0.084
BQ4_10	Provides decent working conditions for employees	0.496	0.107	0.356	0.090	-0.019	0.060
BQ4_44	Has transparent audit practices	0.470	0.224	0.180	0.117	0.147	0.049
BQ4_39	Invests capital of shareholders responsibly	0.464	0.273	0.204	0.145	0.082	0.048
BQ4_35	Buys from suppliers that do not use child labour	0.463	0.122	0.192	0.202	0.145	-0.024
BQ4_4	Respects the cultures of the local community	0.434	0.287	0.280	0.086	0.226	0.069
BQ4_7	Sponsors cultural programmes in the local community	0.206	0.636	0.116	0.179	0.209	0.102
BQ4_16	Sponsors art and cultural programmes	0.196	0.593	0.096	0.211	0.155	-0.075
BQ4_15	Supports social causes (e.g. against cancer, hunger or poverty)	0.175	0.550	0.264	0.309	-0.070	-0.013
BQ4_21	Sponsors public health programmes	0.273	0.507	0.117	0.253	0.058	0.101
BQ4_20	Sponsors sport development programmes	0.198	0.504	0.078	0.071	0.176	0.170
BQ4_18	Contributes to solving problems in society (e.g. poverty)	0.224	0.503	0.224	0.261	0.045	0.101
BQ4_17	Invests in the education of young people	0.152	0.503	0.130	0.290	0.120	0.079
BQ4_29	Offers quality service	0.134	0.087	0.619	0.208	0.134	0.116
BQ4_24	Meets clothing quality standards	0.174	0.066	0.553	0.152	0.077	0.132
BQ4_30	Implements fair return policies	0.231	0.070	0.520	0.076	-0.031	0.089
BQ4_26	Sells clothing that meets safety standards	0.294	0.097	0.497	0.157	0.085	0.032
BQ4_28	Builds loyal relations with their customers	0.271	0.230	0.478	0.105	0.056	0.035
BQ4_27	Offers the possibility to file complaints	0.253	0.178	0.467	0.059	-0.005	0.095
BQ4_23	Labels clothing in an understandable way	0.139	0.116	0.431	0.086	0.066	0.108
BQ4_49	Promotes recycling (e.g. by providing recycling bins at stores)	0.122	0.227	0.169	0.593	0.126	0.030
BQ4_53	Sells products made from recycled materials	0.065	0.202	0.184	0.586	0.210	0.067
BQ4_50	Invests in research regarding the environment	0.291	0.340	0.133	0.585	-0.015	0.093
BQ4_51	Sponsors pro-environmental causes (e.g. endangered species)	0.142	0.395	0.124	0.535	-0.019	-0.023
BQ4_52	Tries to protect the environment	0.254	0.310	0.307	0.534	0.049	-0.005
BQ4_36	Buys from local clothing suppliers	0.252	0.187	0.107	0.060	0.627	0.085
BQ4_3	Sources clothing products and raw materials locally	0.230	0.249	0.077	0.218	0.572	0.103
BQ4_25	Sets fair clothing prices	0.118	0.103	0.202	0.051	0.118	0.699
BQ4_42	Has a competitive pricing policy	0.202	0.089	0.224	0.034	0.039	0.593
	<b>n</b>	<b>816</b>	<b>816</b>	<b>816</b>	<b>816</b>	<b>816</b>	<b>816</b>
	<b>Mean</b>	<b>3.375</b>	<b>3.211</b>	<b>3.917</b>	<b>3.238</b>	<b>3.109</b>	<b>3.616</b>
	<b>Standard deviation</b>	<b>0.424</b>	<b>0.558</b>	<b>0.490</b>	<b>0.655</b>	<b>0.722</b>	<b>0.758</b>
	<b>% variance explained</b>	<b>29.213</b>	<b>5.149</b>	<b>3.306</b>	<b>2.511</b>	<b>1.851</b>	<b>1.468</b>
	<b>Cronbach's alpha</b>	<b>0.898</b>	<b>0.835</b>	<b>0.785</b>	<b>0.819</b>	<b>-</b>	<b>-</b>
	<b>Spearman's rho correlation coefficient</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>0.492</b>	<b>0.485</b>

Extraction Method: Principal Axis Factoring.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

As illustrated in **Table 4.8** the final six-factor solution consists of Factor one (Ethical Stakeholders), Factor two (Social Causes), Factor three (Quality Service), Factor four (Environmental Causes), Factor five (Local Sourcing) and Factor six (Pricing Policies). **Table 4.8** also highlights some of the descriptive statistics for each of these six factors including the means that ranged between 3.109 and 3.917 (the means are based on response options ranging from one (strongly disagree) to five (strongly agree)). This indicates a relatively positive response from the respondents in terms of their perceptions of clothing retailers' CSR. Together with that, standard deviations ranged from 0.424 to 0.758 which indicates that the factors are relatively close in value to the means.

The reliability of the variables in this study was determined by the Cronbach's Alpha that measured the extent to which the items in the scale were able to correlate with the total measure of the scale and to determine whether it was deemed acceptable in the sense that it ranged between 0.70 and 0.95 (Delport & Roestenburg, 2011). Factors one to four, that included more than two variables, reached acceptable Cronbach's Alphas and varied between 0.814 and 0.897, exceeding the minimum threshold of 0.70. Factors five and six only contained two items each and thus the Spearman's rho correlation coefficient was used to determine whether the items within every factor correlate. In both cases, there was a significant correlation, and therefore these two factors were retained for further analysis purposes. More detail of every factor will be discussed individually below.

**Factor one: Ethical Stakeholders (ES)** - suppliers, employees, shareholders

"Ethical Stakeholders" was measured with fourteen items (BQ4\_13, BQ4\_11, BQ4\_37, BQ4\_31, BQ4\_32, BQ4\_8, BQ4\_34, BQ4\_33, BQ4\_40, BQ4\_10, BQ4\_44, BQ4\_39, BQ4\_35 and BQ4\_4) and related to the supplier, employee and shareholder domains of consumers' perceptions of clothing retailers' CSR (CPCRCR). Of these domains, the supplier and employee domains originally formed part of the social dimension, and the shareholder domain formed part of the economic dimension, as seen in the conceptual framework. These domains grouped together during the EFA and factor one was labelled "Ethical Stakeholders". The factor covers a range of issues such as honest communication with employees, treating employees equally, buying from suppliers that protect the rights of their workers, buying from suppliers that implement fair working conditions, communicating honestly with suppliers, respecting the rights of employees, buying from suppliers that pay decent living wages, negotiating fairly with suppliers, communicating honestly with shareholders, providing decent working conditions for employees, transparent audit practices, investing capital of shareholders responsibly, buying from suppliers that do not make use of child labour and lastly

respecting all cultures of the local community. A Cronbach's Alpha of 0.897 was achieved, the highest Cronbach's Alpha of all factors, indicating consistent responses to the ES items (Pallant, 2011:97). Factor one's mean presented a positive mean of 3.38, indicating the respondents' agreement regarding their perceptions of clothing retailers' CSR in terms of their suppliers, employees and shareholders. The mean, which leaned more towards respondents' agreement with the statements included in the measurement scale, indicates some sort of positive perception of clothing retailers and their CSR practices. Possibilities surrounding this could relate to their oblivion regarding relevant knowledge of the environmentally and socially sound practices or the absence of such practices at the clothing retailers that they frequent.

**Factor two: Social causes (SC)** – programmes, community upliftment projects

Factor two was labelled as "Social Causes" (SC) and included seven items, namely BQ4\_7, BQ4\_16, BQ4\_15, BQ4\_21, BQ4\_20, BQ4\_18 and BQ4\_17. All seven items relate to the societal domain of CPCRCR that was originally grouped under the social dimension, together with the community, employee, customer, and supplier domains. The seven items referred to sponsoring cultural programmes in the local community, sponsoring art and cultural programmes, supporting social causes (e.g. against cancer, hunger or poverty), sponsoring public health programmes, sponsoring sport development programmes, contributing to solving problems in society (e.g. poverty) and investing in the education of young people. Being a socially responsible firm means not only meeting its legal obligations, but going beyond this by investing more in human capital, in the environment, and its relationships with stakeholders (Fatma *et al.*, 2016). SC had a Cronbach's Alpha of 0.834, which was deemed up to standard having surpassed the minimum reliability coefficient threshold of 0.70 (Delport & Roestenburg, 2011). The mean factor two was calculated as 3.211, indicating some sort of agreement with regards to clothing retailers' involvement with SC. The response options ranged between one and five, making "2.5" the median. Thus, although the respondents agreed to some extent, they were not completely convinced that their clothing retailers' implement CSR practices, and more specifically support social causes.

**Factor three: Quality service (QS)** – return policies, safety standards, relations, feedback

"Quality Service" (QS) can be defined as dealing with clients and customers in a respectful, helpful and honest manner (Dictionary, 2018). Quality service refers to providing efficient, quick and friendly service, building strong relationships with customers, handling complaints quickly, having safety standards in place and responding to customers' issues on time (Government, 2020). Factor three consisted of seven items, namely BQ4\_29, BQ4\_24,

BQ4\_30, BQ4\_26, BQ4\_28, BQ4\_27 and BQ4\_23. All seven items relate to the customer domain of CPCRSR that was originally grouped under the social dimension of CPCRSR, together with the community, employee, societal, and supplier domains. Quality service as a factor included the following: offering quality service, meeting clothing quality standards, implementing fair return policies, selling clothing that meets safety standards, building loyal relations with customers, offering the possibility to file complaints and labelling clothing in an understandable way. From these results, it is evident that this domain is clearly distinguished among consumers and that it presents an important, stand-alone factor that is not perceived under the same umbrella as the other social dimensions might be. QS had an acceptable Cronbach's Alpha of 0.784 indicating internal consistency in responses to the items. The mean of QS was calculated at 3.917, which was the highest mean of all six factors, indicating a relatively strong association with the chosen clothing retailer's quality service when it comes to CSR.

**Factor four: Environmental Causes (EC) – recycling, pro-environmental causes**

Factor four was labelled as "Environmental Causes" and included five items, namely BQ4\_49, BQ4\_53, BQ4\_50, BQ4\_51 and BQ4\_52. All of these items formed part of the original environmental domain and dimension of CPCRSR and loaded as expected under the Environmental Causes (EC) factor. Environmental causes are mainly related to recycling and any activity regarding the protection of the environment. Recycling can furthermore be described as the action or process of converting waste into reusable material. According to Wilson (2015), environmental considerations are now one of the leading strategies being used by organisations to enhance their image, reduce costs and create a competitive advantage. EC had a Cronbach's alpha of 0.814, surpassing the minimum reliability coefficient threshold as per Delpont and Roestenburg (2011), thus indicating that the respondents' answers were satisfactorily consistent. Additionally, a mean of 3.238 was calculated, indicating some sort of agreement regarding clothing retailers' practices in terms of environmental causes such as recycling, selling products made from recycled materials, investing in research regarding the environment and sponsoring pro-environmental causes (e.g. endangered species).

**Factor five: Local sourcing (LS) – local suppliers and raw materials**

Factor five was labelled as "Local Sourcing" (LS) and consisted of two items, namely BQ4\_36 and BQ4\_3. Originally BQ4\_36 related to the supplier domain, while BQ4\_3 related to the community domain of consumers' perceptions of clothing retailers' CSR (CPCRSR). As a whole, these domains, the supplier and community domains, formed part of the social

dimension, as seen in the conceptual framework. However, the 'local' component that formed part of both these items grouped together during the EFA and thus factor five was labelled as "Local Sourcing" as it encompasses the issues relating to sourcing products from local suppliers. Muposhi *et al.* (2018) bring empirical evidence to light, namely that South Africans wish to purchase local products as nationalism continues to grow within the country, creating great levels of ethnocentrism. Even though South African consumers do not present intense ethnocentrism values, they do portray high levels of ethnocentrism for the safety of local economic growth against foreign products to support local employment (Muposhi *et al.*, 2018). The Cronbach's alpha for LS could not be determined since the factor only included two items. Thus, these two items were subjected to the "Spearman's rho" correlation which delivered a significant correlation of 0.492\*, (\*correlation is significant at the 0.01 level). Based on the results obtained in the "Spearman's rho" correlations, this factor was retained and used for further analysis (i.e. confirmatory factor analysis). The mean for LS was 3.109, indicating that respondents have a relatively strong association with this factor. It can therefore be assumed that the respondents are in some sort of agreement regarding clothing retailers CSR, specifically relating to the sourcing of local; products and services.

**Factor six: Pricing policies (PP) – fair and competitive pricing**

"Pricing policies" (PP) refer to how a company sets the prices of its products and services based on costs, value, demand, and competition. PP included two items, namely BQ4\_25 and BQ4\_42, involving fair and competitive pricing. Competitive pricing can be described as the process of selecting strategic price points to take advantage of a product or service relative to competition (Chappelow, 2019). BQ4\_25 originally formed part of the customer domain and BQ4\_42 related to the shareholder domain of consumers' perceptions of clothing retailers' CSR (CPCRCR). Overall, the customer and shareholder domains formed part of the social dimension, as seen in the conceptual framework, and grouped together during the EFA; creating a factor labelled as "Pricing Policies". This factor mainly focused on clothing retailers who set fair clothing prices and have competitive pricing policies. From the factor extraction, it is evident that pricing is a significant concept to consumers and was therefore labelled as a separate factor rather than being subdivided under the respective domains as initially intended. According to Mohr and Webb (2005), consumers are more passionate about getting "fair and honest" prices than about receiving the lowest price. Once again, the Cronbach's alpha for factor six could not be determined, as this factor only included two items. Thus, BQ4\_25 and BQ4\_42 were subjected to the "Spearman's rho" correlation which delivered a significant correlation of 0.485. Thus, this factor was retained and used for further analysis (i.e. confirmatory factor analysis). The factor mean for PP was 3.616, which indicated that the

respondents were very agreeable towards fair and competitive pricing among the clothing retailers in South Africa.

To summarise, an EFA was conducted as part of the first step of objective one (the measurement model development and refinement) and the items and factors, as mentioned above, were retained for further refinement. As part of the next step of objective one, confirmatory factor analyses (first- and second-order analyses) were conducted on the results derived from the EFA above, and this process will be explained in detail below. Both the EFA above and CFAs below relate to dataset one (n = 816), as indicated in the conceptual framework of this study.

#### **4.5.2 Confirmatory Factor Analysis (CFA) – DATASET ONE**

Perry *et al.* (2015) states that confirmatory factor analysis (CFA) is a significant measure when refining and validating a scale as it offers the opportunity of creating a model fit for a predetermined factor structure. It is also used to determine whether the measured variables represent the factors extracted in the EFA (Hair *et al.*, 2014:602). Therefore, the main purpose of CFA is to either “confirm” or “reject” the measurement model that was generated during the EFA. The CFA is used to determine whether the measurement of the latent variables (i.e. Ethical Stakeholders, Social Causes, Quality Service, Environmental Causes, Local Sourcing and Pricing Policies) by means of manifest indicators, is acceptable and whether the factors represent the overarching concept of CPCRCR.

As per the scale development procedures in Öberseder *et al.* (2014), a first- and second-order CFA was conducted to explore all avenues relating to objective one. As part of the measurement model refinement process, the six factors that were retained from the EFA were used in conjunction with the endogenous construct, namely purchase intention (PI), to create the seven-factor structure that was tested through CFA. The endogenous construct, namely purchase intention (PI), formed part of the instrument used to record the data (as mentioned in chapter 3) and was included as part of the CFA to further refine the measurement model and provide scope to conduct further data analysis such as structural equation modelling (SEM) later on. As noted in the literature review, CSR has some sort of impact on consumers' perceptions of companies, but the influence of this on purchase intentions and behaviours still seem to be very limited. Additionally, consumers tend to portray positive attitudes toward buying products from socially responsible companies, but these positive attitudes are not translated into actual purchase behaviour (Öberseder *et al.*, 2014). Thus a gap has been found between consumers' perceptions, purchase intentions, and purchase behaviours. More detail

surrounding the CFAs will be discussed below.

#### 4.5.2.1 First-order CFA – DATASET ONE

As mentioned above, the seven-factor structure (i.e. six CPCRCR factors and the endogenous construct of purchase intention (PI)) was tested using a first-order CFA. The construct validity and reliability of the scale were assessed by using the maximum likelihood estimation (MLE) in IBM SPSS AMOS 26 to estimate the model.

Factor loadings from a CFA standpoint are best described as a statistical measure of a hypothesized relationship among variables and factors (Mazzocchi, 2008). According to Jackson (2005:227-228), factor loadings can be defined as the relationships between every original variable, as well as the factor and the statistical significance of a factor loading which ultimately depends on the absolute value and sample size. **Table 4.9** provides an overview of the standardised factor loadings relating to the six factors representing consumers' perceptions of clothing retailers' CSR (CPCRCR) and the one factor representing purchase intention (PI). Due to a large number of items in some of the CPCRCR factors, several CFA solutions were investigated in accordance with numerous criteria (i.e. factor loadings, modification indices and average variance extracted) to guarantee good model fit. Eventually, the following items were excluded from the CFA to streamline and strengthen the overall model fit: BQ4\_13, BQ4\_11, BQ4\_32, BQ4\_8, BQ4\_33, BQ4\_40, BQ4\_10, BQ4\_44, BQ4\_39, BQ4\_35 and BQ4\_4 (from factor one - ES), BQ4\_16, BQ4\_15, BQ4\_20 and BQ4\_17 (from factor two - SC), BQ4\_30, BQ4\_26, BQ4\_27 and BQ4\_23 (from factor three - QS), and BQ4\_53 and BQ4\_51 (from factor four - EC).

All the factors still contained three or more items, (except for factor five and six which consisted of only two items since the initial factor groupings) which is preferable for measurement model analysis (Hair *et al.*, 2014). The reason for the elimination was not only due to low factor loadings, but also to ensure further refinement of the measurement model and an overall good fit. As per the recommendations of Kang and Johnson (2011), there is a certain criterion to follow when evaluating CFA factor loadings. Their recommendation is to delete factor loadings lower than 0.40 and to work with factor loadings of 0.40 or higher, as they show practical significance. As stated by Hair *et al.* (2014:617), factor loadings with a minimum threshold of 0.40 are considered relevant. All the factor loadings of the variables that were retained, were above the acceptable threshold of 0.40 (Hair *et al.*, 2014; Kang & Johnson, 2011), and ranged between 0.618 - 0.916, thus indicating good regression weights and strong relation to the associated constructs.

**TABLE 4.9: STANDARDIZED FACTOR LOADINGS AND RELIABILITY TABLE (FIRST-ORDER CFA – DATASET ONE)**

		FACTOR LOADINGS	*CR (≥0.7)	*AVE (≥0.5)
<b>Factor one: Ethical Stakeholder (ES)</b>				
Buys from suppliers that implement fair working conditions	BQ4_31	0.711	0.746	0.495
Buys from suppliers that pay decent living wages	BQ4_34	0.663		
Buys from suppliers that protect the rights of their workers	BQ4_37	0.734		
<b>Factor two: Social Causes (SC)</b>				
Sponsors public health programmes	BQ4_21	0.630	0.719	0.460
Contributes to solving problems in society (e.g. poverty)	BQ4_18	0.704		
Sponsors cultural programmes in the local community	BQ4_7	0.699		
<b>Factor three: Quality Service (QS)</b>				
Offers quality service	BQ4_29	0.746	0.701	0.441
Builds loyal relations with their customers	BQ4_28	0.618		
Meets clothing quality standards	BQ4_24	0.620		
<b>Factor four: Environmental Causes (EC)</b>				
Tries to protect the environment	BQ4_52	0.764	0.751	0.503
Invests in research regarding the environment	BQ4_50	0.736		
Promotes recycling (e.g. by providing recycling bins at stores)	BQ4_49	0.619		
<b>Factor five: Local Sourcing (LS)</b>				
Buys from local clothing suppliers	BQ4_36	0.672	0.683	0.519
Sources clothing products and raw materials locally	BQ4_3	0.766		
<b>Factor six: Pricing Policies (PP)</b>				
Sets fair clothing prices	BQ4_25	0.718	0.670	0.503
Has a competitive pricing policy	BQ4_42	0.701		
<b>Purchase intention (PI)</b>				
Purchase from clothing retailers because they are engaged in CSR initiatives	CQ5_1	0.851	0.938	0.790
Buy clothing from clothing retailers because of their CSR initiatives.	CQ5_2	0.916		
Purchase clothing from clothing retailers in the future because of their CSR practices	CQ5_3	0.895		
Purchase clothing from clothing retailers because they are involved in CSR activities	CQ5_4	0.893		

Note: CR = composite reliability; AVE = average variance extracted

Additional measures of reliability, namely composite reliability (CR) and average variance extracted (AVE) were also included and considered when evaluating the overall model fit (Hair *et al.*, 2014:123). As can be seen in the table above, majority of the factors (i.e. Ethical Stakeholders, Social Causes, Quality Services, Environmental Causes and Purchase Intention) reached values above the minimum threshold of 0.7 for composite reliability, indicating internal consistency. Unfortunately, Local Sourcing and Pricing Policies did not meet the minimum requirement as their composite reliability figures were calculated as 0.683 and 0.670 respectively. This could be due to the fact that insufficient items were used to measure the factor, and warrants further investigation in the future. The AVE can be described as the variance among the constructs above and represents convergence. It requires a minimum of 0.5 to be deemed acceptable (Hair *et al.*, 2014:619). Of all the associated factors, four of them indicate adequate AVEs, while the other three factors are just below the minimum threshold. Environmental Causes, Local Sourcing, Pricing Policies and Purchase Intention all reached values between 0.503 and 0.790, indicating convergent validity, while Ethical Stakeholders,

Social Causes and Quality Services ranged between 0.441 and 0.495, indicating a lack of convergence.

In addition to the composite reliability and the AVE, correlations between the various factors should also be examined to determine whether discriminant validity has been achieved. When discriminant validity is achieved, it is indicative of factors being different from one another and subsequently does not represent similar concepts. In this study, the discriminant validity was examined by comparing the square root of AVE with the inter-construct correlations (Padmavathy, 2019). Discriminant validity is thus achieved when the correlations are less than the square root of the associated AVEs (Öberseder *et al.*, 2014). **Table 4.10** below indicates the various correlations together with the square roots of the AVE, and from the table below it can be seen that majority of the constructs presented discriminant validity except for Social Causes and Environmental Causes where the correlation between these two factors was 0.794; surpassing the square roots of the AVEs. The reason for the convergence and Social and Environmental Causes not reaching discriminant validity is explainable by means of a relationship that exists between these two factors and the fact that they are both ultimately related to the larger construct, namely CPCRCR (Öberseder *et al.*, 2014). That said, it is already becoming apparent that the first-order constructs (such as the environmental and social causes) are reflections of a higher-order construct (CPCRCR), and thus might not always indicate sufficient discriminant validity. Another possibility for this occurrence might be the fact that causes, whether they are deemed environmental or social, are not always separated in the consumers' minds, but are rather grouped together as a collective term or concept, causing the theoretically distinct concepts to merge.

**TABLE 4.10: FACTOR CORRELATION MATRIX WITH SQUARE ROOT OF THE AVE ON THE DIAGONAL (FIRST-ORDER CFA – DATASET ONE)**

	Mean	Std. dev.	# of items	*CR	*AVE	PP	ES	SC	QS	EC	LS	PI
<b>Pricing Policies (PP)</b>	3.620	0.874	2	<b>0.670</b>	0.503	<b>0.710</b>						
<b>Ethical Stakeholders (ES)</b>	3.270	0.621	3	0.746	<b>0.495</b>	0.386	<b>0.703</b>					
<b>Social Causes (SC)</b>	3.180	0.775	3	0.719	<b>0.460</b>	0.416	0.659	<b>0.679</b>				
<b>Quality Service (QS)</b>	3.863	0.794	3	0.701	<b>0.441</b>	0.494	0.549	0.559	<b>0.664</b>			
<b>Environmental Causes (EC)</b>	3.277	0.877	3	0.751	0.503	0.323	0.647	0.794	0.606	<b>0.709</b>		
<b>Local Sourcing (LS)</b>	3.105	0.829	2	<b>0.683</b>	0.519	0.378	0.606	0.607	0.433	0.511	<b>0.721</b>	
<b>Purchase Intention (PI)</b>	3.713	0.887	4	0.938	0.790	0.086	0.095	0.194	0.122	0.187	0.056	<b>0.889</b>

Note: Std. dev. = standard deviation; CR = composite reliability; AVE = average variance extracted; Inter-construct correlations are presented in the lower triangle of the matrix; the square root of the AVEs are depicted in bold on the diagonal. Response format: 5-point Likert-type rating scale with response options ranging from "1" (Strongly disagree) to "5" (Strongly agree)

The fit indices of the first-order CFA model are reported in **Table 4.11** below.

**TABLE 4.11: FIRST-ORDER CFA MODEL FIT INDICES (DATASET ONE)**

Name	Abbreviation	Indices	Thresholds
<b>Chi-square</b>			
Chi-square ( $X^2$ )	CMIN	318.263	
Degrees of freedom	DF	149	
Significance	P	0.000	$p < 0.05$ (significant) *
Normed chi-square ( $X^2$ )	CMIN ( $X^2$ )/DF	2.136	2 < CMIN/DF < 5 (acceptable) */** CMIN/DF < 2 (very good) *
<b>Absolute Fit Measures</b>			
Goodness-of-fit index	GFI	0.964	GFI > 0.9 (acceptable) GFI $\geq$ 0.95 (excellent) **
Root mean square error of approximation	RMSEA	0.037	RMSEA < 0.08 (acceptable) ** RMSEA $\leq$ 0.07 (Loiacono <i>et al.</i> ) ** RMSEA $\leq$ 0.03 (excellent) **
<b>Incremental Fit Indices</b>			
Normed fit index	NFI	0.954	NFI > 0.9 (acceptable) ** NFI $\geq$ 0.95 (excellent) **
Comparative fit index	CFI	0.975	CFI > 0.9 (acceptable) */** CFI $\geq$ 0.95 (excellent) **
<b>Parsimony Fit Indices</b>			
Adjusted goodness-of-fit index	AGFI	0.949	AGFI > 0.9 (acceptable) */** AGFI $\geq$ 0.95 (excellent) **

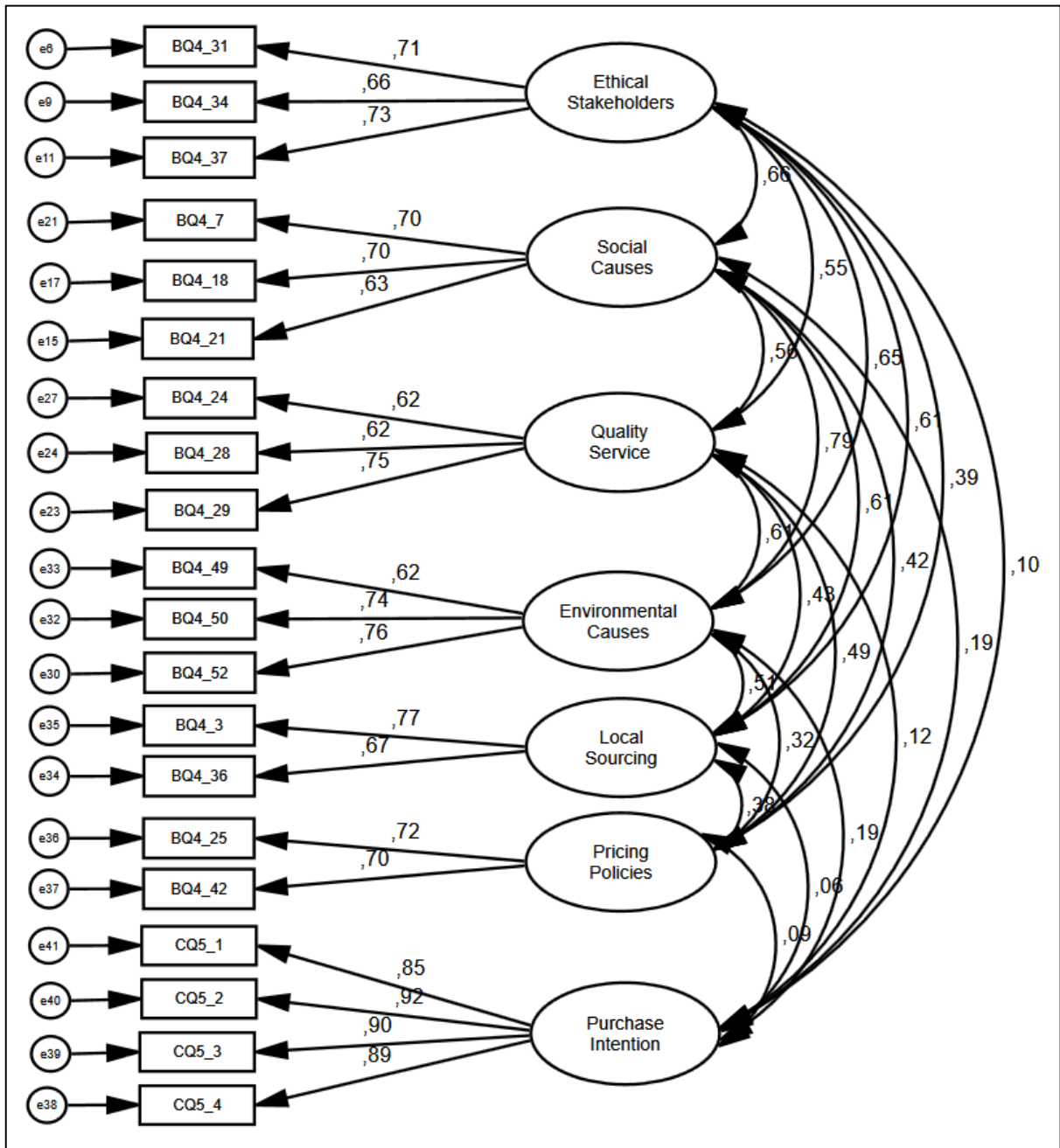
\* Hair *et al.* (2014)

\*\* Hooper *et al.* (2008)

The Chi-square ( $X^2$ ), (CMIN) which is used to assess whether the model fits the data correctly, was 318.263 with 149 degrees of freedom (DF). The p-value was deemed significant as P was calculated to 0.000 (Hair *et al.*, 2014:630). The Chi-square test is achieved when CMIN/DF is calculated. The CMIN/DF was calculated at 2.136 which fall in the acceptable to very good threshold brackets (Hair *et al.*, 2014:630). Several additional indices, i.e. the GFI, RMSEA, NFI, CFI and AGFI, are also required to evaluate the model fit accurately.

In terms of the absolute fit measures, the GFI was 0.964 and was deemed excellent, as it was above the 0.95 threshold indicating an excellent model fit and the RMSEA was calculated at 0.035 and was deemed accepted, as it falls within the acceptable thresholds (Hooper *et al.*, 2008). In terms of the incremental fit indices, the NFI was calculated at 0.954 and the CFI had a value of 0.975, indicating excellent results for both indexes. Lastly, the AGFI was 0.949, classifying it as acceptable according to the suggested thresholds.

**Figure 4.5** below presents the first-order CFA output with the standardized factor loadings as well as the items and the associated factors.



**FIGURE 4.5: FIRST-ORDER CFA – DATASET ONE**

To summarize, all the fit indices (CMIN/DF, GFI, NFI, CFI, AGFI and RMSEA) were deemed acceptable with several indices being classified as excellent.

*4.5.2.2 Second-order CFA (round one with all variables) – DATASET ONE*

As explained and discussed above, the seven-factor structure (i.e. six CPCRCR factors and the endogenous construct of purchase intent (PI)) was tested by means of a first-order CFA. Subsequently, a second-order CFA was conducted because of high intercorrelations, specifically between Environmental and Social Causes. The purpose of this analysis was to

determine whether the first-order constructs (i.e. Ethical Stakeholder, Social Causes, Quality Service, Environmental Causes, Local Sourcing and Pricing Policies) are true reflections of the higher-order construct CPCRCRCSR. **Table 4.12** below provides the standardised factor loadings of the items relating to the six CPCRCRCSR factors, the six constructs that form part of CPCRCRCSR as well as the items relating to the PI factor. All items relating to the CPCRCRCSR constructs and the PI construct, as presented in the first-order CFA (dataset one), were retained during the second-order CFA (dataset one). All the factor loadings exceeded the minimum threshold of 0.40 as stated by Hair *et al.* (2014:617), as they ranged between 0.488 and 0.916. These acceptable factor loadings represent a positive correlation between the factors and the variables. Of the CPCRCRCSR factors, Social Causes had the highest factor loading of 0.886, while Pricing Policies had the lowest factor loading of 0.488.

**TABLE 4.12: STANDARDIZED FACTOR LOADINGS, VALIDITY AND RELIABILITY TABLE (SECOND-ORDER CFA – DATASET ONE)**

		FACTOR LOADINGS	*CR (≥0.7)	*AVE (≥0.5)
<b>Factor one: Ethical Stakeholder (ES)</b>				
Buys from suppliers that implement fair working conditions	BQ4_31	0.709	0.746	0.495
Buys from suppliers that pay decent living wages	BQ4_34	0.657		
Buys from suppliers that protect the rights of their workers	BQ4_37	0.742		
<b>Factor two: Social Causes (SC)</b>				
Sponsors public health programmes	BQ4_21	0.628	0.719	0.460
Contributes to solving problems in society (e.g. poverty)	BQ4_18	0.708		
Sponsors cultural programmes in the local community	BQ4_7	0.697		
<b>Factor three: Quality Service (QS)</b>				
Offers quality service	BQ4_29	0.749	0.701	0.441
Builds loyal relations with their customers	BQ4_28	0.623		
Meets clothing quality standards	BQ4_24	0.611		
<b>Factor four: Environmental Causes (EC)</b>				
Tries to protect the environment	BQ4_52	0.759	0.751	0.503
Invests in research regarding the environment	BQ4_50	0.739		
Promotes recycling (e.g. by providing recycling bins at stores)	BQ4_49	0.622		
<b>Factor five: Local Sourcing (LS)</b>				
Buys from local clothing suppliers	BQ4_36	0.648	0.686	0.525
Sources clothing products and raw materials locally	BQ4_3	0.794		
<b>Factor six: Pricing Policies (PP)</b>				
Sets fair clothing prices	BQ4_25	0.729	0.670	0.504
Has a competitive pricing policy	BQ4_42	0.691		
<b>Consumers' perceptions of clothing retailers' CSR (CPCRCR)</b>				
Ethical Stakeholder	ES	0.775	0.874	0.544
Social Causes	SC	0.886		
Quality Service	QS	0.690		
Environmental Causes	EC	0.849		
Local Sourcing	LS	0.666		
Pricing Policies	PP	0.488		
<b>Purchase intention (PI)</b>				
Purchase from clothing retailers because they are engaged in CSR initiatives	CQ5_1	0.850	0.938	0.790
Buy clothing from clothing retailers because of their CSR initiatives.	CQ5_2	0.916		
Purchase clothing from clothing retailers in the future because of their CSR practices	CQ5_3	0.895		
Purchase clothing from clothing retailers because they are involved in CSR activities	CQ5_4	0.893		

Note: CR = composite reliability; AVE = average variance extracted

The composite reliability (CR) and the average variance extracted (AVE) were indicated in the table above and below for ease of comparison as well as easy visibility. As in the first-order CFA, most of the factors indicated internal consistency with an acceptable composite reliability of more than 0.7, with the exceptions of Local Sourcing (LS) and Pricing Policies (PP) that were just below the minimum threshold, but could still be deemed acceptable if rounded up. Similar to the first-order CFA, ethical stakeholders, social causes and quality service did not meet the minimum threshold of 0.5 in terms of the AVE, indicating a lack of convergence, but once again came very close to being deemed acceptable. The second-order constructs are of particular interest in this section and indicate an acceptable composite reliability of 0.874 and an AVE of 0.544, indicating overall internal consistency and convergent validity of CPCRCR.

In order to establish whether discriminant validity between factors has been achieved, the square roots of the AVE is compared to the inter-construct correlations (Padmavathy, 2019). Discriminant validity is thus achieved when the correlations are less than the square roots of the associated AVE. From the first-order CFA, results indicated that Environmental Causes and Social Causes did not obtain discriminant validity. These two concepts are closely related to each other and are classified as socio-psychological constructs, meaning in the mind of the consumer it might not always be perceived as separate concepts, although they are theoretically speaking two distinct concepts. They also both form part of the higher-order construct and collectively contribute to CPCRCR. Based on these discrepancies, the second-order CFA was performed to make sure that all the constructs relating to CPCRCR are in fact reflections of the higher-order construct, which they are, reiterating the convergent validity mentioned above. On the other hand, discriminant validity is completely achieved (between CPCRCR and PI) as the inter-construct correlation (i.e. 0.181) was lower than the square roots of the AVE, indicating that CPCRCR and PI are different from one another and do not represent the same concept.

**TABLE 4.13: FACTOR CORRELATION MATRIX WITH SQUARE ROOT OF THE AVE ON THE DIAGONAL (SECOND-ORDER CFA – DATASET ONE)**

	Mean	Std. dev.	# of items	*CR	*AVE	CPCRCR	PI
Consumers' perceptions of clothing retailers' CSR (CPCRCR)	3.390	0.455	6	0.874	0.544	<b>0.738</b>	
Purchase Intention (PI)	3.713	0.887	4	0.938	0.790	0.181	<b>0.889</b>

Note: Std. dev. = standard deviation; CR = composite reliability; AVE = average variance extracted; Interconstruct correlations are presented in the lower triangle of the matrix; The square root of the AVEs are depicted in bold on the diagonal. Response format: 5-point Likert-type rating scale with response options ranging from "1" (Strongly disagree) to "5" (Strongly agree)

Based on the factor loadings, the measurement model of the second-order CFA had the following fit indices:

**TABLE 4.14: SECOND-ORDER CFA MODEL FIT INDICES (DATASET ONE)**

Name	Abbreviation	Indices	Thresholds
<b>Chi-square</b>			
Chi-square ( $X^2$ )	CMIN	377.975	
Degrees of freedom	DF	163	
Significance	P	0.000	$p < 0.05$ (significant) *
Normed chi-square ( $X^2$ )	CMIN ( $X^2$ )/DF	2.319	2 < CMIN/DF < 5 (acceptable) */** CMIN/DF < 2 (very good) *
<b>Absolute Fit Measures</b>			
Goodness-of-fit index	GFI	0.957	GFI > 0.9 (acceptable) GFI $\geq$ 0.95 (excellent) **
Root mean square error of approximation	RMSEA	0.040	RMSEA < 0.08 (acceptable) ** RMSEA $\leq$ 0.07 (Loiacono <i>et al.</i> ) ** RMSEA $\leq$ 0.03 (excellent) **
<b>Incremental Fit Indices</b>			
Normed fit index	NFI	0.946	NFI > 0.9 (acceptable) ** NFI $\geq$ 0.95 (excellent) **
Comparative fit index	CFI	0.968	CFI > 0.9 (acceptable) */** CFI $\geq$ 0.95 (excellent) **
<b>Parsimony Fit Indices</b>			
Adjusted goodness-of-fit index	AGFI	0.944	AGFI > 0.9 (acceptable) */** AGFI $\geq$ 0.95 (excellent) **

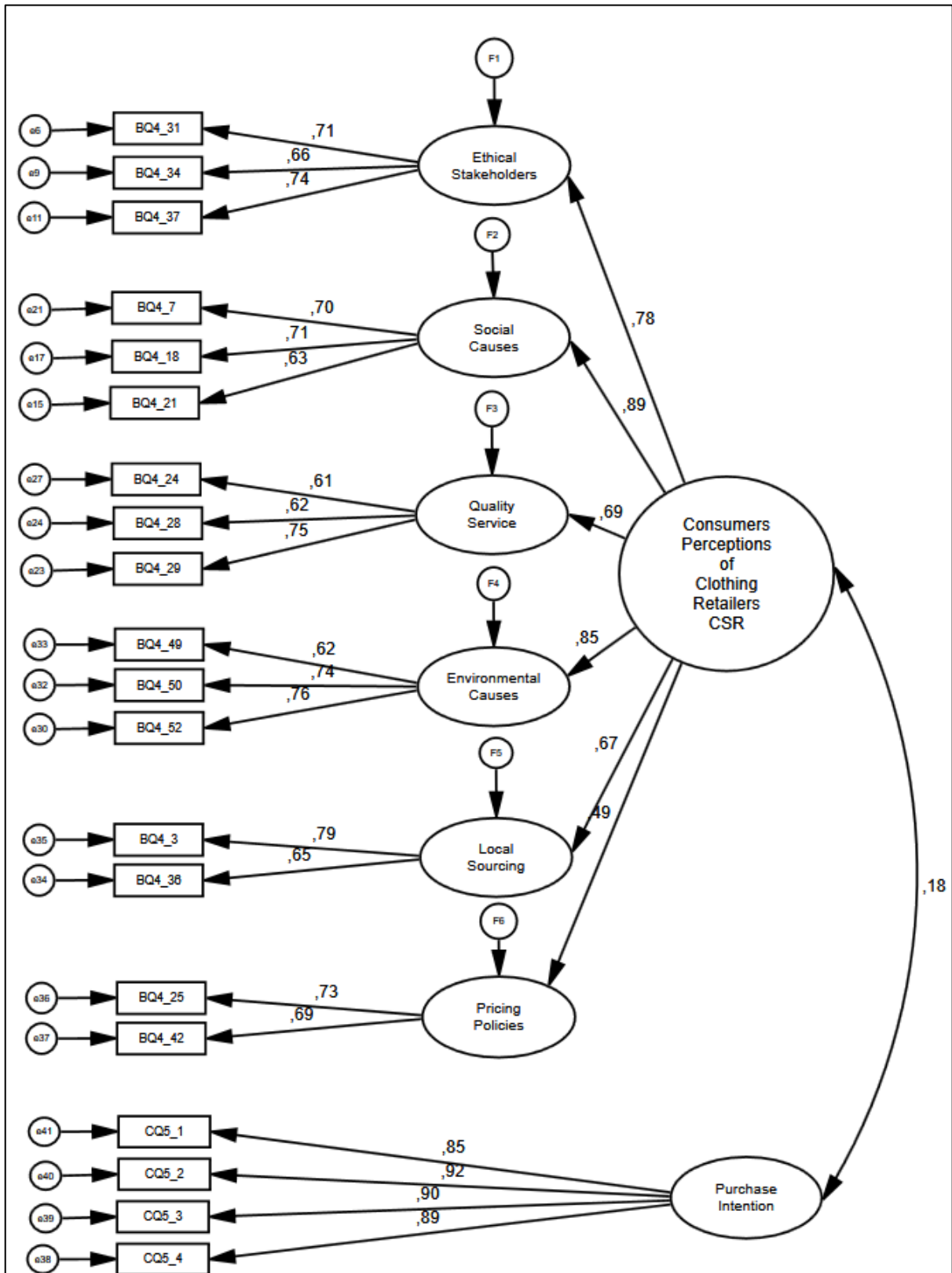
\* Hair *et al.* (2014)

\*\* Hooper *et al.* (2008)

In terms of the overall model, the normed chi-square ( $X^2$ ) had a value of 2.319. This was calculated by dividing chi-square (CMIN = 377.975) with the degrees of freedom (DF = 163). Furthermore, the model indicated a significant p-value. All the fit indices mentioned above are indicative of a good fit as they all reached acceptable thresholds (as seen in **Table 4.14** above).

The absolute fit measures, GFI and RMSEA, also presented good results, with the GFI calculated at 0.957, indicating an excellent model fit and the RMSEA calculated at 0.040 indicating a good fit according to the respective thresholds (Hair *et al.*, 2014:631; Hooper *et al.*, 2008). The model was furthermore deemed acceptable with an NFI measure of 0.946 and a CFI measure of 0.968. Lastly, the AGFI value was 0.944, reconfirming a close-to-excellent model fit by basically reaching the threshold of 0.95.

In summary, all fit indices (as seen in **Table 4.14**) were deemed very good and were bordering excellent. Below, **Figure 4.6** illustrates the second-order CFA with the standardised factor loadings as well as the items and the associated factors.



**FIGURE 4.6: SECOND-ORDER CFA – DATASET ONE**

To conclude, all the fit indices (CMIN/DF, GFI, RMSEA, NFI, CFI and AGFI) reached the acceptable thresholds and some of them were even classified as excellent.

#### 4.5.2.3 Second-order CFA (round two with reduced variables) – DATASET ONE

The reason for conducting a second-order CFA with reduced factors and variables was to be completely sure that the outcomes reflected in the previous CFAs were, in fact, valid and reliable to ensure constructive measurement model development and refinement of the CPCRCR scale. Based on this, a series of CFAs were conducted, starting with all the variables and factors of CPCRCR and PI, as seen in the second-order CFA above. Thereafter, every variable together with its factor loading (relating to CPCRCR) was scrutinised and the weakest variables were eliminated one by one, after which the model fit was checked between every deletion to ensure it improves after every elimination. As the variables were deleted, some of the less prominent factors were subsequently eliminated, leaving only the most prominent factors relating to the CPCRCR as well as all the variables relating to PI. Ultimately, six variables relating to Ethical Stakeholders (ES), Social Causes (SC) and Environmental Causes (EC) were retained together with the four variables relating to PI.

**Table 4.15** below provides the standardised factor loadings of the six variables, the three retained CPCRCR factors, as well as the variables relating to PI. The factor loadings varied between 0.689 – 0.917, meaning all of them are well above the acceptable threshold of 0.40 (Hair *et al.*, 2014:617). It is worth mentioning that the three factors that displayed a lack of convergence in the second-order CFA above, were retained during the second round of second-order CFAs and display convergence in this CFA. It is further worth mentioning that the two factors, namely Local Sourcing and Pricing Policies, that did not display internal consistency, were eliminated and thus did not form part of the reduced second-order CFA.

**TABLE 4.15: STANDARDIZED FACTOR LOADINGS, VALIDITY AND RELIABILITY TABLE (SECOND-ORDER CFA WITH REDUCED VARIABLES– DATASET ONE)**

		FACTOR LOADINGS	*CR (≥0.7)	*AVE (≥0.5)
<b>Factor one: Ethical Stakeholder (ES)</b>				
Buys from suppliers that implement fair working conditions	BQ4_31	0.693	0.687	0.524
Buys from suppliers that protect the rights of their workers	BQ4_37	0.753		
<b>Factor two: Social Causes (SC)</b>				
Contributes to solving problems in society (e.g. poverty)	BQ4_18	0.749	0.682	0.518
Sponsors cultural programmes in the local community	BQ4_7	0.689		
<b>Factor four: Environmental Causes (EC)</b>				
Tries to protect the environment	BQ4_52	0.751	0.716	0.557
Invests in research regarding the environment	BQ4_50	0.742		
<b>Consumers' perceptions of clothing retailers' CSR (CPCRCR)</b>				
Ethical Stakeholder	ES	0.751	0.876	0.704
Social Causes	SC	0.859		
Environmental Causes	EC	0.900		
<b>Purchase intention (PI)</b>				
Purchase from clothing retailers because they are engaged in CSR initiatives	CQ5_1	0.851	0.938	0.790
Buy clothing from clothing retailers because of their CSR initiatives.	CQ5_2	0.917		
Purchase clothing from clothing retailers in the future because of their CSR practices	CQ5_3	0.895		
Purchase clothing from clothing retailers because they are involved in CSR activities	CQ5_4	0.893		

Note: CR = composite reliability; AVE = average variance extracted

Even though the individual factors do not all meet the minimum threshold for internal consistency (i.e. ES and SC), the higher-order construct, CPCRCR, displayed composite reliability of 0.876, exceeding the threshold of 0.7 by far. Convergent validity was also achieved, as all the AVEs were above the 0.5 thresholds; CPCRCR reaching a value of 0.704 and PI reaching 0.790. Additionally, discriminant validity was also achieved as the inter-construct correlation (0.215) was significantly lower than the square roots of the AVE, reiterating the notion that CPCRCR, as a higher-order construct, differs significantly from PI.

**TABLE 4.16: FACTOR CORRELATION MATRIX WITH SQUARE ROOT OF THE AVE ON THE DIAGONAL (SECOND-ORDER CFA – DATASET ONE)**

	Mean	Std. dev.	# of items	*CR	*AVE	CPCRCR	PI
<b>Consumers' perceptions of clothing retailers' CSR (CPCRCR)</b>	3.300	0.530	3	0.876	0.704	<b>0.839</b>	
<b>Purchase Intention (PI)</b>	3.713	0.887	4	0.938	0.790	0.215	<b>0.889</b>

Note: Std. dev. = standard deviation; CR = composite reliability; AVE = average variance extracted; Interconstruct correlations are presented in the lower triangle of the matrix; The square root of the AVEs are depicted in bold on the diagonal.

Response format: 5-point Likert-type rating scale with response options ranging from "1" (Strongly disagree) to "5" (Strongly agree)

The fit indices of the measurement model of the second-order CFA, with the reduced variables and factors can be seen below:

**TABLE 4.17: SECOND-ORDER CFA (WITH REDUCED VARIABLES) MODEL FIT INDICES (DATASET ONE)**

Name	Abbreviation	Indices	Thresholds
<b>Chi-square</b>			
Chi-square ( $\chi^2$ )	CMIN	94.702	
Degrees of freedom	DF	31	
Significance	P	0.000	$p < 0.05$ (significant) *
Normed chi-square ( $\chi^2$ )	CMIN ( $\chi^2$ )/DF	3.055	2 < CMIN/DF < 5 (acceptable) */** CMIN/DF < 2 (very good) *
<b>Absolute Fit Measures</b>			
Goodness-of-fit index	GFI	0.977	GFI > 0.9 (acceptable) GFI $\geq$ 0.95 (excellent) **
Root mean square error of approximation	RMSEA	0.050	RMSEA < 0.08 (acceptable) ** RMSEA $\leq$ 0.07 (Loiacono <i>et al.</i> ) ** RMSEA $\leq$ 0.03 (excellent) **
<b>Incremental Fit Indices</b>			
Normed fit index	NFI	0.978	NFI > 0.9 (acceptable) ** NFI $\geq$ 0.95 (excellent) **
Comparative fit index	CFI	0.985	CFI > 0.9 (acceptable) */** CFI $\geq$ 0.95 (excellent) **
<b>Parsimony Fit Indices</b>			
Adjusted goodness-of-fit index	AGFI	0.960	AGFI > 0.9 (acceptable) */** AGFI $\geq$ 0.95 (excellent) **

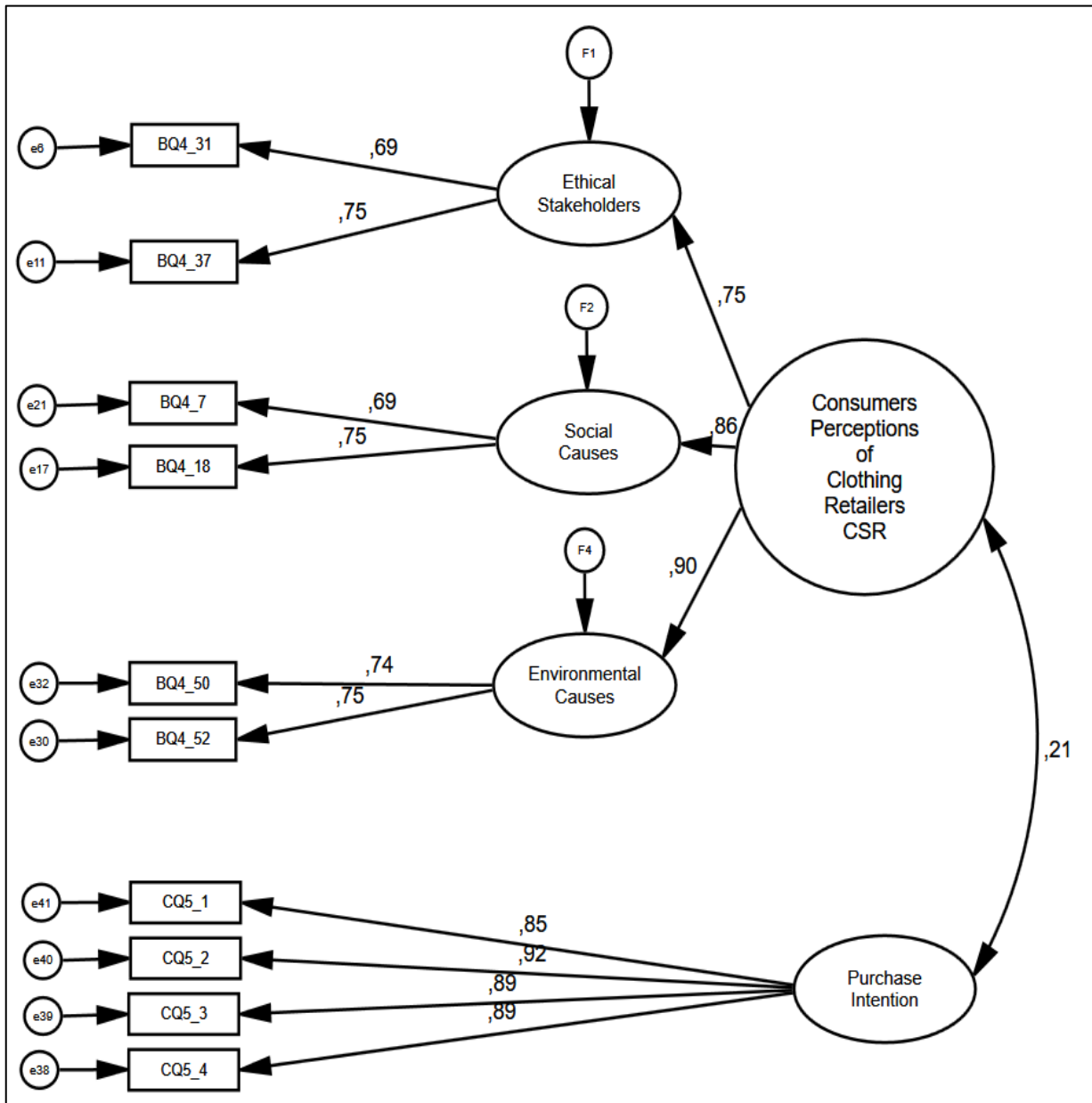
\* Hair *et al.* (2014)

\*\* Hooper *et al.* (2008)

The CMIN was calculated at 94.702 with 31 degrees of freedom. The p-value was calculated at 0.000, meaning  $p < 0.05$ , classifying it as significant (Hair *et al.*, 2014:630). The CMIN/DF was calculated at 3.055 and falls within the satisfactory bracket (Hair *et al.*, 2014:630).

The GFI, NFI, CFI and AGFI were all considered excellent with values between 0.960 and 0.985. More specifically, The GFI was calculated at 0.977, the NFI had a value of 0.978, the CFI reached a value of 0.985, and lastly, the AGFI was 0.960. The RMSEA value was 0.050, making it good according to the thresholds as seen in the table above (Hair *et al.*, 2014:631; Hooper *et al.*, 2008).

Below, **Figure 4.7** illustrates the second-order CFA with the standardised factor loadings as well as the items and the associated factors.



**FIGURE 4.7: SECOND-ORDER CFA (WITH REDUCED VARIABLES) – DATASET ONE**

To summarise, all fit indices (as seen in **Table 4.17**) were deemed excellent, with the exceptions of the CMIN/DF and the RMSEA, which were deemed acceptable. As mentioned above, in order to validate the CPCRCR scale, a second-order CFA was done, and thereafter, a second-order CFA with a further reduction of variables to explore all the potential outcomes and to ensure reliable, consistent, valid results and scales (Öberseder *et al.*, 2014). **Table 4.18** provides a summary of the model fit indices of all the CFAs that were performed on dataset one (for measurement model development and refinement stages).

**TABLE 4.18: CFA MODEL FIT INDICES (DATASET ONE; n = 816)**

Goodness of fit criterion										
Model fit indices	CMIN	DF	P	CMIN/DF	GFI	AGFI	NFI	CFI	TLI	RMSEA
First-order CFA model	318.263	149	0.000	2.136	0.964	0.949	0.954	0.975	0.968	0.037
Second-order CFA model	377.975	163	0.000	2.319	0.957	0.944	0.946	0.968	0.963	0.040
Second-order (reduced) CFA model	94.702	31	0.000	3.055	0.977	0.960	0.978	0.985	0.978	0.050

Note: Best fit indices are highlighted in grey

It is evident that improvements have been made from the first-order CFA to the second-order CFAs. The first-order CFA was done on the consumers' perceptions of clothing retailers' CSR together with the items relating to the purchase intentions (PI) of consumers with regards to clothing retailers in South Africa that implement CSR initiatives. The CFA was used to confirm whether numerous factors with corresponding variables follow an existing hypothesis (Mazzocchi, 2008). Subsequently, a second-order CFA was conducted to determine whether the first-order constructs (Ethical Stakeholders, Social Causes, Quality Service, Environmental Causes, Local Sourcing and Pricing Policies) are reflections of the higher-order construct, CPCRCRCSR. This was performed together with the endogenous construct, namely purchase intention (PI), that was included as part of the CFAs to further refine the measurement model and provide scope to conduct further data analysis such as structural equation modelling (SEM) later on. The reason as mentioned previously, for the second-order CFA with a reduction of variables was done to explore all the potential outcomes and to ensure reliable, consistent, valid results and scales (Öberseder *et al.*, 2014).

In **Table 4.18**, the best fit indices of the three model fit options are highlighted in grey. The second-order CFA with reduced variables and factors indicated the best results on all fronts except for CMIN/DF ( $X^2$ ) and RMSEA. A possible reason for the CMIN/DF ( $X^2$ ) not reaching a very good fit, may be due to its sensitivity to sample size. According to (Hooper *et al.*, 2008), CMIN/DF ( $X^2$ ) nearly always rejects the model when large samples are used. It is also worth noting that the first-order CFA displayed slightly better fit indices than the second-order CFA with all the variables and factors included; but not as good as the second-order CFA with the reduced factors and variables. In summary, although all CPCRCRCSR constructs as extracted from the EFA are valid and significant contributors to CPCRCRCSR, consumers in South African deem ethical stakeholders, social causes and environmental causes as the most significant aspects that make up the higher-order construct, CPCRCRCSR.

Once the measurement model development and refinement phase (i.e. objective one with dataset one) is concluded, the next phase, namely measurement model validation (i.e.

objective two with dataset two), needs to take place. More details regarding phase three can be seen below.

#### **4.6 PHASE THREE: MEASUREMENT MODEL VALIDATION (DATASET TWO) – OBJECTIVE TWO**

Once again, it is worth mentioning that the final dataset (N = 1632) was randomly split into two equal datasets (i.e. dataset one: n = 816 and dataset two: n = 816) to perform the measurement model development and refinement on dataset one (n = 816) and to then perform measurement model validation on dataset two (n = 816). As seen above, the measurement model development and refinement phase has been discussed in detail and analysis surrounding phase two of the scale development process has been concluded. The validation of the measurement model is the next step in the scale development process and was conducted with the data from dataset two (n = 816). The main objectives of this phase are to validate the measurement model as extracted from dataset one, to examine the generalizability of the factor structure and to investigate the factor structure fit in a nomological network. That said, purchase intention (PI) was deemed a valuable construct to assess the nomological validity and can be seen in the structural equation model (SEM). The ultimate purpose of this process is to establish a scale that can be of value for future researchers exploring clothing retailers' corporate social responsibility (CSR) from a consumer's perspective and to determine whether perceptions lead to intentions in this regard.

In order to validate the CPCRCR scale, Öberseder et al. (2014) performed a second-order CFA on a completely independent and separate sample to reconfirm the factor structures that were established during the measurement model development and refinement phase. For the purposes of transparency and being thorough in the process of validating the scale, a decision was made to perform a first-order CFA on dataset two with the exact same items or variables used in the first-order CFA pertaining to dataset one. Thereafter, the second-order CFA was conducted as well as a second-order CFA with a further reduction of variables to explore all the potential outcomes and to ensure reliable, consistent, valid results and scales. Since dataset two is being used for this phase of the scale development process, it is deemed appropriate to recap the demographic profile of the participants who made up dataset two.

##### **4.6.1 Brief summary of demographic characteristics – Dataset two**

Dataset two, which was randomly split from the entire dataset (N = 1632) at the beginning stages of the study, included 816 respondents. From these 816 respondents, 238 were male

and 578 were female and all above 19 years of age. Most of the respondents (37.7%/ n = 308) found themselves between the ages of 19-23 and the majority have a degree or a diploma (50.4%/ n = 411). The most prominent income group were those who earn less than R10 000 per month and three-quarters of the respondents belonged to the white population group (75.9%/ n = 619). In terms of demographic profile, dataset two's sample closely resembled the profile of respondents whose responses were included in dataset one.

The scale validation phase relating to dataset two will be discussed in detail below to compare and validate the measurement models developed from dataset one.

#### **4.6.2 Confirmatory Factor Analysis (CFA) – DATASET TWO**

Similar to the second phase of the scale development process, first-order and second-order CFA was conducted on dataset two to explore all avenues relating to objective two. It is worth mentioning that dataset two was, up until this point, not used for any prior statistical purposes other than showcasing the demographic profile of this dataset.

##### *4.6.2.1 First-order CFA – DATASET TWO*

The seven-factor structure (i.e. six CPCRCR factors and the endogenous construct of purchase intent) was tested by means of a first-order CFA, but this time around dataset two, an independent and completely separate dataset, was used to validate the previous procedures. The validity and reliability of the scale were assessed by using the maximum likelihood estimation (MLE) in IBM SPSS AMOS 26 to estimate the model. **Table 4.19** below provides the standardised factor loadings of the six CPCRCR factors and the PI factor of dataset two. Just like the results in the first-order CFA of the previous phase, all the factor loadings were above the minimum threshold of 0.40 ranging between 0.618 and 0.912 (Hair *et al.*, 2014:630). Ethical Stakeholders (ES) and Environmental Causes (EC) presented slightly higher loadings than the other CPCRCR factors, while Purchase Intention (PI) once again presented great factor loadings. All of these factor loadings have a worthy association between the original variables and the factors (Hair *et al.*, 2014).

**TABLE 4.19: STANDARDIZED FACTOR LOADINGS, VALIDITY AND RELIABILITY TABLE (FIRST-ORDER CFA – DATASET TWO)**

		<b>FACTOR LOADINGS</b>	<b>*CR (≥0.7)</b>	<b>*AVE (≥0.5)</b>
<b>Factor one: Ethical Stakeholder (ES)</b>				
Buys from suppliers that implement fair working conditions	BQ4_31	0.745	0.775	0.534
Buys from suppliers that pay decent living wages	BQ4_34	0.707		
Buys from suppliers that protect the rights of their workers	BQ4_37	0.740		
<b>Factor two: Social Causes (SC)</b>				
Sponsors public health programmes	BQ4_21	0.675	0.706	0.445
Contributes to solving problems in society (e.g. poverty)	BQ4_18	0.668		
Sponsors cultural programmes in the local community	BQ4_7	0.658		
<b>Factor three: Quality Service (QS)</b>				
Offers quality service	BQ4_29	0.746	0.713	0.453
Builds loyal relations with their customers	BQ4_28	0.618		
Meets clothing quality standards	BQ4_24	0.620		
<b>Factor four: Environmental Causes (EC)</b>				
Tries to protect the environment	BQ4_52	0.796	0.767	0.525
Invests in research regarding the environment	BQ4_50	0.731		
Promotes recycling (e.g. by providing recycling bins at stores)	BQ4_49	0.639		
<b>Factor five: Local Sourcing (LS)</b>				
Buys from local clothing suppliers	BQ4_36	0.690	0.735	0.583
Sources clothing products and raw materials locally	BQ4_3	0.831		
<b>Factor six: Pricing Policies (PP)</b>				
Sets fair clothing prices	BQ4_25	0.732	0.656	0.488
Has a competitive pricing policy	BQ4_42	0.664		
<b>Purchase intention (PI)</b>				
Purchase from clothing retailers because they are engaged in CSR initiatives	CQ5_1	0.847	0.939	0.795
Buy clothing from clothing retailers because of their CSR initiatives.	CQ5_2	0.903		
Purchase clothing from clothing retailers in the future because of their CSR practices	CQ5_3	0.912		
Purchase clothing from clothing retailers because they are involved in CSR activities	CQ5_4	0.903		

Note: CR = composite reliability; AVE = average variance extracted

Similar results were found in terms of the composite reliability between the first-order CFA for dataset one and two, with majority of the factors (i.e. Ethical Stakeholders, Social Causes, Quality Services, Environmental Causes, Local Sourcing and Purchase Intention) exceeding the minimum threshold of 0.7. This time around, the exception included Local Sourcing reaching the minimum threshold for internal consistency, whereas it just missed the minimum (CR = 0.683) in dataset one. Pricing Policies, however, remained just below the minimum threshold. The AVE outcomes looked slightly different in dataset two, where four of the factors indicated adequate AVEs (i.e. ES, EC, LS and PI), surpassing the minimum threshold of 0.5, and three of the factors (i.e. SC, QS and PP) all had AVEs under 0.5. This differs from dataset one in the sense that ES did not reach the minimum threshold in dataset one, but did in dataset two, and PP was just below the threshold (AVE = 0.488) in dataset two, where it reached the threshold in dataset one (AVE = 0.503). Although these might seem significant, all the AVEs from dataset one and two ranged between 0.441 and 0.795, indicating a strong sense of convergence throughout all the factors related to CPCRCR and PI.

Dataset two presented similar results to dataset one in terms of the discriminant validity. Once again, majority of the constructs presented discriminant validity in that their inter-construct correlations were less than the corresponding square roots of the AVE, with the exception of Social Causes and Environmental Causes, where the correlations between these two constructs were 0.869, surpassing the square roots of the AVE of SC = 0.667 and EC = 0.725. As mentioned before, these two concepts are very closely related to each other and are classified as socio-psychological constructs, which may not always be perceived as separate concepts, although they are theoretically speaking two distinct concepts. That said, they both form part of the higher-order construct and collectively contribute to CPCRCR, making them related in that sense (Öberseder *et al.*, 2014).

**TABLE 4.20: FACTOR CORRELATION MATRIX WITH SQUARE ROOT OF THE AVE ON THE DIAGONAL (FIRST-ORDER CFA – DATASET TWO)**

	Mean	Std. dev.	# of items	*CR	*AVE	PP	ES	SC	QS	EC	LS	PI
<b>Pricing Policies (PP)</b>	3.590	0.889	2	<b>0.656</b>	<b>0.488</b>	<b>0,699</b>						
<b>Ethical Stakeholders (ES)</b>	3.287	0.620	3	0.775	0.534	0,404	<b>0,731</b>					
<b>Social Causes (SC)</b>	3.210	0.762	3	0.706	<b>0.445</b>	0,339	0,581	<b>0,667</b>				
<b>Quality Service (QS)</b>	3.920	0.804	3	0.713	<b>0.453</b>	0,503	0,554	0,538	<b>0,673</b>			
<b>Environmental Causes (EC)</b>	3.297	0.870	3	0.767	0.525	0,229	0,584	<b>0,869</b>	0,665	<b>0,725</b>		
<b>Local Sourcing (LS)</b>	3.110	0.809	2	0.735	0.583	0,315	0,525	0,627	0,415	0,576	<b>0,764</b>	
<b>Purchase Intention (PI)</b>	3.708	0.834	4	0.939	0.795	0,087	0,138	0,173	0,177	0,135	0,107	<b>0,892</b>

Note: Std. dev. = standard deviation; CR = composite reliability; AVE = average variance extracted; Interconstruct correlations are presented in the lower triangle of the matrix; The square root of the AVEs are depicted in bold on the diagonal. Response format: 5-point Likert-type rating scale with response options ranging from "1" (Strongly disagree) to "5" (Strongly agree)

**Table 4.21** below indicates the fit indices of the measurement model of the first-order CFA (dataset two):

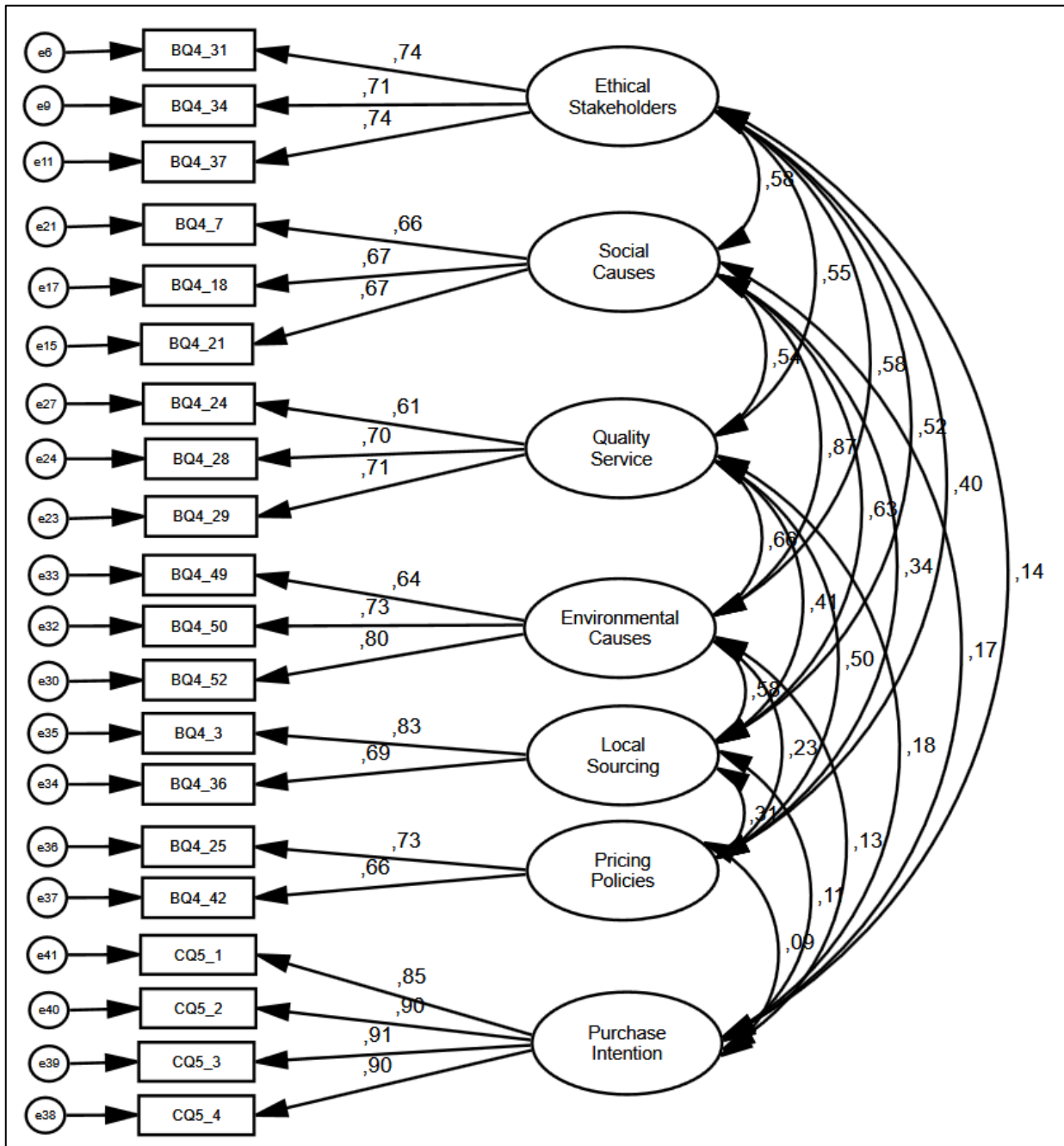
**TABLE 4.21: FIRST-ORDER CFA MODEL FIT INDICES (DATASET TWO)**

Name	Abbreviation	Indices	Thresholds
<b>Chi-square</b>			
Chi-square ( $X^2$ )	CMIN	300.189	
Degrees of freedom	DF	149	
Significance	P	0.000	$p < 0.05$ (significant) *
Normed chi-square ( $X^2$ )	CMIN ( $X^2$ )/DF	2.015	2 < CMIN/DF < 5 (acceptable) */** CMIN/DF < 2 (very good) *
<b>Absolute Fit Measures</b>			
Goodness-of-fit index	GFI	0.965	GFI > 0.9 (acceptable) GFI $\geq$ 0.95 (excellent) **
Root mean square error of approximation	RMSEA	0.035	RMSEA < 0.08 (acceptable) ** RMSEA $\leq$ 0.07 (Loiacono <i>et al.</i> ) ** RMSEA $\leq$ 0.03 (excellent) **
<b>Incremental Fit Indices</b>			
Normed fit index	NFI	0.959	NFI > 0.9 (acceptable) ** NFI $\geq$ 0.95 (excellent) **
Comparative fit index	CFI	0.979	CFI > 0.9 (acceptable) */** CFI $\geq$ 0.95 (excellent) **
<b>Parsimony Fit Indices</b>			
Adjusted goodness-of-fit index	AGFI	0.950	AGFI > 0.9 (acceptable) */** AGFI $\geq$ 0.95 (excellent) **

\* Hair *et al.* (2014)\*\* Hooper *et al.* (2008)

The first-order CFA model that was extracted from dataset two fit the data well in the sense that the normed chi-square test ( $X^2$ ) was 2.015, reaching acceptable to very good thresholds and the p-value was deemed significant as  $p < 0.05$  (Hair *et al.*, 2014:630). Furthermore, the GFI, NFI, CFI and AGFI were all above 0.95, indicating an excellent model fit (Hair *et al.*, 2014:631; Hooper *et al.*, 2008). Lastly, the RMSEA value was calculated as 0.035, indicating very good to almost excellent results in terms of thresholds as seen above (Hair *et al.*, 2014:631; Hooper *et al.*, 2008).

Below, **Figure 4.8** illustrates the first-order CFA with the standardised factor loadings as well as the items and the associated factors.



**FIGURE 4.8: FIRST-ORDER CFA – DATASET TWO**

In summary, **Table 4.22** below depicts a comparison of the first-order CFA model fit indices obtained for the measurement model development and refinement phase (dataset one) as well as the measurement model validation phase (dataset two). Although both first-order CFAs were deemed acceptable, the fit indices reported in the validation phase achieved better results across the board, reaching ideal thresholds. According to Öberseder *et al.* (2014), the GFI, AFGI, NFI, CFI and RMSEA are all fit indices that are robust, stable and are not sensitive to sample size.

**TABLE 4.22: FIRST-ORDER CFA MODEL FIT INDICES COMPARISON (DATASET ONE & TWO)**

Goodness of fit criterion										
Model fit indices	CMIN	DF	P	CMIN/DF (X <sup>2</sup> )	GFI	AGFI	NFI	CFI	TLI	RMSEA
First-order CFA model Dataset ONE	318.263	149	0.000	2.136	0.964	0.949	0.954	0.975	0.968	0.037
First-order CFA model Dataset TWO	300.189	149	0.000	2.015	0.965	0.950	0.959	0.979	0.973	0.035

Note: Best fit indices are highlighted in grey

#### 4.6.2.2 Second-order CFA (round one with all variables) - DATASET TWO

As per Öberseder *et al.* (2014), a second-order CFA was performed to validate the measurement model from dataset one. Thus, the variables and constructs that were retained in the first-order CFA (in both dataset one and two), were once again used in the second-order CFA to validate the scale and ensure that the first-order constructs in the measurement models, are true reflections of the higher-order construct, namely CPCRCR. Maximum likelihood estimation (MLE) in IBM SPSS AMOS 26 was used to assess construct validity and reliability of the CPCRCR scale. **Table 4.23** indicates all the standardised factor loadings of the items relating to the factors that form part of CPCRCR as well as the items relating to the purchase intention (PI). Additionally, the factor loadings of the higher-order constructs, are also presented below. All factor loadings were above the minimum threshold of 0.40 as they range between 0.410 - 0.912 (Hair *et al.*, 2014:630). In terms of the CPCRCR factors, Environmental Causes (EC) and Social Causes (SC) presented the highest factor loadings of above 0.9, while Pricing Policies (PP) presented quite a low factor loading of 0.410, which is just above the minimum threshold. Based on these results EC and SC greatly represent CPCRCR, while PP is not deemed as significant. This factor (PP) was however retained as it portrayed significant results in the EFA and factor loadings remained stronger on the items relating to PP than others. Even though it might not be a true reflection of the CPCRCR scale completely, it does present significant results in terms of contributing to consumers' perspectives of clothing retailers' CSR.

**TABLE 4.23: STANDARDIZED FACTOR LOADINGS, VALIDITY AND RELIABILITY TABLE (SECOND-ORDER CFA – DATASET TWO)**

		FACTOR LOADINGS	*CR (≥0.7)	*AVE (≥0.5)
<b>Factor one: Ethical Stakeholder (ES)</b>				
Buys from suppliers that implement fair working conditions	BQ4_31	0.742	0.774	0.534
Buys from suppliers that pay decent living wages	BQ4_34	0.708		
Buys from suppliers that protect the rights of their workers	BQ4_37	0.741		
<b>Factor two: Social Causes (SC)</b>				
Sponsors public health programmes	BQ4_21	0.669	0.707	0.445
Contributes to solving problems in society (e.g. poverty)	BQ4_18	0.672		
Sponsors cultural programmes in the local community	BQ4_7	0.661		
<b>Factor three: Quality Service (QS)</b>				
Offers quality service	BQ4_29	0.708	0.711	0.452
Builds loyal relations with their customers	BQ4_28	0.703		
Meets clothing quality standards	BQ4_24	0.601		
<b>Factor four: Environmental Causes (EC)</b>				
Tries to protect the environment	BQ4_52	0.789	0.767	0.525
Invests in research regarding the environment	BQ4_50	0.732		
Promotes recycling (e.g. by providing recycling bins at stores)	BQ4_49	0.646		
<b>Factor five: Local Sourcing (LS)</b>				
Buys from local clothing suppliers	BQ4_36	0.672	0.740	0.590
Sources clothing products and raw materials locally	BQ4_3	0.854		
<b>Factor six: Pricing Policies (PP)</b>				
Sets fair clothing prices	BQ4_25	0.682	0.655	0.487
Has a competitive pricing policy	BQ4_42	0.713		
<b>Consumers' perceptions of clothing retailers' CSR (CPCRCR)</b>				
Ethical Stakeholder	ES	0.688	0.868	0.535
Social Causes	SC	0.903		
Quality Service	QS	0.705		
Environmental Causes	EC	0.907		
Local Sourcing	LS	0.660		
Pricing Policies	PP	0.410		
<b>Purchase intention (PI)</b>				
Purchase from clothing retailers because they are engaged in CSR initiatives	CQ5_1	0.847	0.939	0.795
Buy clothing from clothing retailers because of their CSR initiatives.	CQ5_2	0.903		
Purchase clothing from clothing retailers in the future because of their CSR practices	CQ5_3	0.912		
Purchase clothing from clothing retailers because they are involved in CSR activities	CQ5_4	0.903		

Note: CR = composite reliability; AVE = average variance extracted

Once again, the composite reliability (CR) and AVE indicated moderate to good results in the sense that majority of the constructs presented an acceptable CR of 0.7 or more and an AVE of 0.5 and above, with the exception of PP that just fell short of the threshold with its CR = 0.655 and AVE = 0.487. This could possibly be due to the lack of items in this factor, and future researchers could improve this factor by adding items that relate to PP to possibly improve the overall statistics of this construct. Despite this, the second-order constructs that make up CPCRCR collectively achieved an excellent CR of 0.868, with an acceptable AVE of 0.535, indicating overall convergence and internal consistency. In terms of discriminant validity, the square roots of the AVE for both CPCRCR and PI were lower than the inter-construct correlation of 0.181, indicating discriminant validity of the higher-order constructs.

**TABLE 4.24: FACTOR CORRELATION MATRIX WITH SQUARE ROOT OF THE AVE ON THE DIAGONAL (SECOND-ORDER CFA – DATASET TWO)**

	Mean	Std. dev.	# of items	*CR	*AVE	CPCRCR	PI
Consumers' perceptions of clothing retailers' CSR (CPCRCR)	3.409	0.454	6	0.868	0.535	<b>0.732</b>	
Purchase Intention (PI)	3.708	0.834	4	0.939	0.795	0.181	<b>0.892</b>

Note: Std. dev. = standard deviation; CR = composite reliability; AVE = average variance extracted; Interconstruct correlations are presented in the lower triangle of the matrix; The square root of the AVEs are depicted in bold on the diagonal. Response format: 5-point Likert-type rating scale with response options ranging from "1" (Strongly disagree) to "5" (Strongly agree)

The measurement model of the second-order CFA (dataset two) had the following fit indices:

**TABLE 4.25: SECOND-ORDER CFA MODEL FIT INDICES (DATASET TWO)**

Name	Abbreviation	Indices	Thresholds
<b>Chi-square</b>			
Chi-square ( $X^2$ )	CMIN	419.476	
Degrees of freedom	DF	163	
Significance	P	0.000	$p < 0.05$ (significant) *
Normed chi-square ( $X^2$ )	CMIN ( $X^2$ )/DF	2.573	2 < CMIN/DF < 5 (acceptable) */** CMIN/DF < 2 (very good) *
<b>Absolute Fit Measures</b>			
Goodness-of-fit index	GFI	0.951	GFI > 0.9 (acceptable) GFI $\geq$ 0.95 (excellent) **
Root mean square error of approximation	RMSEA	0.044	RMSEA < 0.08 (acceptable) ** RMSEA $\leq$ 0.07 (Loiacono <i>et al.</i> ) ** RMSEA $\leq$ 0.03 (excellent) **
<b>Incremental Fit Indices</b>			
Normed fit index	NFI	0.943	NFI > 0.9 (acceptable) ** NFI $\geq$ 0.95 (excellent) **
Comparative fit index	CFI	0.964	CFI > 0.9 (acceptable) */** CFI $\geq$ 0.95 (excellent) **
<b>Parsimony Fit Indices</b>			
Adjusted goodness-of-fit index	AGFI	0.937	AGFI > 0.9 (acceptable) */** AGFI $\geq$ 0.95 (excellent) **

In terms of validating the scale, a second-order CFA was conducted on a separate, independent dataset, namely dataset two, with all the variables and constructs as reflected in the first- and second-order CFA of dataset one. This second-order factor model presents a very good model fit as the CMIN/DF was calculated at 2.573 reaching close to excellent results based on thresholds as seen in the table above (Hair *et al.*, 2014:630). Furthermore, the p-value was displayed as 0.000, indicating significance and the absolute and incremental fit indices, namely the GFI, NFI, CFI and AGFI indicated values implying a very good model fit (Mazzocchi, 2008). The RMSEA value was calculated at 0.044. This is acceptable since an acceptable threshold includes values less than 0.07 (Hair *et al.*, 2014:631; Hooper *et al.*, 2008).

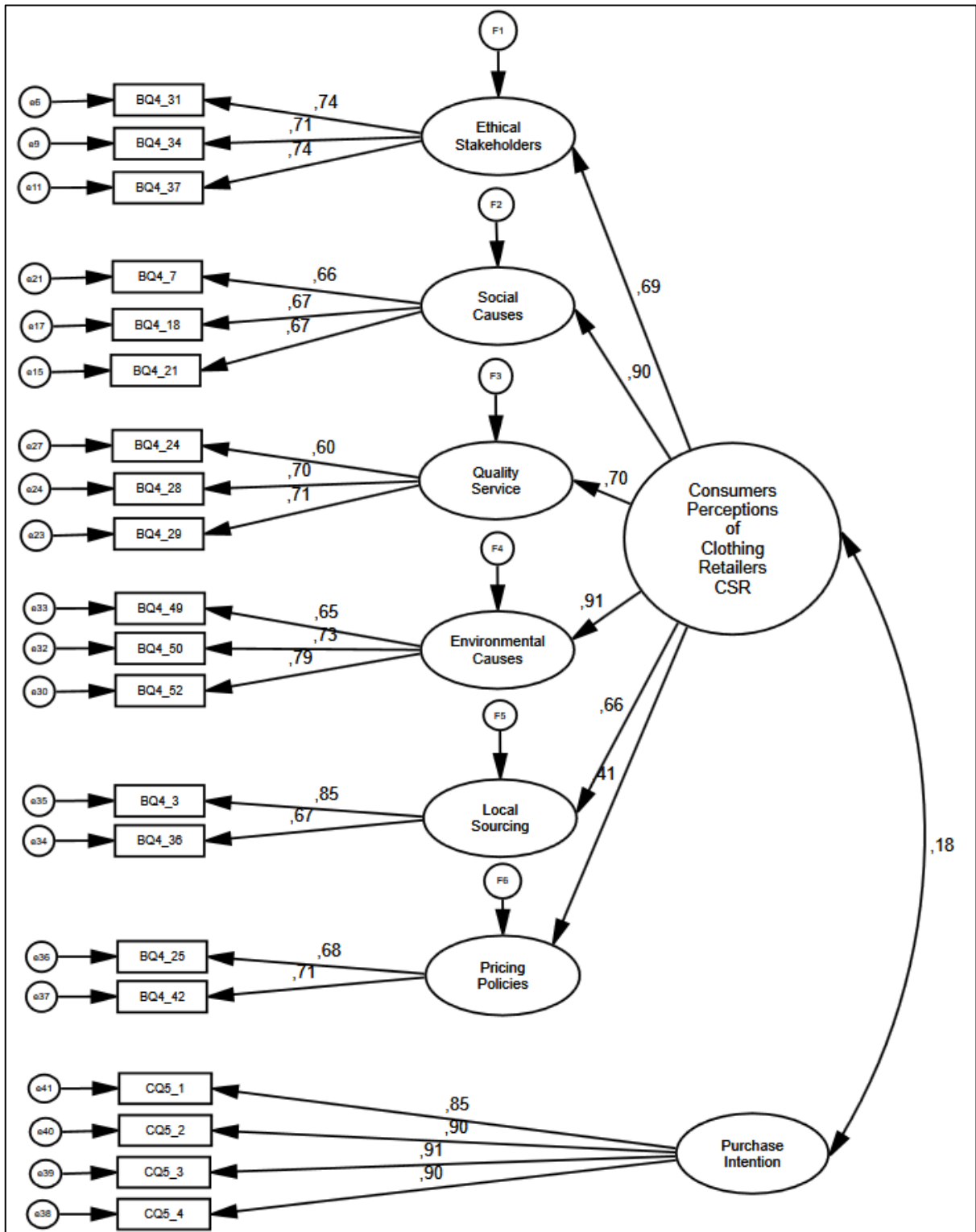


FIGURE 4.9: SECOND-ORDER CFA – DATASET TWO

**TABLE 4.26: SECOND-ORDER CFA MODEL FIT INDICES COMPARISON (DATASET ONE & TWO)**

Goodness of fit criterion										
Model fit indices	CMIN	DF	P	CMIN/DF (X <sup>2</sup> )	GFI	AGFI	NFI	CFI	TLI	RMSEA
Second-order CFA model DATASET ONE	377.975	163	0.000	2.319	0.957	0.944	0.946	0.968	0.963	0.040
Second-order CFA model DATASET TWO	419.476	163	0.000	2.573	0.951	0.937	0.943	0.964	0.958	0.044

The second-order CFA model fit indices from dataset one and two are presented in **Table 4.26** and depict very similar results with slight variations. Both were deemed acceptable, but the fit indices reported in the development and refinement phase (dataset one) achieved better results across the board, than the fit indices reported in the validation phase (dataset two). It is worth noting that is this contradictory to the comparison of the first-order CFAs, where the results from the validation phase were deemed better than the results from the development and refinement phase. Regardless, all fit indices were comparatively similar and acceptable in terms of model fit and scale validation. From the second-order CFA models above, it is evident that first-order constructs could indeed be compounded into the higher-order construct namely CPCRCR. This strengthens the assumption that consumers very often group sub-constructs of socio-psychological factors together as an all-inclusive concept rather than differentiating between the theoretical domains or dimensions (Öberseder *et al.*, 2014).

#### 4.6.2.3 Second-order CFA (round two with reduced variables) - DATASET TWO

Lastly, a second-order CFA with reduced factors and variables was once again, like with dataset one, conducted to exhaust all options and ensure that the outcomes of the measurement model and CPCRCR scale reflected valid and reliable results for future use. This measurement model is a replica of the model as seen in the measurement model development and refinement phase, however, instead of using dataset one, dataset two was used during the phase of measurement model validation to compare and ultimately validate the measurement model as proposed in the previous phase. As mentioned in the second-order CFA (round two with reduced variables) relating to dataset one, every variable together with its factor loading (relating to CPCRCR) was scrutinised and the weakest variables were eliminated one by one, after which the model fit was checked between every deletion to ensure it improves after every elimination. Due to the elimination of variables, some of the less prominent factors were eliminated, leaving only the most prominent factors relating to the CPCRCR, namely Ethical Stakeholders (ES), Social Causes (SC) and Environmental Causes (EC) as well as all the variables relating to PI.

By doing multiple CFAs in various formats (first-order, second-order and reduced factors or a streamlined version of the second-order), the CPCRCR scale was refined and validated comprehensively to ensure a concrete basis for future researchers to build on if venturing into the research topic of consumers' perceptions of clothing retailers' CSR (CPCRCR), especially in emerging market contexts.

**Table 4.27** below provides the standardised factor loadings of the six variables relating to the constructs of CPCRCR as well as the three CPCRCR factors collectively. The standardised factor loadings of the four variables of PI were also presented, which all remained the same and were retained throughout the entire scale development process for nomological analysis purposes. The factor loadings vary between 0.618 – 0.938, with Social Causes and Environmental Causes presenting the highest factor loadings of CPCRCR. Despite Social Causes not meeting the minimum requirements for internal consistency and convergent validity, the higher-order construct, CPCRCR, once again (as in phase two with dataset one) presented a CR of 0.876 and was also indicative of convergent validity as the AVE (0.708) was well above the minimum threshold of 0.5.

**TABLE 4.27: STANDARDIZED FACTOR LOADINGS, VALIDITY AND RELIABILITY TABLE (SECOND-ORDER CFA WITH REDUCED VARIABLES – DATASET TWO)**

		FACTOR LOADINGS	*CR (≥0.7)	*AVE (≥0.5)
<b>Factor one: Ethical Stakeholder (ES)</b>				
Buys from suppliers that implement fair working conditions	BQ4_31	0.703	0.717	0.559
Buys from suppliers that protect the rights of their workers	BQ4_37	0.790		
<b>Factor two: Social Causes (SC)</b>				
Contributes to solving problems in society (e.g. poverty)	BQ4_18	0.693	0.629	0.459
Sponsors cultural programmes in the local community	BQ4_7	0.662		
<b>Factor four: Environmental Causes (EC)</b>				
Tries to protect the environment	BQ4_52	0.777	0.726	0.571
Invests in research regarding the environment	BQ4_50	0.733		
<b>Consumers' perceptions of clothing retailers' CSR (CPCRCR)</b>				
Ethical Stakeholder	ES	0.618	0.876	0.708
Social Causes	SC	0.938		
Environmental Causes	EC	0.929		
<b>Purchase intention (PI)</b>				
Purchase from clothing retailers because they are engaged in CSR initiatives	CQ5_1	0.847	0.940	0.795
Buy clothing from clothing retailers because of their CSR initiatives.	CQ5_2	0.904		
Purchase clothing from clothing retailers in the future because of their CSR practices	CQ5_3	0.912		
Purchase clothing from clothing retailers because they are involved in CSR activities	CQ5_4	0.903		

Note: CR = composite reliability; AVE = average variance extracted

Response format: 5-point Likert-type rating scale with response options ranging from "1" (Strongly disagree) to "5" (Strongly agree)

Discriminant validity was also achieved for CPCRCR and PI and the inter-construct correlation remains very low at 0.156, indicating very weak correlations between these two

constructs. More detail regarding this will be discussed in the next section relating to the structural equation modelling (SEM) and the nomological validity.

**TABLE 4.28: FACTOR CORRELATION MATRIX WITH SQUARE ROOT OF THE AVE ON THE DIAGONAL (SECOND-ORDER CFA – DATASET TWO)**

	Mean	Std. dev.	# of items	*CR	*AVE	CPCRCR	PI
Consumers' perceptions of clothing retailers' CSR (CPCRCR)	3.323	0.519	3	0.876	0.708	<b>0.841</b>	
Purchase Intention (PI)	3.708	0.834	4	0.940	0.795	0.156	<b>0.889</b>

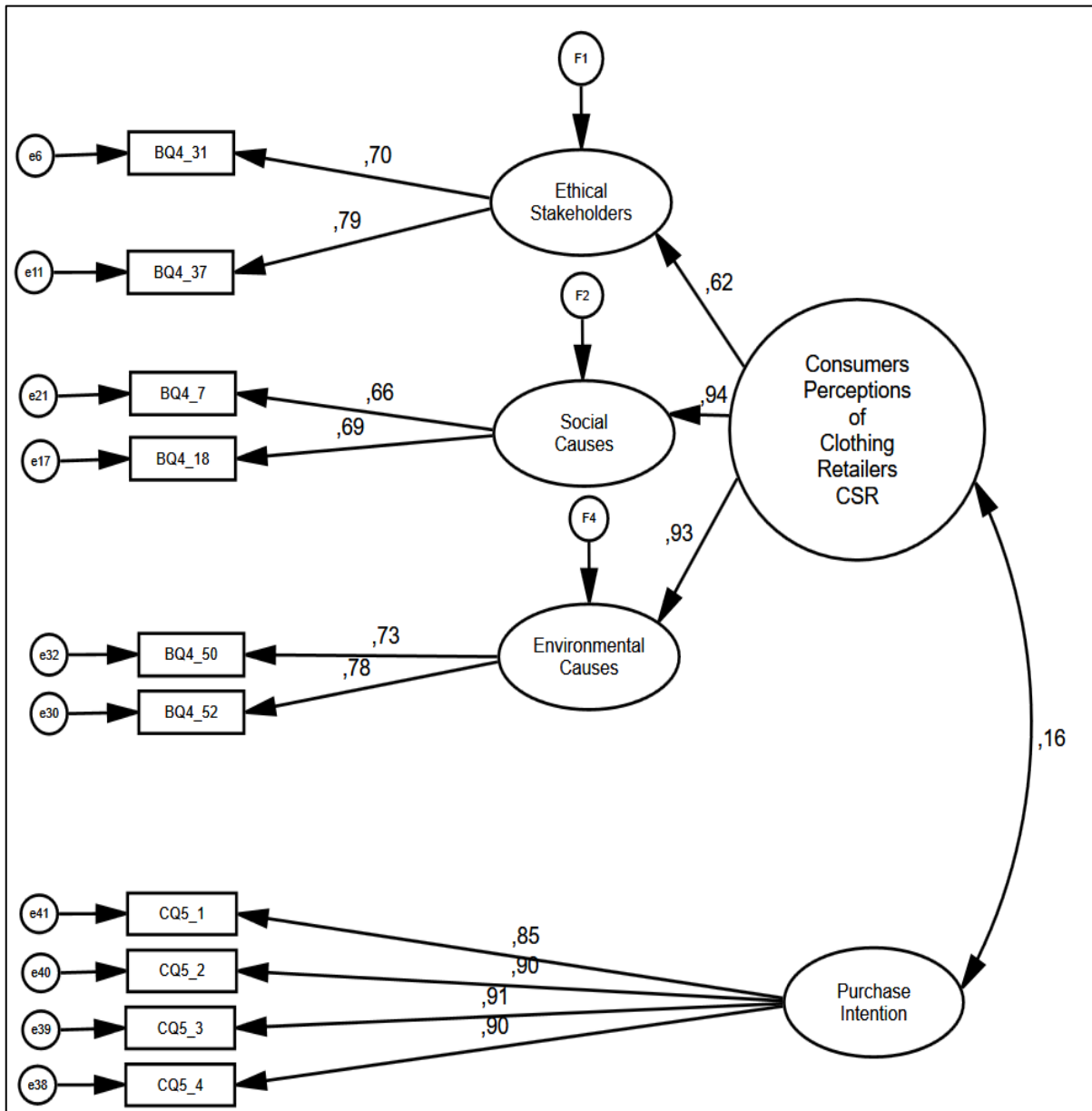
Note: Std. dev. = standard deviation; CR = composite reliability; AVE = average variance extracted; Interconstruct correlations are presented in the lower triangle of the matrix; The square root of the AVEs are depicted in bold on the diagonal. Response format: 5-point Likert-type rating scale with response options ranging from "1" (Strongly disagree) to "5" (Strongly agree)

The model fit indices of the second-order CFA, with the reduced factors, can be seen below:

**TABLE 4.29: SECOND-ORDER CFA (WITH REDUCED FACTORS) MODEL FIT INDICES (DATASET TWO)**

Name	Abbreviation	Indices	Thresholds
<b>Chi-square</b>			
Chi-square ( $X^2$ )	CMIN	71.102	
Degrees of freedom	DF	31	
Significance	P	0.000	$p < 0.05$ (significant) *
Normed chi-square ( $X^2$ )	CMIN ( $X^2$ )/DF	2.294	$2 < \text{CMIN/DF} < 5$ (acceptable) */** CMIN/DF $< 2$ (very good) *
<b>Absolute Fit Measures</b>			
Goodness-of-fit index	GFI	0.983	GFI $> 0.9$ (acceptable) GFI $\geq 0.95$ (excellent) **
Root mean square error of approximation	RMSEA	0.040	RMSEA $< 0.08$ (acceptable) ** RMSEA $\leq 0.07$ (Loiacono <i>et al.</i> ) ** RMSEA $\leq 0.03$ (excellent) **
<b>Incremental Fit Indices</b>			
Normed fit index	NFI	0.984	NFI $> 0.9$ (acceptable) ** NFI $\geq 0.95$ (excellent) **
Comparative fit index	CFI	0.991	CFI $> 0.9$ (acceptable) */** CFI $\geq 0.95$ (excellent) **
<b>Parsimony Fit Indices</b>			
Adjusted goodness-of-fit index	AGFI	0.969	AGFI $> 0.9$ (acceptable) */** AGFI $\geq 0.95$ (excellent) **

The normed chi-square was calculated as 2.294 and falls within the suitable threshold ranging between two and five (Hair *et al.*, 2014:630). Additionally, the p-value was deemed significant as  $p < 0.05$  (Hair *et al.*, 2014:630). Furthermore, the GFI, NFI, CFI and AGFI were considered excellent with values ranging between 0.969 and 0.991. More specifically, the GFI was calculated at 0.983, the NFI at 0.984, the CFI reached a value of 0.991 and lastly, the AGFI had a value of 0.969. The RMSEA value was 0.040, thus it was deemed satisfactory, as the threshold requires values to be less than 0.07 (Hair *et al.*, 2014:631; Hooper *et al.*, 2008). Overall, the measures indicate an excellent model fit, which validates the measurement model as seen in phase two of the scale development process.



**FIGURE 4.10: SECOND-ORDER CFA (WITH REDUCED VARIABLES) – DATASET TWO**

The comparison of the second-order CFA (with reduced variables) model fit indices are presented in **Table 4.30** and once again, depict very similar results with slight variations. Both were basically deemed excellent, but the fit indices reported in the validation phase (dataset two) achieved better results across the board, than the fit indices reported in the development and refinement phase (dataset one). This is similar to the comparison of the first-order CFAs, but contradictory to the comparison of the second-order CFAs.

**TABLE 4.30: SECOND-ORDER CFA (WITH REDUCED VARIABLES) MODEL FIT INDICES COMPARISON (DATASET ONE & TWO)**

Goodness of fit criterion										
Model fit indices	CMIN	DF	P	CMIN/DF (X <sup>2</sup> )	GFI	AGFI	NFI	CFI	TLI	RMSEA
Second-order CFA (with reduced variables) model DATASET ONE	94.702	31	0.000	3.055	0.977	0.960	0.978	0.985	0.978	0.050
Second-order CFA (with reduced variables) model DATASET TWO	71.102	31	0.000	2.294	0.983	0.969	0.984	0.991	0.986	0.040

Regardless, all the results generated from the CFAs in the development and refinement phase (dataset one) as well as in the validation phase (dataset two) were comparatively similar and acceptable in terms of model fit. This is a definite indication that the scale that has been purified, developed and refined, has truly been validated in the sense that it has been tested and analysed multiple times, with similar outcomes, reconfirming the validity of the newly developed scale regarding consumers' perceptions of clothing retailers' CSR (CPCRCR).

#### **4.6.3 Structural equation modelling (SEM) – DATASET TWO**

Following phase one (the initial scale item generation and purification), phase two (the measurement model development and refinement (which included an EFA, as well as a first- and second-order CFA on dataset one)), and the first stage of phase three, namely the measurement model validation (which included a first and second-order CFA on dataset two), the final stage of phase three involved Structural Equation Modelling (SEM).

The purpose of SEM in this study was to assess the nomological validity of the scale by inspecting the pattern of the correlation between the construct (i.e. consumers' perceptions of clothing retailers' CSR (CPCRCR)) and the other suggested measure, namely purchase intention (PI). More specifically, nomological validity refers to the degree that the summated scale makes accurate predictions of other concepts in a theoretically based model (Hair *et al.*, 2014). It can be further defined as the test of validity that examines whether the correlations between the constructs in the measurement theory make sense (Hair *et al.*, 2014). Thus, nomological validity was tested to examine whether CPCRCR predicts PI.

In addition to nomological validity, predictive validity was also considered and tested by comparing the results of this study to the results found in previous studies relating to the effect of CSR, consumers' perceptions of CSR or more specifically CPCRCR on PI. Öberseder *et al.* (2014) recorded an indirect relationship between consumers' perceptions of CSR (CPCSR) and purchase intention (PI) mediated by consumer-company identification. Furthermore, the direct effect of CPCSR on PI was not deemed significant and displayed contradictory results

to the previous findings indicating an indirect relationship (Öberseder *et al.*, 2014). These results also contradicted research conducted by Mohr and Webb (2005), which suggested that CSR directly impacts on consumers' PI (Mohr & Webb, 2005; Sen & Bhattacharya, 2001), as well as research done by Pomeroy and Dolnicar (2009), stating that consumers who are aware of CSR, tend to positively perceive businesses that implement CSR, and tend to buy from these businesses because of their CSR initiatives. According to Mohr and Webb (2005), consumers who respond more positively to CSR activities have also been found to take more responsible purchase decisions and act more responsibly in their disposal behaviour.

That said, although research indicates that CSR has some sort of impact on consumers' perceptions of companies, the influence of this on PI and behaviours still seem to be very limited and thus warrants further investigation (Öberseder *et al.*, 2014). Furthermore, Öberseder *et al.* (2014) have mentioned that consumers tend to act positively towards socially responsible companies, but this positivity does not always translate into actual purchase behaviour and thus a gap exists between consumers' perceptions, purchase intentions, and purchase behaviour.

Based on the aforementioned literature, the following hypothesis was developed:

**H1:** *There is a direct, positive relationship between consumers' perceptions of clothing retailers' CSR (CPCRCR) and purchase intention (PI).*

In order to test this hypothesis, the relationship between CPCRCR and PI needs to be analysed. Details surrounding the analysis can be seen below.

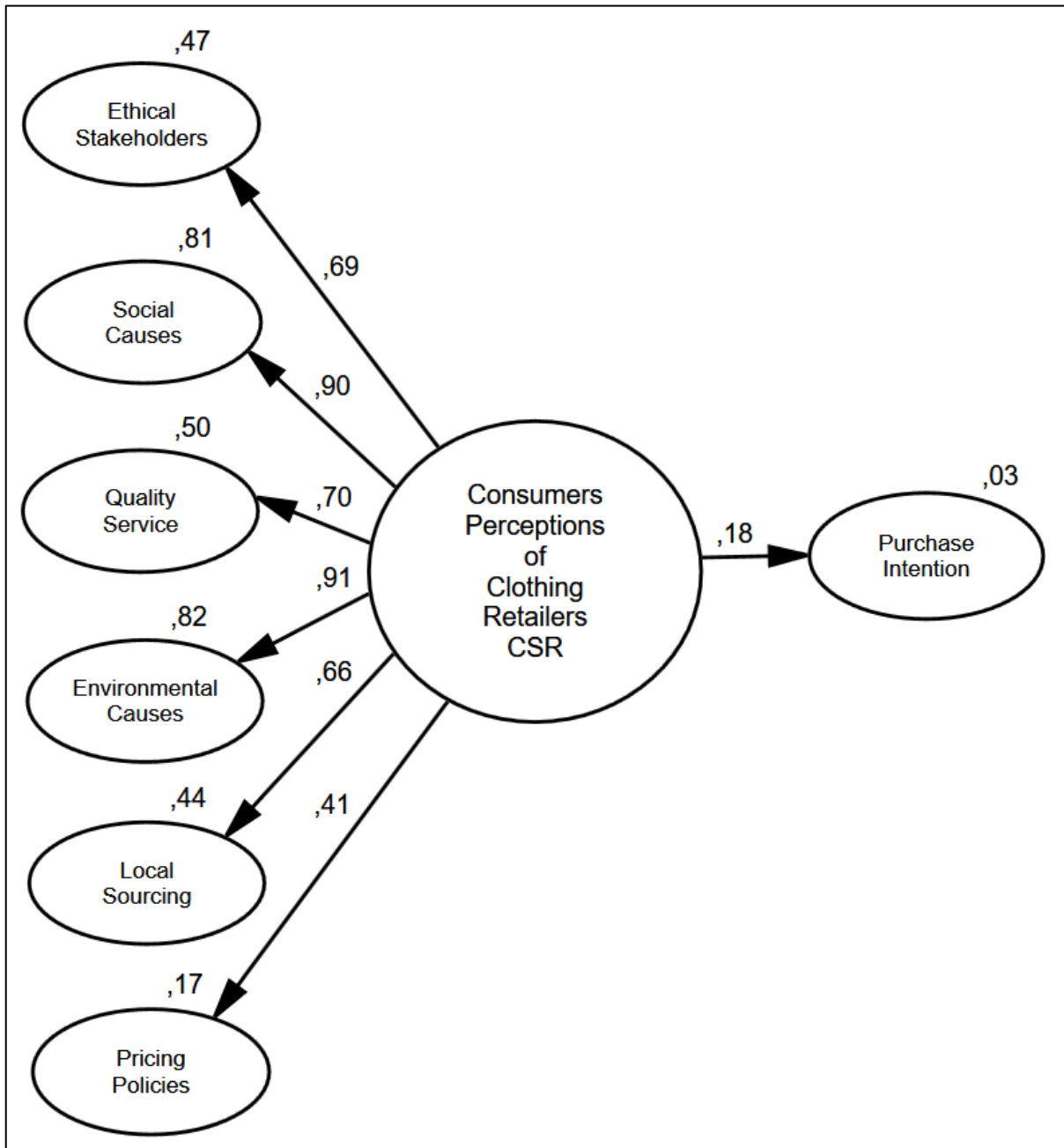
#### *4.6.3.1 Structural equation model (round one with all variables) - DATASET TWO*

In terms of this part of the study, the relationship between CPCRCR and PI was examined and explained by means of model fit and hypothesis testing, and subsequently, nomological validity was tested to examine whether the CPCRCR scale predicts/ or leads to PI among South African consumers. As in the statistical procedures that formed part of phase three of the scale development process, namely the measurement model validation, dataset two (n = 816) was used to complete the validation of the CPCRCR scale. The resulting model fit was adequate with fit indices indicating the following results:  $p < 0.000$ , CMIN/DF = 2.573, GFI = 0.951, AGFI = 0.937, NFI = 0.943, CFI = 0.964, TLI = 0.958 and lastly RMSEA = 0.044. Details regarding the model fit indices can be seen below in **Table 4.31**.

**TABLE 4.31: SEM ANALYSIS MODEL FIT INDICES (DATASET TWO)**

Goodness of fit criterion										
Model fit indices	CMIN	DF	P	CMIN/DF (X <sup>2</sup> )	GFI	AGFI	NFI	CFI	TLI	RMSEA
SEM model fit (with all variables) Dataset TWO	419.476	163	0.000	2.573	0.951	0.937	0.943	0.964	0.958	0.044

These values are similar to the second-order CFA that formed part of the measurement model validation phase. This is due to the fact that CFA is very closely associated to Structural Equation Modelling (SEM). SEM can be described as an umbrella term, of which CFA is a subset. CFA is usually conducted after an EFA (that is performed to derive constructs from items collected using a questionnaire) to confirm and trim the constructs and items that were extracted during the EFA and to test the measurement model (as seen in the second-order CFA and Table 4.31). SEM is then used to determine the relationships between the constructs as extracted from the CFA. Based on the aforementioned, all the same fit statistics, as seen and discussed in the CFA, are considered during the subsequent SEM (Holtzman, 2011). Since the latent variables remained unchanged from the second-order CFA to the SEM, the model fit remained unchanged as well. **Figure 4.11** and **Table 4.32** presents the standardized path coefficient and the explained variance of the dependent variable (R<sup>2</sup>).



**FIGURE 4.11: STRUCTURAL EQUATION MODEL (round one with all variables) – DATASET TWO**

As illustrated in the SEM analysis in **Figure 4.11** above, the higher-order construct, namely CPCRCR with all the first-order dimensions (i.e. Ethical Stakeholders, Social Causes, Quality Service, Environmental Causes, Local Sourcing and pricing Policies) explained only 3% of PI. That said, the variance explained for the constructs that form part of CPCRCR is as follows: 47% for Ethical Stakeholders, 81% for Social Causes, 50% for Quality Services, 82% for Environmental Causes, 44% for Local Sourcing and 17% for Pricing Policies. These values are essentially measures of the model's predictive accuracy and could also be represented as  $R^2$  (Hair *et al.*, 2014). The  $R^2$  measures the construct variance explained by the model and is categorised by Hair *et al.* (2014) as either weak (0.25), moderate (0.50) and

substantial (0.75) levels of predictive accuracy. In terms of CPCRCR only explaining 3% of the PI, it is extremely evident that this  $R^2$  value falls within the weak category, indicating very weak levels of predictive accuracy. On the other hand, the first-order dimensions that form part of CPCRCR presented a variety of categories, with Pricing Policies falling into the weak category, Ethical Stakeholders, Quality Services and Local Sourcing falling within the moderate category, and Social Causes and Environmental Causes indicating substantial levels of predictive accuracy. Based on the categories, it is evident that Environmental and Social Causes, together with Ethical Stakeholders to some degree are the most distinct constructs of CPCRCR and will be investigated in further detail below, where another SEM is presented with reduced variables and constructs.

**TABLE 4.32: SUMMARY OF THE STRUCTURAL MODEL (DATASET TWO)**

HYPOTHESIS	HYPOTHESIS PATH	Standardized path coefficients ( $\beta$ )	P	S.E.	SUPPORTED
H1	CPCRCR → PI	0.181	***	0.107	Yes

Note: \*\*\* $p \leq 0.001$ ; \*\* $p \leq 0.01$ ; \* $p \leq 0.05$

H1 indicates the relationship between CPCRCR and Purchase Intention (PI), which is positive, but very weak ( $\beta = 0.181$ ), yet still statistically significant ( $p \leq 0.001$ ); thus, supporting H1. Even though H1 is supported, the relationship between CPCRCR and PI is extremely weak and does not present convincing results regarding the notion that CPCRCR positively affects PI. This is contradictory to the results presented in Öberseder *et al.* (2014), where the direct effect of CPCSR on PI was not significant (Öberseder *et al.*, 2014). However, the conclusion whether CPCRCR predicts PI coincides with Öberseder *et al.* (2014) in the sense that the relationship was extremely weak, and still begs the question whether CPCRCR affects consumers' PI to such a degree that it becomes apparent. Possible reasons for this notion being very weak could be caused by the fact that this is the first comprehensive measurement of consumers' perceptions of clothing retailers' CSR (CPCRCR) in an emerging market context and previous research might not have focused so intently on the various domains and dimensions that form part of CPCRCR (Mohr & Webb, 2005; Sen & Bhattacharya, 2001). Other studies might have also only focused on CSR in general, rather than specifying clothing retailers' CSR practices, how consumers perceive it and whether it influences their purchase intentions.

As mentioned before, Environmental and Social Causes, and to some degree, Ethical Stakeholders, were classified as the most distinct constructs of CPCRCR according to the variance explained and therefore a decision was made to conduct another SEM with the reduced variables and constructs (as seen in the second-order CFAs above) to further

investigate all outcomes surrounding CPCRCR and PI and to what extent the different constructs that make up CPCRCR influence the higher-order construct, as well as the endogenous construct, Purchase Intention (PI).

#### 4.6.3.2 Structural equation model (round two with reduced variables) - DATASET TWO

A second round of SEM analysis was performed on dataset two with reduced factors, to once again examine all the options and delve into the most optimal outcome. This entailed testing and filtering and testing again to determine whether the previous models were reliable and valid and whether the results extracted were in fact the most optimal results for this study and this particular scale. As before, the nomological validity was assessed by checking the pattern of the correlation between CPCRCR and PI, to ultimately determine how well the CPCRCR scale relates to the PI. Once again, the same hypothesis was used to determine whether the difference in constructs of CPCRCR changed the outcome and whether it reiterates similar results.

**H1:** *There is a direct, positive relationship between consumers' perceptions of clothing retailers' CSR (CPCRCR) and purchase intention (PI).*

The model fit was good with fit indices indicating the following results:  $p < 0.000$ , CMIN/DF = 2.294, GFI = 0.983, AGFI = 0.697, NFI = 0.984, CFI = 0.991, TLI = 0.986 and lastly RMSEA = 0.040. Details regarding the model fit indices can be seen below in **Table 4.33**.

**TABLE 4.33: SEM ANALYSIS MODEL FIT INDICES (DATASET TWO)**

Goodness of fit criterion										
Model fit indices	CMIN	DF	P	CMIN/DF (X <sup>2</sup> )	GFI	AGFI	NFI	CFI	TLI	RMSEA
SEM model fit (with reduced variables) Dataset TWO	71.102	31	0.000	2.294	0.983	0.697	0.984	0.991	0.986	0.040

Once again, the fit statistics of the SEM with the reduced variables is exactly the same as the model fit indices of the second-order CFA (with reduced variables) that was performed in the measurement model validation phase (dataset two) (Holtzman, 2011). Since CFA is a subset of SEM, and the variables remained unchanged from the second-order CFA to the SEM, the model fit remained unchanged as well.

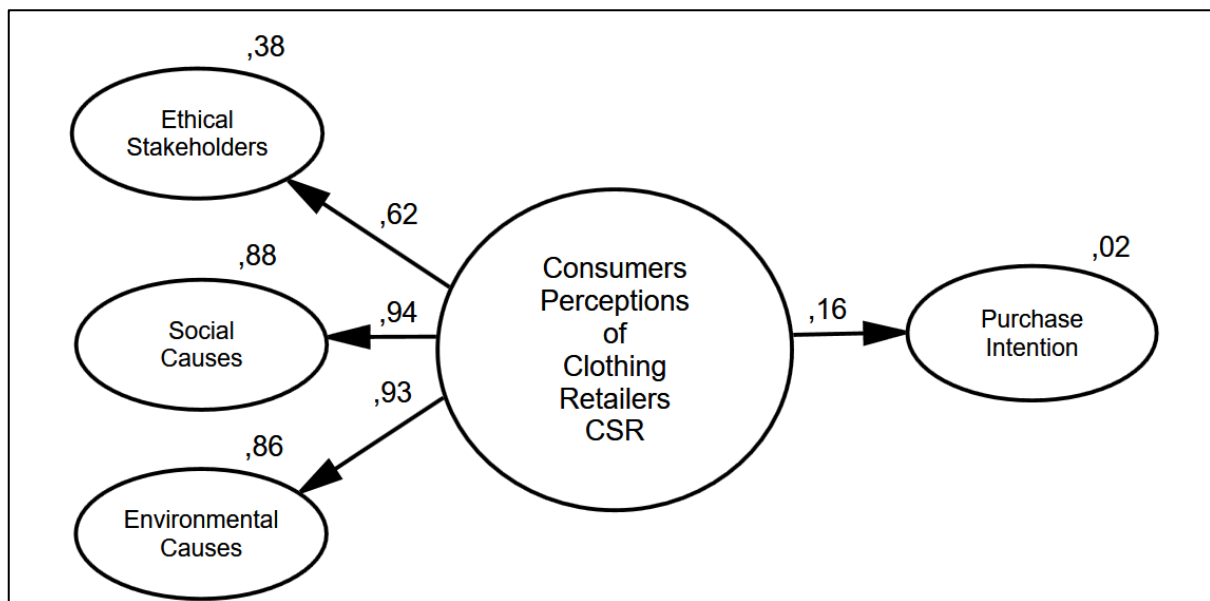
**Table 4.34** below presents a clear comparison between the fit indices of both SEM models. The SEM model with the reduced variables and constructs presented a better model fit across the board, but overall the model fit of both the SEM models were close to excellent. The

elimination of factors that initially formed part of CPCRCR, streamlined the potential domains that consumers perceive as important aspects of clothing retailers' CSR and could be useful for future research regarding CPCRCR and purchase intentions in an emerging market context.

**TABLE 4.34: SEM ANALYSIS MODEL FIT INDICES (DATASET TWO)**

Goodness of fit criterion										
Model fit indices	CMIN	DF	P	CMIN/DF (X <sup>2</sup> )	GFI	AGFI	NFI	CFI	TLI	RMSEA
SEM model fit (with all variables) <b>Dataset TWO</b>	419.476	163	0.000	2.573	0.951	0.937	0.943	0.964	0.958	0.044
SEM model fit (with reduced variables) <b>Dataset TWO</b>	71.102	31	0.000	2.294	0.983	0.969	0.984	0.991	0.986	0.040

**Figure 4.12** and **Table 4.35** presents the standardized path coefficient and the explained variance of the dependent variable (R<sup>2</sup>).



**FIGURE 4.12: STRUCTURAL EQUATION MODEL (round one with reduced variables) – DATASET TWO**

As seen in the SEM analysis in **Figure 4.12** above, the higher-order construct, namely CPCRCR with the three most prominent first-order constructs (i.e. Ethical Stakeholders, Social Causes, and Environmental Causes) explained only 2% of Purchase Intention (PI), indicating a very weak level of predictive accuracy. These results present even less variance when it comes to CPCRCR explaining PI, as the SEM model with all the variables and constructs presented a value of 3%. Additionally, the variance explained for the constructs that form part of CPCRCR is as follows: 38% for Ethical Stakeholders, 88% for Social Causes, and 86% for Environmental Causes. These ratios are similar to the SEM model that

was conducted in the previous section in which Ethical Stakeholders fell within the moderate category, and Social Causes and Environmental Causes indicated substantial levels of predictive accuracy. Based on the results from both the SEM models, it can be assumed that consumers' perceptions of clothing retailers' CSR are predominantly focused on the clothing retailer's social and environmental causes.

**TABLE 4.35: SUMMARY OF THE STRUCTURAL MODEL (round one with reduced variables) (DATASET TWO)**

HYPOTHESIS	HYPOTHESIS PATH	Standardized path coefficients ( $\beta$ )	P	S.E.	SUPPORTED
H1	CPCRCR → PI	0.156	***	0.110	Yes

Note: \*\*\*p ≤ 0.001; \*\*p ≤ 0.01; \*p ≤ 0.05

The SEM analysis that included all the variables and constructs indicated a very weak, yet significant relationship between CPCRCR and PI. The same seems to be true for the SEM analysis that was conducted with a reduced number of variables and constructs. H1 indicates that a positive, but very weak ( $\beta = 0.156$ ), yet still significant ( $p \leq 0.001$ ) relationship between CPCRCR and PI; thus, supporting H1. Once again, these figures do not present convincing results that CPCRCR does in fact affect consumers' PI. This study, together with its validated CPCRCR scale, could be of utmost importance in further exploring the link between CPCRCR and PI. This scale could be used for future research purposes to specifically investigate the relationship between these two constructs and could further form a solid base for research surrounding CPCRCR and their overall purchasing behaviour as well.

## 4.7 CONCLUSION

Firstly, the chapter described the demographic results of the entire sample (N = 1632), dataset one (n = 816) and dataset two (n = 816) which were thoroughly discussed in terms of gender, age, population group, education level, income and area of residence. Overall, the majority of the respondents reside in Gauteng and can be categorised as Emerging Millennials, ranging in ages between 19 – 23. The majority respondents have at least a grade 12 or a degree or a diploma as their highest education level and an income less than R10 000. Secondly, this chapter presented the results of the scale development process that was pursued as part of the objectives of this study. The entire dataset (N = 1632) was randomly split into two datasets of which dataset one (n = 816) was subsequently used for phase two of the scale development process, namely the measurement model development and refinement and dataset two (n = 816) was used for phase three, namely the measurement model validation as per the guidelines of Öberseder *et al.* (2014). Phase two (i.e. the measurement model development

and refinement) included an EFA, a first-order CFA as well as two second-order CFAs to refine the CPCRCR scale after which phase three (i.e. measurement model validation) commenced, and included another first-order CFA, two second-order CFAs and two SEM analyses to validate the CPCRCR scale that was developed and refined. Based on the EFA that was conducted on dataset one, a six-factor solution was extracted and the constructs were labelled as follows; Ethical Stakeholders (ES), Social Causes (SC), Quality Service (QS), Environmental Causes (EC), Local Sourcing (LS) and Pricing Policies (PP). Throughout the phases of scale development, refinement and validation, reliability, convergent validity, discriminant validity and nomological validity testing was executed and discussed in detail to ensure valid and reliable results. Ultimately, the models presented overall good model fit and serve as a basis for a scale relating to CPCRCR as well as its relationship with PI. The final chapter of this dissertation provides an overview of the findings, the conclusions and the implications for forthcoming research as well as the contributions and limitations of the current study.

# CHAPTER 5: CONCLUSIONS

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*This chapter provides a brief overview of the study as a whole before moving on to the summary of findings and conclusions. Thereafter, the practical implications for the industry and theoretical contribution as well as the limitations and recommendations for future research, are discussed. Lastly, a final conclusion is reflected in accordance with the problem statement and objectives.*

## 5.1 INTRODUCTION

This study's main aim was to develop and validate a scale to measure South African consumers' perceptions of clothing retailers' corporate social responsibility (CPCRCR). Therefore, the scale items that were adapted from existing literature, had to undergo various scale development procedures to ensure the validity and reliability of the scale that was developed for exploratory purposes. The conceptual framework for this study followed the scale development processes as used by Turker (2009) and Öberseder *et al.* (2014) and ultimately included the scale development, refinement and validation phases to measure consumers' perceptions of clothing retailers' CSR in an emerging market context. More specifically, phase one, which was the initial scale item generation & purification phase, was based on the theoretical basis presented by Öberseder *et al.* (2014). Thereafter, data was originally collected in 2018 by Consumer Science fourth year Clothing Retail students for their research project by means of a structured, self-explanatory online questionnaire. This dataset then served as the foundation for scale development process. Once the data collection had been concluded, 1632 complete and usable responses formed part of the final dataset.

As mentioned before, the final dataset (N = 1632) was then randomly split into two equal datasets for the measurement model development and refinement phase as well as the measurement model validation phase. As part of the measurement model development and refinement phase, an EFA, first-order and second-order CFAs were performed on dataset one (n = 816) to determine which constructs and items should be retained for the purposes of this study. Thereafter, the measurement model validation phase commenced in which first- and second-order CFAs were conducted to validate the measurement model developed from the first dataset. Additionally, SEM analyses were also performed on dataset two (n = 816) to reconfirm the factor structure fit in a nomological network, after which a few validity tests were complete to confirm a valid and reliable scale. Below, the reflection of the study is discussed in more detail.

## 5.2 REFLECTION OF STUDY

Experts widely agree that most human activities that are performed on a daily basis are harmful to the environment (Richardson, 2018). These harmful happenings are fuelled by population growth combined with increasing consumption of natural resources (Richardson, 2018). As stated by Read *et al.* (2018), the main reason for the degradation of the ecosystem is overconsumption, overproduction and overpopulation by human beings. One of the biggest culprits is the clothing and textile industry, second to the oil industry (Suhrawardi, 2019). More specifically, the clothing and textile industry contributes to various environmental issues, emitting more or less 1.7 billion tonnes of CO<sup>2</sup> during production and creating approximately 2.1 billion tonnes of waste on an annual basis (WWF, 2017). In addition to the negative environmental impacts, social issues such as human rights violations, low wages and poor labour standards in the garment manufacturing sector also pose crucial concerns regarding the sustainability of this industry. These issues have become much more prevalent since globalisation has taken off, causing retailers and manufacturers to network beyond the borders of their countries to source clothing and textiles at cheaper rates. This occurrence has led to the emergence of several ethical fashion activists that are in conflict with the trend “fast fashion” and the industry’s continued exploitation of human, animal, and natural resources, and have publicly taken the initiative to make the fashion industry more sustainable by promoting slow fashion and ethically sound fashion (Stinson, 2016).

In order to address the harmful effect of the clothing and textile industry on the planet, people and profit, it is important for all stakeholders to implement sustainable manufacturing and production methods in terms of clothing. One such way is Corporate Social Responsibility (CSR), that can simply be defined as a voluntary contribution by companies to create a cleaner environment leading to a better society (Fatma *et al.*, 2016). To be classified as a socially responsible company, it means not only meeting legal obligations but going the extra mile and doing more than what is expected, such as investing more in the environment and its relationships with stakeholders (Fatma *et al.*, 2016). CSR is said to improve a company’s image, and impact consumers’ perceptions towards the company in a positive manner, potentially influencing their purchase intentions and loyalty in the end. Therefore, the implementation of CSR is not only beneficial to the earth and people who live on it, but it is also a strategically important aspect of a corporation nowadays (Lee & Lee, 2015).

While CSR explains a firm’s contribution to the society and environment, the Triple Bottom Line (TBL) provides a framework to measure businesses’ performance in terms of social (people), economic (profit), and environmental (planet) parameters (Wilson, 2015). Therefore the TBL is

a significant approach when discussing CSR together with the three dimensions (Kenton, 2019; Wilson, 2015). Additionally, Öberseder *et al.* (2014) suggested seven domains that all form part of consumers' perceptions of CSR, and could be grouped under each of the three dimensions as follows: the community, employee, societal, customer, and supplier domains would fall under the social dimension, the shareholder domain would fall under the economic dimension, and lastly, the environmental domain forms part of the environmental dimension. That said, the concept of CSR is becoming more familiar in society and could greatly influence consumers' perceptions of clothing retailers, which could ultimately influence their purchase intentions and behaviours as well (Mohr & Webb, 2005). Kozar and Hiller Connell (2013) have stated in their research that previous studies have shown a positive correlation between consumers' perceptions and their buying behaviour. Therefore, distributing information regarding CSR initiatives is crucial to enhance CSR awareness and possibly sway consumers to purchase clothing from retailers who implement CSR initiatives into their businesses (Snider, 2003).

Research to date has mainly focused on CSR in developed countries while research regarding emerging markets and how CSR could affect consumers' perceptions and intentions in that particular context is still lacking and warrants further investigation (Fredericksz, 2015). In order to do so and to simultaneously achieve the aim of this study, the scale items and the scale development procedures as presented in Öberseder *et al.* (2014) were used and adapted to develop a scale relating to consumers' perceptions of clothing retailers' CSR. The scale items were deemed appropriate because they measured consumers' perceptions of CSR in general and therefore could be easily adapted for the purpose of this study. Additionally, the scale development process was also deemed acceptable as it has been tried and tested multiple times and is based on the well-established scale development procedures of Churchill (1979), which was later used by DeVellis (1991) and Netemeyer *et al.* (2003). The process is made up of various stages, including initial scale item generation and purification, measurement model development and refinement stages as well as measurement model validation (Öberseder *et al.*, 2014). Based on the aforementioned, it was deemed appropriate to develop and validation a scale (based on the existing procedures) relating to consumers' perceptions of clothing retailers' CSR in the emerging market context of South Africa.

The cross-sectional study was conducted in 2018 and was exploratory in nature with quantitative data that was collected from self-administered, self-explanatory, online questionnaires. A total of 2323 questionnaires were recorded on Qualtrics, however, only 1632 were complete and usable, indicating a 70.3% completion rate. The final dataset (N = 1632), as collected in 2018, was randomly split into two equal datasets (i.e. dataset one: n = 816 and

dataset two: n = 816) to perform refinement on dataset one and to then perform a measurement model validation on dataset two. The demographic characteristics of the various datasets were analysed by means of descriptive statistics, while the scale development process as presented by Öberseder *et al.* (2014) was used for further analysis. The following section below provides a summary of the scale development procedure as well as findings that were presented in Chapter four.

### **5.3 SUMMARY OF FINDINGS**

As mentioned before, the aim of this study was to validate a scale relating to consumers' perceptions of clothing retailers' CSR (CPCRCR) in South Africa and is based on the scale development process as presented by Öberseder *et al.* (2014). That said, Öberseder *et al.* (2014) developed and validated a scale relating to consumers' perceptions of CSR (CPCSR) in general, and this scale development process was based on the well-established scale development process of Churchill (1979). Thus, the scale development process was used together with the scale items that were adapted to relate specifically to the topic of interest. Before commencement of the scale development process, a review of literature was conducted to ensure all concepts were included and conceptualised before initiating the scale development and validation procedures. The process included various phases, such as initial scale item generation and purification, development and refinement phases as well as a measurement model validation phase (Öberseder *et al.*, 2014). A summary of the phases can be seen in **Table 5.1** below.

**TABLE 5.1: SCALE DEVELOPMENT PROCESS**

<b>Phase 1</b>	Item Generation	Completed in 2018 and adapted for this study's topic	→	Initial items = 53
	Scale Purification	Ensure content validity by means of a pre-test	→	Pre-test performed on 40 consumers aged 19 and older
<b>Phase 2 (Objective 1)</b>	Measurement model development and refinement (Dataset one)	Data collection completed in 2018	→	N = 1632 Randomly split in two: dataset one (n = 816) and dataset two (n = 816)
		EFA performed on the items relating to CPCRCR	→	Final items extracted from the EFA = 37 items
		First- and second-order CFA (CPCRCR + PI), with convergent and discriminant validity	→	Final items used in CFAs – 16 items  Model fit = good, with some convergent and discriminant validity
<b>Phase 3 (Objective 2)</b>	Measurement model Validation (Dataset two)	First-order CFA (CPCRCR + PI), with convergent and discriminant validity	→	Model fit = good, with some convergent and discriminant validity
		Second-order CFA (CPCRCR + PI), with convergent and discriminant validity	→	Formative second-order model validation Model fit = very good, with minor convergent and discriminant validity issues
		Factor structure fir in a nomological network (SEM analysis)	→	CPCRCR scale positively predicts CPCRCR and PI, but very weak.

As mentioned briefly in the reflection of the study above, phase one included the initial scale item generation and purification which was completed in 2018 by the Department of Consumer and Food Sciences at the University of Pretoria. The scale items were adjusted and personalised by lecturers and students from the clothing and textiles field, from established scales to apply to the Clothing and Textile domain as well as the emerging market context. Thereafter scale purification was performed by experts in the field of Clothing and Textiles to investigate the items and eliminate all double-barrelled questions and confusing words to ensure content validity. Furthermore, a pre-test was also done with 40 respondents in 2018 to further purify and finalise the items. A consensus was reached that 53 items relating to consumers' perceptions of clothing retailers' CSR (CPCRCR) and four items relating to purchase intention (PI) would be included together with other sections of the questionnaire which formed part of a larger study. These adapted items related to the social dimension (including the employees, customers, the local community, societal and supplier domains), the economic dimension (including the shareholder domain) and the environmental dimension of CSR (including the environmental domain).

Phase two involved the measurement model development & refinement in which 53 items relating to CPCRCR were included in an online survey that was distributed and administered via Qualtrics in 2018. A sample of 1632 complete responses were received for analysis and

was randomly split into two datasets, adding up to 816 responses in dataset one and 816 responses in dataset two. Prior to the inferential statistics regarding the scale development and purification as well as the validation phases, the demographic results of the entire dataset as well as the two randomly split datasets were analysed and compared. The demographic characteristics of the entire dataset, as well as the two randomly split datasets, were very similar. Minor, insignificant variations among the datasets were observed, but these were not significant enough to be regarded as a contradictory result. That said, majority of the respondents were female, who fall within the “emerging millennials” category (i.e. ages ranging between 19-23). Majority of the respondents obtain a monthly income of less than R10 000 and reside in Gauteng.

The next stage within phase two of the scale development process, included the scale development and refinement that was conducted on dataset one and ultimately formed part of objective one. Dataset one (n = 816) was initially subjected to an EFA. Based on the extent of the item loading within the categories, the worst or weakest item was removed and the EFA was rerun, as the removal of an item could alter the overall factor structure. Ultimately, 16 items were removed because of problematic cross-loadings and/or poor factor loadings. As mentioned before, too many unrelated items could affect the factor structure, prohibiting the adequate representation of the data. The 37 remaining items were then subjected to an EFA again and six factors were extracted and labelled as follows: Factor one (Ethical stakeholders), Factor two (Social causes), Factor three (Quality service), Factor four (Environmental causes), Factor five (Local sourcing) and Factor six (Pricing policies). Factors one to four, that included more than two variables, presented Cronbach’s Alphas ranging between 0.814 and 0.897, exceeding the minimum threshold of 0.70. Factors five and six only contained two items each and thus the Spearman’s rho correlation coefficient was used to determine whether the items within every factor correlate. In both cases, there was a significant correlation, and therefore these two factors were retained for further analysis purposes.

After the initial factor analysis was established, dataset one was subjected to further purification by means of a series of CFAs. As per the scale development procedures presented by Öberseder *et al.* (2014), a first- and second-order CFA was conducted to explore all avenues relating to objective one. As part of the refinement process, the six factors that were retained from the EFA were used in conjunction with the endogenous construct, namely purchase intention (PI), to create the seven-factor structure that was tested through CFA. Purchase intention (PI) was thus included as part of the CFA to further refine the measurement model and provide scope to conduct further data analysis such as structural equation modelling (SEM) later on. A first-order CFA was performed and various items were eliminated

based on low factor loadings and/ or high modification indices. The reason for the elimination was not only due to low factor loadings, but also to ensure further refinement of the measurement model and an overall good fit. All the factors still contained three or more items, (except for factor five and six which consisted of only two items since the initial factor groupings) which is preferable for measurement model analysis (Hair *et al.*, 2014). To summarize, all the fit indices (CMIN/DF, GFI, NFI, CFI, AGFI and RMSEA) were deemed acceptable with several indices being classified as excellent.

Once the first-order CFA was finalised, the AVE and squared inter-construct correlations were also evaluated to determine, explain and ensure convergent and discriminant validity of most of the variables. Thereafter, a second-order CFA was performed on the higher construct, namely consumers' perceptions of clothing retailers' CSR (CPCRCR), together with PI to establish whether the first-order constructs (i.e. Ethical Stakeholder, Social Causes, Quality Service, Environmental Causes, Local Sourcing and Pricing Policies) are true reflections of the higher-order construct CPCRCR. Once again, the measurement model presented a good model fit, with several indices being classified as excellent. Lastly, a second-order CFA with reduced variables was performed to ensure that the outcomes reflected in the previous CFAs were, in fact, valid and reliable to establish constructive measurement model development and refinement of the CPCRCR scale. This model presented the best fit of the three CFAs that were conducted during phase two, and contributed to refining the measurement model for future use. In conclusion, although all CPCRCR constructs as extracted from the EFA were valid and significant contributors to CPCRCR, consumers in South African deem ethical stakeholders, social causes and environmental causes as the most significant aspects that make up the higher-order construct, CPCRCR.

The scale development procedures, as presented by Öberseder *et al.* (2014), were also followed to conduct the next phase, namely phase three: measurement model validation, that relates back to objective two. The main aim of this phase was to validate the measurement model as extracted from dataset one, to examine the generalizability of the factor structure and to investigate the factor structure fit in a nomological network. In order to thus validate the CPCRCR scale, a first and second-order CFA was performed on dataset two (n = 816). Just like the results in the first-order CFA of phase one, all the factor loadings were above the minimum threshold of 0.40, Ethical Stakeholders (ES) and Environmental Causes (EC) presenting slightly higher loadings than the other CPCRCR factors (Hair *et al.*, 2014). The fit indices reported in the validation phase achieved slightly better results, reaching ideal thresholds; thus, reconfirming the measurement model that was developed and refined in phase two of this study. In the second-order CFA, all factor loadings were above the minimum

threshold of 0.40 as they range between 0.410 - 0.912 (Hair *et al.*, 2014:630). Just as before, the composite reliability (CR) and AVE indicated moderate to good results in the sense that majority of the constructs presented an acceptable CR of 0.7 or more and an AVE of 0.5 and above, with the exception of pricing policies (PP) that just fell short. This could possibly be due to the lack of items in this factor, and future researchers could improve this factor by adding items that relate to PP to possibly improve the overall statistics of this construct. All fit indices were comparatively similar to those in phase two and were deemed acceptable in terms of model fit and scale validation.

Lastly, a second-order CFA with reduced factors and variables was once again, like with dataset one, conducted to exhaust all options and ensure that the outcomes of the measurement model and CPCRCR scale reflected valid and reliable results for future use. Overall, the measures indicated an excellent model fit, which validated the measurement model as seen in phase two of the scale development process. At this stage, the scale had been purified, developed, refined, and comprehensively validated in the sense that it has been tested and analysed multiple times, with similar outcomes, reconfirming the validity of the newly developed scale regarding consumers' perceptions of clothing retailers' CSR (CPCRCR).

Thereafter the generalisability of the factor structure was examined and the fit was investigated by means of SEM. The purpose of SEM in this study was to assess the nomological validity of the scale by inspecting whether CPCRCR predicts PI. In addition to nomological validity, predictive validity was also considered and tested by comparing the results of this study to the results found in previous studies relating to the effect of CSR, consumers' perceptions of CSR or more specifically CPCRCR on PI. The relationship between CPCRCR and Purchase Intention (PI) was positive, but very weak ( $\beta = 0.181$ ), yet still statistically significant ( $p \leq 0.001$ ), but this does not present convincing results regarding the notion that CPCRCR positively affects PI. Environmental and Social Causes, and to some degree, Ethical Stakeholders, were classified as the most distinct constructs of and therefore another SEM with the reduced variables and constructs was conducted to further investigate all outcomes. The higher-order construct, namely CPCRCR with the three most prominent first-order constructs (i.e. Ethical Stakeholders, Social Causes, and Environmental Causes) explained only 2% of Purchase Intention (PI), indicating a very weak level of predictive accuracy. A weak, significant, but positive relationships ( $\beta = 0.156$ ) exists between CPCRCR and PI, and begs the question whether CPCRCR has such an influence on purchase intentions of consumers in the South African contexts.

## 5.4 CONCLUSIONS

The clothing and textile industry is regularly examined as they are one of the biggest polluters worldwide. This industry constantly struggles with issues surfacing for instance harmful waterways, toxic pesticides, labour and wage violations, a disregard for the environment and society to name a few (Sweeny, 2015). Natural resources are becoming exhausted quicker than it can replace and rebuild itself, thus heading to extreme environmental degradation. Consumers, retailers and manufacturers need to take action, implement and re-think the way they manufacture, utilize and dispose clothing and textiles (Ruppert-Stroescu, 2015). One way of doing this, is for clothing and textile businesses to incorporate corporate social responsibility (CSR) into their business practices to start addressing the issues that arise in the supply chain. The next step would be for businesses and consumers alike, to educate themselves on the dimensions that form part of CSR (i.e. social (people), economic (profit) and environmental (planet) dimensions) and to start implementing it into their everyday lives.

Pomeroy and Dolnicar (2009) stated that consumers generally have a low level of awareness when it comes to CSR, and to date, there is still a gap in research concerning consumers' perception and intentions of CSR in South Africa, specifically relating to clothing retailers' CSR practices. Thus, a valid scale needs to be developed to correctly measure the components linked to the aforementioned topics and to gain insight and knowledge on consumers' perceptions of clothing retailers' CSR (CPCRCR) in emerging markets, like South Africa. The objective of this study was thus to develop and validate a CPCRCR scale that was adapted from the CPCR (i.e. consumers' perceptions of CSR) scale of Öberseder *et al.* (2014) for future use, and to potentially inform and educate consumers of all the components that are linked to clothing retailers' CSR to make them more conscious about sustainability in the clothing and textile industry, as well as encourage consumers to be more socially responsible.

In order to develop a valid and reliable scale, reputable scale development procedures need to be followed. This study followed the procedures conducted by Öberseder *et al.* (2014) as a guideline to direct the developing and validating processes of the scale relating to CPCRCR in South Africa. Delving deeper into the validity and origin of these procedures, Öberseder *et al.* (2014) followed the well-established scale procedures of Churchill (1979), which was later on used and improved on by DeVellis (1991) and Netemeyer *et al.* (2003). As discussed in the literature review, the conceptual structure for the literature of this study included the three dimensions that make up the triple bottom line (TBL) in conjunction with the seven domains, as classified by Öberseder *et al.* (2014). Ultimately the domains were classified according to

the different dimensions, of which the community, employee, societal, customer, and supplier domains fell under the social dimension, the shareholder domain fell under the economic dimension, and lastly, the environmental domain formed part of the environmental dimension. Based on the aforementioned, the origins and procedures of the scale development, refinement and validation processes, as used by Öberseder *et al.* (2014), offered a basic foundation for this study and was adapted to make it applicable to consumers' perceptions' of clothing retailers' CSR in an emerging market context.

The scale development procedure included the initial scale item generation and purification (i.e. phase one), measurement model development & refinement (i.e. phase two) and measurement model validation (i.e. phase three). The first phase entailed the development and purification of the scale items and eventually the final online questionnaire that was distributed to potential respondents. The second phase, namely the measurement model development and refinement phase, started with the data collection in which 1632 complete responses were recorded and then randomly split for the next phases of the scale development process. During the development of the measurement model, an EFA was performed, where six factors emerged from the items that related to the dimensions and underlying domains of CPCRCRCSR in South Africa, namely Factor one (Ethical stakeholders) which involved suppliers, employees and shareholders, Factor two (Social causes) which included different community programmes and community upliftment, Factor three (Quality service) that was all about return policies, safety standards, relations and customer feedback, Factor four (Environmental causes) consisting of recycling and pro-environmental causes, Factor five (Local sourcing) containing local suppliers and raw materials and lastly Factor six (Pricing policies) involving fair and competitive pricing.

As explained in the "summary of findings" above, a series of CFAs were performed during phase two, to refinement the measurement model with the most prominent factors that were extracted from the EFA. Together with the first-order CPCRCRCSR constructs, the endogenous construct, purchase intention (PI) was also included as part of the CFAs to further refine the measurement model and provide scope to conduct further data analysis such as structural equation modelling (SEM) later on. The CFAs (specifically the second-order CFAs) were performed on the higher construct CPCRCRCSR, together with PI to establish whether the first-order constructs, as extracted from the are true reflections of the higher-order construct CPCRCRCSR. During the third and final phase, namely the measurement model validation, a series of CFAs (just like in phase two) were performed on a separate dataset to confirm the validity and reliability of the scale. Additionally, SEM was also conducted to determine whether CPCRCRCSR predicts PI.

Overall, the findings of this study resulted in a valid and reliable CPCRCR scale pertaining to South African consumers. The findings furthermore indicated that consumers do not necessarily consider CPCRCR as multidimensional, but rather perceive it to be a collective term. This might be due to the fact that they are not aware of the CSR initiatives of clothing retailers in South Africa, or because the clothing retailers in South Africa do not implement or market their CSR initiatives effectively. Of the different constructs that formed part of CPCRCR, the environmental and social causes were deemed the most important aspects, while ethical stakeholders also seemed to be quite significant to consumers. Lastly, the results presented a very weak, direct, positive relationship between CPCRCR and PI, begging the question whether consumers' perceptions of clothing retailers' CSR really makes such a difference to their purchase intentions and eventual purchasing behaviours. That said, there is definitely still scope to delve deeper into the topic at hand and to refine the existing scale even more, to clearly understand what exactly forms part of CPCRCR and how this affects the intentions and behaviours. The practical implications and theoretical contributions relating to this study will be discussed in the following section.

## **5.5 PRACTICAL IMPLICATIONS AND THEORETICAL CONTRIBUTION**

As mentioned before, the harmful impact of clothing and textile industry on the surrounding society and environment will continue to worsen if consumers and industries alike, do not make significant changes in the way they produce and consume. The clothing and textile industry need to implement socially responsible initiatives to take accountability of their actions and furthermore market, promote and encourage consumers to purchase products from them because of their "better practices". Consumers on the other hand need to educate themselves, become aware of and make a mind shift to also support clothing retailers who implement CSR initiatives, and furthermore use and dispose of their clothing in a responsible manner to ensure sustainability throughout the lifecycle of the garment.

The practical contributions of this study are focused on making marketers and retailers aware of consumers' perceptions of clothing retailers' CSR (CPCRCR). This in turn, could help retailers better understand their target market and therefore implement better marketing strategies to inform consumers about their CSR initiatives so that consumers' perceptions regarding retailers become more favourable to ultimately encourage purchasing from certain retailers because of their CSR. This research could furthermore inform and educate consumers of all the components that are linked to clothing retailers' CSR to make them more conscious about sustainability in the clothing and textile industry, as well as encourage consumers to be more socially responsible.

Furthermore, sustainable clothing marketers need to implement a marketing strategy that encourage consumers to further investigate sustainable clothing or to follow certain social media pages and or websites with the same interest and sustainable manner of living. The marketers can add a note in the label of the item or when purchasing the sustainable item, a separate leaflet can be handed over to the customer. By giving something additional like a note on the label or on a leaflet, will create a sense of belonging when they purchase the item, resulting in a returning and loyal customer as well as a CSR informed customer which may lead to more informed purchase decisions.

To date, majority of the research relating to CSR remains focused on the developed countries with very little research focusing on the emerging markets and how CSR could affect consumers' perceptions and intentions in that particular context. Furthermore, research regarding consumers' perceptions of clothing retailers' CSR remains even more limited as it is a very specific field (i.e. clothing retailers) and should be explored further (Fredericksz, 2015). That said, South Africa can be described as a developing country with a very diverse population that is rich in culture. Together with that, measurement scales that were developed elsewhere might not always be completely applicable in this context and therefore needs to be adapted, refined and validated to ensure measurement scales that are reliable and can provide marketers with constructive information to better their business strategies. Based on the aforementioned, this study provides significant research in terms of a newly developed scale that measures consumers' perceptions of clothing retailers' CSR in a developing context. Furthermore, it provides a solid foundation for future studies that relate to consumers' perceptions of CSR, with specific focus on clothing retailers' CSR, how consumers perceive it and whether it leads to purchase intentions and actual behaviour. Lastly, the development of this CPCRCR scale also produced unique constructs that provides relevant information regarding the specific concepts that consumers perceive as important in terms of clothing retailers' CSR, and provides insight into the aspects that retailers maybe focus on more in terms of their CSR initiatives.

## **5.6 LIMITATIONS AND RECOMMENDATIONS FOR FUTURE RESEARCH**

As mentioned throughout this study, the main goal of this study was to develop and validate the "consumers' perceptions of clothing retailers' CSR" (CPCRCR) scale by making use of the scale development process as presented by Öberseder *et al.* (2014), which provides a foundation to for further research relating to CPCRCR as well as the relationship between CPCRCR and PI within the South African market context. Furthermore, it could be used as

a starting point for future research relating to the relationship between CPCRCRCSR and consumer behaviour and how CPCRCRCSR influence other outcomes, like complaint behaviour and activism or boycotting. However, despite the benefits that the development of the CPCRCRCSR scale may hold for future research, a few limitations were recorded that should be recognized and considered going forward.

Firstly, the sample which was conducted in 2018, was generated by means of non-probability, purposive, convenience and snowball sampling techniques, thus implying a certain amount of prejudice regarding the datasets used for the measurement model development and refinement as well as the measurement model validation procedures. That said, results generated from this study cannot be generalized to the entire population, and future researchers could benefit from attempting to gather responses that reflect the population of South Africa. Secondly, the 53 items relating to consumers' perceptions of clothing retailers' CSR (CPCRCRCSR), together with the four items relating to purchase intention (PI), formed part of a larger questionnaire that the respondents were requested to complete. As the questionnaire was quite lengthy and the items pertaining to CPCRCRCSR were abundant, chances exist that participants might have responded differently if the 53 items (relating to CPCRCRCSR) were reduced to the 37 items (as seen in the exploratory factor analysis) or even the 16 final refined items (as seen in the Confirmatory factor analysis), which could ultimately affect the results during the measurement model validation phase. Therefore, it is thus imperative for future studies to make use of the newly developed scale of 16 items pertaining to the different dimensions of CPCRCRCSR for further analysis.

Thirdly, more than half of the respondents that participated in the original study, formed part of the younger age groups and were categorised as white; therefore the datasets used for the CPCRCRCSR scale development and validation procedures did not reflect a balanced population perspective. It should be noted that although this is definitely a limitation, the purpose of this study was purely exploratory, and the focus was to develop and validate a CPCRCRCSR scale that is applicable to the emerging market context, rather than making use of the demographic characteristics to analysis certain results pertaining to CPCRCRCSR. Nonetheless, future research studies could attempt to gather data from a representative sample to refine the newly developed scale and explore whether population groups affect the topic of interest (Kolkata, 2007).

Fourthly, despite the fact that this newly developed scale adds valuable insight from a quantitative point of view, qualitative studies can bring worthy insight to light. Therefore, future research could make use of qualitative research approaches to gain a deeper and more

encompassing understanding of CPCRCRCSR. Furthermore, a qualitative method could produce significant results, as it has been found that this method is beneficial when researching in an emerging market, where some methodological challenges, for example, lower literacy and low response rates may arise (Burgess & Steenkamp, 2006; Chatterjee, 2008).

Lastly, the few items that could be included as part of the final scale is yet another limitation of the scale that was developed in this study. In future, researchers could develop a larger pool of CPCRCRCSR items to include within the different constructs and they could make use of the six factors as extracted from the EFA and used in the subsequent CFAs, to add additional items that focus on those dimensions specifically. In addition to that, the CPCRCRCSR scale developed for this study focused specifically on consumers' perceptions regarding CSR and therefore in future other measures could be developed to measure different items regarding CSR and not only items related to clothing retailers, thus broadening the scope of this specific scale to use it in a variety of research fields.

## **5.7 FINAL CONCLUSION**

This chapter included a brief introduction, followed by a reflection of the study together with a summary of the findings as seen in chapter four. Thereafter conclusions regarding the overall study were recorded and the practical implications as well as the theoretical contributions were mentioned and discussed. Lastly, the limitations and recommendations for future research were stipulated. As mentioned before, experts in the clothing and textile domains affirm that daily activities contribute greatly towards the harmful impact of humanity on the environment (Richardson, 2018). If humans continue to live mindlessly and support retailers who don't implement CSR strategies, there will not be sufficient resources to sustain the earth for generations to come. That said, this study explored consumers' perceptions of clothing retailers' CSR (CPCRCRCSR) and developed a CPCRCRCSR scale that could potentially enable companies to better understand CPCRCRCSR in different responsibility areas and furthermore assist management and marketers to evaluate their companies' CSR performance as well as identifying shortcomings that can be improved. The hope for this study is to encourage future research regarding CPCRCRCSR and purchase intentions to promote the notion to choose better lifestyle options that could not only benefit the individual but could contribute to an improved society and environment.

*"Everyone can do simple things to make a difference, and every little bit really does count." -  
Stella McCartney.*

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## ADDENDUM A: CONSENT FORM



Faculty of Natural and Agricultural Sciences  
Department of Consumer and Food Sciences  
1 July 2018

### CONSENT FORM

Dear Participant,

#### NATURE AND PURPOSE OF THE RESEARCH PROJECT

This research project forms part of the requirements for the completion of the 2018 final year B Consumer Science Clothing Retail Management degree. The purpose of this research project is to **explore consumers' perceptions of clothing retailers' corporate social responsibility specifically pertaining to social (people), environmental (planet) and economic (profit) dimensions.**

**Corporate social responsibility (CSR)** refers to retailers' responsibility and initiatives toward the greater good of the society (community), economy and the environment.

#### RESEARCH PROCEDURE

1. No prior preparation is needed to complete the questionnaire.
2. Participation is completely voluntary with no penalty or loss of benefit if you decide not to take part.
3. Completion of the questionnaire takes approximately 10 minutes.
4. The procedure is completed by a word of appreciation for your time and effort.

#### PRIVACY AND CONFIDENTIALITY

Participants' responses are strictly confidential, and only members of the research team will have access to the information. Your response will be bulked with those obtained from other participants and appropriate statistical analysis will be performed on the bulked data. At no time will personal opinions be linked to specific individuals. Data will be safely and securely stored and will not be accessible from the public domain. The privacy and anonymity of your participation is therefore ensured.

### **WITHDRAWAL CLAUSE AND RIGHTS OF ACCESS TO DATA**

Participants may withdraw at any stage of the research without having to explain why. By no means will your withdrawal be held against you. As a participant you also have the right of access to your data.

### **POTENTIAL BENEFITS AND FORESEEABLE RISKS OF THE STUDY**

Findings derived from this research project could shed light on local consumers' perceptions of clothing retailers' CSR and what their intentions are in terms of supporting such initiatives. The findings could then also assist clothing retailers in further developing effective strategies to promote CSR. The risk associated with this research project is low.

### **ADDITIONAL INFORMATION**

Dr. Sune Donoghue can be contacted at [sune.donoghue@up.ac.za](mailto:sune.donoghue@up.ac.za) or at (012) 420 2488 for further information about the research project.

### **CONSENT**

I have read the above information relating to the research project and declare that I understand it. I have been afforded the opportunity to contact and discuss relevant aspects of the project with the project leader, and hereby declare that I agree voluntarily to participate in the project.

I indemnify the university and any employee or student of the university against any liability that I may incur during the course of the project.

I agree to the terms and conditions as stated above.

- Yes, I agree (1)
- No, I do not agree (News24)

---

Before we continue, we just want to ensure you are who we are looking for:

Are you older than 19 years of age?

Yes

No

## ADDENDUM B: QUESTIONNAIRE

### SECTION A

Q1 At which clothing retailer do you mostly purchase clothing for yourself?

Q2 Please rate your overall impression of  $\${Q1/ChoiceTextEntryValue}$  as a clothing retailer.

	1 (1)	2 (News24)	3 (3)	4 (News24)	5 (5)	
Good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Bad
Favourable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unfavourable
Satisfactory	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unsatisfactory

Q3 Indicate your level of agreement to the following statements:

	Strongly disagree (1)	Disagree (News24)	Neither agree or disagree (3)	Agree (News24)	Strongly agree (5)
It is likely that I will buy clothing from $\${Q1/ChoiceTextEntryValue}$ in future (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will purchase clothing from $\${Q1/ChoiceTextEntryValue}$ the next time I need clothing (News24)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will definitely try other clothing products from $\${Q1/ChoiceTextEntryValue}$ (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## **SECTION B**

Clothing retailers' corporate social responsibility refers to retailers' decisions and actions that impact the society (community), economy and environment.

Q4 Indicate your level of agreement to the following statements about [\\${Q1/ChoiceTextEntryValue}](#)'s corporate social responsibility:

	Strongly disagree (1)	Disagree (News24)	Neither agree or disagree (3)	Agree (News24)	Strongly agree (5)
<p> <a href="#">\${Q1/ChoiceTextEntryValue}</a>  contributes to the economic development of the local community (1) </p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p> <a href="#">\${Q1/ChoiceTextEntryValue}</a>  creates jobs for people in the local community (News24) </p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p> <a href="#">\${Q1/ChoiceTextEntryValue}</a>  sources clothing products and raw materials locally (3) </p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p> <a href="#">\${Q1/ChoiceTextEntryValue}</a>  respects the cultures of the local community (News24) </p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p> <a href="#">\${Q1/ChoiceTextEntryValue}</a>  communicates openly with the local community (5) </p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p> <a href="#">\${Q1/ChoiceTextEntryValue}</a>  improves quality of life in the local community (6) </p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p> <a href="#">\${Q1/ChoiceTextEntryValue}</a>  sponsors cultural programmes in the local community (7) </p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p> <a href="#">\${Q1/ChoiceTextEntryValue}</a>  respects the rights of employees (8) </p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p> <a href="#">\${Q1/ChoiceTextEntryValue}</a>  provides safe working conditions for employees (9) </p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p> <a href="#">\${Q1/ChoiceTextEntryValue}</a>  provides decent working conditions for employees (10) </p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



#{Q1/ChoiceTextEntryValue}  
implements fair sales  
practices (22)

#{Q1/ChoiceTextEntryValue}  
labels clothing in an  
understandable way (23)

#{Q1/ChoiceTextEntryValue}  
meets clothing quality  
standards (News24)

#{Q1/ChoiceTextEntryValue}  
sets fair clothing prices (25)

#{Q1/ChoiceTextEntryValue}  
sells clothing that meets  
safety standards (26)

#{Q1/ChoiceTextEntryValue}  
offers the possibility to file  
complaints (27)

#{Q1/ChoiceTextEntryValue}  
builds loyal relations with  
their customers (28)

#{Q1/ChoiceTextEntryValue}  
offers quality service (29)

#{Q1/ChoiceTextEntryValue}  
implements fair return  
policies (30)

#{Q1/ChoiceTextEntryValue}  
buys from suppliers that  
implement fair working  
conditions (31)

#{Q1/ChoiceTextEntryValue}  
communicates honestly with  
their suppliers (32)

negotiates fairly with their suppliers (33)

buys from suppliers that pay decent living wages (34)

buys from suppliers that do not use child labour (35)

buys from local clothing suppliers (36)

buys from suppliers that protects the rights of their workers (37)

ensures economic success of the company (38)

invests capital of shareholders responsibly (39)

communicates honestly with shareholders (40)

provides sustainable growth and long-term success (41)

has a competitive pricing policy (42)

always tries to improve its financial performance (43)

#{Q1/ChoiceTextEntryValue}  
has transparent audit  
practices (44)

#{Q1/ChoiceTextEntryValue}  
reduces energy consumption  
(e.g. use energy saving  
lights) (45)

#{Q1/ChoiceTextEntryValue}  
reduces pollution (e.g.  
harmful gasses) (46)

#{Q1/ChoiceTextEntryValue}  
reduces waste (e.g.  
electronic sales slips) (47)

#{Q1/ChoiceTextEntryValue}  
uses less packaging (48)

#{Q1/ChoiceTextEntryValue}  
promotes recycling (e.g. by  
providing recycling bins at  
stores) (49)

#{Q1/ChoiceTextEntryValue}  
invests in research regarding  
the environment (50)

#{Q1/ChoiceTextEntryValue}  
sponsors pro-environmental  
causes (e.g. endangered  
species) (51)

#{Q1/ChoiceTextEntryValue}  
tries to protect the  
environment (52)

#{Q1/ChoiceTextEntryValue}  
sells products made from  
recycled materials (53)

**SECTION C**

Clothing retailers' corporate social responsibility refers to retailers' decisions and actions that impact the society (community), economy and environment.

Q5 Please note that the following questions are related to clothing retailers in general.

How likely is it that you would ...	Extremely unlikely (1)	Unlikely (News24)	Neutral (3)	Likely (News24)	Extremely likely (5)
purchase from clothing retailers because they are engaged in CSR initiatives (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
buy clothing from clothing retailers because of their CSR initiatives. (News24)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
purchase clothing from clothing retailers in the future because of their CSR practices. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
purchase clothing from clothing retailers because they are involved in CSR activities. (News24)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
recommend clothing retailers engaged in CSR initiatives to your friends, family members, and colleagues. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
say positive things to my friends, family members and colleagues about	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

clothing retailers with  
CSR activities. (6)

provide positive  
feedback to your  
friends, family and  
colleagues in the future  
about clothing retailers  
because of their CSR  
practices. (7)

## **SECTION D**

Q6 What is your gender?

- Male (1)
- Female (News24)

Q7 What is your age?

---

Q8 What is your highest level of education?

- Lower than grade 10 (1)
- Grade 10 or 11 (News24)
- Grade 12 (3)
- Grade 12+ Degree/ Diploma (News24)
- Post graduate (5)

Q9 What is your approximate individual income AFTER deductions?

- Less than R10 000 (1)
- R10 000 to R19 999 (News24)
- R20 000 - R29 999 (3)
- R30 000 - R49 999 (News24)
- R50 000 or more (5)

Q10 What population group do you belong to according to the SA Population Equity Act?

- White (1)
- Black (News24)
- Indian (3)
- Coloured (News24)
- Other (5)

Q11 In which town/city in South Africa do you live?

---

Q12 Select the province where you live:

▼ Gauteng (1) ... Northern Cape (9)

Gauteng (1)

North West (News24)

Mpumalanga (3)

Limpopo (News24)

Free State (5)

Eastern Cape (6)

Western Cape (7)

Kwazulu Natal (8)

Northern Cape (9)

## ADDENDUM C: ETHICS APPROVAL



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

Faculty of Natural and Agricultural Sciences  
Ethics Committee

E-mail: [ethics.nas@up.ac.za](mailto:ethics.nas@up.ac.za)

03 July 2018

ETHICS SUBMISSION: LETTER OF APPROVAL

Dr S Donoghue  
Department of Consumer Science  
Faculty of Natural and Agricultural Science  
University of Pretoria

**Reference number: 180000004**

**Project title: Consumers' perceptions of clothing retailers' corporate social responsibility**

Dear Dr S Donoghue,

We are pleased to inform you that your submission conforms to the requirements of the Faculty of Natural and Agricultural Sciences Ethics committee.

Note that you are required to submit annual progress reports (no later than two months after the anniversary of this approval) until the project is completed. Completion will be when the data has been analysed and documented in a postgraduate student's thesis or dissertation, or in a paper or a report for publication. The progress report document is accessible on the NAS faculty's website: Research/Ethics Committee.

If you wish to submit an amendment to the application, you can also obtain the amendment form on the NAS faculty's website: Research/Ethics Committee.

The digital archiving of data is a requirement of the University of Pretoria. The data should be accessible in the event of an enquiry or further analysis of the data.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'S. Donoghue'.

**Chairperson: NAS Ethics Committee**

## ADDENDUM D: PLAGIARISM DECLARATION

### DECLARATION OF ORIGINALITY UNIVERSITY OF PRETORIA

The Department of Consumer and Food Sciences places great emphasis upon integrity and ethical conduct in the preparation of all written work submitted for academic evaluation.

While academic staff teach you about referencing techniques and how to avoid plagiarism, you too have a responsibility in this regard. If you are at any stage uncertain as to what is required, you should speak to your lecturer before any written work is submitted.

You are guilty of plagiarism if you copy something from another author's work (e.g. a book, an article or a website) without acknowledging the source and pass it off as your own. In effect you are stealing something that belongs to someone else. This is not only the case when you copy work word-for-word (verbatim), but also when you submit someone else's work in a slightly altered form (paraphrase) or use a line of argument without acknowledging it. You are not allowed to use work previously produced by another student. You are also not allowed to let anybody copy your work with the intention of passing it off as his/her work.

Students who commit plagiarism will not be given any credit for plagiarised work. The matter may also be referred to the Disciplinary Committee (Students) for a ruling. Plagiarism is regarded as a serious contravention of the University's rules and can lead to expulsion from the University.

The declaration which follows must accompany all written work submitted while you are a student of the Department of Consumer and Food Sciences. No written work will be accepted unless the declaration has been completed and attached.

Full names of student: **Rita Chené Jansen van Vuuren**  
Student number: 15200320  
Topic of work: **Validation of a scale to measure consumers' perceptions of clothing retailers' corporate social responsibility (CSR) in South Africa**

#### Declaration

1. I understand what plagiarism is and am aware of the University's policy in this regard.
2. I declare that this research proposal is my own original work. Where other people's work has been used (either from a printed source, Internet or any other source), this has been properly acknowledged and referenced in accordance with departmental requirements.
3. I have not used work previously produced by another student or any other person to hand in as my own.
4. I have not allowed, and will not allow, anyone to copy my work with the intention of passing it off as his or her own work.

#### SIGNATURE

