



vega

SCHOOL
DESIGN • BRAND • BUSINESS

An investigation of the relationship between colour preference and the purchase intention within the luxury garment industry in South Africa.

Student Name: Modula Sebolelo Moloi

Student Number: [REDACTED]

Supervisor: Anthony Wingfield

Module: Research Methodology 8419

Qualification: IIE Bcom Honours in Strategic Brand Management

I hereby declare that the Research Report submitted for the Bachelor of Arts Honours in Strategic Brand Communications 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.

Final Word Count: 10 43

Abstract

A consumer's decision can be characterised as their personal approach to making a choice. The choice they make when considering to purchase a product is based on the visual elements of that said product. Colour plays an important role in visual merchandising as it influences consumer behaviour and their purchase decision. The fashion industry has a large contribution to the creative industries, its value to urban development and promotion has become increasingly recognised. The industry has grown to include Africa and Asia, where countries such as South Africa are no longer subjected to fashion trends but are now aiming to global industry leaders.

The study aims to determine whether a correlation in the purchasing intent of women buying luxury garments based on colour trends exist. This study will make use of correlational research. The sample size of 40 will be considered for participate in the study. The researcher will explore existing literature that test theories similar to the study being conducted and then they will apply the theories to the more specific topic of the investigation. They will link the information generated from the initial research to the research proposal keeping in mind a specific conclusion Through the use of descriptive states, the researcher will be able to assess the data according to the measures of frequency, central tendency and dispersion. The findings highlighted the importance of colour in purchasing garments. It will also give the researcher an understanding of the meaning of colour to the different consumers according to their age. The study may be able to provide future researchers with a foundation to further investigate if colour and colour palettes can be used to segment markets.

Abstract	2
Acknowledgements	6
1. Introduction	7
1.1 Contextualisation	7
1.2 Rationale	8
1.3 Problem Statement	8
1.4 Purpose Statement	9
1.5 Research Question	9
2. Literature Review	10
2.1 Conceptualisation of Key Concepts	10
2.2 Theoretical Foundation	11
2.3 Review of Previous Literature	12
3. Research Methodology	16
3.1 Research Design	16
3.2 Research Paradigm	16
3.3 Research Approach	17
4. Research Plan	18
4.1 Population	18
4.2 Sampling	18
4.3 Extent	19
4.4 Data Collection	19
4.5 Data Analysis Methods	20
4.6 Trustworthiness	21
5. Data Analysis and Findings	22
5.1 Introduction	22
5.2 Methodology Applied	22
5.3 Data Analysis	23
5.4 Findings	28
6. Conclusion	29
6.1 Anticipation Contribution	29

6.2 Ethical Considerations	29
6.4 The Researcher	30
6.5 Limitations	30
Reference List	31
Annexure A:	35
Questionnaire	35
Annexure B:	36
Survey Summary	36
Annexure C:	38
Concept Document	38
Annexure D:	39
Ethical Clearance	39

Acknowledgements

Firstly I would like to give thanks and show appreciate to my supervisor, Anthony Wingfield, for his patience and guidance.

Secondly I would like to give thanks to my parents for their support throughout this journey, it was a long year. Their unwavering support encouraged me not to give up and remain focused in accomplishing my goals.

I would like show appreciation to my employers and business associates who afforded me time to complete my degree on a full time basis. If it was not for the leniency and understanding I would have not come this far.

Lastly to my family and close friends, I thank them for their support and love.

1. Introduction

1.1 Contextualisation

A consumer's decision can be characterised as their personal approach to making a choice. The choice they make when considering to purchase a product is based on the visual elements of that said product. Colour plays an important role in visual merchandising as it influences consumer behaviour and their purchase decision (Yu et al., 2017). The presence and use of colour are universal, however predicting colour preference and how colour and colour combinations shape context and stimulate certain emotions can be a daunting task for brand managers (Sullivan, Kazlauciunas and Guthrie, 2017). The fashion industry has a large contribution to the creative industries, its value to urban development and promotion has become increasingly recognised (Adinolfi, Tichaawa and Banda, 2018). The garment industry provides the South African economy with opportunities to up-skill, create jobs and boost the countries manufacturing sector, especially after the effects of the Covid-19 pandemic (Stadio School of Fashion, 2021). The industry has grown to include Africa and Asia, where countries such as South Africa are no longer subjected to fashion trends but are now aiming to global industry leaders. Fashion forms a significant tool in marketing as it can shape the identity of a brand (Adinolfi, Tichaawa and Banda, 2018).

The research problem has thus been identified as the limitation of literature, available to relevant creative industry professionals, where the focus is on the factors involving colour preference and purchasing decision in the creation of garments in South Africa.

For this study, colour preference and purchasing decisions of consumers will be compared to determine the extent that colour influences consumer behaviour. In this research paper, the researcher will the backdrop of the luxury garment industry to conceptualise the research problem. Luxury is difficult to define, however past researchers have defined it as the category of prestigious brands (Jain, Khan and Mishra, 2017). Luxury products are about experience and symbolism to consumers whereas non-luxury products are merely functional (Jain, Khan and Mishra, 2017). Luxury products are said to satisfy the socio-psychological needs of consumers (Jain, Khan and Mishra, 2017). In essence, luxury garment manufacturers need to be aware of the impact colour has on industry trends and the overall shaping of societal behaviour.

1.2 Rationale

The study aims to determine whether a correlation in the purchasing intent of women buying luxury garments based on colour trends exist. The researcher will focus on women aged twenty-one to sixty who live in South Africa. The reason for the broad age gap is so that researcher fully understands the impact colour has on the purchase decision of women at the different stages of their lives. The researcher intention to pursue this topic is to identify and provide recommendations to luxury garments designers on how to best use colour palettes to attract and retain customers. Brand managers must understand that colour is not monotonous its colour associations change depending on what is happening in society at a certain time. Hopefully, these insights will bring to light the important role colour plays in branding and product creation.

1.3 Problem Statement

In recent years there has been an increase in the number of fashion hubs in Africa that not only have the necessary infrastructure but also networks to develop, produce and distribute luxury garments (Oberhofer,2012). From the nineteen twenties Africa was used as inspiration for aesthetics of garment creation, this is due to its richness in use of colour and textures. In industries such as the garment-making industries, creators make use of colour forecasting services to entice, strengthen consumer consensus and predetermine consumers' buying behaviour (Cassidy, 2013). People now use colour to adorn themselves accordingly to express themselves according to their social construct (KODŽOMAN 2019). Ridgeway (2014) states that humans have an emotional connection to colour, they use colour to associate certain emotions with a product or brand. It is important to note that from an early age human beings learn about the colour association as well as develop colour bias (King,2017). The outcome of this study may support the use of colour in shaping the interpretation of how garments are utilised by the consumer (Arch, Woodside and Eunju, 2013). Brands need to understand the correlation that exists between colour and the connection human beings have with them, by understanding these connections it can increase the brand's effectiveness (Gillett; 2014). According to Gillett(2014), the consumer primary reason for purchasing a product is based on the colour of that product. It can then be said that it is important that brand managers need to stay receptive and aware of colour trends change in popular culture and other societal groupings, influencing the consumer's colour associations. Brand managers need to consider colour when creating or designing a brand or product as colour plays a role in the emotional identification the consumer will have with said brand or product.

1.4 Purpose Statement

The purpose of this study is to evaluate the purchase intention of luxury garments and consumer colour preferences. This will allow for factorial evidence to be gained into the consumer buying behaviour of luxury garments by South African women.

1.5 Research Question

Does colour preference play a role in the purchase intention within the luxury garment industry in South Africa?

Sub Question:

To what extent does colour preferences affect the buying behaviour of luxury garments?

2. Literature Review

2.1 Conceptualisation of Key Concepts

Colour Preference: Dictionaries such as the Oxford Dictionary (2021) define colour as to how light reflects or emits from an object. Looking at Best (2012), they reveal that colour has a larger impactor value than just reflecting light. They explain that colour is a primary sense that allows sentient beings to perform basic instinctual tasks such as distinguishing between poisonous foods, adding richness to how we process complex visual information and it affects moods, performance and how we make sense of the world we live in. Consumers make an instantaneous subconscious judgement based on the colour of the product (Hanafy and Sanad, 2015). They further explain that it is important that designers understand the consumers' colour preferences to have an effective design. The topic of colour is complex on a sociological, scientific and psychological level. The psychology of colour has been studied by numerous research for a long time. From previous research conducted in the 1800s, it has been established that colour preference is based on gender, age, culture, personality and mood of the consumer (Hanafy and Sanad, 2015). For this study, the focus will be on exploring the above-mentioned factors in so far as they relate to the purchase intention of luxury garments.

Luxury Garments: In recent years the scenes of fashion in Africa have developed in gaining global recognition ranging from haute couture to streetwear, so much so that the notion that fashion belongs to the West has changed and is still evolving (Oberhofer, 2012). In this study, we will be looking at how fashion is changing in light of the African garment industry. Law, et al. (2004) says that the fashion change process consists of five stages namely, change in clothing style, appearance style, diffusion, acceptance and decline. The authors continue to explain that frameworks like the one mentioned above aim to understand the reason behind cyclic fashion trends. The same group of authors highlight that there are two ways fashion becomes popular either by the upper class being fashion leaders in certain segments or popular culture reflecting the garment trends worn on the street. Jorgensen (2014), argues that garments are more than a shelter that protects humans from the elements in nature but a tool that has symbolic power, shaping identities. Garments on a psychological level help consumers develop their self-image and appearance. Law, et al. (2004) speak on the chaos perspective; it is a model that makes use of five elements that are: butterfly effect, bifurcation, feedback system, strange attractor and self-organisation. Using the chaos perspective can allow the researcher to better understand the relationship between the effect colour has on the changes and consumption of garments.

Purchase Intention: Hien et. al; (2020) refers to purchase intention as the consumer's ability to plan and willingly purchase an offering. It stems from the theory of planned behaviour

(Jain et. Al 2017). Hariani et. Al (2020) describe how customer awareness, which is the attitude consumer has towards the offering leads to the desire for a consumer to purchase that offering. The authors emphasise that intention and the decision to purchase does not mean that the consumer will make the actual purchase. Purchase intention just reflects the probability of turning desire into a buying behaviour Hien et. Al, (2020). In this study, the researcher will undertake to understand how purchase intention plays a role in understanding the consumption of luxury garments based on colour.

2.2 Theoretical Foundation

The theory of planned behaviour has been scrutinised in over four thousand papers and it is one of the most used theories for studies of social and behavioural sciences (Ajzen, et al., 2020). The plan is founded on three considerations namely; belief, subjective norms and perceived behavioural control (Ajzen, et al., 2020). These three elements work simultaneously to influence a persons thought process when intending to perform a certain action(Ajzen, et al., 2020). For this study, the researcher will focus on only two aspects of the theory. This is since attitude and subjective norms look at the formation of behavioural intention and to what extent that consumers believe that they are capable to carry out certain behavioural tasks.

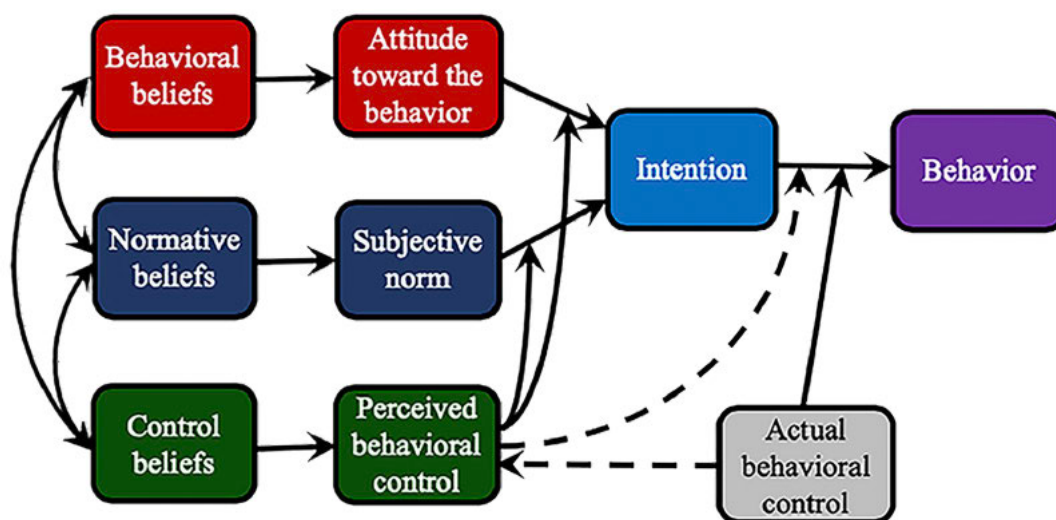


Figure 2. Graphical depiction of the theory of planned behavior (Ajzen, 2019b).

Attitude: Ajzen, et al.(2020) describe attitude as the beliefs that are the consequence of certain behaviour. Attitude looks at how the consumer psychologically and emotional evaluate when they engage in certain behaviours(Wang, 2014). This leads to the importance of attitude when analysing variables such as colour preference. The researcher aims to understand the effect colour has on people's attitudes and how it will influence their actions towards behaviour such as making a purchasing decision. Jain et. Al (2017) clarifies this

statement by highlighting how attitudes towards behaviour can be defined by an individual's salient beliefs. Moreover, by using the theory of planned behaviour a researcher can use an individual attitude to predict whether they will purchase a garment based on colour (Gird and Bagraim, 2008).

Subjective norms can be seen as normative expectations of others, they are a result of perceived social behaviour (Ajzen, et al., 2020). In essence, the subjective norm can be defined as the influence of others in performing a certain behaviour (Jain et. Al 2017). Others refer to those who hold a level of significance in an individual life such as family members, peers, colleagues etc (Jain et. Al 2017). Social pressures from social groups stem from what they believe is important to them in life and they in turn become reference guides to the consumer's behaviour and influences their beliefs (Gird and Bagraim, 2008). Analysing consumers' subjective norms allows the brand manager to understand the extent to which external factors affect the consumer's decision (Gird and Bagraim, 2008). Subjective norms are very important when predicting consumers' intentions (Ajzen, et al., 2020). The degree of conformity increases when behavioural tasks are ambiguous and more difficult to accomplish (La Barbera and Ajzen, 2020). Consumers with low levels of efficacy are more likely to accept the pressures and influence of other human beings (La Barbera and Ajzen, 2020). Subjective norms may provide the researcher with insight into the extent that social groups influence the colour preferences of women (La Barbera and Ajzen, 2020).

2.3 Review of Previous Literature

Thesis Statement

Colour preference is important in any brand beyond the luxury garment industry it allows for consumers to create meaningful associations with brands and their designs. Understanding colour preference creates a strategic competitive advantage which can lead to long term sustainable brand growth.

Colour Preference

Colour has been a significant tool in the making of garments, it has allowed the garment to become our everyday language (Best, 2012). In the West, colour was only recognised by garment makers in the 1910s. Back then they largely relied on colours that could be referenced from colour found in nature (Best, 2012). It was only in the 1920s were colour was integrated on forecasting of trends and introduced as a component of garment seasonal themes (Best, 2012). During the times of the ancients, colour was used in the development of garments, they relied on natural dyes to create different hues of coloured garments Guthrie et al (2017). They did not wear colour just for the aesthetics of it but for the symbolic stature, it presented for them (Guthrie et al, 2017). You would wear colour based on the role you played in society (Guthrie et al, 2017), even in the world we live in today colour is used

to express hierarchy, aesthetic taste and identity (Kodžoman, 2019). People use the aesthetics of colour to convey messages and signals (Guthrie et al, 2017) for instance the colour women wear affect the ratings of how men find them attractive (Kodžoman, 2019). Just from the associations of different colours, a person's garment can influence how they display their identity bringing meaning to their lives (Lucas, 2012). Colour associations can be viewed from a societal perspective, when there is a large change that impacts the entire society usually the colour of garments will change to express how they feel about the change (Best, 2012). A recent example was the Black Lives Matter movement where people across the globe wore black to represent their alignment with the movement (Lombardo, 2021). Colour changes and it evolves as we recognise new ways of constructing new tonal elements, henceforth colour can interconnect and mutate with time (Best, 2012). It is important to note that the importance of colour is influenced by consumer preference (Best, 2012).

Kodžoman (2019) article concludes that colour psychology in garments is at its basic level a communication tool that helps consumers express who they are concerning the world around them. Hurlbert and Ling (2012) explain that to truly understand the behavioural use of colour by consumers one needs to know the perceptual and physiological properties of colour. There is a school of thought that states that colour preference is learned through associations of colour that are appropriate for certain offerings (Kodžoman, 2019). Whereas Hanssen (2009) illustrates colour preference is concerned with two things namely attitude and behaviour towards certain offerings, for instance, children are more likely to be attracted to very bright colours. It is important to note that previous researchers at the time Hurlbert and Ling (2012) had written this article had not explored all the factors that pertain to the reasoning behind a colour preference.

Purchase intention of Garments

Previous literature notes that there is a clear connection between colour preference and the purchasing behaviour of consumers (Lou, Yu, Westland and Mahon, 2019). The extent of the relationship between colour preference and purchase decision varies in different products (Lou, Yu, Westland and Mahon, 2019). Colour as mentioned previously is a key factor in guiding buying decisions of consumers.

Purchasing of luxury garments was once only reserved for the wealthy and affluent in society, however, in recent years people now save money until they can afford luxury garments (Amatulli and Guido, 2011). The younger generations are more brand conscious and are willing to consumer luxury garments for their quality and taste (Amatulli and Guido, 2011). They see it as an investment, for the luxury is right and not a privilege like the old generation had thought (Amatulli and Guido, 2011). The younger generation prefers brands that align with their personality, values and most importantly lifestyle (Rodrigues and Rodrigues, 2019). Modern researchers have noted that consumers elevate themselves and build their self-esteem without feelings of shame or guilt (Rodrigues and Rodrigues, 2019).

The younger generation has high self-esteem but they make purchasing decisions based on peer pressures as a result they are not brand loyal (Amatulli and Guido, 2011). They are highly influenced by social issues and use luxury garments to signal their social influence (Rodrigues and Rodrigues, 2019). The young generations believe through the consumption of luxury garments they can build their self-identity and display high public self-consciousness (Amatulli and Guido, 2011). Public self-consciousness refers to how an individual is generally aware of themselves as social being (Falewicz and Bak, 2016). Young generations have strong and passionate feelings towards luxury brands and they can match their willingness to purchase those brands (Rodrigues and Rodrigues, 2019).

Luxury Garments

The fashion change process speaks on how consumers consume garments (Law, et al., 2004). According to Law, et al. (2004) the changes in clothing styles and appearance styles evoke diffusion, acceptance and decline. Stephen (2017) attributes changes in luxury garments and appearance styles are based on an individual's self-image. This is likened to the 'trickle-down' framework, where people who can afford to purchase luxury garments do not rely on mass media for influence on their decision to purchase garments (Law, et al., 2004). Magwaza (2015) highlights that garments enhance an individual's images through the symbolism and the psychological satisfaction it gives through reinforcing their image. She also says that clothing mediates an individual's nakedness and the social world.

Closets are the 'do it yourself' undertaking in creating an identity (Jorgensen, 2014). To understand the creation of identity one needs to understand the concept of self. According to Stephen (2012), self-concept talks about a psychoanalytic model that sees idealism as the core mechanism that seeks to regulate and intrinsically motivate one's self. The model aims to study a human as a complex and interactive system and understand the societal context that person lives in (Abubakar et al., 2017). One could relate this model to the subjective norm notion that Azjen (2021) speaks on in the theory of planned behaviour. It should be noted that when an offering appeals to an individual's longing and gives to the illusion of adding to their identity then they are inclined to believe that by purchasing the offering they will be satisfied with that innate need (Zepf, 2010). The self-concept model links into the concept of social identity, which studies how people who belong to significant social groups build their self-esteem and self-image (Stephen, 2012).

Africans during the colonial wars lost their sense of identity (Jorgensen, 2014). For them, intricate garment designs that the audience see from designers coming out of Africa is their mode of expressing the identity they had once lost (Oberhofer, 2012).

Pre 1994, black South Africans used art forms to communicate their identity and get messages across about their oppression (Oberhofer, 2012). They used garments as their voice to their anti-apartheid messages (Oberhofer, 2012). Brands such as Stoned Cherrie took inspiration from garment trends from the 1950s that spoke on racial discrimination

(Oberhofer,2012). In Niger, their garment making involved the reinventions that conflict with the country's religious norms, using it as an escape from the hardships they face in their normal lives (Jorgensen, 2014). According to Jorgensen (2014) luxury garments the Congolese wear is about the deconstruction of colonial identity and reforming the African identity. The symbolism of garments make their acquisition and usage relevant (Magwaza, 2015). The consumption of garments reflects consumers' identity and connects to their psychological, symbolic and cultural identification (Stephen, 2012).

Conclusion

In summary, the purchase intent of luxury garments is reliant on social influence, consumers decisions are impacted by the perception of their peers. Luxury garment brands need to understand the colour preference of their targeted consumer so to attract them through the consumers association with different colours. Colour preference plays a vital role in consumers making a purchase decision. Especially in the African context where colour is used to express their lost heritage or current social battles they face. The African luxury garment industry as a whole is growing exponentially and the global luxury garment now looks at African designers as competitors and not just as subjects for inspiration.

3. Research Methodology

3.1 Research Design

For the purpose of this research, the researcher took an exploratory approach with aligns with the quantitative nature of the research design.

3.2 Research Paradigm

The research study conformed to a positivism paradigm. The positivist paradigm believes that the natural world and the social world are similar therefore the same methods can be used to study them both (Elshafie, 2013). Alharahsheh et. Al (2020), highlight that positivism relates to the importance of what is generally given, with a focus on pure data as well as facts with the interpretation of human bias. This research aims to measure the extent to which colour can be used as a tool for social identification that can be used to influence women when purchasing luxury garments. The positivist research approach is best suited to navigate the proposed problem. Lastly, the positivist approach generates explanatory associations that lead to the prediction and control of the phenomena that is explored (Artino Jr. et. al. 2020).

Elsafie, (2013) defines ontology as the assumptions concerned with what can be known regarding the view of reality we are researching. According to Artino Jr. et. al. (2020), the positivist paradigm is based on the assumption that reality can be identified, studied and measured. Elsafie, (2013) mentions that there are realities that exist beyond one's mind that can be studied by researchers. Therefore, the ontology of positivism is real, independent and considers external factors. In this study, the relationship between colour as a tool for social identification and the purchase intent of luxury garments is a social phenomenon. With the assistance of the positivistic approach, the researcher will be able to identify relevant and measurable variables that impact the extent of the above-mentioned relationship.

Falcon and Mackay (1999) explain that epistemology seeks to explain and predict the happenings of the social world through searching for the causal relationship between the variables. Elsafie, (2013) is of the view that the researcher becomes the observer and treats the social world as if it were the natural world where variables are concisely and carefully measured. By hypothesising the relationship between colour as a tool for social identification and the purchase intent of luxury garments, the data can be seen as objective. Also, the quantifiable methods that are then used are usually self-correcting systems which are necessary when trying to conduct methodologically sound research (Awad and Cockley, 2013).

Correlation research falls under the four main types of quantitative research designs (WSSU, 2021). It attempts to understand the extent of the relationship between two or more variables through the use of statistical data (WSSU, 2021). Correlation research is useful for novice researchers as it makes use of simple and common data collection methods: surveys and questionnaires (McCombes, 2021). This type of research recognises then trends and patterns of the data acquired however, it does not provide the depth in the analysis of the data (WSSU, 2021). Variables in this type of research cannot be manipulated and are studied in a natural setting (McCombes, 2021).

3.3 Research Approach

This study made use of correlational research. This type of research is appropriate for the context of the study. Correlational research aims to establish if there is an association or relationship between two or more variables exist (du Plooy-Cilliers, Davis and Bezuidenhout, 2014). This study seeks to look into the relationship between colour preference and purchase intention, a correlational approach is, therefore, best suited for the study.

The research will make use of cross-sectional studies by collecting relevant information at a given point in time (Kesmodel, 2018). This kind of study has no time dimension involved and refers to the time at which the data is collected (Kesmodel, 2018). The researcher plans on inviting potential respondents to fill out a questionnaire. They will thereafter collect the questionnaire immediately after they have filled them out. The research is not an ongoing study and therefore undergo analysis once after the completion of the questionnaires. This study fulfils the stated characteristics of a cross-sectional study.

Deductive reasoning begins with a generalised statement and looks to find several possibilities to reach a specific conclusion (Bradford, 2021). The researcher will explore existing literature that test theories similar to the study being conducted and then they will apply the theories to the more specific topic of the investigation. They will link the information generated from the initial research to the research proposal keeping in mind a specific conclusion.

Quantitative research methods explain a phenomenon by collecting data in numerical form and using mathematical methods such as statistics to analyse the data (DJS Research, 2021). It uses mathematics to support or refute knowledge claims (DJS Research, 2021). The purpose of quantitative research is to identify the relationship between variables (du Plooy-Cilliers, Davis and Bezuidenhout, 2014). The aim of this study which to determine the relationship between colour preference and purchase intention. The researcher chose this form of research because it takes a look at predictable human behaviour (DJS Research, 2021). . Quantitative research assists researchers in conducting culturally competent research due to its responsiveness to the needs of a population (Awad and Cockley, 2013). Seemingly that this study follows a positivist paradigm that relies on objective and

observable data to understand a social phenomenon, therefore quantitative research methods are suitable for the study.

4. Research Plan

4.1 Population

Cases study the patterns or causal mechanisms among a set of entities that are deemed to be an instance of a phenomenon being studied (Kent, 2015). Cases are located geographically and are bound by time (Kent, 2015). Cases assist researchers by outlining certain characteristics that distinguish members and non-members of the population that is being studied (Kent, 2015). In this study, the population is identified as any female between the ages of 21 to 60. The researcher included 21 years old since the younger generation are aware of luxury brands and they do consume luxury garments at the expense of their parents or guardians. Information that is related to this population will be constituted as artefacts that depict the relationship between colour preference and purchase intention. The characteristics of the population were identified through internet-based research found in academic journals, online editorials and media content platforms.

4.2 Sampling

For this study, it is appropriate to select cases that have experienced the phenomena that are being studied (Kent, 2015). The researcher will make use of randomised techniques to sample the population to be free from researcher bias and human judgement (Kent, 2015). The researcher evaluated the population in herds of its characteristics and chose self-selection sampling as an appropriate sampling method. The self-selection method allows individual members of the said population to choose to take part in the study (Kent, 2015). It reduces the amount of time for the researcher to actively search for cases (Kent, 2015). The cases who take part in the study are more likely to be committed to the study and can assist the researcher in providing greater insight into the phenomenology that is being studied (Kent, 2015). However, this type of sampling method has a degree of self-selection bias based on the relationship with the researcher and it may not a true representation of the population. The researcher will curb these limitations by circulating the surveys online and encouraging respondents to share the surveys and questionnaires on their social platforms.

The characteristics for the sample of this study are respondents need to be above the age of 21 and live in South Africa. The respondents must have the power to purchase and choose their garments without the influence of parents or guardians, even though they may not purchase the garments with their funds. Furthermore, respondents need to be consumers of luxury garments or brand advocates of luxury garments. In this context brand, advocates are

consumers who cannot purchase luxury garments but are knowledgeable and promote luxury brands (Huhn, 2019). This sample characterises the cases that will provide the researcher with data that will describe the relationship between colour preference and the purchase intention of luxury garments in South Africa. The sample size that will be considered for this study is forty respondents.

4.3 Extent

The study will take place during August 2021, over twenty days. The researcher is based in Pretoria, South Africa and will focus on the Gauteng region based on financial and time constraints.

4.4 Data Collection

A systematic and thorough data collection plays a vital role in every study conducted by a researcher (van Gelder, Bretveld and Roeleveld, 2010). Internet-based technology has become the preferred method of collecting data (Gordon and McNew, 2008). The use of the internet for data collection has become more frequent especially when conducting market research (van Gelder, Bretveld and Roeleveld, 2010). The researcher must make an informed decision when selecting the appropriate technology for their study (Gordon and McNew, 2008). The technology available to the researcher is not limited to email surveys or questionnaires, it includes Web-based surveys and smartphone devices (Gordon and McNew, 2008). It is appropriate that the researcher makes use of web-based surveys that are suitable for smartphones and do not require monetary obligation.

Surveys are a simple way to research the relationship between variables (McCombes, 2021). They can be conducted online, by mail, phone or in person (McCombes, 2021). For this study and due to time and geographical constraints that the researcher will focus on distributing surveys online. Online surveys have improved the quality of data as researchers can conduct validation checks that allow the researcher to be made aware when respondents compute implausible or incomplete answers (van Gelder, Bretveld and Roeleveld, 2010). Online surveys have a higher response rate than the traditional email or postal survey (van Gelder, Bretveld and Roeleveld, 2010). It makes it easier for the researcher to adjust or add new developments immediately to the survey to resolve unforeseen circumstances (van Gelder, Bretveld and Roeleveld, 2010). The cost is considerably lower than the traditional surveys, it also allows for the researcher to reach a larger sample group (van Gelder, Bretveld and Roeleveld, 2010).

For this research, the researcher must include summative ratings in the survey and closed-ended questions. Summative rating scales are one of the common tools used to measure

the attitudes of the research sample (Kent, 2015). Ratings are classified through a grade given by respondents in a survey: excellent, good, fair or poor etc. Closed-ended questions allow the researcher to quantify the data collected (Emmanuel-Stephen, 2017). Closed-ended questions allow the researcher to capture people's knowledge and to evaluate their preferences (Emmanuel-Stephen, 2017). The researcher will include questions that highlight the respondents' background. The questions will relate to their age, gender, race and economic background. This will give the researcher the contextual background of the respondents' answers. The remainder of the questions will relate to colour preference and purchase intention.

4.5 Data Analysis Methods

Data analysis is the core of any research as it provides the researcher with answers and presents them with an opportunity to look at things from a new perspective. Descriptive statistics allows the researcher to organise their data in a way that describes the relationship between the variables that are being studied (Kaur, Stoltzfus and Yellapu, 2018). It involves four main types of variables nominal, ordinal, interval and ratio and organises data according to the measures of frequency, central tendency and dispersion (Kaur, Stoltzfus and Yellapu, 2018). The purpose of descriptive statistics is to organise the data in a way that allows researchers to assess the sample population in a more manageable way (Maree, 2019). Descriptive statistics summarise the observations in a simple manner that illustrates the data according to mean and standard deviation (Gupta et al., 2019).

Once the researcher has collected the data through online surveys, they proceed to organise the data in a meaningful and manageable manner. It is important to note that the survey will include questions that highlight the respondents' background to give contextual background to the answers they provide. Surveys will be distributed online and respondents will be given a consent form to fill out (Annexure J). The collected data will be organised nominally. Nominal data is data that lacks order and contains no zero point (Kaur, Stoltzfus and Yellapu, 2018). It makes it easier for the researcher to organise and visualise the data. Through the use of descriptive statistics, the researcher will be able to assess the data according to the measures of frequency, central tendency and dispersion.

The first step is for the researcher to organise the data from both ratings and closed-ended questions according to the frequency of occurrence of each variable within the sample population (Gupta et al., 2019). Secondly, the researcher will make use of representative values of the data using the mean, mode and median. These three values describe the distribution of the data to make it easier for the researcher to test for correlation (Maree, 2019). The last element of organising the data is computing the measures of dispersion. Standard deviation measures how to spread out data values concerning the mean. It allows the researcher to categorise the data into quartiles and percentiles. Statisticians make use

of histograms and tables to visually illustrate the summarised data values making it easier for the audience to understand the data (Gupta et al., 2019).

Due to the study's aim of trying to see the correlation between colour and purchase intention of luxury garments, researchers must undertake the correlation analysis method. The correlation analysis method statistically evaluates the strength between two variables that can be measured numerically (Correlation Analysis, 2021). It Relies on the coordinated system of the described values, meaning simple correlation looks at just two variables (Ozen, Kocakaya and Ozbeyaz, 2020). This is appropriate for this study. Correlation relies on two outcomes positive and negative correlation. The stronger the positive correlation (values greater than nought point five) illustrates how the variable relates to the numerical value of the other and the same applies to the negative correlation (Correlation Analysis, 2021). The closer the value of the correlation is to nought (values that are less than nought point five and greater than minus nought point five) the poorer the correlation is (Correlation Analysis, 2021). This means that there is no relationship between the two variables (Ozen, Kocakaya and Ozbeyaz, 2020).

4.6 Trustworthiness

According to Maree (2019), there are four criteria's that a researcher needs to abide by for their research to be deemed trustworthy. The first thing the researcher needs to do is to ensure that their study is a credible (Maree, 2019) This is done by assessing the quality of the questions, adopting relevant research methods, making sure that the theory relates to the research question (Maree, 2019) To ensure that the content of the questions in the survey is credible, the researcher will only source questions from previously tested questions invalid sources of academic journals and research papers. The second criterion is transferability. Transferability looks at the extent that research can be applied to the phenomenology of the reader or audience that will come in contact with the study (Maree, 2019) The topic of the study is one that humans on a basic level interact with daily. The purpose of the study is to evaluate how colour affects us on salient levels and how it can dictate what we wear, eat or how we associate ourselves with certain brands and products. The third criterion is dependability (Maree, 2019) The researcher will document any changes made to the research in such a way that the audience who will interact with the study will see where the researcher made changes or added new relevant content. This is to ensure that reader understands how the researcher analysed and interpreted the collected data (Maree, 2019) The last criterion is confirmability, this describes the extent to which the study is shaped by the respondents and not influenced by researcher bias. The textbook gives guidelines as to how to overcome researcher bias. The researcher needs to admit to their views of the study and to limit involvement in the collection of the data (Maree, 2019) Seeing this research will only distribute surveys online limits the interactions between respondents and the researcher.

5. Data Analysis and Findings

5.1 Introduction

This section of the study will take a look at the findings the researcher discovered about the relationship between colour preference and the purchase intention of women purchasing luxury garments. The researcher failed to find literature that explored the above-mentioned relationship. Instead, most literature focused on other brand elements of purchasing luxury garments. The researcher solely focused on finding symbolism based on attitude and self-identification of the purchase intention of the consumers of luxury garments. The data presented in the tables and graphs below are based on the online questionnaire conducted by the researcher.

5.2 Methodology Applied

The researcher used Google forms to conduct the online survey. The researcher invited participants via social media to take part in the online survey. The first forty participants were considered. The primary participants were between the ages of 21 and 60. As mentioned previously this age gap allows the researcher to better understand the relevancy of colour preference when they purchase luxury garments. The researcher included male participants just to compare with the female respondents. The gender was unanimously female with ten per cent male respondents and ninety per cent female respondents. The respondents answered all the questions in the questionnaire. The questionnaire contained fifteen closed-ended questions. The data gathered was evaluated using Googled Forms tabulated data sets. The researcher also made use of excel to understand determine the correlation. The researcher used convenience sampling due to the limited time and geographical constraints. Annexure A is the questionnaire the respondents responded to.

5.3 Data Analysis

Demographics



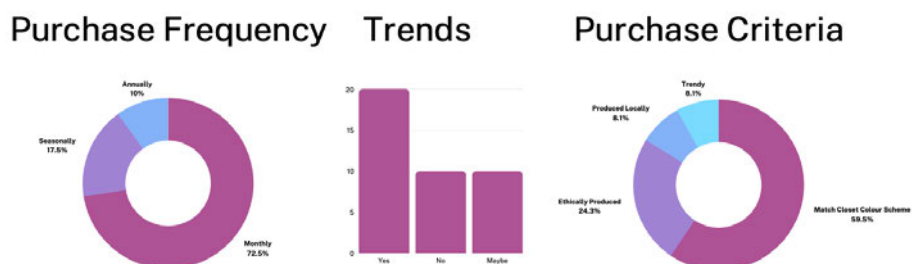
The first section of the questionnaire analysed the demographics of the people who live in South Africa and purchase garments.

Question 1 looked at age. This question gave the researcher new insight into how age may determine the attitude and behaviour towards purchasing garments. 57,5% of the respondent fell in between the 25-34 age group. 22,5% of the respondent fell in between the 35-44 age group. 12,5% of the respondent fell in between the 45 - 54 age group. 5% of the respondent fell in between the 18-24 age group. 2,5% fell into the 55 - 64 age group.

Question 2 analyses the effect gender has on purchase intention. Unfortunately, there were not enough male respondents for the researcher to use as consideration towards the study. There were only four male respondents out of the forty people who responded.

Question 3 analyses the ability that the respondents have to purchase garments by asking if they have an active income irrespective of where it comes from. 77% of the respondents stated that do earn an income and 20% responded no. 2,5% of the respondents were uncomfortable with the question and answered maybe.

Summary of factors consumers consider when purchasing garments.



The focus in this section was understanding the factors consumers consider as important when they purchase clothing.

Question 4 - purchase frequency, analysed the frequency that the respondents purchase garments. The respondents were asked how often they purchase garments. 72.5% of them stated that they purchased garments seasonally, 17,5% purchase garments monthly and only 10% purchase on a yearly basis. This study discovered that majority of the respondents were young females who earn an income. The respondents have the ability to purchase garment they purchase garments frequently

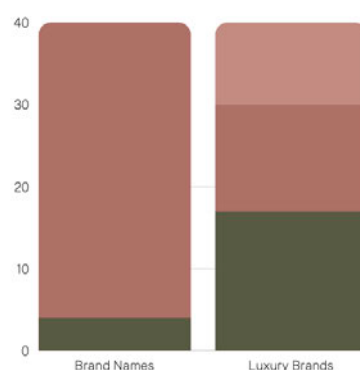
Question 5 - trends, set to between fashion trends and the purchase intention in purchasing garments. The respondents were asked if they follow fashion trends and only 25% answered yes, 50% of them answered no and 25% were unsure and answered maybe. The researcher included maybe to accommodate respondents who consumer garment but are unsure as to whether the product follows a fashion trend. The data results suggest that fashion trends are not an important factor to the respondents when they consider purchasing garments.

Question 6 - purchase criteria, measured the importance of colour when purchasing garments. The questioned asked what factor is important to them when they purchase clothing. 55% per cent answered that garments need to match the colour scheme of their closet. While 25,5% stated that trendy garments were an important factor they consider when purchasing garments. 15% per cent stated that garments need to be ethically produced and 7.5% preferred locally produced garments. The results correlated that consumers do consider colour as an important factor when purchasing garments. This is evident as the majority of the respondent look to ensure that the garments they purchase match the colour scheme of their closet.

Luxury Garments

This section of the survey is set to understand the preferences that consumers take into consideration when purchasing garments. The researcher wanted to find out if respondents were consumers of luxury garments without having to discriminate against those who do not.

Frequency of Purchasing Luxury Garments



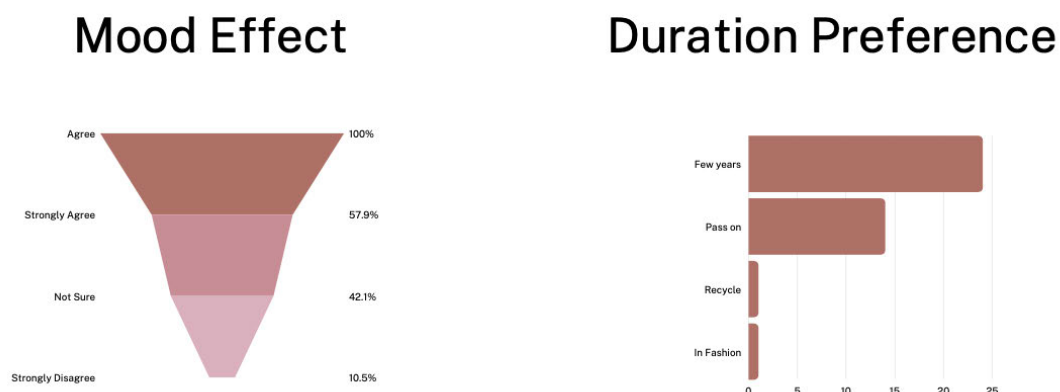
Question 7 - brand names, measured the importance of brand names to consumers in purchasing garments. seemed to The question asked if brand names play a factor in purchasing garments and 90% said no and 10% said yes. The results showed that the respondents do not consider brand names when they purchase garments.

Question 10 - Luxury Brands, analysed if respondents purchased luxury garments. The question asked the respondents if luxury brands played a role in purchasing garments and 42,5% responded no, 25% responded yes and 32,5% responded maybe. The results show that there is relevancy to the study being conducted as the majority of the respondents answered no and 32,5% were unsure. It is a point of concern for the researcher as these results may alter the researcher's findings.

The study aims to understand the importance of colour preference influencing the purchase intention of luxury brands. From this section, the researcher noted that the majority of the respondents do not consume garments based on brand names regardless even if the garments are from luxury brands.

Attitude towards purchasing garments.

In this section, the researcher aims to understand the emotional reasoning behind consumers behaviour toward purchasing garments.



Question 8 - mood effect, aimed to understand the extent that garments respondents wear affected their mood. The question asked if the garments that they wear affects their mood. 47,5% of the sample agreed that the garments they wear affect their mood. 27,5% strongly agreed, 20% were not sure and 5% per cent strongly disagreed. This result establishes that respondents wear garments to reflect their mood on that particular day and that they use garments to express themselves.

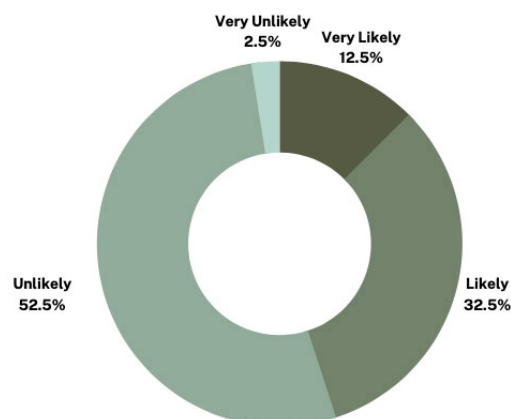
Question 9 - duration preferences, aimed to understand how the respondents consume garments. The question asked what action they preferred to take when it comes to garments.

60% of the respondents stated that they preferred to wear garments for at least a few years. 35% stated that prefer to pass on unwanted garments to other people. 2,5% preferred fashion garments and another 2,5% preferred to recycle clothing. The results show that the majority of the respondents hold on to their purchases beyond the seasonal trends of garments.

From this section, the researcher understands the value of garments in terms of how it affects the psychology of the wearer. Jorgensen (2014), argues that garments are more than a shelter that protects humans from the elements in nature but a tool that has symbolic power, shaping identities. Garments on a psychological level help consumers develop their self-image and appearance. The fact that respondents hold on to their garments for lengthier time beyond seasonal trends, shows that garments have an undertaking in creating an identity for the consumer.

Subjective Norm in Purchasing Garments

Preference of Opinion when Shopping

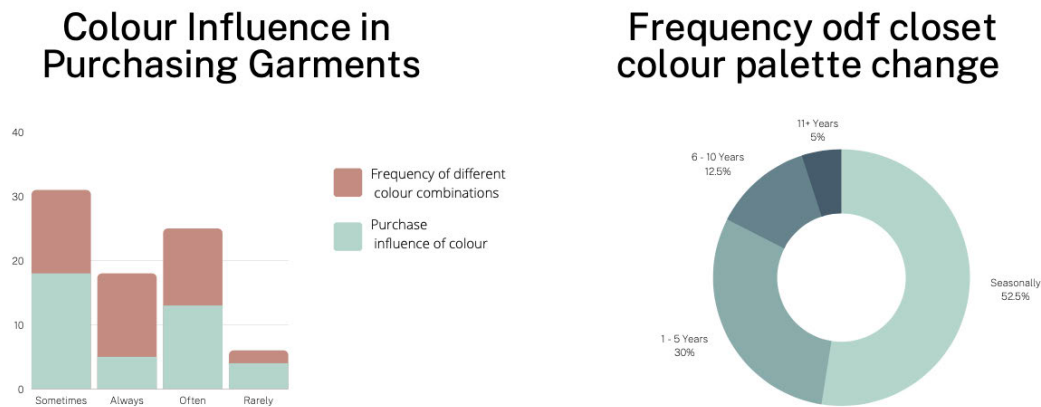


Question 12 measured the extent that respondents relied on others to get their opinion when purchasing garments. The question asked what the likelihood of them getting someone's opinion when purchasing garments. 52,5% of the respondents stated that it is unlikely, 32,5% stated that is likely 12,5% stated that it is very likely and 2,5% stated that is very unlikely that they get another person's opinion when purchasing clothes. The results show that gaining insight from others is not important at the exact moment when the respondents purchase the garments.

The researcher should have had follow-up questions to better understand the role of the subjective norms has in purchasing garments

Influence of Colour when purchasing Garments

This section aims to understand the extent that colour influences the purchase decision of the respondents when they purchase garments.



Question 13 - colour frequency, measured how often respondents considered using a combination of colours when dressing up. 45% stated that sometimes they do combine colours. 32,5% stated that use a combination of colours often. 12,5% stated that they always combine different colours when they get dressed whereas 10% answered that they do not. The results show that the majority of the respondents do use a combination of colours when dressing.

Question 14 - Colour influence, aimed to understand whether the colour was an important factor when purchasing clothing. The question asked the respondents if colour influenced their choice of garments. 32,5% answered that they are always influenced by colour when purchasing garments. 32,5% responded by saying that it sometimes influences their purchase decision. 30% stated that they are usually influenced by colour and 5% answered that colour rarely influences their purchase decision. From the results, the researcher concluded that colour does influence the purchase decision of the respondents.

Question 15 measured the frequency that the respondents changed the colour palette of their closet. 52,5% of respondents stated that change the colour palette seasonally. 30% of the respondents change the colour palette 1 - 5 years. 12,5% of the respondents change the colour palette 6 10 years. 5% of the respondents change the colour palette 11 + years. This indicates that the majority of the respondents frequently alter the colour palette of their closets.

5.4 Findings

The study answers the question of whether colour influences the purchase intention of luxury garments in South Africa. From the insights gained from conducting the research. The researcher can deduce that there is a significant role that colour plays when purchasing garments. However, other factors need to be considered when studying the buying behaviour of garments. The study showed that consumers use garments as a tool to reflect their mood and to become a language they use to express their identity. The researcher also noted that Age influenced the buying behaviour of garments. This was not an area that the researcher concentrated on but the study revealed that the older generation is not concerned with colour and fashion trends, whereas the younger generation is more inclined to follow trends and play with colour combinations according to their personal preferences.

6. Conclusion

The findings highlighted the importance of colour in purchasing garments. It will also give the researcher an understanding of the meaning of colour to the different consumers according to their age. It allowed the researcher to gain an understanding of the importance of creating sustainable fashion rather than cyclic trends that promote fast fashion instead of creating a meaningful mode of expression. The study gives into understanding the meaning garments carry for the consumer beyond following marketing boosted fashion trends. The researcher understands that to get in-depth insight to understand subjective norms they should have included open-ended questions.

The researcher believes that there is potential in the study for it to be considered for future research. The research can expand into a mix-method research design to observation in the impact colour preference has on the buying behaviour of consumers. With findings from larger sample size and a combination of quantitative and qualitative research methods, this study can make a strong contribution to society.

6.1 Anticipation Contribution

The core of this study is to understand the relationship between colour preference and the purchase intention of luxury garments. The study will provide insight into the relationship of the above-mentioned variables. It will also give marketers an understanding of the meaning of colour to different consumers according to their social construct. Hopefully, it will allow marketers to gain an understanding of creating sustainable fashion rather than cyclic trends that promote fast fashion instead of creating meaningful modes of expression. The study hopes to dive into understanding the meaning garments carry for the consumer beyond following marketing boosted fashion trends. The study also aims to provide future researchers with a possibility to further investigate if colour and colour palettes can be used to segment the market.

6.2 Ethical Considerations

First and foremost the researcher needs to obtain consent from the institution they are enrolled in Textbook. Consent will be provided by the Independent Institute of Education, the consent will be authorised to the researcher by their research supervisor Anthony Wingfield. Secondly, the researcher needs informed consent from the participants, the informed consent needs to highlight the goal and nature of the research and credentials of the research teams (Maree, 2019). It must be written in a manner in which they will be able to read and understand (Maree, 2019). Annexure A is the written form in which each participant will be given to explain the nature of the study and give their consent to participate in the study. The form also explains to the participants that their identity will remain confidential throughout the course of

the study and that the study will only be used for academic purposes. Every participant has the irrevocable right to withdraw from the study at any given time, should they wish to no longer be part of the study (Maree, 2019)

6.4 The Researcher

Due to the researcher utilising quantitative research methods their bias are unknown to the participants of the study (DJS Research, 2021). It is to be noted that the researcher has no prior experience in conducting research. Therefore their research skill may be limited. They may have led to misinterpreting information and correctly utilising the statistical math. The research did pursue the assistance of their research supervisor. The supervisor to the best of their ability assisted the researcher to develop the basic skills needed to complete the research report.

6.5 Limitations

This study is subjective to limitations. The data collected can only be done through the internet of things has to adhere to the covid-19 social distancing laws as well as due to monetary and geographic constraints. As of 16 June 2021, the country has moved into level 3 lockdown further prohibiting movements and the civility of the researcher to reach participants on a physical level. Conducting research solely relying on the internet of things poses further limitations. Conducting research online, researchers encounter sampling problems (Wright, 2006). The researcher has limited knowledge of the characteristics of the people who will be participating in the surveys (Wright, 2006). The flow of communication on social platforms limits the researcher's ability to obtain an accurate sample frame (Wright, 2006).

Due to the complex nature of the study, ideally, it should have used a mixed-method research design so that the researchers explores the transcendental phenomenology of the study but due to the academic level and time constraints those aspects have gone unexplored.

There was no available budget for the researcher to conduct the study, therefore there were geographical constraints and the researcher could not afford to purchase the proper tools to conduct quantitative research.

There is also a possibility that that participants in the study did not accurately answer the questionnaire. They may have given answers they thought the researcher would have wanted to know instead of giving their actual personal opinion. The researcher tried to combat this by assuring the participants that their answers were anonymous. This may have led to inaccurate data analysis.

Reference List

- Adinolfi, M., Tichaawa, T. and Banda, G., 2018. The Importance of the Fashion Industry in the South African Tourism Context. *Euro Economica*, 1(37), pp.245-258.
- Alharahsheh, H. and Pius, A., 2020. A Review of key paradigms: positivism VS interpretivis. *Global Academic Journal of Humanities and Social Sciences*, 2(3), pp.39-43.1.
- Amatulli, C. and Guido, G., 2011. Determinants of purchasing intention for fashion luxury goods in the Italian market. *Journal of Fashion Marketing and Management: An International Journal*, 15(1), pp.123-136.
- Best, J., 2012. *Colour design*. Cambridge: Woodhead Publishing Ltd.
- Bosnjak, M., Ajzen, I. and Schmidt, P., 2020. The theory of planned behavior: Selected recent advances and
- Bradford, A., 2021. *Deductive Reasoning vs. Inductive Reasoning*. [online] livescience.com. Available at: <[https:// www.livescience.com/21569-deduction-vs-induction.html](https://www.livescience.com/21569-deduction-vs-induction.html)> [Accessed 20 November 2021].
- Broeder, P. and Scherp, E., 2018. Colour Preference of Online Consumers: a Cross- Cultural Perspective. *Marketing – from Information to Decision Journal*, 1(1), pp.1-11.
- Dawkins, C. and Frass, J., 2005. Decision of union workers to participate in employee involvement: an application of the theory of planned behaviour. *Employee Relations*, 27(5), pp.511-531.
- Djs research. 2021. *Correlation Analysis - Market Research*. [online] Available at: <[https:// www.djsresearch.co.uk/glossary/ item/correlation-analysis-market-research](https://www.djsresearch.co.uk/glossary/item/correlation-analysis-market-research)> [Accessed 17 June 2021].
- Drott, M., 1969. Random Sampling: a Tool for Library Research. *College & Research Libraries*, 30(2), pp.119-125.
- du Plooy-Cilliers, F, Davis, C and Bezuidenhout, R (2014). *Research Matters*. Claremont: Juta and Company. 72-115.
- Emmanuel-Stephen, C., 2017. Hedonism and luxury fashion consumption among Black African women in the UK: an empirical study. *Journal of Fashion Marketing and Management: An International Journal*, ahead-of-print(ahead-of-print).
- Etikan, I., Musa, S. and Alkassim, R., 2016. Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), p.1.
- Falewicz, A. and Bak, W., 2016. Private vs. public self-consciousness and self-discrepancies. *Current Issues in Personality Psychology*, 1, pp.58-64.
- Gird, A. and Bagraim, J., 2008. The Theory of Planned Behaviour as Predictor of Entrepreneurial Intent Amongst Final-Year University Students. *South African Journal of Psychology*, 38(4), pp.711-724.
- Glasow, P., 2005. *Fundamentals of Survey Research*. [ebook] McLean, Virginia: Mitre. Available at: <[http://www.uky.edu/ ~kdb2/EPE619/Handouts/SurveyResearchReading.pdf](http://www.uky.edu/~kdb2/EPE619/Handouts/SurveyResearchReading.pdf)> [Accessed 17 June 2021].

Golafshani, N., 2015. Understanding Reliability and Validity in Qualitative Research. The Qualitative Report, . Gordon, J. and McNew, R., 2008. Developing the Online Survey. *Nursing Clinics of North America*, 43(4), pp.605-619.

Gupta, A., Mishra, P., Pandey, C., Singh, U., Sahu, C. and Keshri, A., 2019. Descriptive statistics and normality tests for statistical data. *Annals of Cardiac Anaesthesia*, 22(1), p.67.

Hanafy, I. and Sanad, R., 2015. Colour Preferences According to Educational Background. *Procedia - Social and Behavioral Sciences*, 205, pp.437-444.

Huhn, J., 2019. What is a Brand Advocate, and Why are Advocates Important?. [Blog] *Business 2 Community*, Available at: <<https://www.business2community.com/branding/what-is-a-brand-advocate-and-why-are-advocates-important-02266050>> [Accessed 16 June 2021].

Jain, S., Khan, M. and Mishra, S., 2017. Understanding consumer behavior regarding luxury fashion goods in India based on the theory of planned behavior. *Journal of Asia Business Studies*, 11(1), pp.4-21.

Jorgensen, K., 2014. Sapologie: Performing Postcolonial Identity in the Democratic Republic of Congo. Masters of Arts. OCAD University, Toronto.

Kaur, P., Stoltzfus, J. and Yellapu, V., 2018. Descriptive statistics. *Biostatistics*, [online] 4(1), pp.61-63. Available at: <[https:// www.ijam-web.org/article.asp?issn=2455-5568;year=2018;volume=4;issue=1;page=60;epage=63;aualast=Kaur](https://www.ijam-web.org/article.asp?issn=2455-5568;year=2018;volume=4;issue=1;page=60;epage=63;aualast=Kaur)> [Accessed 17 June 2021].

Kent, R., 2015. *Analysing quantitative data*. London: Sage Publishers, pp.1-37.

Kesmodel, U., 2018. Cross-sectional studies - what are they good for?. *Acta Obstetricia et Gynecologica Scandinavica*, 97(4), pp.388-393.

Kodžoman, D., 2019. The psychology of clothing. *Textile & leather review*, 2(2), pp.90-103.

La Barbera, F. and Ajzen, I., 2020. Control interactions in the theory of planned behavior: Rethinking the role of subjective norm. *Europe's Journal of Psychology*, 16(3), pp.401-417.

Lou, D., Yu, L., Westland, S. and Mahon, N., 2019. The influence of colour and image on consumer purchase intentions of convenience food. *Journal of the International Colour Association*, 24, pp.11-23.

Magwaza, N., 2015. Young Females' Body Image, Clothing Involvement in appearance management. Masters. University of Pretoria.

Maree, K. 2015. *First Steps in Research*. 2nd Edition. Van Schaik: Pretoria.

Maree, K., 2019. *First steps in research*. 3rd ed. Pretoria: Van Schaik Publishers, pp.26-52.

McCombes, S., 2021. *Correlational Research | Definition, Methods and Examples*. [online] Scribbr. Available at: <[https:// www.scribbr.com/methodology/correlational-research/](https://www.scribbr.com/methodology/correlational-research/)> [Accessed 16 June 2021].

Ming Law, K., Zhang, Z. and Leung, C., 2004. Fashion change and fashion consumption: the chaotic perspective. *Journal of Fashion Marketing and Management: An International Journal*, 8(4), pp.362-374.

Nayak, S. and Narayan, K., 2019. Strengths and weaknesses of online surveys. *IOSR Journal of Humanities and Social Sciences*, 24(5), pp.31-38.

O'Cass, A. (2000) An Assessment of Consumers Product, Purchase Decision, Advertising and Consumption Involvement in Fashion Clothing. *Journal of Economic Psychology*, 21, 545-576.

Ozen, D., Kocakaya, A. and Ozbeyaz, C., 2020. ESTIMATING RELATIONSHIP BETWEEN LIVE BODY WEIGHT AND TYPE TRAITS AT WEANING AND SIX MONTHS OF AGE IN BAFRA LAMBS USING CANONICAL CORRELATION ANALYSIS. *April*, 31(2).

Pina, L., Lucas, J., Miguel, R., Pereira, M. and Trindade, I., 2012. Colour and Young People Fashion. *International Journal of Management Cases*, 14(4), pp.18-26.

Rodrigues, C. and Rodrigues, P., 2019. Brand love matters to Millennials: the relevance of mystery, sensuality and intimacy to neo-luxury brands. *Journal of Product & Brand Management*, 28(7), pp.830-848.

Sharma, G., 2017. Pros and cons of different sampling techniques. *International Journal of Applied Research*, 3(7), pp.749-752.

Stadio School of Fashion, 2021. *The Future of Fashion in South Africa*. [online] Available at: <<https://mg.co.za/special-reports/2021-04-01-the-future-of-fashion-in-south-africa/>> [Accessed 20 November 2021].

Sullivan, C., Kazlauciunas, A. and Guthrie, J., 2017. Colored Apparel - Relevance to Attraction in Humans. *Journal of Fashion Technology & Textile Engineering*, 05(03).

Sullivan, C., Kazlauciunas, A. and Guthrie, J., 2019. Colored apparel and its potential influence on heterosexual attraction. *Color Research & Application*, 45(2), pp.362-373.

van Gelder, M., Bretveld, R. and Roeleveld, N., 2010. Web-based Questionnaires: The Future in Epidemiology?. *American Journal of Epidemiology*, 172(11), pp.1292-1298.

Vehovar, V., Toepoel, V. and Steinmetz, S., 2016. 'Non-Probability Sampling' The Sage Handbook of Survey Methods. Sage Publishers, pp.329-345.

Wang, Y., 2014. Consumers' Purchase Intentions of Shoes: Theory of Planned Behavior and Desired Attributes. *International Journal of Marketing Studies*, 6(4).

Whitfield, T. and Whelton, J., 2013. The arcane roots of colour psychology, chromotherapy, and colour forecasting. *Color Research & Application*, 40(1), pp.99-106.

Workman, J. and Cho, S., 2013. Gender, fashion consumer group, need for touch and Korean apparel consumers' shopping channel preference. *International Journal of Consumer Studies*, 37(5), pp.522-529.

Wright, K., 2006. Researching Internet-Based Populations: Advantages and Disadvantages of Online Survey Research, Online Questionnaire Authoring Software Packages, and Web Survey Services. *Journal of Computer-Mediated Communication*, 10(3), pp.00-00.

WSSU, 2021. Key Elements of a Research Proposal Quantitative Design. Winston-Salem State University.

Wssu.edu. 2021. [online] Available at: <https://www.wssu.edu/about/offices-and-departments/office-of-sponsored-programs/pre-award/_Files/documents/develop-quantitative.pdf> [Accessed 16 June 2021].

Yu, L., Westland, S., Li, Z., Pan, Q., Shin, M. and Won, S., 2017. The role of individual colour preferences in consumer purchase decisions. *Color Research & Application*, 43(2), pp.258-267.

Zepf, S., 2010. Consumerism and identity: Some psychoanalytical considerations. *International Forum of Psychoanalysis*, 19(3), pp.144-154.

Annexure A:

Questionnaire

- 1 What is your age
- 2 What is your gender?
- 3 Do you have an active income
- 4 How often do you buy new garments?
- 5 Do you follow fashion trends
- 6 It is important to me that the garments I buy...
- 7 Do brand names play a role in garments you purchase?
- 8 Would you say the garments you wear affect your mood?
- 9 When it comes to clothing I...
- 10 Do you purchase luxury brands?
- 11 Do you prefer ...
- 12 Do you prefer getting someone's opinion while shopping for garments
- 13 How often do you combine different colours, when dressing?
- 14 Does colour influence the garment you want to buy?
- 15 How often do you change the colour palette of your closet?

Annexure B:

Survey Summary

SURVEY	Range/Responses	Number	Percentage
Age	18-24	2	5.0%
	25-34	23	57.5%
	35-44	9	22.5%
	45-54	5	12.5%
	55-64	1	2.5%
Gender	Male	4	10.0%
	Female	36	90.0%
With active Income	Yes	31	77.5%
	No	8	20.0%
	Maybe	1	2.5%
Frequency of purchase	Monthly	29	72.5%
	Seasonally	7	17.5%
	Yearly	4	10.0%
Follow Trends	Yes	20	50.0%
	Maybe	10	25.0%
	No	10	25.0%
Important purchase criteria	Match closet colour scheme	22	55.0%
	Ethically produced	9	22.5%
	Produced locally	6	15.0%
	Trendy	3	7.5%
Band Name Purchasing	Yes	4	10.0%
	No	36	90.0%
Garment Mood Effect	Agree	19	47.5%
	Strongly Agree	11	27.5%
	Not sure	8	20.0%
	Strong Disagree	2	5.0%
Clothing duration preference options	Wear for at least few years	24	60.0%
	Pass on to other people	14	35.0%
	Recycle Clothing	1	2.5%
	In Fashion Garments	1	2.5%
Luxury brands purchase	Yes	17	42.5%
	No	13	32.5%
	Maybe	10	25.0%
Colour Preference	Neutral	14	35.0%
	Dark	12	30.0%
	Bright	3	7.5%
	Cool	4	10.0%
	Warm	5	12.5%
	Monochromatic	2	5.0%
Preference of opinion whilst shopping	Very Likely	5	12.5%
	Likely	13	32.5%
	Unlikely	21	52.5%
	Very Unlikely	1	2.5%
Frequency of different colour combinations	Sometimes	18	45.0%
	Always	5	12.5%
	Often	13	32.5%

	Rarely	4	10.0%
Purchase influence of colour	Sometimes	13	32.5%
	Always	13	32.5%
	Usually	12	30.0%
	Rarely	2	5.0%
Frequency of closet colour pallet change	Seasonly	21	52.5%
	1-5 years	12	30.0%
	6 - 10 years	5	12.5%
	11 +	2	5.0%

Annexure C:

Concept Document

Annexure A: Concept Document Template

PROVISIONAL TITLE: Impact of Colour on the Buying Behaviour of Women in Relation to Fashion: South African Context

Purpose/Objective	Primary Research Question	Research Rationale	Scientific Rationale	Literature Review - Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Anticipated Findings	References
Purpose of this study is to reach an understanding of causal relationship between the colour and the consumer's approach in buying fashionable apparel.	How does colour attribute in the aesthetics of women purchasing clothing?	This study is relevant as it can contribute to broadening marketers' understanding of customer buying behaviour. According to Pina studies similar to these are meant to assist what perception people have about colour and how it all relates to their purchasing garments. She factors in that in order to fully appreciate the study the research needs to dig deep into the symbolism and connection colour has to fashionable apparel. This study will explore if colour does play a significant role in the creation of fashion trends and to what extent is it a result of women's purchasing power.	O'Carroll, A. (2000) An Assessment of Consumers Product, Purchase Decision, Advertising and Consumption Involvement in Fashion Clothing. <i>Journal of Economic Psychology</i> 21: 545-570; McQuell, T. and Whitton, J. (2013) The art and roots of colour psychology: chronology and colour forecasting. <i>Color Research & Application</i> , 40(1), pp 88-106; Zapp, S. (2010) Consumers and identity: Some psychosocial considerations of International Forum of Psychosocialists, 19(3), pp 144-154.	Theme 1: consumer purchasing behaviour Theme 2: perceived behavioural control Theme 3: Colour and Fashion Theme 4: the symbolism and aesthetics of colour Theme 5: Theme 6: Theme 7:	This study will make use of the paradigm of a qualitative research method as it is more suited to the research aim. According to (Abubakar, 2020) the epistemology of this research will focus on discovering measurable facts that will be observed and measure and will lead to the development of credible and meaningful data. Ontology On the basis of this study the ontological focus will be on reality in a social construct. Methodology The aim in this research is to remain neutral and independent from the study as to its objectives.	This study explores the effect of colour on buying behaviour in women's fashion as a result of qualitative research. This study will make use of secondary sources such as literature reviews and academic journals and articles. Research aims to 'clarify and direct placement' (Muganyizi, 2015) through exploring the relationship between the variable within this study.	This study will make use of questionnaires and surveys. Furthermore it use of other secondary sources such as literature reviews and academic journals and articles.	1. Invasion of participants privacy by requesting their consent to participate in the study by sending them a questionnaire. Not to be used for any other purpose. 2. Researcher bias 3. Intellectual property theft, confidentiality every article or academic journal that was used to contribute to this study.	To find if colour plays a role in women choosing apparel. To find the extent colour psychology is used in creating apparel. To find out about the decision making process women make when purchasing fashionable apparel.	1. Abubakar, N. and Pina, A., 2020. A Review of Key paradigms: qualitative vs. quantitative. <i>Global Academic Journal of Humanities and Social Sciences</i> , 10(3), pp 35-41. 2. Kuchman, D. (2019) The psychology of clothing. <i>Trends & Issues</i> , 20(1), pp 95-103. 3. Muganyizi, N., 2015. <i>Young Female Body Image: Clothing Involvement in appearance management</i> . Masters University of Pretoria. 4. Sullivan, C., Kuchman, A. and Giffney, J., 2018. Colored apparel and its potential influence on heterosexual attraction. <i>Color Research & Application</i> , 45(2), pp 352-373. 5. Pina, L., Lurie, J., Maguire, R., Pereira, M. and Thindal, L., 2012. Color and Young People's Fashion. <i>International Journal of Management Cases</i> , 14(1), pp 19-28. 6. Zapp, S., 2010. Consumers and identity: Some psychosocial considerations. <i>International Forum of Psychosocialists</i> , 19(3), pp 144-154.
Research Problem Colour attributes have become more accessible in the past century whereas historical colour were not accessible in fact they were reserved only for the wealthy and royal (Sullivan-Kuchman, Giffney, 2017). In recent times, people have access to colour and they define themselves accordingly to their social construct (Kuchman 2019). Previous research have mainly focused on other factors, such as personal, product and situation factors, however no-one has The aim of this study is to underline the extent of the psychological consequences colour has on repurchase intention.	Secondary Question/Hypothesis/Objectives 1. Do consumer subconsciously purchase apparel based on colour? -Identify the effect of colour on making subconscious purchases based on colour. 2. To what extent does colour choices affect the buying behaviour of apparel. 3. Examine if colour choices affect consumer buying behaviour of apparel. 3. What is the psychological consequence of purchasing apparel based on colour? Explore and describe the relationship between emotions or any other psychological motivations and female repurchasing intention based on the colour of apparel	Key Concepts Consumer Purchasing Behaviour Apparel Colour Consumer Perceptions	Key Theories Psychosocial Consumer Buying Behaviour Theories Colour Psychology The theory of planned behaviour			Population Population Parameters Women who live in South Africa who actively purchase clothes. Women who are between the ages of 25 - 35.	Data Analysis Method(s) Unit of Analysis The unit of analysis for this study will consist of women from different racial, economic, social backgrounds Data Analysis Method(s) For the purpose of this study descriptive and inferential statistic.	Limitations The sample size does not represent the views of the average South African women. Therefore, the study cannot be generalized beyond the sample size.	This study can be used as the basis for another more in-depth study on the topic.	

Annexure D:

Ethical Clearance



Date: 07 July 2021

Student name: Modula Moloi
Student number: [REDACTED]
Campus: IIE Vega Pretoria Campus

Re: Approval of RESE8419 Proposal and Ethics Clearance

HONOURS 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.

Your research proposal posed no significant ethical concerns. However, please consult your supervisor with regards to your supporting documents and research instrument before collecting your data for your research. We hereby provide you with *provisional 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.