

Ethical Fashion:

An investigation into the role of ethical brands within the South African fashion retail industry.

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i. Declaration

I hereby declare that the Research Report submitted for the Bachelor of Arts Honours in Strategic Brand Communication degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes.

SN Mkhize

14 December 2020

ii. Abstract

This research report explores the role ethical brands play within the South African fashion retail industry. The aim was to analyse consumers' buying behaviour particularly of millennials and the factors that influence consumers' to shopping ethically.

Data for this research was collected using a qualitative research approach, with email interviews and an online survey. Secondary research was also utilised to help gain more understanding of a meaningful and strong brand and international ethical fashion brands. The findings were then sort into themes that provided insight on consumers and their attitude towards fashion brands. The central purpose for conducting this research was to gauge how perceptive South Africans' are about ethical fashion and fast fashion. To educate them on the significance of ethical fashion. To determine an estimate of how many actually practice ethical shopping. And to identify if any of the South African fashion brands communicate with their consumers regarding where their clothes are made, who made them or even where they were sourced.

The outcome from the primary research demonstrates that a large number of South Africans are not aware of what ethical fashion is. And those who are aware, are hindered by many my different factors that sometimes prevents them from practice shopping ethical.

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Chapter 1: Introduction

Over the past few decades sustainability, management-focused strategies have been at the forefront of many businesses. Resources are extracted from the ground to manufacture products, and during the process of removal of the raw material and the manufacturing of the products the environment is negatively affected. Humans are using up natural resources at a faster rate than they can be replaced (Gilbert, 2018).

Fast fashion has also manifested the same issues in the fashion industry, the demand for clothing has put so much pressure on retailers to mass produce clothing in an immoral manner. This has not only affected the biophysical environment of the planet but the very humans who consume fast fashion. Ethical fashion, minimise the damage manufacturing clothing has inflicted on the environment by introducing new alternative methods and materials that remarkably reduce damage the environment and to also improve society. It also focuses on the wellbeing and the working environment of the workers. There are a few companies that have implemented these changes in the way they operate their companies.

This study will be analysing the role of ethical brands within the South African fashion retail industry, examining how they communicate and bring awareness to their consumers on ethical fashion.

Rationale

The clothes that we wear say a lot about who we are, and in the twenty-first century, humans are increasingly more concerned and cautious about how this impacts the environment, and the people who are a part of the manufacturing process, especially now, more than ever before. Ethical fashion is largely related to human rights, particularly in the labour environment regarding fostering healthy working conditions and providing an adequate income. It also considers the impact fashion exacts on the environment during and after manufacturing, and throughout the whole supply chain (Turner, 2019).

Over the past couple of years, there has been a rise in people who have chosen to live an eco-friendly lifestyle. From vegetarians to vegans (plant based diet) and people who recycle. We have reached the point where the principle of ethical practices and sustainability of a brand is no longer a unique quirk, but a mandatory expectation for their consumers. This trend now applies to all industries, where sustainability and ethics are considered to be a major priority in all aspects of the business. And more recently this has

also been adopted into the fashion industry. International ethical fashion brands are transparent about their supply chain, they are able to create a desire in the consumer's mind to make them want to be educated about ethical fashion and start shopping ethical clothing. This can also help consumers to make smart decisions when it comes to shopping for clothes. Fashion Revolution (2019) is an organisation that advocates ethical fashion. They have a campaign called 'I made your clothes' informing people of how and where their clothes are made.

Problem Statement

The clothes we wear are taking a toll on our environment, as the process of producing clothes utilises an enormous amount of resources such as energy, water and land. This is linked by the increasing demand for fast fashion. Fast fashion is trendy, contemporary fashion that comes into stores for a short period of time. These clothes are mass produced at a high-speed, making it affordable and have a fast turn-around time and are normally seasonal items (Muran, 2007). Ethical fashion is the total opposite of fast fashion, choosing to focus on the individuals making the clothes, the environment and supply chain (Turner, 2019). There are a few ethical fashion brands currently in operation in South Africa, however a number of people are not aware of what ethical fashion is and the benefits it has.

Research Question & Objectives

The purpose of this study is to identify the role of ethical brands within the South African fashion retail industry. And to compare the manner they communicate with their target market with international brands. This can be used as a way to measure how perceptive and educated South Africans are about ethical fashion. Further helping people become more cognisant of the origin of their clothes and the impact they exact upon the environment. This will also indicate how the relationship is between South African fashion brands and their consumers.

To investigate how invested and loyal consumers become once they know that they are purchasing from a brand that practices ethical fashion. To understanding the factors and motives that influence and encourage a consumer's purchasing behaviour, particularly in South African context. This study will be beneficial for South Africans who are not familiar with ethical fashion, as it will help them gain insight on the matter, and the issues that brought about its existence and the factors that prevent it from becoming a mainstream

practice. This research project will also identify and study which international brands have successfully entrenched ethical practices throughout their entire supply chain, but reap the benefits of operating a successful business; not despite their ethical standards, but because of them. The below research questions will assist in crafting the study:

- Objective 1: Which international ethical brands have successfully implemented ethical standards in their supply and chain operations, yet enjoy the benefits of a successful business?
- Objective 2: What role does consumer behaviour play within the South African market?
- Objective 3: What are the factors and motives that drive people into shopping ethically?

Chapter 2: Literature Review

The purpose of this literature is to explore the role of ethical brands within the South African fashion retail industry. This will be investigated using the approach of a theoretical framework. Including reviews from secondary research and other seminal sources, the key concepts are on ethical fashion and consumer behaviour. The three models that will be used to help analyse the literature are Brand identity, Brand equity and Creating Shared Value (CSV). These models will providing insight to help with strengthening the understanding of the South African fashion industry, and where ethical fashion stands within it, the measures that are taken to implement and bring awareness to ethical fashion issues.

Theoretical Framework

To attain an in-depth understanding of ethical fashion within the retail industry in South Africa, various concepts will be analysed to determine what makes up a strong and meaningful brand, and the best approach for communicating and understanding the buying behaviour of consumers. This will be used to develop the most suitable approach for understanding then communicating the buying behaviour of consumers in South Africa.

Brands

A brand is considered to be the interest of individuals outside of the company, its role excess that of its name or the logo of the company but in fact, it is the consumer perception of a product or service the company offers and the experience of the company as a whole. A brand is seen as an asset that connects all stakeholders especially marketing and communication departments (Paugam, 2016). Levy (2014) summarises the concept of a brand as the conversation one has with a friend, sharing the experience they had with the company, giving them details of the journey (Levy,2014). A brand is regarded as a promise to the consumer, the unique factor and the additional benefits a company provides. The entirety of the company should aim at delivering the brand's promise, thereby creating the consumers experience (VanAuken, 2015).

Brand Identity

Brand Identity can be perceived as an external expression of a brand how it is recognised and distinguishing in the marketplace, through jargon and imagery that consumers know (OVO,2017). Brand identity refers to the collection of elements that hosts the brands

characteristics, from the background, principles and motives in orders to increase the value provided by the brand goods and services (Lugina, 2019). Kapferer (2008) highlights that brand identity is a way of communicating one message amongst a variety of its products. Well, Aaker (2010) defined brand identity as the foundation between the brand and the consumer, this foundation embraces the functional, emotional, and self-expression benefits which encapsulates and defines brand value. Kapferer (2008) further describes brand identity as the tool that helps organisations have a clear and unique sense of existence with a history and narrative that distinguishes it from other brands.

Kapferers' Brand Identity Prism

Kapferer Brand Identity Prism (as illustrated in Figure 2.1) will be used to help analyse brand identity, of an ethical brand, by observing the characteristics that encapsulate a brand. This prism is divided into six facets that help communicate the overarching narrative of a brand. The Physique emphasises on the visual representation used of the brand. This representation is broad, considering symbols and colours amongst several other factors. One of the phases of creating a brand is to clarify what it does and how it looks like, it can also be the tangible value (Kapferer, 2008:182).

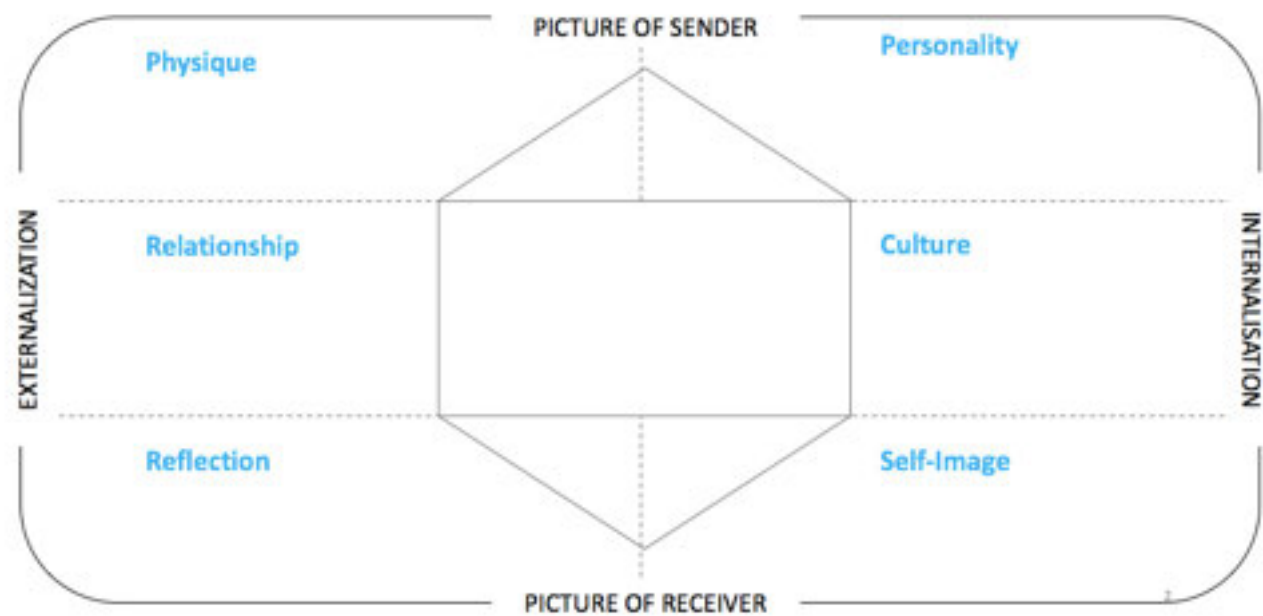


Figure 2.1: Brand identity prism

Brands have personalities, this can be seen by the way a brand chooses to communicate with its consumers. Its personality is communicated through the typography to the tone

and colour amongst several other means that impact a brand's messaging and their products or services. This persona is conveyed through scripted, colour and the brand messaging as a whole. A brand's Personality needs to be integrated into all its communication platforms (Kapferer, 2008:183). Kapferer (2008) describes brand Culture as the principles, ethos and value structure a brand sets their behaviour on, the culture should be mirrored into the product or services as well as the communication. It must be more than just a lifestyle but a cult, helps differentiating brand from its competitors (Kapferer, 2008:184).

Relationship refers to the link between the brand with its customers, when the brand gives customers more than what they bargained for, going beyond delivering the actual product or service. Creating and promoting trust and loyalty (Kapferer, 2008:185). Reflection refers to the stereotypical user of the brand, a brand is a reflection of its customers. A brand might have many different users, however when they are communicated to their customers, they will address the brand's perceived customers type (target market). Brands are inclined into creating an image of their ideal customer (Kapferer, 2008:186).

The last facet is Self-image is how the brand makes the customer feel about themselves through their product or service, brands are able to speak to one's self-image. To how a customer perceives their ideal self, how they behave and their desired lifestyle, and what they aspire to be. By understanding a customer, brands are able to address their message accordingly to their target market (Kapferer, 2008:186).

Ethical Fashion

Ethical fashion deals with human and animal rights, with regard to humans it refers to the safe and health working conditions, and fair trade. This philosophy is based on the concept of creating fashion that has none to minimal harm to the environment and its people. Ethical fashion is normally thought to be more expensive than fast fashion, and some people are not willing to spend extra on these items (Harmon, A, 2020).

There are a few things consumers need to look out for when buying ethical fashion, if the material used for the items are organic, with the many issues that surround cotton production such as toxic pesticides. Garments need to be labeled 100% organic cotton (Moore, 2017). Moore also mentions that consumers need to look out for fair-trade fashion, where workers are not being exploited. Over the years more and more fashion brands are

releasing Corporate Social Responsibility (CSR) reports, where they show some transparency with regard to their supply chain and how they work with the community (Moore, 2017). Many retailers in South Africa such as Mr Price, Woolworths, Thruworths and the TFG Group have also released such reports.

Patagonia

Patagonia, is an American clothing brand that specialises in selling outdoor clothing, swimwear and activewear that is made ethically. Their aim is to create high-quality and long-lasting clothing.

Patagonia even offer services to repair clothes as a way of combating fast fashion and to promote consumers to reuse, they are against consumers purchasing more clothes than they need. They noticed that purchasing less clothing can assist in the impact in the environment (Wolfe, 2020). They are Fair Trade Certified and most of the clothes are made using organic cotton or recycled materials. They are recognised as an environmental sustainability company. They are considered as pioneers of environmental ethics within the fashion retail industry (Wolfe, 2020). They also monitor their supply chain to ensure that environment are safe and healthy for the workers. They take big steps to ensure that they are able to decrease environmental impact at all times. Their main website has a blog section (stories) where articles are posted to inform consumers on the latest trends around sustainability and ethical fashion.

Levi's

Levi's, is American clothing brand that is considered to be global leader in the denim world. The brand is known for being at the selling eco-friendly denim. By introducing sustainable practices that reduce water during production, recyclable denim, and use ethically sourced cotton for their apparel wear. They are also known for giving back to not just the workers but to the community as well (Jacobs, 2020). Levi's, is an example of a brand that works hard at increasing their ethical status with all the policies they implement however they are unable to ensure that all workers within their supply chain are paid the minimum living wage. This is why they are recognised as a brand that is still in the process of changing into a 100% ethical clothing brand.

Brand Equity

The belief of brand equity is recognised as having the possibility to provide direction to marketers to help them make decisions and resolutions (Keller, et al., 2012). Brand equity is the total of all particular qualities a brand has, from the worth of its financial and non-financial assets. This can help gauge a brands awareness and influence towards the general public, that result into a customers commitment to the brand (OVO,2017). Forbes also claims brand equity is the public's valuation of the whole brand, which is set as a framework to grasp the brands position link to consumers (Forbes, 2017).

Keller, Brand Equity Model

Keller's brand equity model is also referred to as the Customer-Based Brand Equity (CBBE) Model which outlines the sequence into shaping and influencing consumers' emotions, and behaviour with the brand, in order to develop brand equity. CBBE happens when consumers have a strong awareness of the brand and have unique associations with the brand (Keller, et al., 2012:54).

Salience is the first level of brand equity, it represents the brand's identity with the way consumers recognise and know the brand, the noticeable factors that make the brand stand out. Brands need to know 'who they are' in the eyes of their consumers (Keller, et al., 2012). It is important for brands to clearly communicate what they stand for.

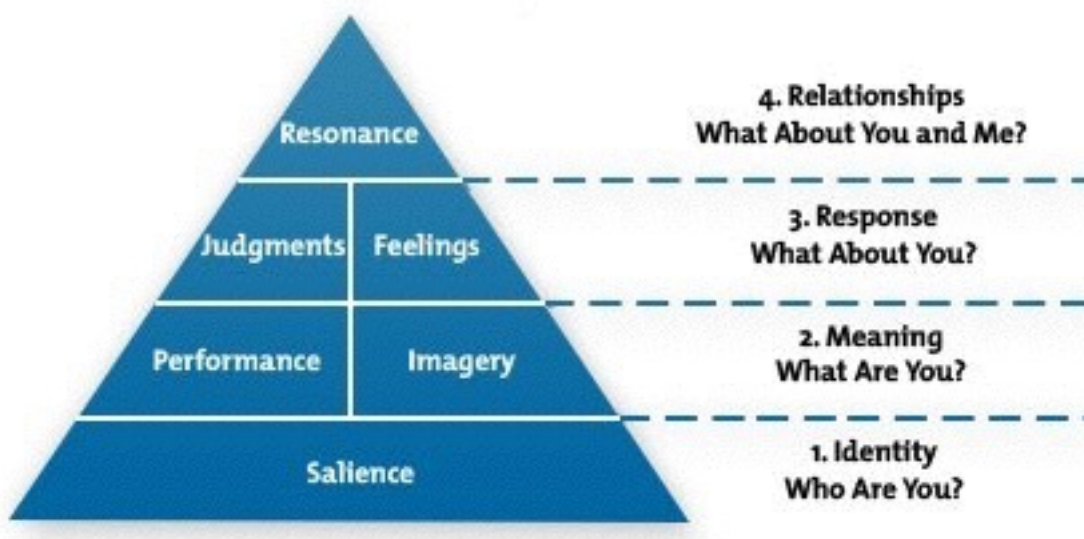


Figure 2.2: Kellers Brand Equity Model

The next level is Performance and Imagery, Performance focuses on the degree in which a brand's product or service meets the desires of the consumers, price, style and reliability are some of the factors that are considered. The product or service is the primary influence on consumers with regard to customer experience (Keller, et al., 2012). Imagery refers to the psychological needs the brand meets, these are the external properties, the intangible features of the brand. Things that are linked to a brand could be the user profile, history or the experience (Keller, et al., 2012). Performance and Imagery both personify the crafting of the brand's personality.

The third level is Judgment and Feelings, this level refers to the response consumers have towards the brand, what about the brand pleases and satisfies consumers. The perceived quality and credibility of the brand is what draws consumers to the brand (Keller, et al., 2012). It is generally difficult to influence or manage consumers' emotions towards the brand, usually Feelings carries out the brand's core values, how the brand wants to impact and make consumers feel about themselves when using the product or service. It is also the social currency it stimulates. Judgment deals with consumers personal beliefs, attitude and evaluation of the brand (Keller, et al., 2012).

Resonance is the last level of brand equity, it represents the connection consumers have with the brand, these elements range from consumers obtaining a sense of community to active engagement. It is a deep emotional connection that helps retain the brand at the top of consumers mind. Resonance shows how in sync consumers are with the brand (Keller, et al., 2012).

Consumer behaviour

Consumer behaviour is not just determined by basic necessities but is powered by consumers particular lifestyle, culture, and social group. The desire and the longing of being a part of a particular group can often drive consumers to buy more or into a certain brand (Slade, 2016). A strong and meaningful brand equity is a very useful component for influencing customers' behaviour when it comes to shopping for a specific brand. It is important for a brand to understand brand equity in order to generate characteristics that will entice customers to their brand, in order to create a successful brand (Samantaray, 2015).

Fashion Revolution (2018) conducted a survey on European consumers to see their viewpoint towards sustainability and supply chain transparency within the fashion industry. They found out that one in every third person thinks about social and environmental

impacts when shopping. They also discovered that consumers (68%) believe that the government needs to help ensure that products are sustainably produced. 70% of the respondent said it is crucial for brands to disclose informations on how they practices social responsibility (Fashion Revolution,2018).

There are some brands that try to follow ethical fashion practices and guidelines, many multinational brands like Levi's have even incorporated it into their codes of conduct, to show their commitment (Carrigan, M. Attalla, A. 2001). Nevertheless, there is no warranty or guarantee that consumers will boycott brands that do not practice ethical fashion and only support brands that are ethical. There is no proof to support the belief that consumers will be drawn to brands that show social responsibility and start actually taking part in ethical buying behaviour. However there are a many of consumers who do still buy environmentally-friendly products, and boycott unethical brands (Carrigan, M. Attalla, A. 2001).

Brand Awareness

Brand awareness is when consumers have the ability to remember and recognise a brand by its product or service. It is when consumers are able to identify brands that they have been exposed to before. Consumers are able to recall a memory they have with that specific brand's product or service, and if they were satisfied with it or not. When brands release a new product they have their brand name and logo visible on the product so it is easier for consumers to recognise it. Brand awareness plays a big role with consumers' decisions made during point of purchase (Keller, et al., 2012). Brand awareness is the beginning phase of when consumers encounter new products or brands. Brands main aim is to stay at the top of consumers minds (Lugina, 2019).

Shared Value

The product or service is no longer the main reason that attracts consumers to the brand, consumers want to know and see companies bring positive change. Creating Shared Value (CSV) is when companies create new strategies with the way they work to help the community whilst still making an income. Consumers are extremely environmentally conscious now than ever before. CSV allows companies to build local economies and improve their public profile. Porter and Kramer (2011) describe "Reconceiving products and markets, as companies growing their products and services while they improve and solve social issues in their communities. The CSV strategy needs to redefine productivity

within the companies value chain, by directly dealing with social and environmental issues with the companies industry (Porter, et al., 2011).

It is important for consumers to know what advantages the company's products and services have for the community, and how issues can be resolved through the company. The main concept of CSV is focused on companies to work together with the communities to CSV that will benefit both parties by creating economic value that addressing social issues (Porter, et al., 2011). CSV lets companies do self-examination to analyse what can be done to generate change, it allows companies to be more proactive. This is where company opportunities are found with the communities (Porter, et al., 2011). It is vital for brands that want to implement a CSV strategy to be able to manage and their company ethically by producing eco-friendly products. This kind of alliance can craft self-identification with a brand and also create brand loyalty with consumers (Jin, 2018).

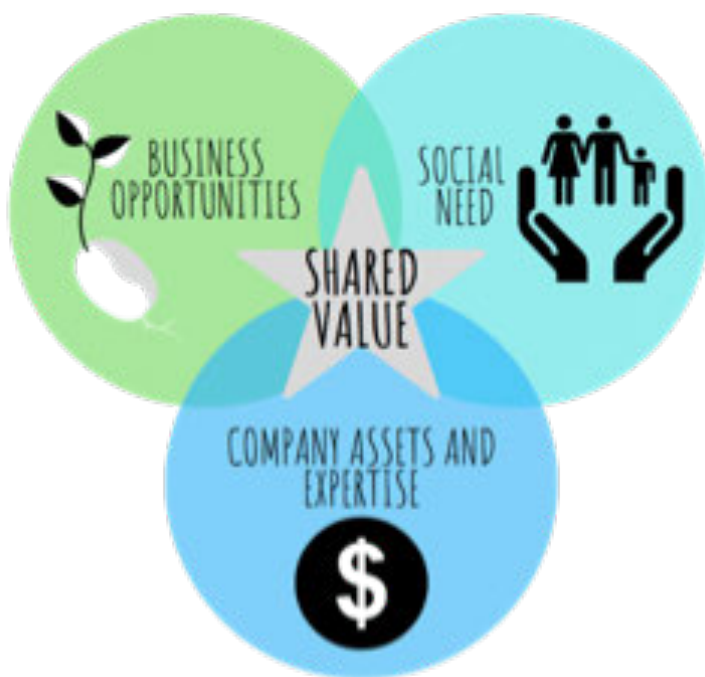


Figure 2.3: Porter's Shared Value

Jin (2018) claims that consumer attitudes are a result of their opinion on sustainable development, this plays a big role with the quality of CSV activity. Sustainability falls as part of the main paradigm for corporate environment management, it is a framework that consumers use to understand a brand's contributions to the community (Jin, 2018). Porter and Kramer (2011) both highlight that Corporate Social Responsibility (CSR) and CSV are

different concepts, CSV goes after economic results, from its activities to the pursuit of value. CSV is a way for brands to work together with consumers to create value in their communities. In most cases brands that are financially stable practice CSV activities, this helps them increase their product or services and their performance (Jones, et al., 2018).

Conclusion

Analysing these concepts provided more insight on what makes up a strong and meaningful brand. Understanding the value of ethical fashion and the importance of increasing awareness. Furthermore what brands are doing in order to attract new consumers and keep old consumers loyal.

Chapter 3: Methodology

This section will outline the research methods that will be used to carry out the research. This section will discuss the research design and plan, research paradigm, data collection methods, population and sampling and data analysis methods that will be used to reach the research objectives. The information that is gathered will be utilised to help give insight on how aware and educated South African consumers are about ethical fashion.

Research Design

An exploratory approach will be applied to this research in order to understand and discover a phenomena on ethical fashion within the South African fashion industry. This research will be conducted with an Inductive reasoning by making broad generalisations from observations of the consumer audience (Bezindenhout, et al., 2014:241). An ethnographic approach will be used for this research, in order to comprehend consumers who practice ethical (lifestyle) fashion (Strydom, et al., 2014:241).

Conceptual Approach

The conceptual approaches used for this research will be qualitative methodology, it will address the research objectives and purpose. Qualitative research allows for an investigation to occur in order to obtain understanding of the phenomena. Qualitative methodology can also be referred to as subjective interpretation of data. This research method analysis information by coding and by recognising themes and links (Bezindenhout, et al., 2014:193). This method examines the perceived experiences and the emotional connection humans have (Bezindenhout, et al., 2014:174). Qualitative research portrays actual interaction humans have within their natural habitat, showing how humans make sense and reason of a situation (Maree, 2016).

This method will assist in drawing out the motives behind consumer behaviour when it comes to shopping ethically. The research goal is to obtain in-depth knowledge on consumers behaviour, qualitative research is able to introduce interpretive data. Exploring humans attitudes towards clothing, the relationships they keep with the brand, behaviours, and trends/patterns they follow (Bezindenhout, et al., 2014:14). The research will set out if South African consumers are aware and educated on ethical fashion, and their feelings towards fast fashion a qualitative approach will help determine the required outcome.

Research Paradigm

The paradigm that is most appropriate for this research is the Interpretivist paradigm, it is subjective and it allows for a more empathic understanding of how individuals conduct themselves. It aids in obtaining great insight of a phenomenon, from factors that influence human behaviour and other daily decisions. Interpretivist paradigm does not point out or forecast outcomes, however it provides empathic and possible reasoning that can be interpreted (Davis, et al., 2014:65).

A phenomenon can be centred around knowledge humans have linked to personal experiences which drives them to make certain decisions. These experiences may not be observable however they are subjective to a particular event or actions (Bezindenhout, et al., 2014:51). This approach will give insight into consumer behaviour, and what motivates consumers to shop ethical fashion.

Research Plan

Sampling & Population

The sample population that will be used to conduct this research will consist of millennials (23-38 years old) in South Africa. This age group is chosen since they are more brand conscious and their brand choices are self-governed. Individuals in these age groups are prone to explore new ventures and try new brands, they are also in their final stage of the self development process where they create their own identity, and live a particular lifestyle. These individuals will be a mixture of people who are and are not familiar with ethical fashion. This will help gauge how aware South African consumers are about ethical fashion.

Since this is a qualitative study, a sample group of 20 people will be used for the online survey and five interviews. The advantage of having a small sample group is that it allows one to drive into the answers from the respondent and receive more insight (Maree, 2016). There are higher chances of the data being reliable and more meaningful if it is a small sample group. It also simplifies the process of identifying themes and patterns that are relevant to the study.

Data Collection Methods

Data Collection is the procedure used in order to gather, measuring and analysing information collected from respondents. This technique is used to conduct primary research. This can be done using different techniques in order to gain accurate insights on the topic. Based on the data gathered the hypothesis can be evaluated (Maree, 2016).

The five one-on-one interviews will take place via email or Zoom which is a video communications platform, it will depend on the respondents preference. The benefits of having an interview via email is that it has no barriers and it allows the respondent to provide detail on the matter and tell a story. However some issues that may occur with email interviews is the lag time that is created while waiting for the respondents feedback. Majority of the questions asked will be open-ended (semi-structured) questions, this will enable the respondent to also share extra knowledge and their perspective on the topic. The online survey will be conducted via SurveyMonkey, it will be sent out to 20 individuals who are of different age, and race. The advantages of conducting an online survey is that there is a low chance of errors occurring with the data. Secondary research will also be done in order to observe and analyse available literature on the topic, relevant theories and models.

Data Analysis Methods

Maree (2019) defines data analysis as a way of discovering patterns within the data, examining patterns and formulating conjectures. du Plooy-Cilliers, et al. (2014) mentions that data which is analysed via qualitative methods grants for deeper and meaningful understanding. Into factors that reveal human behaviour and the importance of the phenomenon.

Once all the data is gathered from the interviews and surveys, the information will be analysed in order to interpret the data. This is done by coding which is the process of analysing patterns and similarities within the data and grouping it into manageable pieces (Bezindenhout, et al., 2014:237). The main objective for collecting qualitative data is to obtain raw information to gain more knowledge on the research topic. Cronje, et al. (2014:241) mentions that once the data is analysed it can be categorised into relevant themes, this process is known as thematic analysis. Thematic analysis will be used, it is also referred to as concept coding, it breaks down working and spots, records patterns, and themes within the data collected.

Validity, Reliability & Trustworthiness

du Plooy-Cilliers, et al. (2014) argues that the key objective in qualitative research is to provide understanding of a particular phenomenon within context. Therefore data that is collected needs to come from a reliable and trustworthy source and must have validity. Data is considered to be trustworthy when it is rated believable, this is extremely vital in qualitative research.

The credibility of the information depends on how accurate the data that has been translated from the respondents is. Data collected must not be presented in a distorted manner or even be prejudice (du Plooy-Cilliers et al, 2014). Utilising the right data analysis methods ensure that the work that is interpreted is accurate. Korstjens and Moser (2018) both point out that confirmability is a criterion of trustworthiness which show the amount of confidence the research findings are supported by. Ensuring that the data collected holds up the findings, in order for similar conclusions to be drawn up when other researchers review the study (du Plooy-Cilliers et al., 2014). Using reliability platforms such as Ebsco-Host, Google Scholar and other academic databases to obtain research material. Dependable data is reviewed by other researchers in their studies, therefore peer-view is essential in order to examine the number of times an author has been cited. It also ensures the credibility of the resource if it is cited often. Articles and other academic resources that have been published in the last five years will be used since it will have the most recent information since theories change and new data can be discovered. Ensure that the sources provide references and evidence aid their theories.

Dependability refers to the number of times a source is repeated by other researchers and the findings remain unchanged. It shows the standard of the process between the data collection method, data analysis and the forming of the theory (du Plooy- Cilliers et al., 2014). This research will be fair and honest, no answers will be manipulated in order to create or form a certain angle.

Anticipated Contributions

The research will be exploring the role of ethical brands within the South African fashion retail industry. Discovering factors that make up a meaningful ethical fashion brand. The reasons behind consumers purchasing behaviour and their awareness and perception towards ethical fashion brands compared to fast fashion. To unfold and obtain deeper

understanding on how Creating Shared Value (CSV) benefited the brand. The outcome of this research will provide insight on how ethical brands can entice consumers and keep them engaged. This research will also contribute to the understanding of ethical fashion brands in South Africa.

Ethical Considerations

There are three main principles that provide guidance for researchers, which is the respect of human, beneficence and justice. These principles will be carried out throughout the process of conducting this research (Marre,2019). Ensuring that the IIE ethics policy is followed. Louw, et al. (2014:262) proposes that if a researcher conducts the research with honour and follows all the ethical principles for conducting research in a liable manner will produce professional standards of work. The stakeholders who will be involved with this research will be participants, Vega as the academic institution and myself (researcher).

Participants of the interview and survey will have full knowledge of the fact that the data gathered will be used for a research study and their consent will be required prior to their encouragement. The participant consent form can be found in Appendix 2. Participants identity will remain anonymous throughout the entire research. In order for confidentiality not to be broken the participants' response (information) will only be used and available for the purpose of this research study (Marre,2019). The participants will not be deceived or persuaded into answering the questions in any way. The consent form will have all the required data needed for participants to know before they choose to participate. All concerns that might be required by the participants will be addressed in consent form. These are the ethical considerations that will be utilised in order to carry out this study.

Limitations

There are a few limitations that might set back the research process, like the current situation of the Coronavirus. Due to the global pandemic we are currently facing, there are many limitations that will hinder the research study. This will affect the way in which the data is collected, since human interaction is forbidden and most businesses are closed. The health of the participants is of utmost importance therefore, interviews and surveys will have to be conducted via email and other video calling applications. This will also play a role on the access to data and the sampling size, making it a smaller number, which might not give a clear indication of how the general public's understanding or opinions on the topic is. Another limitation with having online interviews and surveys is non-response bias,

this happens when respondents fail to answer all the questions, this will hinder in-depth insight on the matter. It may also cause financial constraints, since new software and applications will be needed in order to collect data. This also puts constraints on the number of resources that are available in order to conduct this research successfully.

Conclusion

Qualitative research will be used throughout the research to enable consumers' perceptions to be captured, with regard to ethical fashion. This research will obtain valid, reliable and trustworthy sources, in order to ensure that the research is credible. All ethical considerations will be acknowledged throughout the process of conducting this research.

Chapter 4: Data Collection and Analysis

Introduction

The data collection tools that were used to execute this research proposal were done through surveys and interviews. Participants were able to portray their level of understanding and their view on the topic. Their opinions on fashion, especially ethical fashion were insightful due to the richness identified in the differences however there were still some similarities with the responses. The answers will be analysed using thematic analysis method.

The purpose of data collected using primary research is to gather information to assist in reaching the research objective. The aim is to identify and interpret the key findings and patterns from the data that was collected through an online survey and semi-structured interviews via email. Focusing on the relevant information that relates back to the research objectives.

Population

The participants were female and male millennials between the ages of 23 and 38 living in South Africa, ranging from students to employed individuals. All racial groups in South Africa were represented in this research. The participants were of the middle to upper class, falling into the middle living standard measures (LSM) group of 5-7 LSM. The population consists of individuals that are relevant to the research topic since, their brand selection for fashion items is self-determined.

The population of the research stands remarkably homogeneous as all the participants are all fashion lovers. Maree and Pietersen (2020:221) both mention that populations that are homogeneous with respect to the variables (Maree, et al., 2020:221). Therefore, the population is of a smaller sample group, is adopted in this proposal as a means to attain an enhanced understanding of the topic (Maree, et al., 2020:221). The outcomes from the primary research only represents a minority of millennials in South Africa since a few people participated with the research, but this does not reduce the significance of its outcomes and contributions to the conversation of ethical fashion.

Sampling

The sampling technique adopted for this qualitative research was a non-probability method. This is a practical method used when the population has similar traits. It is a less demanding method, sampling bias is not considered and participants are not selected at random (William, 2020).

The type of method that was applied was a convenience sampling, since the participants were not difficult to recruit and were available (William, 2020). Another type of method that was applied was purposive sampling, this is when the selection is done on similar characteristics that the population shared (Ames, H, 2019). For this research all participants were millennials, who loved fashion, however some had knowledge on ethical fashion and others were not familiar with the term. These individuals were purposely chosen to take part in this research, this helped make certain that all views and understanding of ethical fashion are articulated and considered.

The initial sample size for this research were five participants for the interviews and 20 participants for the online survey. However, only four participants have responded for the interview and 19 people have participated with the online survey thus far. A smaller sample group allows for an intensified and clearer concept of the shopping behaviours of consumers in South Africa. Reverent themes and patterns can also be easily identified to provide more insight. Data is more meaningful and reliable when the sample group is smaller.

Data Collection methods

The process of data collection is used to gather and evaluate information, in order to answer the research objectives. Responses from participants are analysed and patterns and themes are identified. This technique is used for carrying out primary research, many tools can be used in order to access greater insights (Nieuwenhuis,et al., 2020:95).

Interview

The initial plan was to conduct the interviews via Zoom, however some of the participants were not able to fit a meeting into their schedules. The next option was to send them the question schedules, for them to answer when they had a chance to. The five participants who took part in the interview, were sent the questions via email to answers at their own

time. These questions were sent between the 18 August and 24 August 2020 only once their consent forms were sent back. Some issues that were faced were the fact that 'email interviews' hinder engagement with the participants, that might stimulate more conversations around the topic to get deeper insight. And to answer other questions that were not asked. The main issue was the lag time, created from when the questions were sent out and them being sent back. All the questions were open-ended (semi-structured) questions, this allows the participants to elaborate with their answers.

Survey

An online survey was sent out to 20 participants who were willing to be involved with the research. Only once they sent their consent forms back, was a link sent to them. The survey was conducted via SurveyMonkey. Online surveys are very effective since there is minimal chance of the data being manipulated and it is more controlled. The data is also automatically tabulated into graphs and charts for easy interpretation. Themes and patterns are therefore identified more efficiently.

Secondary Research

Secondary research was reviewed from other pieces of relevant literature that is related to the topic in order to attain and heightened insight for the research objectives. To also identify similarities with the outcome from the interview and survey.

Data Analysis Method

The data analysis method, is a means of attaining meaningful and deeper comprehension of the data that has been collected. This helps with unfolding relevant information providing insight on human behaviour (du Plooy-Cilliers, et al. 2014). The data gathered will be analysed using coding, which helps identify patterns and similarities from the participants and organise them into groups (Bezindenhout, et al., 2014). Analysing data that has been collected from primary research allows for raw information, to be interpreted in order to get more understanding. Thematic analysis is when data can be sorted and categorised into similar themes. This method was applied, which helped with breaks down the informations into group (du Plooy-Cilliers, et al. 2014).

Chapter 5: Interpretation and Findings

Introduction

The motive behind conducting interviews and surveys, was to help gain insight on the role of ethical brands within the retail fashion industry in South African (SA). To see how aware South African are on ethical fashion and how they perceive it as a whole. To investigate general consumer behaviour in relations to shopping and to identify the communication ethical brands have with consumers. The main aim was to gauge how educated and aware consumers are about ethical fashions. Whether South Africans shop consciously with regard to the different clothing brands that are available, and to understand the factors that influence and govern their shopping behaviour.

Survey

Sub-questions were created to form interview and survey questions, which were structured around these research objectives:

- Objective 1: Which international ethical brands have successfully implemented ethical standards in their supply and chain operations, yet enjoy the benefits of a successful business?
- Objective 2: What role does consumer behaviour play within the South African market?
- Objective 3: What are the factors and motives that drive people into shopping ethically?

From the data collected, themes and patterns have been discovered through the use of a qualitative approach. These findings help provide insight that respond to the research objectives. The data collected is also represented in graphs and pie charts to assist in visual interpretation and the understanding of the findings. A total of 19 people participated with the survey and four participated in the interview.

1.Demographics

The participants that took part in this research are individuals living across South Africa, they were male and females, and were millennials generation group ranging between the ages of 23 and 38.

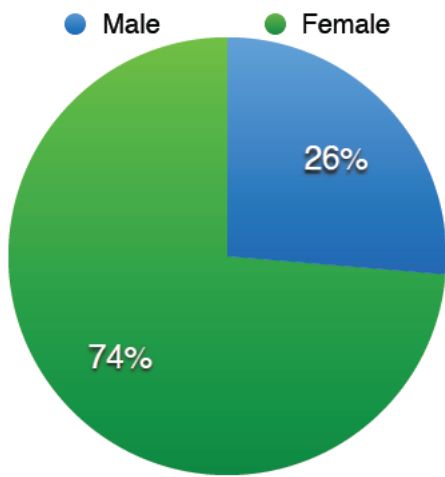


Figure 5.1.1. Gender

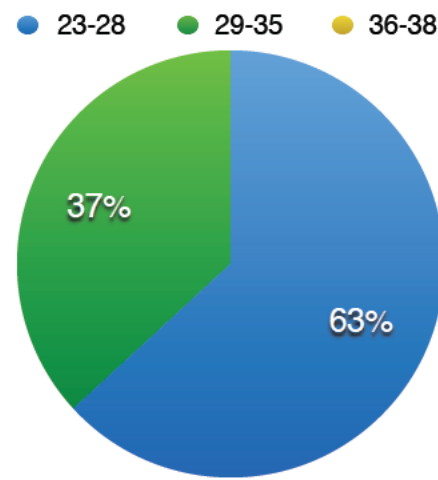


Figure 5.1.2. Millennials age groups

2. Consumer Behaviour

Questions were crafted to help determine consumer behaviour, by firstly understanding how frequently a person would go shopping for clothing. Other participants explained that they only go when they need new clothes or replacing an item, sometimes they go only once every 2 months. When asked if they consider themselves to be brand conscious, 68% said 'no' and 32% said they are. One further stated that, 'certain brands contain social status and most importantly quality'. Quality was determined the main reason why 32% considered to be brand conscious.

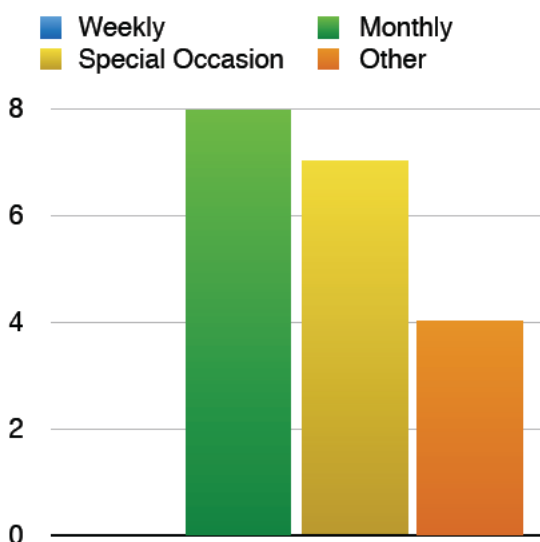


Figure 5.2.1. How often they go shopping

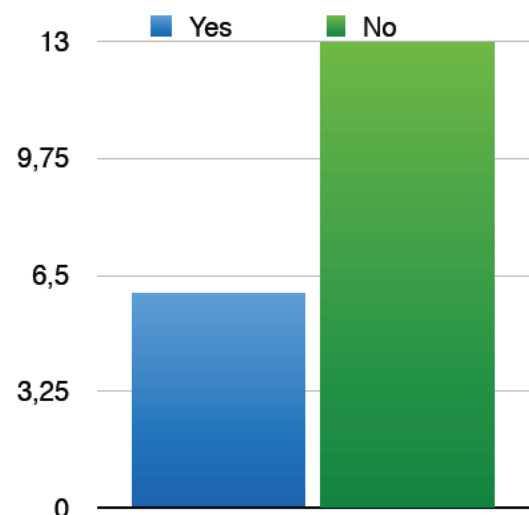


Figure 5.2.2. Are you brand conscious?

Fashion trends are constantly revolving, this may be determined by the season, lifestyle or a particular era. Trendsetters often follow and keep up-to-date with new fashion trends. 63% of the participants do not keep you with current fashion trends, however 37% do. This was driven by the 'love for fashion' and for the sake of 'being trendy' state by two of the participants. Many different factors may influence an individual when purchasing clothing from an ethical brand, 67% of the participants said it would be quality, 17% Lifestyle, 13% trend, and 4% said a certain occasion. All the participants agreed that cost does play a role with their purchasing decision.

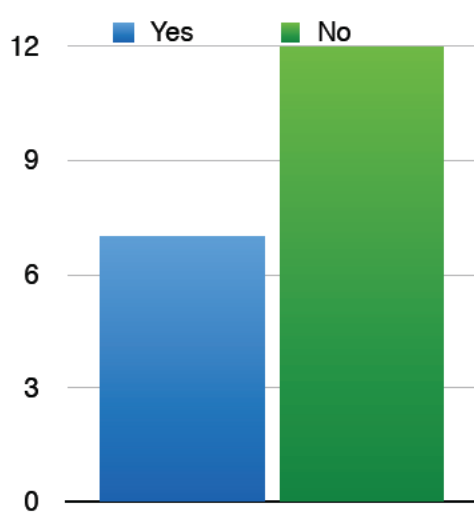


Figure 5.2.3. Follow current fashion trends.

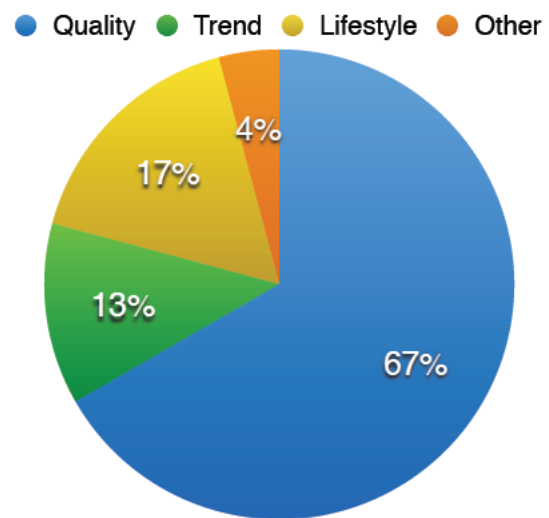


Figure 5.2.4. What influences your brand choose

3.Awareness

The seventh question was, 'Are you aware of any ethical fashion brands in South Africa?'. 58% of the participants said yes and 42% said no. Although, they were only able to identify The Body Shop, Faithful to nature and Woolworths as ethical brands. 11% of the participants were aware of international ethical fashion brands and 89% mentioned that they were not aware of any.

When asked, "Does it matter to you where your clothes come from and who made it?". Only 42% said yes, they cared where their clothes are sourced and manufactured from and 58% said, 'no' it does not matter.

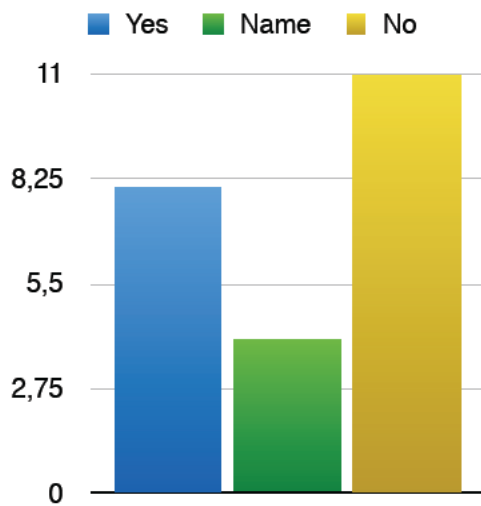


Figure 5.3.1. Ethical fashion brands in SA

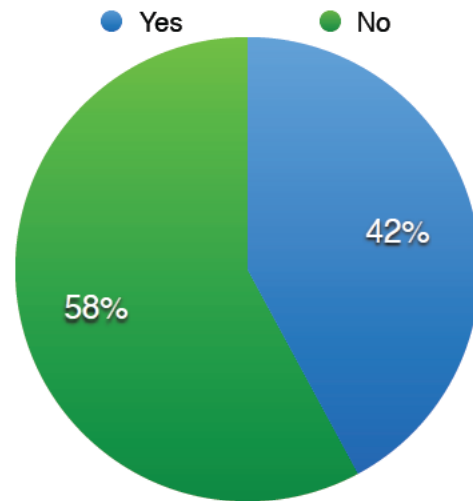


Figure 5.3.2. Clothing sourced & manufacture

74% of the participants believed that ethical brands are doing enough in terms of communications with consumers and increasing awareness, yet 26% believe they are doing enough.

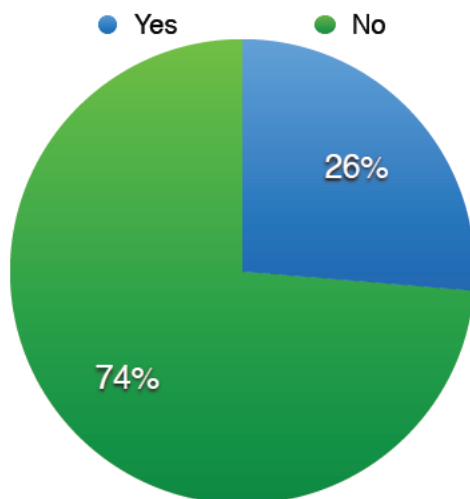


Figure 5.3.3. Ethical brands communications

4. Empathy (emotional connection)

The twelfth question was, “What are the factors that might hinder you from shopping ethically?” The most popular response was, cost, quality and knowledge of what ethical fashion really is. One participants elaborated saying, “I don't know enough about it. I guess I'd have to educate myself on the various brands, but that just makes shopping sound like a research task. Not an impromptu experience.” Some participants suggested that it would depend on how accessible it was to them. Some responded with ‘none’, one mentioned that the design of the item would be a contributing factor. Another participant explained that, “...if I want something I will get it and I will think of the ethics involved, but will still choose the product.”

The participants ‘opinion on ethical fashion’ varied from some thinking, “It’s a great initiative” implying that, “more retailers need to follow this path”. Others felt they “don't know enough about it” concluding with “there needs to be more awareness” and “education” on it. Since this holistic approach celebrates and protects people and nature, which still provides fashionable items. A few that felt that although it’s sustainable, it could be expensive to make ethical clothes. Others' outlook on ethical fashion was that it's all about supporting local brands and empowering the communities these local brands exist within.

The final question assisted in gauging the height of the participants' awareness of ethical fashion before the survey. Finding that 53% did not have any knowledge on ethical fashion and 47% were familiar with the term.

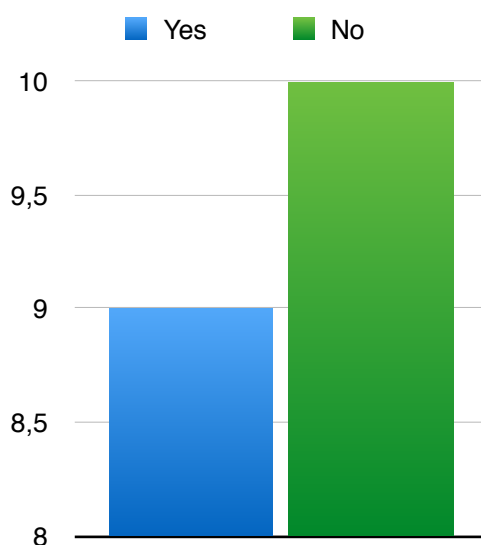


Figure 5.4.1. Were aware of ethical fashion before the survey.

Interview

The interviews below were conducted via email, with only four participants.

Outcomes

Participants A, B and C, have a good understanding of the difference between the definition of fast fashion and ethical fashion. Participant D was not familiar with the term and resorted to articles on Google to understand the difference between the two, more especially ethical fashion. Participants A, B, and D, don't purchase clothing regularly, they believe in having a functional wardrobe with staple items that are non-seasonal. Yet they also felt that it depends on whether a new pattern or cut is in style. Participant C was totally against fast fashion, stating that, "The belief that if you purchase that item, it will somehow make you a better version of yourself".

When asked "What would be the reason behind you shopping ethically?", the response of all the participants were similar. The main reason was for the preservation of the environment for the future generations to come. Supporting sustainability of the land and focusing on smaller local manufacturers who don't exploit workers. Participants A, B, and D agreed that high-prices might hinder them from shopping ethically. Participants B and C also mentioned availability, participant C further elaborated that the lack of ethically awareness. Since it is difficult to know which "shops stock ethical fashion brands".

Participants B and C both agreed that it matters to them where their clothes come from and who made it, taking into account the ripple effect it may cause. Participant A, mentioned that they didn't care, the only issues they would have is "child labor". Participant D said that, "Up until coming across this questionnaire no but I am a lot more conscious of the food I consume". Participants were able to name Mr Price Group, Adidas, Woolworths and Cotton-On, as brands that give back to the community.

The common thing that the participants look for when purchasing for clothing is, price, quality, styling, fabrics and comfort. To some extent all the participants believe they follow current fashion trends, nevertheless they only buy into trends they really love. Participants A and D both stated that they are not brand conscious, Participant A, explained they don't believe in paying for a brand label unless they actually love the item itself, say, "I can't justify paying for a logo". Participant C, said they are brand conscious. All for participants

agreed that they sometimes do purchase seasonal items, but only when needed for a special occasion. When asked how owning ethical clothes would make them feel, participants A, B and D said they feel good knowing that they are contributing in the grand scheme of things.

Conclusion

The word cloud below highlights some of the keywords that were generated from the responses from primary research. There are a few South Africans who are not familiar with ethical fashions and the ones that are familiar with it do not really practice it for various reasons such as cost and availability. Another contributing factor is the lack of knowledge, culture and environmental concerns about ethical fashion within the South African population. The main elements that influence South African millennials when shopping are the current fashion trends or the lifestyle for others or the social status the brand gives them.



Figure 5.5 Word Cloud

Recommendations & Suggestions

Since this was a small-scale research study the data gathered was limited, however still provides a lot of insight. For a more accurate representation of South African consumers, the sample size for this research would need to be much larger, taking into account their age, different income bracket of the consumers, and where in South Africa they live whether in urban or rural areas. This information could provide uncover newer and deeper insights into the consumption behaviour of the South African consumer.

A suggestion for South African fashion retail industry that do implement ethical fashion, is to communicate more effectively to their consumes. To make sure they know exactly what it is and the contributions they are adding by purchasing clothing from them. This helps create a culture that still educating consumer about the benefits of ethical fashion. This can craft a strong and more endearing relationship between the brand and the consumer which stimulates brand equity.

Objective 1: Which international ethical brands have successfully implemented ethical standards in their supply and chain operations, yet enjoy the benefits of a successful business ?

SA fashion retails can take small steps like Levi's into making their company more ethical, by implementing change in phases. Each phase should be communicated with consumer, through all their communication platforms and in stores, to make them aware of issues with the fashion industry and the steps the company is making to improve the company.

Objective 2: What role does consumer behaviour play within the South African market?

Quality is the main element that drives SA consumers to a specific brand, consumers are seeking for clothing that will last them for a long time which still making them look and feel good.

Objective 3: What are the factors and motives that drive people into shopping ethically?

Consumers love knowing that their contribution helped improve other peoples lives or the planet. SA fashion retails need to inform consumers where or which stores have ethical clothes so they know where to shop, making it more accessible to them.

Concluding Remarks

Ethics and sustainability are principles that need to be applied in the brand strategy for all fashion retailers. The focus behind this research report was for greater understand of the dimensions that govern fashion ethics within South Africa, the extent fashion retailers go to, in order to show social responsibility. It is evident that consumers seem to require additional information that will assist them in making great judgements towards ethical fashion. This is where South African fashion retailers that implement ethics need to communicate with their consumers more effectively using their various communication platforms. Informing them about the processes they are taking in order to better the environment, people and their supply chain.

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Appendix 1: ETHICAL CLEARANCE LETTER



10 August 2020

Student name: Senamile Nobubele Mkhize

Student number: [REDACTED]

Campus: Vega, Durban

Re: Approval of Bachelor of Arts Honours in Strategic Brand Communication Proposal and Ethics Clearance

HONOURS/PGDIP ETHICAL CLEARANCE LETTER

Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.

Ethical Fashion: An investigation into the role of ethical brands within the South African fashion retail industry.

Your research proposal posed no significant ethical concerns and your supporting documents and instruments are in order to proceed. We hereby provide you with permission to proceed with your research.

In the event of you deciding to change your research methodology in any way, kindly consult your supervisor to ensure all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued.

We wish you all the best with your research!

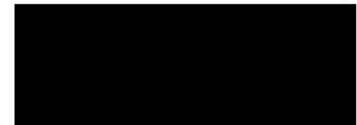
GENERAL CONDITIONS TO BE FULFILLED IN RELATION TO RESEARCH

Permission is granted to proceed with the above study subject to the conditions listed below being met and may be withdrawn should any of these conditions be flouted.

Please note: The panel has not considered the merits, accuracy or ethical soundness of the research. The only merits examined are the use of The IIE as a sample.

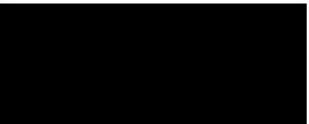
Permission is granted subject to the following conditions:

1. The researcher(s) will need to obtain informed consent in writing from all of the participants in his/ her sample if the study is not anonymous.
2. The researcher(s) may only use the data collected for research purposes and in no other way.
3. Photographs of human subjects may only be taken if relevant to the research, informed consent was obtained, and even with informed consent, the photographs may not be published on any online platforms.
4. The researcher is responsible for supplying and utilising his/her own research resources, such as stationery, photocopies, transport, faxes and telephones and should not depend on the goodwill of the institutions and/or the offices visited for supplying such resources.
5. No names or identifying information of participants may be used within the research and the research must be voluntary.
6. Please make it clear that the information will not be used punitively in any way and participants may in no way be counselled/advised based on this.



Supervisor: Simon Grainger

11/08/2020



Carolanda Du Toit
Campus Postgraduate Coordinator (CPC):
11/08/2020

Appendix 2 : PARTICIPANT CONSENT FORM



CONSENT FORM TEMPLATE TO CONDUCT QUESTIONNAIRES USING EMAIL

Explanatory information sheet and consent form for participants
To whom it may concern, My name is Senamile Mkhize and I am a student at Vega. I am currently conducting research under the supervision of Simon Grainger about the role of ethical brands within the South African fashion retail industry. I hope that this research will enhance our understanding of how aware and educated South Africans are about ethical fashion. I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.
What will I be doing if I participate in your study?
I would like to invite you to participate in this research because your understand of ethical fashion will provide insight and assist me in unfolding the issues surrounding it. If you decide to participate in this research, I would like to email you my questionnaire on Microsoft word. If you could please fill that questionnaire out and then email it back to me. You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer questions on the questionnaire.
Are there any risks/ or discomforts involved in participating in this study?
Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. If you find at any stage that you are not comfortable with the questions, you may withdraw or refrain from participating.
Do I have to participate in the study?
• Your inclusion in this study is completely voluntary • If you do not wish to participate in this study, you have every right not to do so • Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.
Will my identity be protected?

I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at Vega will have access to your questionnaire. I would like to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.

What will happen to the information that participants provide?

Once I have finished all questionnaires, I will write summaries to be included in my research report, which is a requirement to complete my. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

What happens if I have more questions about the study?

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

Senamile Mkhize

[REDACTED]

The contact details of my supervisor are as follows:

Simon Grainger

[REDACTED]

Appendix 3: INTERVIEW QUESTIONS

1. What does the term 'fast fashion' signify?
2. What is your buying behaviour towards fast fashion?
3. What does the term 'ethical fashion' signify?
4. What would be the reason behind you shopping ethically?
5. What are the factors that might hinder you from shopping ethically?
6. Why do you think other people purchase ethical brands?
7. Does it matter to you where your clothes come from and who made it?
8. Does the brand's image (history) determine your purchasing decision? And why?
9. Does knowledge of the brand's working environment impact your decision to purchase their clothes?
10. Do you know of any brands that give back to the community?
11. What do you look for when purchasing clothing?
12. Do you follow current fashion trends?
13. Do you think you are brand conscious?
14. Do you purchase seasonal items or items for a particular/once-off (special) occasion?
15. How does owning ethical clothes make you feel?

Appendix 4: SURVEY QUESTIONS

Question

1.What is your gender?

- Female
- Male

2.What is your age?

- 23-28
- 29- 35
- 36-38

3.How often do you go shopping for clothing?

- Weekly
- Monthly
- Special occasion
- Other

4.Do you think you are brand conscious? If yes, why?

- No
- Yes, Why_____.

5.Do you follow current fashion trends?

- No
- Yes
- Other

6.What influences your brand choose when purchasing from an ethical brand?

- Quality
- Trend
- Lifestyle (Something that will place me in a specific social class)
- Other_____.

7.Are you aware of any ethical fashion brands in South Africa?

- No
- Yes, Name_____.

8.Does the cost of the item play a role with your purchasing decision?

- No
- Yes

9.Does it matter to you where you clothes come from and who made it?

- No
- Yes
- Why_____.

10.Do you think ethical brands are doing enough in terms of communications with consumer & increasing awareness?

- No
- Yes
- Other_____.

11.Are you aware of any international Ethical fashion brands ?

12.What are the factors that might hinder you from shopping ethically?

13.What is your opinion on ethical fashion?

14. Were you aware of Ethical Fashion before?

- No
- Yes

Final Research ReportSummary Document Table(Annexure A)

Research Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Anticipated Findings	References
Why do you want to do the study? To gauge how educated and aware South African are about ethical fashion brands. What do you want to achieve? To increase awareness and gain insight on consumer behaviour	What is the main question you want to answer? Do South Africans know about ethical fashion and how many practice shopping ethically?	Why is this study important? Ethical fashion support, fair trade as well as the conservation of the environment. Why do you believe this research is worth conducting? It will help increase awareness amongst South African consumes.	Who are the seminal authors on the topic? Kapferer (Brand Identity) and Keller (Brand Equity Model)	Theme 1: Brands Theme 2: Brand Identity Theme 3: Ethical Fashion Theme 4: Brand Equity Theme 5: Consumer behaviour Theme 6: Brand Awareness Theme 7: Shared Value	Paradigm Positivism or, Interpretivism, or Critical Realism, or Other Interpretivism Epistemology What do you want to do/ achieve with the knowledge you will generate? Being awareness to consumer and fashion brands in South African that are considering ethical fashion. Ontology Do you think reality is 'real' and governed by laws? Yes there are laws in favour of fair trade and environment affairs.	Qualitative or Quantitative? Qualitative Population Population Parameters Who/What is your population? Men and women who are of the ages 23-38 What are the characteristics of your population? Ranging from people who love fashion, and those who love the environment and believe in fair trade.	What tools/instruments or methods will you use to collect your data? - Primary research (Interviews & Survey) - Secondary research (articles)	What type of ethical challenges could you possibly face in conducting the research? How will you address these?	What do you expect to find? An estimate of how important ethical fashion is to South African.	What are some of the main sources you will use in your study? - Research Matters (textbook) - Fashion Revolution. (website) - The New Strategic Brand Managent. (textbook) - Strategic Brand Management. (textbook)
Research Problem	Secondary Questions/ Hypotheses/ Objectives	Key Concepts	Key Theories			Sampling	Data Analysis Method(s)	Limitations	Anticipated Contribution	
What is the problem that you want to solve? The awareness of ethical fashion brands in South Africa.	What are the smaller objectives you need to achieve to solve the problem? Objective 1: Which international ethical brands have successfully implemented ethical standards in their supply and chain operations, yet enjoy the benefits of a successful business? Objective 2: What role does consumer behaviour play within the South African market? Objective 3: What are the factors and motives that drive people into shopping ethically?	What are the key concepts that you need to conceptualise? - Ethical fashion - Fast fashion - Consumer behaviour	What theory or theories will inform your study? Success of international ethical fashion, understanding consumer behaviour, shared value brands identity and brand equity.		Axiology What do you value in terms of research? What should research be or do? Research helps provide solution to social problems and brings more insight and understanding to the topic at matter.	Probability or non-probability: Probability Sampling method: Homogeneous sampling Size: 15 - 25 people,	Unit of Analysis What will you analyse? Interview answers Data Analysis Method(s) What method(s) will you use to analyse your collected data? Thematic analysis	What are some of the limitations that could influence the validity/ reliability or trustworthiness of your study? Due to the coronavirus, I will not be able to do face-to-face interviews. What other limitations could influence your study? Interviews will have to be conducted online (video calling apps) and via email.	What kind of a contribution do you think your study will make to the body of knowledge? Provide insight on how far behind South African fashion brands are, in comparison to international fashion brands. It will provide knowledge of what steps need to be taken in order to become a successful ethical fashion brand.	