

**THE EMOTIONAL EFFECTS OF SIZING AND FIT  
ON PURCHASING BEHAVIOUR  
IN WOMEN'S CLOTHING**

**WENDY FEATHER**

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IN WOMEN'S CLOTHING**

**BY**

**WENDY FEATHER**

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**SUPERVISOR: PROFESSOR S. PENCELIAH**

**DATE**

**B Paed (Com), Hons B Com, M Com, PhD (POCHO)**

**CO-SUPERVISOR: MR. S DOCRAT**

**ND: Marketing & Sales, B Tech: Marketing (TSA), M Com (UKZN)**

## **DECLARATION**

I, Wendy Feather, hereby declare that this research dissertation is my own work and that all sources I have used or quoted have been indicated and acknowledged by means of complete references.

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Wendy Feather

## **ABSTRACT**

Satisfying consumers' needs and wants has always been a primary goal of marketing. These are fulfilled when consumers make the right choices of products to purchase. The driving force behind such purchasing decisions is generally regarded as motivation and this varies between consumers, with each one having their own reasons for their respective choices.

For the convenience of consumers, women's clothing is displayed in stores according to the body sizes of the garments, as reflected on each of their labels. However, this practice can be confusing to consumers because manufacturers use differing sizing systems. The resultant sizing and fit problems in women's clothing have been documented in many studies around the world.

The aim of this study is to explore the emotional effects of sizing and fit on purchasing behaviour in women's clothing. It looks at current literature regarding emotions in purchasing, consumer decision making and sizing and fit and focuses on sizing and fit problems encountered when women try on clothing in a store. Their emotions whilst going through this process are identified and the subsequent effects of these emotions on their purchasing behaviour are examined.

The study firstly reveals that emotions are felt, in varying degrees, by women consumers arising from sizing and fit problems when trying on clothing in stores. The results show that positive emotions are not felt strongly. Secondly, the study identifies the influences which emotions have on purchasing behaviour. The results indicate that positive emotions have a significant influence on purchasing, whilst negative emotions have a lesser effect. Thirdly, the study reveals that in the relationship between satisfaction and the demographic profile, age played a significant role in the scoring of positive emotions when respondents experience inconsistency of sizes between stores.

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# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

Women choose clothing for a variety of reasons. Each woman develops her own unique set of criteria with which to evaluate the clothing for sale in stores. Factors such as colour, style, price, trend, and end use play a part in her choice. Apart from these clothing attributes, clothing also needs to fit the body of the wearer.

Consumers are demanding. Amongst their clothing requirements they want well fitting clothes because these are comfortable to wear and make consumers feel good (Ashdown, 2007:220). This results in fewer consumer complaints and purchase returns to stores. Clothes which do not fit well can be either too tight or too loose and inhibit a wearer's freedom of movement. Fit, therefore, influences a consumer's decision whether or not to purchase clothing and, as such, is important to understand from a consumer's perspective (Le Bat and de Long, 1990:47).

Raunio (1982:192) reports that fit can generate emotions in a consumer. Moody, Kinderman and Sinha (2010:175) assert that trying on clothes has an effect on emotions and that these emotional responses contain information useful to marketing. The importance of considering emotions in decision making processes has been identified by Bagozzi, Gopinath and Nyer (1999:184), who studied the effect of emotions in consumer decision making. The authors document that emotions form part of the entire consumer decision making process.

As fit is an important attribute to consumers, problem areas in sizing and fit should be identified and the effects of such problems on emotions explored in order to find

solutions. Thus, in this study, emotions felt by consumers during sizing and fit scenarios are determined. The effects of these emotions on purchasing behaviour are examined and the results will assist marketers to develop a better understanding of consumers.

## **1.2 PROBLEM STATEMENT**

As consumers become more aware of the variety of clothing being offered in the marketplace, supplying them with products becomes more of a challenge. Marketers and retailers of clothing take cognisance of what product attributes are important to consumers in order to capture the intended target market. In this context, a competitive edge can be gained by providing consumers with clothing which fits well. However, this is proving difficult because many consumer complaints are about inappropriate sizing and fit (Otieno, 2000:346). For example, Faust and Carrier (2010:122) show that the information on size labels of clothing is confusing and affects consumer satisfaction. Since different manufacturers and retailers have different sets of sizes, consumers are prevented from choosing the same size number in each of the stores where they shop (Alexander, Connell and Presley, 2005:52).

Consumers have been known to expect the fit of clothes to satisfy some of their emotional needs (de Klerk and Tselepsi, 2007:10). Many studies highlight different aspects of sizing and fit but do not investigate emotions which may result from trying on clothing. The role of emotions in marketing has been studied but a lack of research exists on the emotional experiences of consumers when purchasing clothing. No studies have looked specifically at South African consumer emotions regarding clothing fit and its influence on purchasing decisions. The influence of each emotion on purchasing behaviour has also not been studied, thus creating a knowledge gap. For these reasons, a study in the problem area of sizing and fit was necessary.

### **1.3 STUDY AIM AND OBJECTIVES**

The aim of this study is to evaluate the emotional effects of sizing and fit problems on the purchasing behaviour of women. The objectives of this study are:

- to determine the types of emotions experienced by women when purchasing clothes,
- to identify the influence of salient emotions on consumer purchase decisions, and
- to identify relationships, if any, between satisfaction and the demographic profile of the respondents.

### **1.4 CRITICAL QUESTIONS**

The objectives of the study will be achieved by answering the following three critical questions:

- which emotions are felt by women when purchasing clothes?
- do these salient emotions affect purchase decisions?
- is satisfaction influenced by the demographic profile of the respondents?

### **1.5 RATIONALE**

With the influx of imported clothing into South Africa, more confusion regarding sizing and fit has arisen amongst women consumers in this country. This is mainly due to the fact that different manufacturers and retailers have different sizing systems (Alexander, Connell and Presley, 2005:52) and that no standardised sizing system exists worldwide.

Whilst the importance of sizing and fit to consumers has been documented, actual emotions felt by consumers when trying on clothing has not been studied. Emotions are known to be linked to purchasing behaviour. It is therefore important to understand the extent of emotional involvement when sizing and fit problems

occur. In this study, consumer emotions are identified when consumers are faced with sizing and fit problems and the effects of such emotions on their purchasing behaviour are established.

## **1.6 LITERATURE REVIEW**

The literature review focuses on three main areas:

### **1.6.1 Emotions**

An emotion is a feeling or an excitement with a positive or negative aspect to it (Antonides and Raaij, 1998:190). Positive emotions make one feel happier and negative emotions make one feel dissatisfied. Barlow and Maul (2000:16) show that both can be felt in different purchasing situations and have an impact on consumers' purchasing decisions. This study identifies these emotions and establishes their effects on womens' purchasing of clothing.

### **1.6.2 Consumer decision making process**

Consumer decision making process involves stages which a consumer goes through when faced with choices (Schiffman and Kanuk, 2007:531). Information is provided to a consumer by manufacturers, marketers and retailers. This information is analysed and processed by a consumer to arrive at a best choice. Making this decision will ensure satisfaction of a consumer's needs and wants. It is therefore important to study consumers in order to know what needs and wants are relevant (Cant, Brink and Brijball, 2006:130). A marketer who can identify and satisfy consumers' needs and wants will sell more products.

### **1.6.3 Sizing and fit**

One of the most important aspects of choosing and purchasing clothing is fit (Eckman, Damhorst and Kadolph, 1990:20). Consumers want clothing which fits well. To facilitate the process, each item of clothing is assigned a size number to indicate fit. It is therefore important that the systems used for sizing and fit are reliable and can be trusted and understood by consumers.

## **1.7 RESEARCH DESIGN**

In order to research the emotions felt by consumers when trying on clothing and to determine the influence of such emotions on purchasing, the study is outlined as follows:

### **1.7.1 Study paradigm**

A quantitative approach to the study has been applied. This approach separates the researcher from the respondents so that unbiased responses can be obtained (Leedy and Ormrod, 2005:95). Evidence of interesting patterns will emerge from the research (Mouton, 2008). These will reveal emotions felt and will indicate how these emotions affect purchase decisions. Any relationships between the demographic profiles of the respondents and their satisfaction are identified.

### **1.7.2 Study approach**

Due to the time consuming nature of the questionnaire, a census study has been chosen. A census study is one in which everybody in the population is included (Welman and Kruger, 1999:95).

### **1.7.3 Study population**

A population of 156 female respondents was recruited from the Fashion and Textiles Department of the Durban University of Technology. These respondents had knowledge of fit, sizing systems and size labelling. The breakdown of the population was 126 female, full time students, 15 past students and 15 full or part time staff. The past students and staff were chosen randomly. Maree (2010:179) recommends, for comparison purposes, a minimum of 15 respondents per group. It was essential that all the respondents had tried on at least one item of clothing in a store in the past three months. This was for memory recall. The population was chosen for convenience because the questionnaire required the respondents to have an email address and an understanding of working on a computer. Respondents with matriculation or post matriculation qualifications who are either studying or working in the Department of Fashion and Textiles at the Durban University of Technology, or are working in the fashion industry, fulfilled these requirements.

### **1.7.4 Instrument**

The details of the instrument used are as follows:

#### **1.6.4.1. Pre-test**

A pre-test was conducted to check the questionnaire. Ambiguous wording within the questionnaire was corrected.

#### **1.6.4.2. Questionnaire**

The questionnaire was designed using a framework supplied by the Susa Group. This firm is the license holder for an emotion measuring tool, the PrEmo instrument. PrEmo is a non-verbal, self-reporting and validated instrument for use

in all cultures. The questionnaire was emailed to the female respondents from the Fashion and Textiles Department of the Durban University of Technology and Durban fashion industry.

## **1.8 DATA ANALYSIS**

The data collected was analysed to describe results and to make inferences. Data was analysed by means of the Predictive Analytical Software (PASW) version 18.0. The relevant statistical tests were conducted.

## **1.9 LIMITATIONS OF THE STUDY**

All studies have limitations (Vithal and Jansen, 2006:35). This study is limited to the female students and 15 of the female staff members of the Fashion and Textiles Department of the Durban University of Technology together with some 15 female Durban based members of the fashion industry. The results of this study can only be representative of the groups of respondents and cannot be generalised to emotions felt by staff and students of other universities in the country or to members of the fashion industry in other locations. The results are valid only for the period in which the research was conducted, due to fluctuations in this environment.

## **1.10 BREAKDOWN OF THE CHAPTERS**

**Chapter 1:** Chapter one focuses on an introduction to the study. This chapter provides the rationale for investigating emotions felt by women when trying on clothing. The motivation for the study, the objectives, the research methodology and limitations are presented.

**Chapter 2:** Chapter two provides a literature review of published materials which relate to the study in order to present a theoretical background for the study. This

chapter will address emotions in purchasing, consumer decision making and the sizing and fit of clothing.

**Chapter 3:** Chapter three provides an insight into the research methodology. The procedures that will be used in conducting the research and the data collection method will be described.

**Chapter 4:** Chapter four includes the data analysis and discussion of results. The results will be presented using tables and graphs.

**Chapter 5:** Chapter five contains a summary of the previous chapters as well as conclusions and recommendations based on this study. Recommendations for further research are made.

## **1.11 CONCLUSION**

Chapter one outlines the background of the study by mentioning the concepts of well-fitting clothing, sizing and fit and emotions in marketing. The problem statement is given, the study aims and objectives are stated and the rationale behind the study is explained.

Chapter two will discuss the literature pertaining to emotions, consumer decision making and sizing and fit.



## **CHAPTER 2**

### **EMOTIONS, CONSUMER DECISION MAKING AND SIZING AND FIT**

#### **2.1 INTRODUCTION**

The aim of Chapter two is to explain how emotions are linked to the decisions made by female consumers and to identify the sizing and fit problems in the clothing industry. The literature review outlines three areas namely:

- emotions in purchasing. Consumers are emotional beings and feel positive and negative emotions. Emotions are felt in all stages of consumer decision making, including the purchasing phase (Bagozzi, Gapinath and Nyer (1999:184),
- consumer decision making process. Consumers are faced with many choices when purchasing clothing. There are many factors which affect their decisions to purchase,
- sizing and fit of clothing. Sizing and fit are central to the purchasing of clothing. Sizing and fit issues can influence the choice of clothing.

#### **2.2 EMOTIONS IN PURCHASING**

Consumers are emotional. Emotions can be felt or expressed during any phase of the purchasing process and can occur in the purchase of any product and service.

##### **2.2.1 Meaning of emotions**

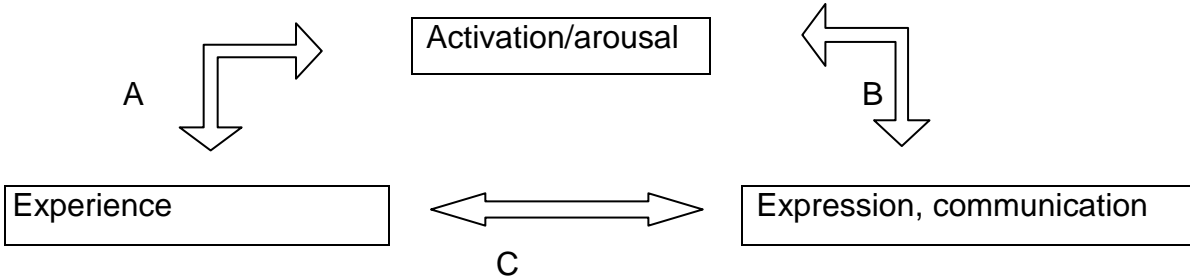
An emotion is a feeling with a positive or negative aspect to it (Antonides and Raaij, 1998:190). Emotions are therefore categorised as either positive or negative. Positive emotions are felt when goals are attained and negative emotions are felt when goals are not achieved. According to Blythe, Overbeeke, Monk and Wright, (2004:114), positive emotions are pleasant and negative emotions are unpleasant.

The authors list the following emotions as positive: desire, pleasant surprise, inspiration, amusement, admiration, satisfaction and fascination and the following emotions as negative: indignation, contempt, disgust, unpleasant surprise, dissatisfaction, disappointment and boredom. It is important to understand how both pleasant and unpleasant emotions affect purchasing.

**2.2.2 The influence of emotions on purchasing**

Bagozzi, Gapinath and Nyer (1999:184) describe emotions as a state of mind that stems from a consumer thinking about and judging an event or a thought that is of significance to her. Emotional reactions differ from consumer to consumer because consumers attach different levels of significance to the same situation. Each consumer evaluates and judges an event in an unique way and it is this judgement which causes different emotions (Siemer, Mauss and Gross, 2007:599). Han and Lerner (2007:31) agree that emotions influence consumer judgements. Antonides and van Raaij (1998:194), as depicted in figure 2.1, indicate how a consumer will experience an emotion and will attempt to explain the emotion felt. This activates a consumer into looking for a cause. Emotion will be expressed and this will communicate a consumer’s feelings.

**FIGURE 2.1: Representations of emotion**



(Source: Antonides and Raaij, 1998:194)

Purchasing is one such event in which alternatives are analysed and a choice made. Du Plessis and Rousseau (2007:301) explain that emotions can and do affect decision making and impact on buying behaviour. It is therefore important for marketers (the sellers) to take note of consumer emotions in order to understand consumers (the buyers). This will help to build trust and relationships between the two parties. This is important as both positive and negative emotions have been known to affect the trust in the buyer-seller relationship (Anderson and Kumar, 2006:533). Negative emotions are seen by consumers as risky (Chaudhuri, 1997:88) which can be detrimental to consumers' brand loyalty.

Kemp and Kopp (2011:6) indicate that consumers consume products to maintain a positive emotional state which they may have experienced or conversely, to try and change their negative emotions to more positive ones. The authors further reveal that consumer behaviour may also be affected by how consumers control emotions through thinking. They submit that reminding consumers of the feelings which products may give them would enhance marketing efforts. Luxury items are particularly prone to being influenced by emotions. This is highlighted in a study conducted in the wine industry by Mora and Moscarola (2010:681) who suggest that the emotions felt by consumers for a particular product should be used in promoting that product. This would enable consumers to relate to that product. To understand how customer emotions and feelings are linked to marketing efforts, an understanding of the various approaches to emotions in marketing is required.

Watson and Spence (2007:2) describe three approaches to studying emotions in marketing:

- the categories approach which groups emotions around patterns and then looks at the effect on consumer behaviour,
- the dimensions approach which looks at measurements of levels of arousal of an emotion to see the effect on consumer behaviour, and

- the cognitive appraisal approach which explains emotions in terms of underlying motives and the effects on consumer behaviour.

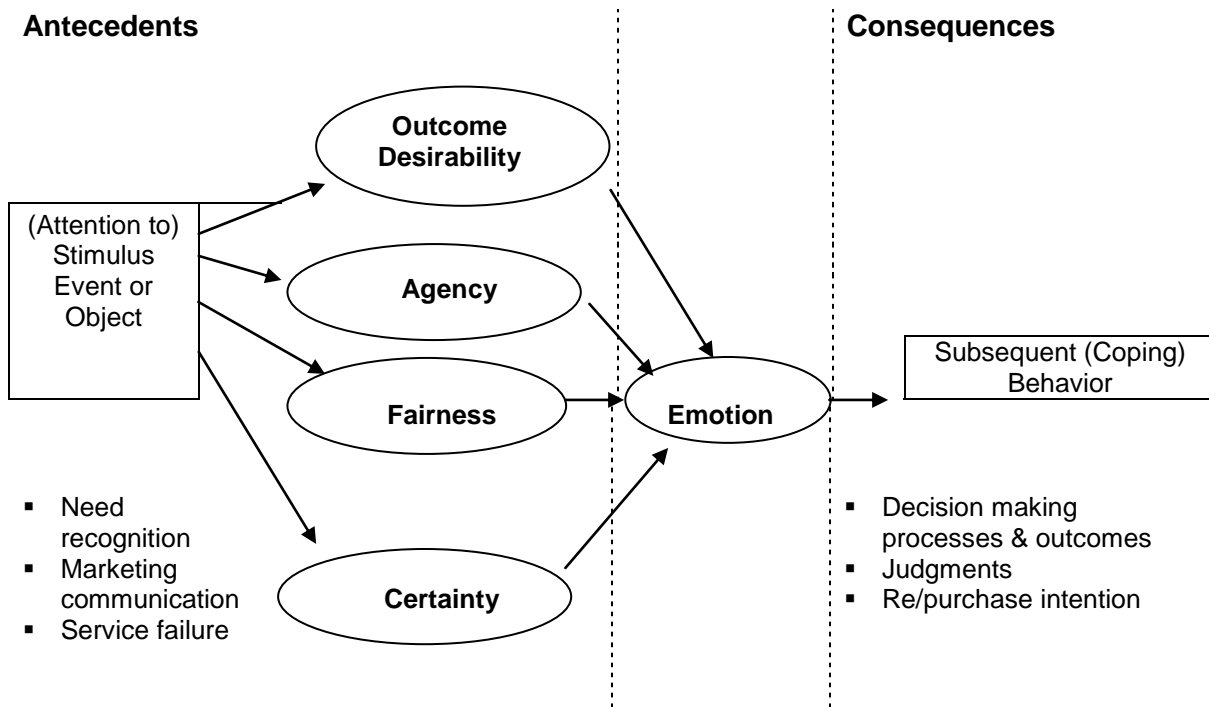
The authors explain that the cognitive appraisal approach is based on a theory that offers an understanding of emotional responses in marketing and has a more detailed way of explaining emotions. This approach focuses on extracting what emotions are felt and the resultant behaviour. It is useful in understanding what a consumer will do when making purchasing decisions, arising from emotional responses felt. The authors explain that cognitive appraisal theories set out to find out:

- what characteristics of an event are appraised,
- what emotions result, and
- whether these emotions will lead to a particular behaviour.

The authors further describe appraisals as how we interpret events that will cause certain emotions to surface, how these appraisals affect consumption and therefore the importance to marketing. Firstly, characteristics of an event must be chosen and then presented to consumers. An event is a situation which a consumer is presented with such as buying clothing in a retail outlet. As reflected in figure 2.2 on page 13, Watson (2006:11) points out that the appraisals of an event, such as purchasing clothing, are used to explain which emotions are felt. These appraisals can drive emotion and can be used to predict emotion felt by consumers. The first two appraisals in the model are outcome desirability and agency. Outcome desirability refers to a consumer's want for a result. Consumers are motivated to fulfil needs and wants (Schiffman and Kanuk, 2007:531). Thus, outcome desirability can drive the process and can be used to predict the emotion felt by consumers. Similarly, the appraisal agency, which refers to responsibility and controllability related to what or who is seen as the cause of the event can also

be evaluated. Agency can then be used to predict emotions felt by a consumer. The subsequent effect of emotion on decision making completes the model.

**FIGURE 2.2: A Complete Cognitive Appraisals Model of Emotions**



(Source: Watson, 2006:11)

The consumer would, based on emotions felt, work through decision making processes, evaluate options and make a judgement. A purchase or a re-purchase intention would complete the model.

Moody, Kinderman and Sinha (2010:175) document that trying on clothing has an effect on emotions. Different levels of emotion can be displayed, reflecting either a positive or a negative mood. Consumers have expectations at this stage and their

emotions are evident. It is important for marketers of fashion to utilise information regarding consumer emotions at this point in the purchasing process. Cho and Lee (2005:32) report that it is important to satisfy consumers' emotional demands for a product. Their study focuses on creating a trend forecasting model which recognises and reacts to consumers' emotions. The data collected indicates changes in consumers' emotions each season. This data represents consumers' emotional reactions to fashion trends and proves that emotions affect purchasing decisions.

### **2.3 CONSUMER DECISION MAKING**

Consumers are faced with many choices. They need to analyse the benefits of the various options available before making a decision. This is true for the purchase of all products and services, including clothing. Decision making forms a part of consumer behaviour. Decision making models have been developed to outline the stages consumers go through, from gathering information, to processing information and to making a decision. These models enable researchers to partly understand the decision making process that results in particular consumer behaviour. To gain a deeper understanding of how consumers arrive at the point of purchasing, one needs to look at the views behind consumer decision making. Schiffman and Kanuk, (2007:528) describe two of these views:

- the cognitive view where consumers are seen as thinkers who process given information. They have needs and wants and gather enough information about products to enable them to form opinions. Opinions are based on the assumption that cognitive consumers do not attempt to gather all information possible but rather gather just enough to form preferences. Preferences lead to goals to purchase, and

- the emotional view which considers impulsive purchase decision making involving emotions. In this view, consumers do not search for information to evaluate products but impulsively purchase with little thought.

Both of these views are considered in the authors' Model of Consumer Decision Making.

### **2.3.1 Model of Consumer Decision Making**

The model in figure 2.3 on page 18 firstly explains consumer decision making. This model is of relevance to this study as it recognises a consumer as a problem solving (cognitive) being as well as an emotional being. One of the aims of this study is to determine the emotions felt when purchasing clothing and to identify the influence of these emotions on purchase behaviour. The view that a consumer is a cognitive being is clearly indicated by the steps outlined in the process section of the model. Likewise, the view of a consumer as being emotional is depicted in the psychological field within the process section of the model. Consumers do feel emotions during purchasing (du Plessis and Rousseau, 2007:301). Secondly, this model sets out all the influences which a consumer is faced with and which supply information for her to process. For example, a reliable sizing system will facilitate the choice of clothing since knowledge of sizing systems can lead to satisfaction during purchasing (Goldsberry, Shim and Reich, 1996:131). The information comes to a consumer through inputs such as marketing efforts and the socio-cultural environment. Once this information is processed the resultant output, in terms of a purchase, is determined. The three phases within the model are explained below:

#### **2.3.1.1 Inputs**

To start with, the input section of the model refers to external influences. These supply information about the product and may or may not influence a consumer's

behaviour. These inputs are divided into two groups, namely the firm's marketing efforts and the socio-cultural environment. The former include information on product, promotion, price and channels of distribution, whilst the latter comprises family, informal sources, other non-commercial sources, social class, subculture and culture. Product is defined as a set of attributes such as brand, packaging and reputation (Cant, Brink and Brijball, 2002:19). The authors explain that buying a product is more than buying the attributes; it also includes the benefits, such as the satisfaction gained from using the product. Nieuwenhuizen (2008:98) points out two aspects, the physical product and the image that consumers have of a product. Marketers should understand this difference and make an effort to address both these needs. Promotion refers to the methods used to communicate with consumers and employees and this is carried out in conjunction with the rest of the marketing mix. It is these elements (advertising, sales promotion, publicity and personal selling) which are used to persuade consumers to buy products (Nieuwenhuizen, 2008:221). In addition, products must be correctly priced. Price is explained by Cant, Brink and Brijball (2002:19) as the money required in obtaining a product. The authors explain that pricing can play a symbolic role in the target market. Low priced products may be considered poor quality and high priced products may provide an element of prestige for the consumer. Channels of distribution are the people through whom and the systems through which products are transferred from a producer to a consumer (Nieuwenhuizen, 2008:207). The objective is to get products to consumers when they need them. Schiffman and Kanuk (2007:398) point out that these channels are also symbols as to the perceived quality of a product. For example, a store which has a reputation for supplying quality goods will be a good choice to stock a product as a consumer will assume all products in this store to be of a high quality.

All inputs drive a consumer's decision making process by providing her with information. This information encourages a consumer to buy products through efforts in areas such as promotion, advertising, pricing and product features



(Schiffman and Kanuk, 2007:531). These efforts are designed to present a product to a consumer as attractively as possible.

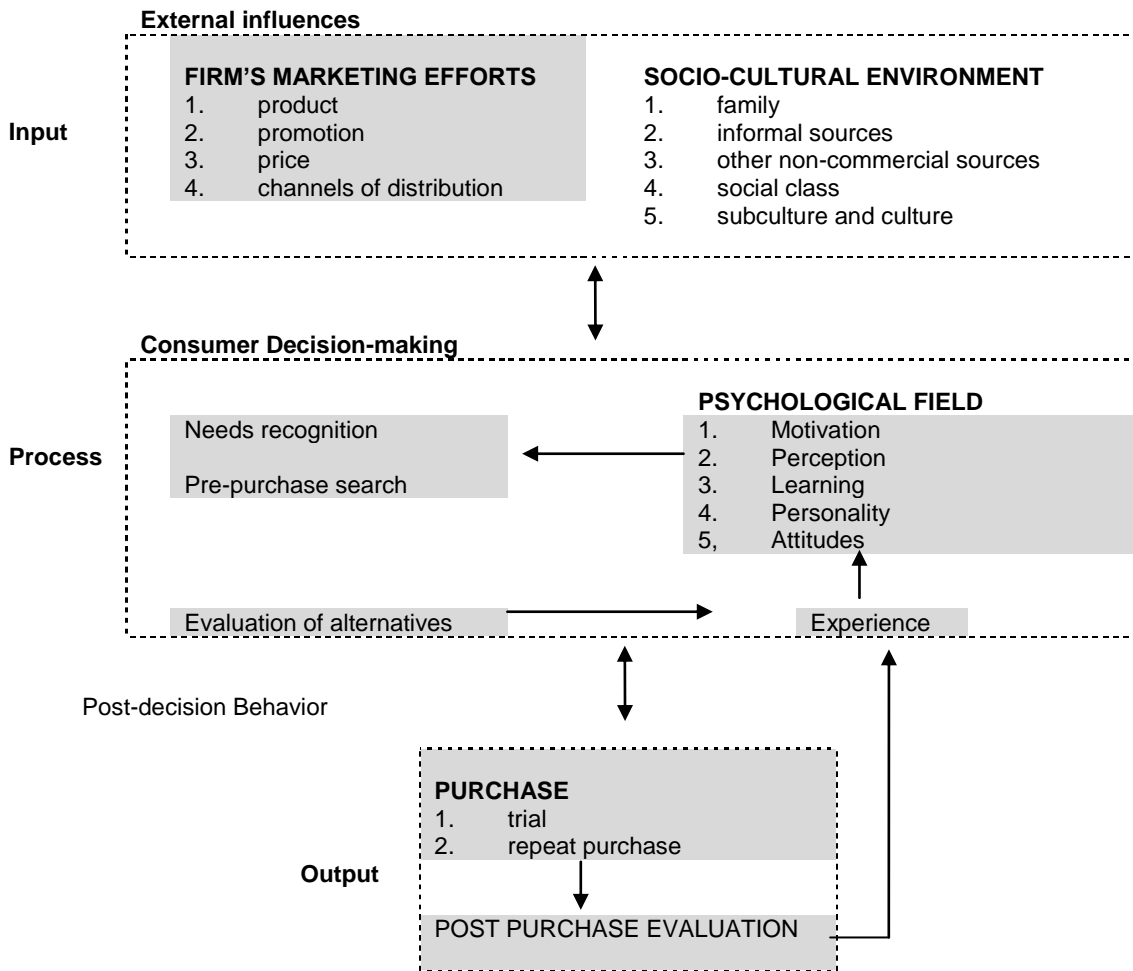
At the same time, socio-cultural factors influence the consumer. For example, the opinions of family affect how their members judge a product and influence their consumption patterns. Schiffman and Kanuk (2007:334) describe family as two or more people related through marriage, blood or adoption, who usually reside together. For this reason, marketers target families to sell their products. Non-commercial sources of information include friends, neighbours and experienced consumers (Schiffman and Kanuk, 2007: 532). Their opinions may influence a consumer's choice as to whether to buy a product or to avoid it. To Cant, Brink and Brijball (2002:76), social class is a group of people with similar behaviour patterns and status, who socialise together. The authors explain that social class is influenced by profession, income and level of education and in turn, influences lifestyles. It is a predictor of the products which a consumer may buy. Social class structures differ in every country. Culture and subculture impact on the choices a consumer makes. Culture is described as a set of beliefs, values and customs which are learnt and that shape consumer behaviour (Cant, Brink and Brijball, 2002:48). The authors suggest that marketers adjust marketing efforts to various cultures, especially when marketing internationally. Schiffman and Kanuk (2007: 392) explain that subculture is a segment of a larger and more complex group. Subcultures supply information to marketers about needs and wants of groups. This information is useful in supplying appropriate products to groups. Some products may even be especially formulated for a particular group.

A consumer's response to all this information from the firm's marketing efforts and the socio-cultural environment will uncover a need. This need leads onto the second part of the model, the process section, where needs form the basis of consumer decision making.

### 2.3.1.2 Process

The process section of the model focuses on what influences a consumer when making a decision. According to the model, consumer decision making encompasses need recognition, pre-purchase search and the evaluation of alternatives and is influenced by internal factors such as motivation, perception, learning, personality and attitudes which are part of the psychological field. Past experiences of a consumer will also affect the process.

**FIGURE 2.3: A simple model of consumer decision making**



(Source: Schiffman and Kanuk, 2007:531).

Cant, Brink and Brijball (2006:130) explain that the fundamental goal of marketing is to satisfy consumers' needs and wants. The authors go on to mention that a need is something which enables the body to function and a want is the action of doing something about the need, in other words, motivation. Motivation can be described as the driving force which causes consumers to act (du Plessis and Rousseau, 2007:167). Motivation is part of the psychological field in the same section of the model. A consumer will be driven to satisfy needs and wants and so will follow the three consumer decision making steps in the model, namely, need recognition, pre-purchase search and evaluation of alternatives.

Schiffman and Kanuk (2007:532) explain that when a consumer is faced with a dilemma, a need arises and that a consumer can be one of two types, namely the actual state type or the desired state type. Actual state types recognise a problem when a product fails to perform whilst desired state types start the decision making process with a desire. The authors explain how, once a consumer recognises a need for a product, she will search for available options which will satisfy her need before purchasing. Information collected in past experiences will be used to analyse the options. The components of the psychological field namely, motivation, perception, learning, personality and attitudes form part of the consumer's memory. Motivation is the driving force which compels consumers into action and perception is the manner in which a consumer gives meaning to a situation or a product (Cant, Brink and Brijball, 2006:5). The authors describe learning as a method of gaining knowledge for future use, personality as consumer characteristics which mirror how a consumer interacts with the environment and attitudes as a way of behaving towards products. If all of these components do not make a lasting impression on the consumer, then external sources of information will be relied upon. These external sources include marketing and non-commercial information.

Once a consumer has obtained the necessary information, she will evaluate all the options. For a clothing purchase, the options may be evaluated by trying on a

garment in the fitting room in the store (Eckman, Damhorst and Kadolph, 1990:19). In their model, Schiffman and Kanuk(2007:531) make provision for two types of information which consumers use when evaluating products, namely the brands themselves and the criteria used to evaluate the brands. The criteria include all the attributes which a consumer attaches to a product.

The elements of the input section explained above form the basis of motivation as a consumer is encouraged to do something about the given problem (Schiffman and Kanuk, 2007:532). This leads to the final phase of the model, the output phase.

#### **2.3.1.3 Output**

The output phase is the final phase of the model and it explains purchase behaviour and post-purchase evaluation.

The authors describe purchase behaviour in terms of trial purchases and repeat purchases. A trial purchase is the first time a product is purchased, where a small amount is purchased to enable a consumer to try the product out. A consumer will, in this phase, form an opinion of the usefulness of the product. If a consumer buys a product for a second time, the purchase becomes a repeat purchase. A repeat purchase means that a consumer is satisfied with the product and will purchase it often and in greater quantities. With regards to clothing, satisfaction with fit can facilitate repeat purchases (Mastamet-Mason, de Klerk, Sommerville and Ashdown, 2008:283).

Post-purchase evaluation occurs when a consumer assesses a product according to criteria. These criteria represent what a consumer expects from the product and exist to lessen doubt which a consumer may have regarding her choice.

### 2.3.2 Needs, wants, motives, emotions and clothing purchases

When a consumer wants to purchase clothing, a series of events occur. A consumer recognises a need or a want, such as for clothing. She is then driven to find a way to fulfil this need or want, for example by purchasing clothing. This is referred to as a motive (Cant, Brink and Brijball, 2006:131). The behaviour driven by motive is directed at satisfying the original need or want. Satisfaction is arrived at when a consumer gains pleasure from the purchase (Schiffman and Kanuk, 2007:547).

#### 2.3.2.1 Types of needs

There are different types of needs and these can be explained by McGuire's motive classification system. This theory is useful because it mentions two categories of motives, internal and external, which are non-rational in nature. External motives are of particular interest as these are emotion based (Cant, Brink and Brijball, 2006:139). The six external motives identified by McGuire are shown in Table 2.1:

**TABLE 2.1: McGuire's External Motives**

Self expression	the need to express self identity to others
Ego defense	the need to defend or protect our identities or egos
Assertion	the need to increase self-esteem
Reinforcement	the need to act such a way that others will reward us
Affiliation	the need to develop mutually satisfying relationships
Modeling	the need to base behaviour on that of others

(Source: Cant, Brink and Brijball, 2006:138)

According to Cant, Brink and Brijball (2006:139) emotional motives in consumer decision making are comprised of McGuire's motives of ego and social needs. In

the above table, the first two motives are of special interest to the clothing industry as they have proven links to clothing purchase decisions (Michaeldou and Dibb, 2006:450).

### **2.3.2.2 Needs and clothing purchases**

The important link between needs and clothing purchases identifies the essence of emotional involvement in purchase decision making. Kwortnik and Ross (2007:20) studied decision making experienced when choosing a holiday. The authors note that emotions in decision making are driven by what influence the product has on the self expression of a consumer and by a consumer seeking pleasure through consumption. McGuire's first two motives of self expression and ego defence can be used as motives to drive the process.

The importance of these two motives to clothing has been studied (Michaeldou and Dibb, 2006:450) but the effects of emotions on the purchasing process specific to clothing sizing and fit have not. The proposed study investigates the influence of self expression and ego motives on consumer purchase decisions. This will be achieved by identifying the emotions experienced by a consumer in a given situation. The events to be presented to a consumer to drive emotions will be issues derived from sizing and fit problems in the marketplace.

### **2.3.2.3 Emotions in purchasing behaviour**

The importance of considering emotions in purchasing behaviour has been identified by Bagozzi, Gapinath and Nyer (1999:184) who studied the effect of emotions in consumer decision making. They conclude that emotions are felt in all stages of the decision making process. Emotions are felt when needs are recognised. For example, the emotion of desire or satisfaction may arise when a need is identified by a consumer. In the pre-purchase search, an emotion such as

inspiration can encourage a consumer. In the evaluation phase of decision making, emotions such as desire, satisfaction and admiration may play a role in the final choice, depending on the meaning which the product provides for a consumer.

## **2.4 SIZING AND FIT**

Fit is one of the criteria used by consumers to evaluate clothing when trying on garments in stores. Fit as a clothing attribute has been well documented in many studies. The studies have been conducted in various different countries and within different target markets. According to Zhang, Li, Gong and Wu (2002:5), women place more importance on attributes such as fit than men do. When choosing clothing to try on, consumers look for garments which will probably fit them.

### **2.4.1 Meaning of sizing and fit**

Fit is defined as “the way a garment conforms to or differs from the body” (Workman and Lentz, 2000:252). Sizing refers to a set of measurements of the body (Ashdown, 2007:88). The size is designated by a number.

Ashdown (2007:220) explains sizing as follows:

- the size number reflects the dimensions of clothing in relation to the body,
- each consumer is meant to fit into a particular size number,
- the size number is designed to facilitate the choice of clothing to try on.  
Rather than trying on all available garments, a consumer is able to try on garments only of her size,
- the size designations in a store cannot fit every consumer. There will always be discrepancies as each consumer has unique body measurements, and
- a consumer will choose an item of clothing in the size which usually fits and will try the item on to make a personal judgement of the fit. This judgement

will depend on the way in which a consumer sees how the item relates to her unique body shape and measurements.

#### **2.4.2 Sizing determinants**

The author further explains that the sizes available to consumers in stores are determined by more than one stakeholder. It is not only the manufacturers or the retailers in the clothing industry who prescribe the values for each size. Consumers, the design team, the production team, researchers and other industry experts all contribute information pertinent to the development of the sizes used in the industry. All these contributors have valuable information which, when combined, is used to develop the optimum set of sizes to create the best fit for the intended market.

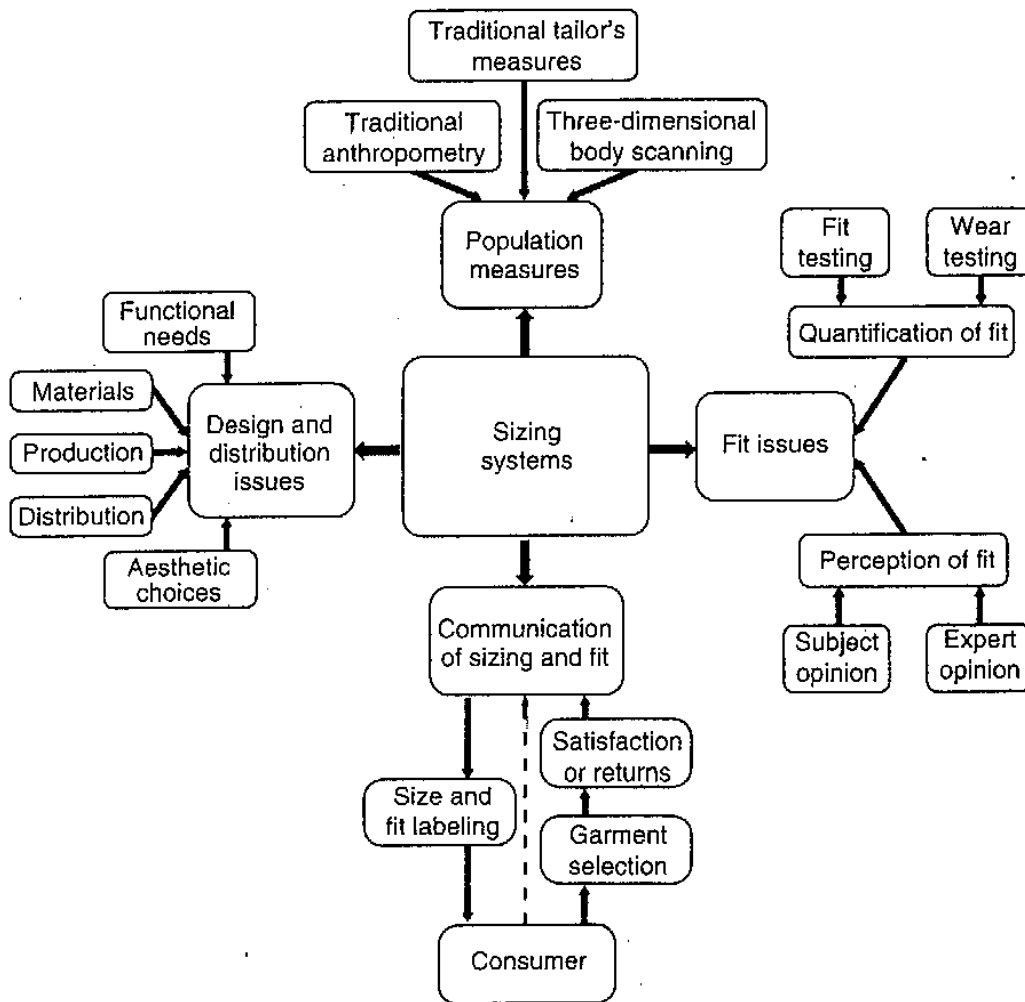
A size as depicted on a clothing label is derived from a sizing system. Sizing systems consist of a set of body measurements which are supposed to indicate to a consumer what size garment to wear (Ashdown, 1998:325). This set of body measurements divides a population into groups using certain important body measurements (Chung, Lin and Wang, 2007:707). Each sizing system is different. One difference is that the number of body measurements used to create a system can differ in terms of how many measurements are used to define it. A second difference can be in the actual numerical value of each measurement.

Anthropometric studies are conducted to determine the set of body measurements. A sizing system may be based on, for example, bust, waist and hip measurements. Volunteer consumers from the intended target market are measured and the values are recorded. Once sufficient data has been collected, the scores for each of the categories of body measurements are averaged out. The resulting measurements provide the information for that particular size within the sizing system.



Sizing systems are used by the clothing industry as a basis for size coding. In figure 2.4, Ashdown (2007: xix) reflects that the sizing system chosen is a starting point for ensuring a good fit.

**Figure 2.4: A conceptual framework showing the topics and relationships of sizing research**



(Source: Ashdown, 2007: xix)

The author describes how the framework incorporates input from:

#### **2.4.2.1 A consumer**

Sizing systems communicate sizing and therefore fit. In an ideal world, all garments labelled in a consumer's size should fit, assuming that the garment has been manufactured correctly. The process of communicating sizing and fit involves a consumer reading the size label and then choosing a garment based on her regular size. A perception of fit is thereby formed by her. If, in the opinion of a consumer, the garment fits, she may purchase it. If so, this purchase may result in satisfaction, in which case a consumer would keep the garment. Alternatively, the purchase may lead to dissatisfaction which may result in the garment being returned to the vendor for a refund.

#### **2.4.2.2 Fit issues**

The clothing industry tries to develop systems which will create good fit for most consumers. Fit issues are derived from both consumers' and experts' opinions of fit. Fit can therefore be quantified, through fit and wear tests. Fit testing normally involves a panel of experts who judge the fit on a live model or using a dressmaker's dummy. Wearer tests are carried out on a profile of consumers who closely resemble the target market. These consumers are asked to wear the garment for a given amount of time and then to comment on prescribed elements of the garment, for example, the fit. Both fit and wearer tests are valuable sources of information as the garment is tested prior to it being released into the market. Problems and issues with the garment, for example sizing and fit issues, can be identified and corrected, during wearer tests.

### **2.4.2.3 Measuring the population**

Population measures are the collective measurements taken of the bodies of consumers which provide input into the developing of sizing systems. These measures have been conducted for centuries. Three components of population measures are mentioned in figure 2.4 on page 25, namely traditional tailor's measures, traditional anthropometry and three-dimensional body scanning. The first measure was an early measure used by tailors to draft patterns for clothing. The second measure arose from an interest in measuring the body and studying proportion. The third method is the most recently developed one which utilises scanning equipment to accurately record body shape and dimensions.

### **2.4.2.4 Design and distribution issues**

Design and distribution issues also provide valuable information for the development of a sizing system. These include functional needs, materials, production, distribution and aesthetic choices. Functional needs refer to the protection which a garment may provide. This may be warmth, coolness or protection from chemical or biological products. Material needs are the properties that a fabric offers a consumer. Production needs are those sizing and fit needs required for mass production of clothing. They include creating sizes and patterns, evaluating fit and eliminating errors in sizing and fit, so that the perfected fit created in the sample garment is not distorted by careless manufacture. Quality control measures are crucial to control this potential problem. Distribution needs include strategies to overcome size and fit problems emanating from the exporting and importing of clothing.

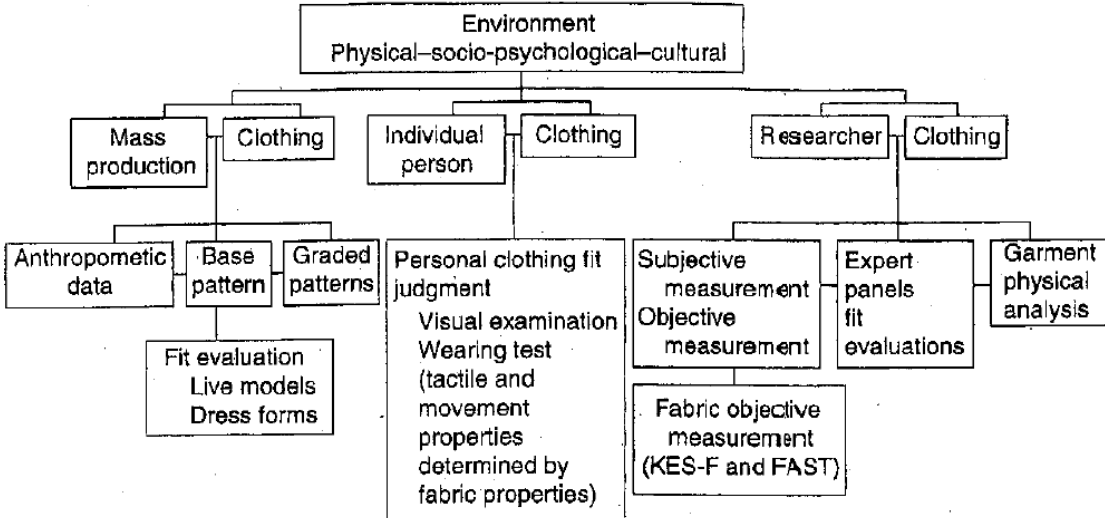
### **2.4.3 Fit determinants**

Fit is of significance not only to consumers but to all involved in the designing,

manufacturing, retailing and wearing of clothing. Clothing designers need to design clothes with the fit appropriate to the target market and garment manufacturers should keep abreast of how consumers react to the sizing and fit of the clothing which they produce. It is important that marketers and retailers strive to provide a consistent level of fit as demanded by each target market by supplying manufacturers with accurate and appropriate specifications. Consumers are often loyal to a particular label because they can trust the fit each time they purchase. Poor fit and sizing will decrease sales and will affect consumer loyalty.

Ashdown (2007:265) proposes a framework for judging the fit of clothing. The framework combines input from the important stakeholders. This framework explains the process in terms of the definitions of sizing and fit and indicates the relevance to a consumer. The framework, depicted in figure 2.5, approaches the determining of garment fit through information gathered from three sources namely mass producers, individual persons and researchers.

**Figure 2.5: Determining a perfect fit: three perspectives**



(Source: Ashdown, 2007:265)

The author explains that each of these three categories of stakeholders interacts with clothing to provide information on fit in the following ways:

#### **2.4.3.1 Mass producers**

For mass producers, size and fit are derived from anthropometric data collected from a sample of a population over time. The sample is usually large enough to calculate a set of average measurements which best represents the population. These measurements are used to develop patterns to be used in manufacturing. The sample of consumers used to gather the data is best drawn from the target group of consumers most likely to purchase the garments made by the manufacturer. These measurements are then adapted to suit the end use of the garment. For example, a close fitting garment will provide less ease in it for a consumer to move. This works particularly well in sportswear, where a close fit creates a streamlined effect with less drag of excess fabric which may inhibit performance. In a similar way, intentionally loose fitting garments are less restricting and the fabric is cut further away from the body contours, thus creating freedom of movement. Therefore manufacturers catering for consumers who prefer this type of clothing need to adjust the fit of their patterns accordingly.

The type of fabric a mass producer uses in a garment also affects the fit. For example, some fabrics have built in stretch properties which require a different set of patterns to those without stretch. Stretch enables the fabric to expand with the body as it moves, thus creating a freedom of movement. This closer fit is useful in some categories of clothing, such as sportswear, lingerie and swimwear. In each case, manufacturers therefore need to develop a set of patterns suitable for the fabric end use of the garment and the fit preference of the consumer.

Mass producers test the fit of garments prior to bulk manufacture. A sample garment is usually sewn up and, as indicated in figure 2.5 on page 28, can be fit tested on a live model or on a dressmaker's form. The garment is cut to the dimensions of a standard size, for example a size 34, and that size live model wears the garment in a fit testing. Ashdown (2007:133) explains that live models are chosen according to the following:

- they symbolise the intended market,
- they represent the sample size chosen, for example a size 34,
- they have particular body measurements,
- they have a certain body shape with particular proportions, and
- they have a body type and height within a given range.

The author further points out that a dressmaker's form can:

- be used to replicate the size of the target market,
- be used to replicate the shape of the bodies of the intended target market,
- be more reliable than a live fit model as dimensions do not change daily,
- save time in terms of fitting the garment on a dress form as opposed to a live model, and
- facilitate fit sessions during video conference links provided the dress forms are identical in each conference venue.

Once the fit is approved, the sample pattern is then graded up and down to the other sizes required.

#### **2.4.3.2 Individual persons**

Individual persons' perspectives of fit are derived from trying on clothing. The fit of a garment is assessed by a consumer according to her personal and unique set of

fit criteria. Figure 2.4 on page 25 explains that a visual assessment made by a consumer when trying on clothing determines what she thinks of the garment fit. The author explains that a consumer will judge a garment by feeling the properties of its fabric and observing the movement against her body. If a consumer is satisfied with the fit, then she may consider it for purchasing. If it does not fit, she will have to decide what to do next. Options include trying on a smaller or larger size, buying the item but having it altered or leaving the store without a purchase.

### **2.4.3.3 Researchers**

Researchers are the third group who attach importance to sizing and fit. Ashdown (2007:272) outlines how this group conducts surveys to gather information regarding sizing and fit from the following sources:

- measurement studies carried out on fabric properties to predict how the fabric will fit the body,
- specialist panels which evaluate fit using methods such as 3D scanning, where scans are compared to the properties of the intended fabric, and
- garment analysis which entails testing the functional performance of garments.

These subjective and objective measurement studies, together with evaluations from expert panels and garment analyses, provide valuable information on fit and are made available to industry to interpret and to use to improve the fit of garments.

### **2.4.4 Consumer satisfaction with fit**

To understand the importance of sizing and fit to consumer satisfaction it is vital to establish a positive link between the two. Sizing and fit is central to the purchasing

of clothing. Well-fitting clothing should create consumer satisfaction. Feedback from consumers will always be required to convey how the fit of clothing in stores is perceived (Workman and Lentz, 1982:257). It is this perception which will indicate whether a consumer is sufficiently satisfied to purchase a garment. Each consumer has her own fitting criteria. Understanding these criteria, gathering information regarding the criteria and translating this into a set of sizes, will help consumers in decision making (Anderson, Brannon, Ulrich, Presley, Woronka, Grasso and Stevenson, 2001:1).

Consumers want well-fitting clothing (Strydom and de Klerk, 2006:80). Fit is considered to be difficult to study as each consumer has a different judgement system (Pisut and Connell, 2007:9). Fit can be assessed in terms of how the wearer sees herself in the item of clothing as well as the comfort levels provided (Ashdown, 2007:272). It is uncomfortable to wear clothing which is too tight or so loose on the body that the garment gapes. Well-fitting clothing is comfortable to wear, is viewed by consumers as a measure of good quality and is the most important attribute relating to post-purchase satisfaction (de Klerk and Tselepis, 2007:9). According to Ashdown (2007:220), well-fitting clothes also give both men and women a sense of assurance. Satisfied customers do not return clothing to the store of purchase. They keep their purchases and may return to the same store at a later stage to purchase more items. There are thus fewer consumer complaints. Some consumers do not have the time to shop in many stores and need to rely heavily on the sizes offered by a single store. An ideal situation is one where a consumer can trust the sizing in a store to such an extent that she can purchase clothing there without first trying it on. It is therefore important to grasp the consumer's understanding of the satisfaction derived from the fit of clothing (LeBat and DeLong, 1990:47).

In a study conducted amongst female customers at the point of purchase, Eckman, Damhorst and Kadolph (1990:20) established that fit is important to the final



purchase of clothing. During the trying on stage, consumers evaluate the fit of clothing so it is important that information is made available to them at that stage to facilitate their decision making. Consumers are faced with choices. Every clothing store carries an unique variety of clothing. Consumers choose clothing to try on by looking through the display racks of these stores and selecting items which appeal to their sense of style, colour preference, occasion and personality. However, an item will only be purchased if it fits the intended wearer. Therefore, fit is one of the key criteria used by consumers when trying on clothing in stores.

De Klerk and Tselepis (2007:10) found that South African female adolescents value two attributes of fit in making them feel good about themselves, providing satisfaction and facilitating the choosing and purchasing of clothing. Firstly, fit is a measure of quality, and secondly, fit is expected to fulfil emotional needs. Similarly, a study in China, which set out to investigate which product attributes are important to women when purchasing casual clothing, reports that fit is amongst five of the most important attributes (Zhang, Li, Gong and Wu, 2002:6).

The importance of fit also extends to sportswear. In a study amongst women basketball players, garment fit was evaluated. Players report dissatisfaction with the fit of some of the garments (Feather, Ford and Herr, 1996:28). Similarly, in a study of women golfers and their requirements for sports' clothing, findings indicate that fit is one of the most important factors leading to satisfaction or dissatisfaction (Wheat and Dickson, 1999:1).

Well-fitting clothing can be difficult to find (Strydom, 2006:247). Fit can thus also be the cause of consumer dissatisfaction. When a consumer tries on a garment in a store, a poor fit may prompt her to return the garment to the display rack, try on another size or leave the store without making a purchase. She may also never return and may patronise another or other stores instead. It would be useful

therefore for marketers to know at this point what a consumer is feeling about the poor fit.

Otieno (2000:332) states that consumer dissatisfaction with fit is evident in the children's clothing market in Kenya. The study results show that all parents were dissatisfied with the sizing, in particular the actual coding of the sizes. This coding was reported as being confusing. As a result, the parents were left to guess the size which their child should try on. Such dissatisfaction impacts on buying behaviour. Reactions to this dissatisfaction included leaving the store without a purchase, filing a complaint or returning an article already purchased (Otieno, 2000:332). These findings highlight the role which sizing plays in consumer satisfaction. This type of scenario makes the shopping experience an unpleasant one.

Dissatisfaction with sizing and fit is an international phenomenon. In a study conducted in the United States of America, two thirds of respondents indicate dissatisfaction with the fit of clothing (Goldsberry, Shim and Reich, 1996:129). These statistics are high. Although there will always be some dissatisfied shoppers, one would not expect most shoppers to be dissatisfied. These consumers report needing to have clothing altered to facilitate fit.

It therefore makes economic sense for marketers of clothing endeavour to establish what sizing and fit problems exist to improve the purchasing experience of consumers. Clothing retailers and manufacturers need to research the sizing systems which they currently use and align them to the target market (Kind and Hathcote, 2000:323).

### **2.4.5 Sizing and fit problems**

Many studies have documented numerous sizing and fit problems in the clothing industry and have offered solutions. The main issue is that sizing problems make it difficult for female consumers to choose garments which fit well. It is therefore important that this problem area in clothing is studied to determine what consumers experience when faced with clothing fit problems. Clothing manufacturers, retailers and consumers agree that nearly all consumer complaints are about inappropriate sizing and fit and that consumers judge clothing stores by these criteria (Otieno, 2000:346).

Problems with sizing and fit can be summarised as inconsistent sizing systems, inconsistent size coding, out-dated body measurements and vanity sizing.

#### **2.4.5.1 Inconsistent sizing systems**

In an ideal world, one set of sizes should exist from store to store and country to country but research conducted in various countries proves this is not the case. This is confusing and makes it difficult to choose clothing of the same size each time an item is purchased (Ashdown, 2007:60). The reasons for the inconsistencies arise because body shape and fit preferences need to be considered when creating a sizing system (Alexander, Connell and Presley, 2005:52) but the latter are inherently inconsistent. As explained earlier, sizing systems are created using anthropometric data collected from a population of consumers. If the data is collected in a country where, for example, women are small boned and short in height, the sizes of clothing based on this sizing system will best suit that body type. Likewise, a sizing system developed in a country where the average woman is tall and larger boned would include sizes uniquely suited to that market.

An Australian study was conducted on one of the sizing systems in use there and suggested ways of improving the sizing systems currently being utilised. The findings show that there is a discrepancy between the actual shapes of Australian women and the shapes assumed by the sizing system. This discrepancy translates into a two size difference between each dress size (Honey and Olds, 2007:320). Similarly, in Canada, a study was conducted to investigate the weaknesses in women's sizing systems. It concludes that for all Canadian women to be satisfied with the sizing system used, seventy two different sizes would need to be offered (Faust, Carrier and Baptiste, 2006:71). This would be difficult and economically unviable for manufacturers to accomplish.

A further hindrance to finding the perfect sizing system is the fact that body shapes differ both between and within cultures and the average body measurements which make up the basis of a sizing system do not translate to a good fit for everybody. These differences complicate the determination of a sizing system.

The relationship between body shapes and shopping experiences such as fit problems was researched by Park, Nam, Choi, Lee and Lee (2009:389). The authors confirm that fit problems are related to body shape. The study points out that despite the fact that body shape is one of the visual judgement criteria which consumers use when trying on clothing, it has never been used as a niche market factor. Recommendations of this study are that marketers and retailers should consider body types when designing garments, developing sizing systems and creating marketing plans.

Mastamet-Mason, de Klerk and Ashdown (2008:19) agree that cultural groups have unique body shapes. Their study was conducted amongst Kenyan women and their findings indicate that:

- the body shapes of some cultures do not match standardised measurement charts based on western figure types,
- only two body shapes are similar to western shapes, and
- this information could be used to better understand fit and to improve sizing systems for Kenyan women.

Similarly, Ashdown (1997:340) wrote that none of the sizing systems used worldwide caters for a population which has a lot of variability in measurements. The study, conducted amongst women in the United States of America, proposes that the population be divided according to age and that, within each age category, anthropometric studies be carried out to develop an optimum system. Pisut and Connell (2007:8) found that many sizing systems are based on the hour glass or slightly pear-shaped figure. The recommendations made from this study are that more figure types be used to develop sizing systems. This would result in a sizing system which caters for a wider variety of consumers. Even the heights of women affect sizing systems yet the average height is used for developing size charts. A study conducted in the United States of America set out to discover whether tall women are happy with the fit of garments manufactured specifically for their figure group. Results show that they are not (Jones and Giddings, 2010:68), as the respondents report that they are used to not finding garments which fit well.

Another problem with sizing and fit arises when too many methods of measurement-taking are used to develop a sizing system. Whilst consumers will be unaware of this problem, they will feel the effects in clothing that does not fit well. This is the case in South Africa where the stakeholders in the clothing industry cannot agree on a uniform set of measurements (Strydom and de Klerk, 2006:87).

As sizing systems are based on consumer body measurements, actual measuring is important. Anthropometric studies are conducted to collect data from volunteers by measuring various areas of the body and calculating averages. It is these

averages which then form the basis of the sizes in a sizing system. It is therefore logical to assume that the measurements must be consistently and accurately determined and recorded. The measuring system used also needs to be uniform, that is, either metric or imperial, and all technicians who take measurements need to be properly trained to ensure accuracy. Problems in the taking of measurements have been recorded. Bye, LaBat and DeLong, (2006:76) analysed body measurement systems for clothing. The authors report that:

- it is difficult to translate the shape of the garment to fit the body,
- the concept of fit varies between consumers, and
- the solution is to combine traditional tailoring methods of taking measurements with modern technology.

#### **2.4.5.2 Inconsistent size coding**

It is not just sizing systems which are to blame for inconsistent sizes. The coding of the sizes on the label of a garment can also be a problem for consumers. Otieno (2000:329), in her study which involves children's clothing labels, confirms that the coding of clothing is confusing. The confusion arises because different methods of coding are used. Some clothing is size coded according to the age of children, some by figure type, such as small, medium and large and some by the height of the child. Where numbers are used, the units of measurement (either centimetres or inches) are not clarified.

Another study reveals confusion with garment labelling. Mastamet-Mason, de Klerk, Sommerville and Ashdown (2008:283) discover that consumer confusion results from the diversity of sizes found in clothing stores in Kenya. Over ninety percent of the respondents in this study indicate dissatisfaction with fit and that they are confused about whether to place the blame on industry or on their own

bodies. Nkambule (2010:77), who researched sizing and fit in Swaziland, agrees with this.

This means that “size labels do not provide consumers with useful information” (Faust and Carrier, 2010:122). As a result, researchers have presented different ideas of updating the categorising of sizes. Mastamet-Mason, de Klerk, Sommerville and Ashdown (2008:283) suggest that, in future, labels should indicate size and fit information in a clear and understandable way. Goldsberry, Shim and Reich, (1996:131) suggest printing body measurements onto clothing labels. More recently, Faust and Carrier, (2010:122) suggest a size label system that identifies various body measurements and simultaneously provides an outline of the silhouette on each label. As a result of these proposed systems, more information would be provided to a consumer to assist her in choosing the appropriate size to facilitate fit.

#### **2.4.5.3 Out-dated body measurements**

Current sizing systems can be based on out-dated measurements (Alexander, Connell and Presley, 2005:61). Fit preferences and body shapes of consumers change over time as the body ages. Sizing systems therefore need to be regularly updated to keep pace.

#### **2.4.5.4 Vanity sizing**

Some garments are labelled with a size designation one size smaller than they actually are. This practice is known as vanity sizing (Ashdown, 2007:100) and exists to persuade a consumer to think that she is one size smaller since her last purchase. The assumption by manufacturers for vanity sizing is that a woman who is a size 10 feels better about herself if she fits into a garment labelled a size 8.

This practice does not have a negative effect on purchasing (Weidner, 2010:34) and has a positive influence on a women's body image. Consumers point out that they are aware of the practice of vanity sizing and so rely on trying the garment on in a store fitting room, to see if it fits (Weidner, 2010:35).

#### **2.4.6 Sizing and fit and consumer emotions**

Clothing which does not fit can cause certain negative feelings about one's body. LaBat and DeLong (1990:43) studied this phenomenon and reported the following:

- body image is perceived by female consumers to affect their idea of fit,
- body image can be explained as a feeling of either negative or positive towards one's own body,
- manufacturers use sizing systems derived from the ideal figure and thus, females with less than ideal figure types, see themselves as imperfect, and
- manufacturers should develop sizing systems which will fit more consumers.

Moody, Kinderman and Sinha, (2010:175) support this. Their findings show that trying on clothing has an effect on emotions and that these emotional responses help to communicate how consumers see themselves. Respondents in this study show varying levels of emotions when trying on clothing. Some positive emotions such as interest, excitement, strength, inspired and proud are felt, whilst some negative emotions such as guilt, jitteriness, nervousness and shame are also felt. These emotional responses provide valuable information to marketers about emotions experienced when analysing consumer decision making, particularly in the phase where consumers are processing information and analysing product alternatives.

The importance of considering emotions in purchasing behaviour has been identified by Bagozzi, Gapinath and Nyer (1999:184) who studied the effect of



emotions in consumer decision making. They conclude that emotions can affect any of the stages in decision making. Emotions thus form an important behavioural component of the decision making process of the consumer and should be explored even in the area of the sizing and fit of women's apparel. Eckman, Damhorst and Kadolph, (1990:13) document that fit has been proven to be a factor in influencing a consumer's decision whether or not to purchase a clothing item. Raunio (1982:192) explores this concept further and discovers that, when purchasing clothing, fit can stimulate emotional responses from a consumer. In South Africa, female teenagers report that they expect the fit of clothes to satisfy some of their emotional needs (de Klerk and Tselepsi, 2007:10). Thus, a product attribute such as fit and its value to consumers can be understood by studying consumer emotions during consumption experiences (Havlena and Holbrook, 1986:402).

#### **2.4.7 Influence of age on the satisfaction of sizing and fit**

Studies conducted on sizing and fit show that women of all age groups may experience sizing and fit issues. Results vary between studies. Some studies indicate that women are satisfied with sizing and fit whilst others report the opposite. Women students studying at the University of Minnesota in the age group of 19 to 40 years express dissatisfaction with the upper, lower and total body fit of garments (LaBat and DeLong, 1990:46). This dissatisfaction is also felt by 13 year old females who report that fit should provide a feeling of pleasure (de Klerk and Tselepsi, 2007:6). In contrast, most respondents from a study conducted amongst women at a South Western University in the United States of America, who were between the ages of 18 and 84 at the time of the study, indicate a satisfaction with the fit of clothing in the marketplace (Kinley, 2009:407).

It is important for marketers of clothing to understand the perceptions of sizing and fit of each consumer age group, to establish whether women in their target markets

are satisfied with sizing and fit and to provide relevant information to consumers while they are in stores. Mature women between the ages of 50 and 63 years who took part in a study in Finland confirm that fit is an important attribute. These women are attracted to stores which provide good fit (Holmlund, Hagman and Polska, 2011:108). A study on fashion decision making amongst female educators in South Africa, indicates that shopping in stores is an important source of information (van Staden and Van Aardt, 2011:35).

## **2.5 CONCLUSION**

This chapter provides an overview of emotions and sizing and fit. The review has linked these two topics to consumer decision making to explain how a consumer processes given information. Understanding the interaction between emotions, sizing and fit and purchasing behaviour is important to manufacturers and retailers of clothing who need to understand and provide relevant information required by consumers when trying on clothes.

Chapter three will discuss the research methodology of this study.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

In Chapter two, emotions, consumer decision making and sizing and fit were discussed. The purpose of the study was to identify the emotions felt by women when faced with sizing and fit problems when trying on clothes in stores. Once the emotions were identified, the effects of such emotions on purchasing behaviour were determined. The research design, study population, population size, data collection techniques, instrument, validity, reliability, recording of the data, data analysis techniques, limitations, pre-test and ethical considerations will be discussed in this chapter.

#### **3.2 RESEARCH DESIGN**

Research design is a plan of how the study was conducted (Mouton, 2008:55) and for solving the research problem (Leedy and Ormrod, 2005:85). A quantitative, census study was conducted. This approach separates the researcher from the respondents so that unbiased responses can be gathered. Descriptive and inferential statistics were used to present the data. The emotions felt by consumers when confronted with sizing and fit issues and the effects of these emotions on purchasing behaviour were measured by means of a questionnaire. Questionnaires are useful for collecting data directly from respondents (Hofstee, 2010:132).

#### **3.3 STUDY POPULATION**

The population were chosen as they either currently work or will, in the future, work in the clothing industry. The respondents thus had knowledge of fit, sizing systems

and garment size labelling. For populations, all members can be accessed and therefore a census can be obtained (Dawson, 2009:48). A census requires the participation of all in the chosen population. It was considered that the respondents would be more likely to participate if a computer laboratory was set up for them, as far as possible, to be accommodated together to complete the questionnaire. For this reason, a census was conducted with the largest group in the population, namely, the students of the Fashion and Textiles Department of the Durban University of Technology. The rest of the study population were each relied on to complete the questionnaire separately.

The population of the study included:

- 126 female students registered for the full programmes of the National Diploma, Bachelor's Degree in Technology and Master's Degree in Technology in the Fashion and Textiles Department of the Durban University of Technology,
- a group of 15 part time and full time female staff who were, at the time of the study, working in the Fashion and Textiles Department of the Durban University of Technology. The fifteen staff members were randomly selected, and
- a group of 15 past students of the Fashion and Textiles Department of the Durban University of Technology who, at the time of the study, were members of the Durban fashion industry. The fifteen industry members were randomly selected.

The questionnaire required the respondents to have an email address and an understanding of the working of a computer. Cognisance was taken of this when the population was selected. The study comprised respondents who were either studying at, have studied at or were working in the Fashion and Textiles Department of the Durban University of Technology. In order to facilitate memory

recall, participants were required to have tried on at least one item of clothing in a store within the previous three months

### 3.4 POPULATION SIZE

The population size was 156. This included 126 students, 15 past students and 15 staff members from the Fashion and Textiles Department of the Durban University of Technology. Maree (2010:179) recommends a minimum of 15 respondents per group when the intention is to compare results from each group. This study complied with this. The registration records from the Department, depicted in table 3.1, indicated the following breakdown of the 126 female students:

**Table 3.1: Breakdown of the female student population**

Level of study	Total number registered	Total number who were included in the population	Reason for exclusion from population
National Diploma Year 1	40	40	
National Diploma Year 2	37	37	
National Diploma Year 3	33	33	
Bachelor's Degree in Technology	14	14	
Master's in Technology	4	2	One Master's student is a staff member and was included in the staff group. A second Master's student was inadvertently used in the pre-test and could not be chosen again.
<b>Total</b>	<b>128</b>	<b>126</b>	

### 3.5 DATA COLLECTION INSTRUMENT

A questionnaire was used to collect the data. A questionnaire is a collection of predetermined questions which will capture data from the members of the population (Hair, Babin, Money and Samouel, 2003:130). The following advantages of a questionnaire are suggested by Maree (2010:157):

- it is an inexpensive method,
- the interviewer can assist if any part of the questionnaire needs further explaining,
- respondents can be reached even if they reside or work far away, and
- it is a quick method of gathering data.

The questionnaire consisted of six questions. All questions were compulsory. The emotions felt by the respondents were identified and measured using the PrEmo instrument. PrEmo has been used before to evaluate products (Isbister, Höök, Laakso and Sharp, 2006:317). PrEmo is a scientifically validated instrument which has been designed to measure emotions without language barriers (Blythe, Overbeeke, Monk and Wright, 2004:118). The instrument is conducted on a self-report basis and uses non-verbal cartoon figures to depict emotions. The instrument consists of twelve standardised emotions which are not identified by name. The instrument is supplied with comprehensive yet easy to understand instructions on how to complete each question. Each character depicts an emotion by means of a moving facial expression, simultaneously with an appropriate sound. These characteristics are revealed when each respondent clicks their computer's mouse on each cartoon character in turn. Respondents rate the characters according to how they relate to them emotionally. Respondents are instructed to give a score rating of 0 to whichever character they do not relate to emotionally. If an emotion is felt by the respondent when clicking on a cartoon character, they are

required to rate the strength of it on a scale of 1 to 4 (see annexure 1). According to Desmet, Hekkert and Jacobs (2000:10), PrEmo has the following advantages:

- it does not require respondents to verbalise emotions,
- it is quick, and
- it measures specific emotions and not the underlying causes of emotions.

### **3.6 DATA COLLECTION PROCEDURE**

Names and email addresses of the population were obtained from office records of the Fashion and Textiles Department of the Durban University of Technology. The questionnaire was sent electronically with a covering email which explained the purpose of the study. It was pointed out that respondents needed to have tried on at least one item of clothing in a store within the previous three months. The email indicated that email addresses would be hidden from the view of the researcher on the data sheet so respondents would not be identified and thus their responses would be anonymous. Data was collected between July and August 2011.

After obtaining their consent to participate in the study, the student population from the three years of the National Diploma was briefed that a covering explanatory letter and questionnaire would be emailed individually to each student. Thereafter each class group was taken in turn to a computer laboratory to access these emails in order for them to complete the questionnaire. The questionnaire was then emailed to this portion of the population. A computer laboratory in the Fashion and Textiles Department was set up for the students. All computers were checked to ensure that the questionnaire could be read and that the sound function was working. A laboratory technician was on duty to assist those students who encountered difficulties. On completion of each student's questionnaire, the data was automatically captured onto an electronic data sheet and recorded on a Microsoft Excel spread sheet.

The questionnaire was then emailed to full time and part time staff members of the Fashion and Textiles Department, female members of the fashion industry, the Bachelor's Degree in Technology students and the Master's Degree in Technology students. These members of the population accessed the questionnaire on their own personal computers. Completed questionnaires were automatically recorded on the same Microsoft Excel spread sheet.

The three groups of respondents were coded and thus the number of responses in each category was monitored. An attendance register was taken as students were completing the questionnaire. Absent students were identified and they completed the questionnaire in the same manner at a later date. Follow up emails and telephone calls were made to members of the fashion industry and staff of the Department of Fashion and Textiles until the required number of responses was obtained. The response rate for the student portion of the population was 100%, for the staff of the Department 83% and for members of the fashion industry 37.5%.

### **3.7 RECORDING OF THE DATA**

The data from the questionnaire was entered automatically onto a Microsoft Excel spread sheet. This service was provided by the licence holder of the PrEmo instrument. The data was available to be read at any time during the experiment. Every attempt at the questionnaire was recorded and counted. As a result, the number of respondents who had completed the questionnaire, as well as the number of respondents who had started but not completed the questionnaire, could be calculated.



### **3.8 LIMITATIONS OF THE QUESTIONNAIRE**

The questions were structured around the limitations presented by the PrEmo instrument. There were three considerations:

- firstly, it could not be assumed that the members of the fashion industry, the Bachelor's Degree in Technology students, the Master's Degree in Technology students and staff of the Fashion and Textiles Department would have access to a computer with the necessary software to read the questionnaire,
- secondly, it could not be presumed that the above mentioned respondents' computers would have sound facilities, and
- thirdly, there were twelve PrEmo emotions depicted in each PrEmo question. Respondents would have had to click on the picture of each of the emotions to view the animation, hear the sound and then click again to rate the strength of the emotion. It could not be assumed that all respondents would agree to answer many questions in this way. For this reason, only three PrEmo styled questions were included.

### **3.9 PRE-TEST**

A pre-test was conducted to check the questionnaire. The pre-test was registered under a separate licence so that alterations for the final questionnaire could be made. Six female staff members from the Durban University of Technology (excluding the Fashion and Textiles Department) who closely resembled the study population were emailed and asked to complete the questionnaire. The time taken to complete the questionnaire was noted and an average time calculated. The average time was mentioned in the email which accompanied the questionnaire which was sent to the population, in order to inform respondents as to how long the questionnaire should take to complete.

### **3.10 DATA ANALYSIS**

Data analysis is the dividing up of data into manageable parts with the intention of identifying patterns (Mouton, 2008:108). This will enable the researcher to interpret and draw conclusions. Data was analysed using the Predictive Analytical Software (PASW) Statistics version 18.0. The results will be presented in the form of graphs, cross tabulations and other figures.

#### **3.10.1 Descriptive statistics**

Descriptive statistics such as percentages, measures of central tendency and dispersion were used to summarise responses obtained by the questionnaire (Maree, 2010:19). These measures illustrated the following:

- the position held in the fashion industry,
- the age distribution of respondents,
- the emotions felt in sizing and fit scenarios, and
- whether the salient emotions affected purchasing.

#### **3.10.2 Inferential statistics**

Inferential statistics enable a researcher to draw conclusions about the relationship that exists between the variables that constitute the research. In this study, inferential statistics were used to test the chi square and the means of the following:

- whether a significant difference existed in the scoring patterns between positive and negative emotions, and
- whether a statistical relationship existed between satisfaction and the demographic profile of respondents.

### **3.10.3 Statistical analysis of the questionnaire**

Validity and reliability were established by statistical analysis. In statistical analysis, it is important that accuracy and consistency are maintained and that a researcher can show that errors and bias are absent (Dawson, 2009:114).

#### **3.10.3.1 Validity of the PrEmo instrument**

The validity of an instrument refers to the degree to which the instrument measures what it is designed to measure (Maree, 2010:216). The author mentions four threats to the validity of an instrument as follows:

- an instrument cannot be valid if it is unreliable,
- respondents may be prone to answering “yes” to all questions,
- respondents may answer in a socially acceptable way, and
- items may have different meanings for different cultures.

The validity of the PrEmo instrument was documented by Blythe, Overbeeke, Monk and Wright (2004:117). Emotion measuring instruments were tested by Petermans, Van Cleempoel, Nuyts and Vanrie (2009:1) and PrEmo was found to measure what it is intended to measure and can therefore be seen as a valuable instrument to measure emotions in retail situations. In this study, the validity was determined by factor analysis. Factor analysis was used to determine whether the three sizing and fit scenarios presented to the respondents measured the same thing.

#### **3.10.3.2 Reliability of the questionnaire**

Reliability refers to the degree to which the instrument will give the same results if the survey is repeated on the same sample (Maree, 2010:146). Reliability was calculated by taking many measures of the same subjects. Cronbach’s Alpha was used as a measure of reliability. This method is based on correlation measures

between items. If the items are closely correlated, the alpha coefficient will be close to one and if the items are badly correlated, the alpha will be close to zero. An alpha coefficient close to one indicates high reliability (Maree, 2010:216).

### **3.11 ETHICS**

Welman and Kruger (1999: 181) suggest that a researcher should be concerned with ethical considerations during the recruiting, measuring and publishing phases of a study. These were considered and adhered to throughout the study. The respondents were recruited as stipulated in the study. Accurate records of the numbers of respondents were kept and monitored daily to ensure that the correct numbers were measured. The results were published accurately.

### **3.12 CONCLUSION**

This chapter covered the research methodology used to identify emotions felt by women in the Fashion and Textiles Department of the Durban University of Technology and in the Durban fashion industry when faced with sizing and fit issues when trying on clothing in a store.

The findings from the research study will be discussed in Chapter four.

## **CHAPTER 4**

### **DATA ANALYSIS AND DISCUSSION OF RESULTS**

#### **4.1 INTRODUCTION**

In the previous chapter, the research methodology was discussed. The findings from the questionnaire administered to the female staff and students of the Fashion and Textiles Department at the Durban University of Technology and Durban based members of the fashion industry will be presented in this chapter. The results are quantitative in nature. The data collected from the responses was analysed using the Predictive Analytic Software (PASW) version 18.0. The results will be presented in the form of graphs, cross tabulations and other figures.

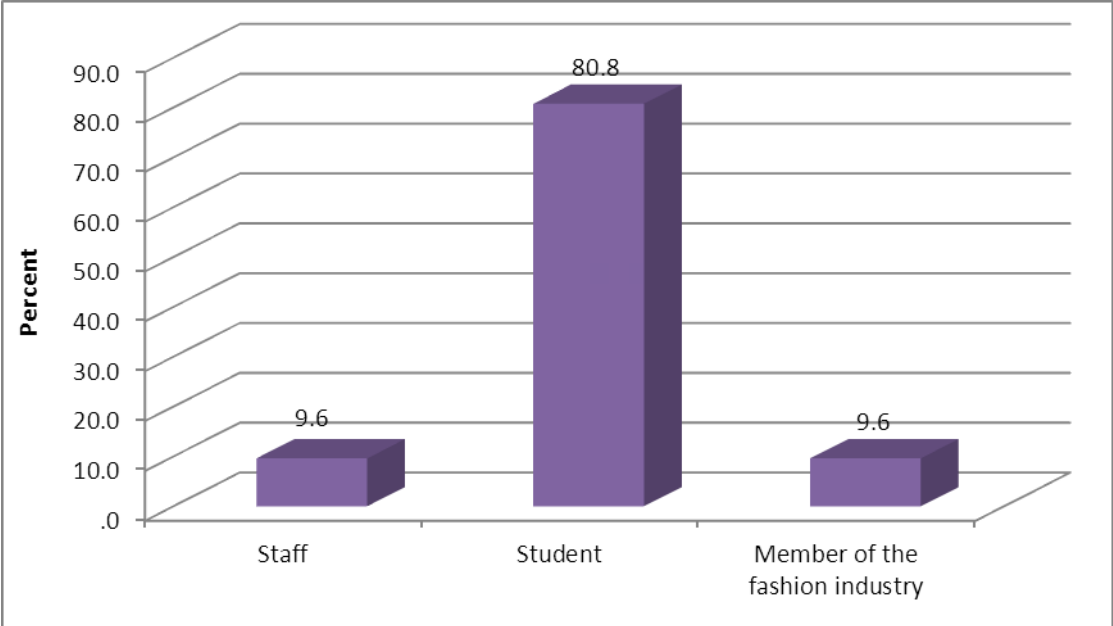
#### **4.2 DEMOGRAPHIC STATISTICS OF RESPONDENTS**

This section presents the descriptive statistics based on the demographic information of the study.

##### **4.2.1 Distribution of respondents according to their relationships to the fashion industry**

Figure 4.1 on page 54 reveals the relationships of respondents to the fashion industry. More than three quarters of the respondents (80.8%) were students of the Fashion and Textiles Department at the Durban University of Technology. The remaining respondents were equally split between staff members of the Fashion and Textiles Department at the Durban University of Technology (9.6%) and Durban based fashion industry members (9.6%).

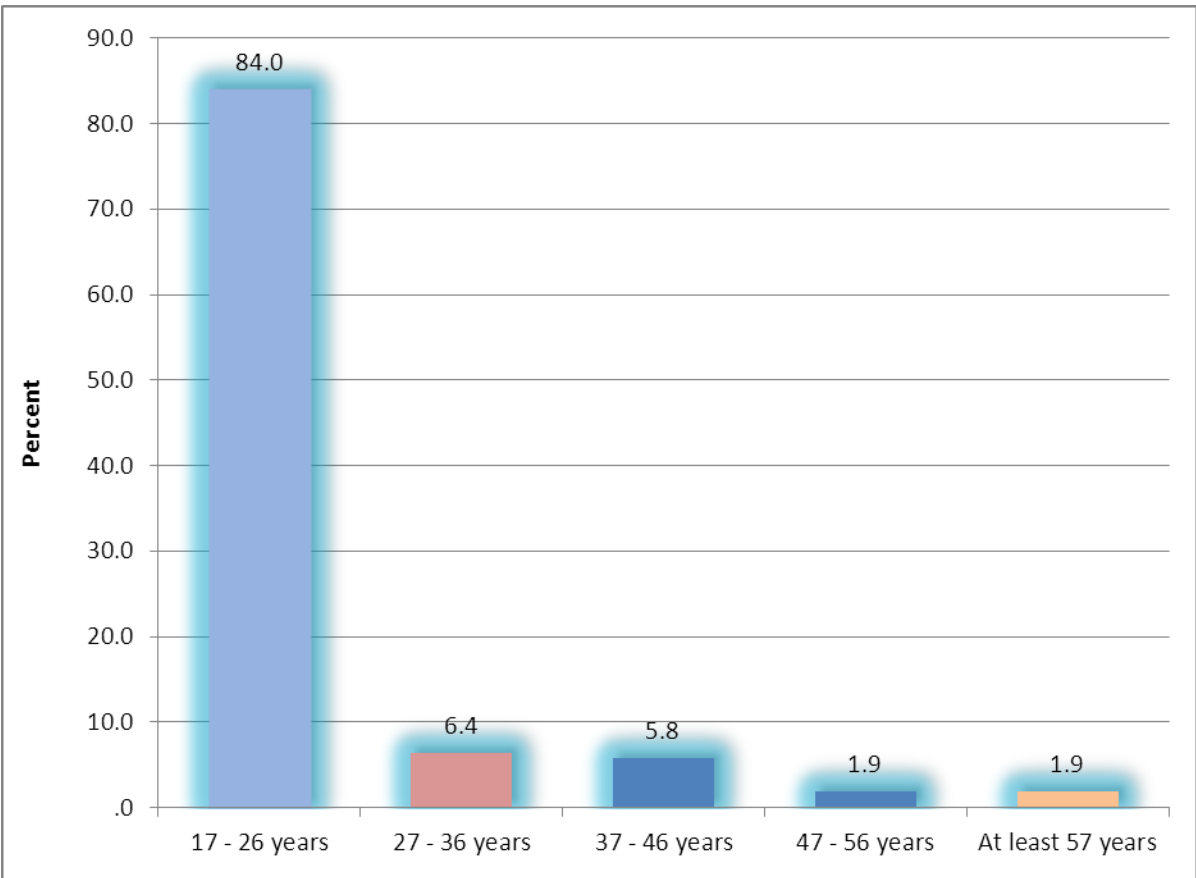
**Figure 4.1: Respondents' relationships to the fashion industry**



**4.2.2 Age distribution of respondents**

Figure 4.2 on page 55 represents the age distribution of the respondents. Due to the large student contingent, most of the respondents (84%) were between the ages of 17 to 26 years. The balance of the population consisted of the following breakdown: 6.4% between the ages of 27 to 36 years, 5.8% between the ages of 37 to 46 years, 1.9% between the ages of 47 to 56 years and 1.9% at least 57 years old.

**Figure 4.2: Age distribution of respondents expressed as percentages**



**4.2.3 Distribution of respondents’ ages and relationships to the fashion industry**

Table 4.1 on page 56 is a tabulation of the distribution of respondents’ ages and relationships to the fashion industry. Of the 9.6% staff respondents, two-thirds were older than 37 years. This trend was reversed for members of the fashion industry where nearly two thirds were younger than 37 years. Of the 80.8% student respondents, just over three quarters (77.6%) were in the age group of 17 to 26 years. Only 3.2% of the student population were older than 26 years. Of the 9.6%

members of the fashion industry, more than half of them (8.3%) were between the ages of 17 to 46 years.

**Table 4.1: Respondents' ages and relationships to the fashion industry cross tabulation**

			Category			Total
			Staff	Student	Member of the fashion industry	
Age	17 - 26 years	Count	4	121	6	131
		% of Total	2.6%	77.6%	3.8%	84.0%
	27 - 36 years	Count	1	5	4	10
		% of Total	.6%	3.2%	2.6%	6.4%
	37 - 46 years	Count	6	0	3	9
		% of Total	3.9%	.0%	1.9%	5.8%
	47 - 56 years	Count	3	0	0	3
		% of Total	1.9%	.0%	.0%	1.9%
	At least 57 years	Count	1	0	2	3
		% of Total	.6%	.0%	1.3%	1.9%
Total		Count	15	126	15	156
		% of Total	9.6%	80.8%	9.6%	100.0%

#### **4.3 ANALYSIS OF THE VALIDITY OF PrEmo QUESTIONNAIRE THROUGH FACTOR ANALYSIS OF DATA**

One of the most important requirements for precision is validity. Validity of a questionnaire indicates whether it measures what is intended (Maree, 2010:147). Validity refers to the agreement between the value of a measurement and its actual value and is calculated by comparing one's measurements with values that are as close to the true values as possible. Poor validity reduces the accuracy of a measurement and reduces the ability to describe relationships between variables in descriptive studies.

Factor analysis is a statistical technique which is used to reduce data in order to work out which items belong together. These items should be answered in a similar way and therefore measure the same factor (Maree, 2010:218). In this study,



participants answered three separate questions regarding sizing and fit scenarios. Each question is an adequate measure of the situation in itself but together a better measure of emotions felt is obtained. The rotated component matrix for the different factors is given in Table 4.2. For each of the rotated component matrixes, paired samples' correlations and paired samples' tests' tables in this study, p is an abbreviation for positive and n for negative emotions.

#### 4.3.1 Factor analysis of the fit of clothing in the stores in South Africa

Table 4.2 gives the factor loading for the fit of women's clothing in the stores in South Africa?

**Table 4.2: Factor loading for the fit of clothing in the stores in South Africa**

	Rotated Component Matrix	
	Component	
	1	2
fit_desire_p	-.060	.709
fit_satisfaction_p	-.383	.670
fit_pride_p	-.252	.823
fit_hope_p	.315	.597
fit_joy_p	-.197	.839
fit_fascination_p	.062	.709
fit_disgust_n	.817	-.115
fit_dissatisfaction_n	.757	-.235
fit_shame_n	.763	.043
fit_fear_n	.803	-.024
fit_sadness_n	.772	-.110
fit_boredom_n	.676	-.019

### 4.3.2 Factor analysis of inconsistent sizing between stores

Table 4.3 gives the factor loading for inconsistent sizing between stores

**Table 4.3: Factor loading for inconsistent sizing between stores**

	Component	
	1	2
size_desire_p	.786	.009
size_satisfaction_p	.794	-.191
size_pride_p	.842	-.072
size_hope_p	.717	.208
size_joy_p	.842	-.097
size_fascination_p	.798	.038
size_disgust_n	-.149	.780
size_dissatisfaction_n	-.432	.598
size_shame_n	.158	.706
size_fear_n	.006	.820
size_sadness_n	-.045	.800
size_boredom_n	.054	.601

### 4.3.3 Factor analysis of vanity sizing

Table 4.4 on page 59 gives the factor loading for vanity sizing. Vanity sizing relates to garments which are labelled one size smaller than they really are.

It was noted that for each scenario, there was a perfect alignment between the levels of positive emotions. It was observed that the positive rating loaded perfectly along one component. This was also the case for the negative rating which also

loaded perfectly along a different component. This means that the statements which constituted the questionnaire perfectly measured what each set out to measure.

**Table 4.4: Factor loading for vanity sizing**

**Rotated Component Matrix**

	Component	
	1	2
label_desire_p	.833	-.117
label_satisfaction_p	.862	-.224
label_pride_p	.843	-.115
label_hope_p	.720	.156
label_joy_p	.797	-.182
label_fascination_p	.811	.105
label_disgust_n	-.261	.725
label_dissatisfaction_n	-.455	.579
label_shame_n	.159	.738
label_fear_n	-.129	.782
label_sadness_n	-.147	.808
label_boredom_n	.162	.618

#### **4.4 ANALYSIS OF THE RELIABILITY OF THE QUESTIONNAIRE THROUGH CRONBACH'S ALPHA**

One of the most important aspects of precision is reliability. Reliability refers to the consistency of a questionnaire (Maree, 2010:147). Reliability is calculated by taking many measurements on the same subjects. Good reliability shows that respondents are completing the questions in a consistent way and thus individual questions should have scores which correlate (Hair, Babin, Money and Samouel, 2003:170). The authors explain that a reliability coefficient, measured by Cronbach's alpha with a value of 0.70 or higher is considered as "acceptable". The

results for the three sizing and fit scenarios presented in this study are shown in Table 4.5.

**Table 4.5: The reliability results for the three sizing and fit scenarios presented in the questionnaire**

	Cronbach's alpha		
	Positive	Negative	Combined
Fit of clothing in the stores in South Africa	.827	.818	.685
Size in one store differs to the same size in another store	.866	.902	.738
Garments are labelled one size smaller than they really are	.888	.818	.693
Overall	<b>.869</b>		

The overall reliability score of 0.869 indicated a high degree of acceptable and consistent scoring for the different categories for this research. All of the categories had high acceptable reliability values.

#### **4.5 RESULTS FOR EMOTIONS IN SIZING AND FIT SCENARIOS**

As indicated in section 2.2.2, trying on clothing has an effect on emotions. Different emotions can be shown and these emotions can be either positive or negative. In this study, the emotions felt were reflected accordingly. This classification, of either positive or negative emotions, explained in section 2.2.1 was also used in the PrEmo questionnaire. The results for the positive and negative groups are presented separately in the section below, in tabular and figure form, followed by the tabulated results for significance tests performed on the scoring patterns of positive and negative emotions. These results answer critical question one.

This section indicates the percentages for each question for each of the three sizing and fit scenarios presented to respondents in the questionnaire. The scores are independent of all other variables. As depicted in Table 4.6, the percentages were derived from the five point rating scale used in the PrEmo questionnaire.

**Table 4.6: Explanation of the rating scale used to measure feelings expressed**

Feeling expressed	Rating given
I feel this strongly	4
I do feel this	3
I feel this somewhat	2
I feel this a little	1
I do not feel this	0

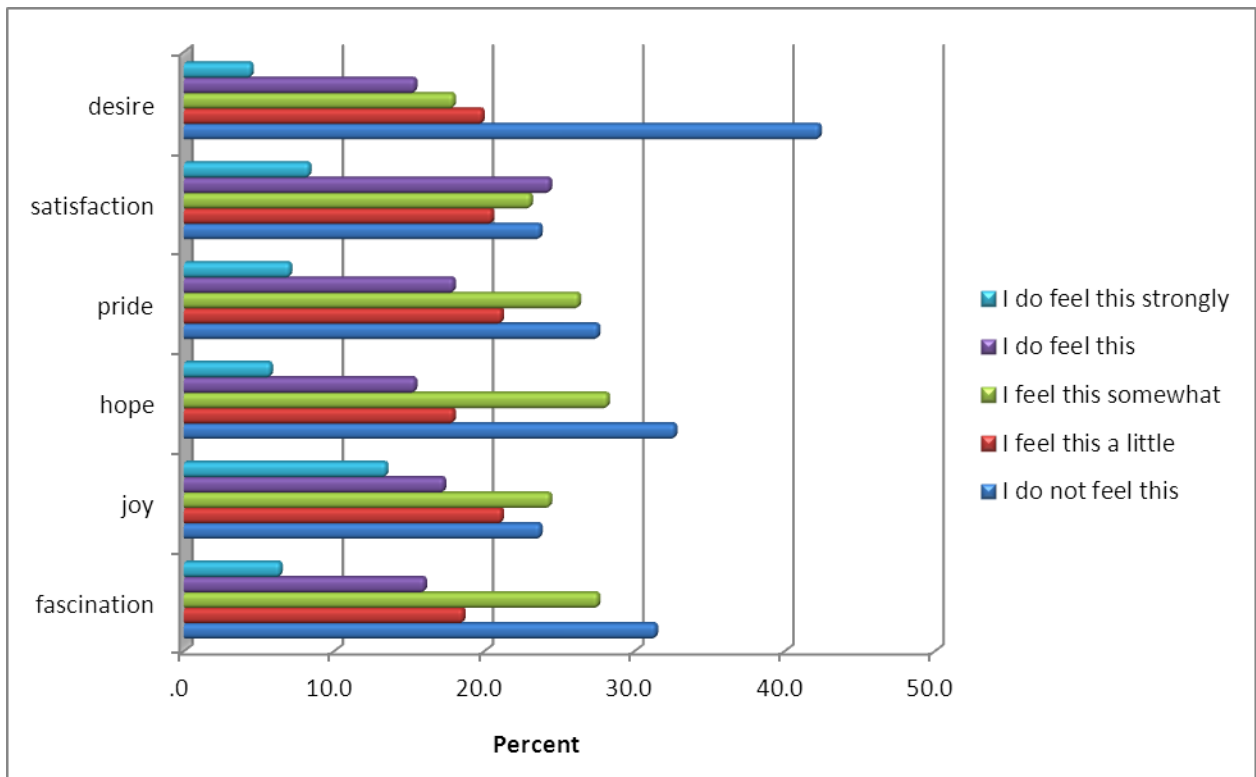
#### 4.5.1 Emotions of women relating to the fit of women’s clothing in the stores in South Africa

Table 4.7 on this page and Figure 4.3 on page 62 illustrate the positive emotion responses for fit of women’s clothing in the stores in South Africa

**Table 4.7: Percentage values for positive emotions for the fit of women’s clothing in the stores in South Africa**

	I do not feel this	I feel this a little	I feel this somewhat	I do feel this	I do feel this strongly
desire	42.3	19.9	17.9	15.4	4.5
satisfaction	23.7	20.5	23.1	24.4	8.3
pride	27.6	21.2	26.3	17.9	7.0
hope	32.7	17.9	28.2	15.4	5.8
Joy	23.7	21.2	24.4	17.3	13.4
fascination	31.4	18.6	27.6	16.0	6.4

**Figure 4.3: Positive emotions for the fit of women’s clothing in the stores in South Africa**



The following results were obtained:

- For the emotion “desire”, 42.3% of respondents did not feel this emotion, 19.9% felt it a little, 17.9% felt it somewhat, 15.4% felt it and 4.5% felt it strongly.
- For the emotion “satisfaction”, 23.7% of respondents did not feel this emotion, 20.5% felt it a little, 23.1% felt it somewhat, 24.4% felt it and 8.3% felt it strongly.
- For the emotion “pride”, 27.6% of respondents did not feel this emotion, 21.2% felt it a little, 26.3% felt it somewhat, 17.9% felt it and 7.0% felt it strongly.

- For the emotion “hope”, 32.7% of respondents did not feel this emotion, 17.9% felt it a little, 28.2% felt it somewhat, 15.4% felt it and 5.8% felt it strongly.
- For the emotion “joy”, 23.7% of respondents did not feel this emotion, 21.2% felt it a little, 24.4% felt it somewhat, 17.3% felt it and 13.4% felt it strongly.
- For the emotion “fascination”, 31.4% of respondents did not feel this emotion, 18.6% felt it a little, 27.6% felt it somewhat, 16.0% felt it and 6.4% felt it strongly.

From the results above, on average, more than 50% of the respondents had only a lukewarm response to the positive statements. In most of the instances, there was only a small difference between the neutral and positive responses. Only a small percentage of the respondents strongly felt the positive emotions in this scenario. The percentages were between 4.5% for desire and 13.4% for joy. Between 23.7% and 42.3% of the respondents indicated that they do not feel the positive emotions at all. This meant that for the sizing and fit scenario “How do you feel about the fit of women’s clothing in the stores in South Africa”, the respondents did not strongly feel positive emotions. These findings are supported in section 2.4.4, where problems with apparel fit are said to cause dissatisfaction. Satisfaction with fit is shown in section 2.4.4 to be one of the reasons why consumers purchase clothing.

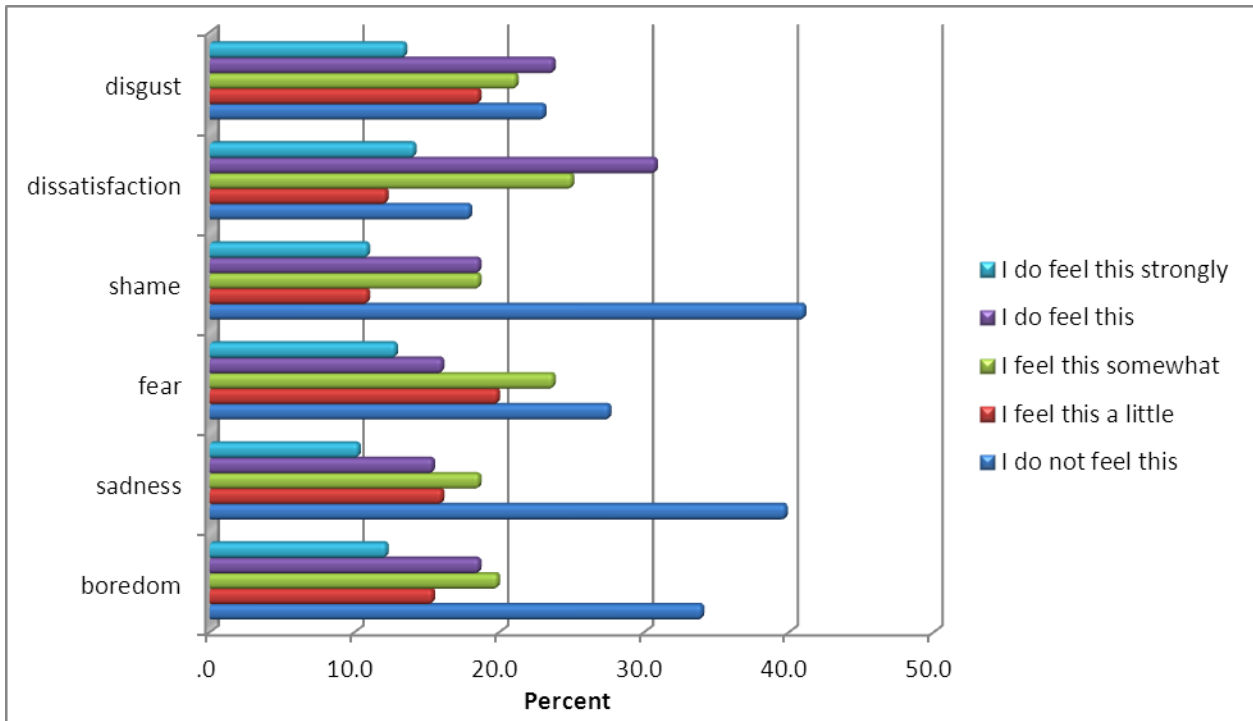
The results of this study suggest that the clothing industry needs to re-evaluate sizing so that more consumers will be satisfied. This suggestion is in line with the literature in section 2.4.4.

Table 4.8 and Figure 4.4 on page 64 illustrate the negative emotion responses for “How do you feel about the fit of women's clothing in the stores in South Africa?”

**Table 4.8: Percentage values for negative emotions for the fit of women’s clothing in the stores in South Africa**

	I do not feel this	I feel this a little	I feel this somewhat	I do feel this	I do feel this strongly
disgust	23.1	18.6	21.2	23.7	13.4
dissatisfaction	17.9	12.2	25.0	30.8	14.1
shame	41.0	10.9	18.6	18.6	10.9
fear	27.6	19.9	23.7	16.0	12.8
sadness	39.7	16.0	18.6	15.4	10.3
boredom	34.0	15.4	19.9	18.6	12.1

**Figure 4.4: Negative emotions for the fit of women’s clothing in the stores in South Africa**



The following results were obtained:



- For the emotion “disgust”, 23.1% of respondents did not feel this emotion, 18.6% felt it a little, 21.2% felt it somewhat, 23.7% felt it and 13.4% felt it strongly.
- For the emotion “dissatisfaction”, 17.9% of respondents did not feel this emotion, 12.2% felt it a little, 25.0% felt it somewhat, 30.8% felt it and 14.1% felt it strongly.
- For the emotion “shame”, 41.0% of respondents did not feel this emotion, 10.9% felt it a little, 18.6% felt it somewhat, 18.6% felt it and 10.9% felt it strongly.
- For the emotion “fear”, 27.6% of respondents did not feel this emotion, 19.9% felt it a little, 23.7% felt it somewhat, 16.0% felt it and 12.8% felt it strongly.
- For the emotion “sadness”, 39.7% of respondents did not feel this emotion, 16.0% felt it a little, 18.6% felt it somewhat, 15.4% felt it and 10.3% felt it strongly.
- For the emotion “boredom”, 34.0% of respondents did not feel this emotion, 15.4% felt it a little, 19.9% felt it somewhat, 18.6% felt it and 12.1% felt it strongly.

From the results above, the first two emotions disgust and dissatisfaction, show higher levels of agreement than the rest of the emotions. This means that respondents have indicated that these two emotions are felt more than they are not. Thus, more respondents have indicated that they feel disgust and dissatisfaction with the general fit of women’s clothing in the stores in South Africa than respondents who do not feel this. This suggests that consumers in this study find it hard to locate well-fitting clothing in the stores in South Africa. This problem with fit is consistent with section 2.4.4 where it is shown that when dissatisfaction with fit arises, negative behaviour is shown, such as negative word of mouth.

The remaining four emotions, shame, fear, sadness and boredom average approximately 50% of responses for the two ratings of “I do not feel this” and “I feel

this a little”. No studies on the relationship between these emotions and clothing could be found.

To determine whether there was a significant difference in the scoring patterns between the positive and negative emotions, paired t-tests were performed and the results are shown in Table 4.9. Since these emotions are in opposite directions, the mean values should be different if respondents scored in a particular direction.

**Table 4.9: Results of t-tests performed on positive and negative emotions**

		Paired Samples' Correlations		
		N	Correlation	Sig.
Pair 1	fit_desire_p & fit_disgust_n	156	-.163	.042
Pair 2	fit_satisfaction_p & fit_dissatisfaction_n	156	-.380	.000
Pair 3	fit_pride_p & fit_shame_n	156	-.152	.057
Pair 4	fit_hope_p & fit_fear_n	156	.176	.028
Pair 5	fit_joy_p & fit_sadness_n	156	-.237	.003
Pair 6	fit_fascination_p & fit_boredom_n	156	.028	.726

Table 4.9 indicates that there were significant differences in the mean values between the pairs of variables (highlighted in yellow), as the p-values are less than 0.05.

**Table 4.10: Results for paired samples' tests**

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 fit_desire_p - fit_disgust_n	-.66026	2.00804	.16077	-.97784	-.34267	-4.107	155	.000
Pair 2 fit_satisfaction_p - fit_dissatisfaction_n	-.37821	2.15928	.17288	-.71971	-.03670	-2.188	155	.030
Pair 3 fit_pride_p - fit_shame_n	.08333	2.06338	.16520	-.24301	.40967	.504	155	.615
Pair 4 fit_hope_p - fit_fear_n	-.23077	1.68426	.13485	-.49715	.03561	-1.711	155	.089
Pair 5 fit_joy_p - fit_sadness_n	.35256	2.16662	.17347	.00990	.69523	2.032	155	.044
Pair 6 fit_fascination_p - fit_boredom_n	-.12179	1.87803	.15036	-.41882	.17523	-.810	155	.419

As shown in Table 4.10, the null hypothesis claims that there was no difference between the paired variables. The results above indicate that three of the pairs showed significant differences. Three pairs scored similarly, namely pride and satisfaction, hope and fear, and fascination and boredom.

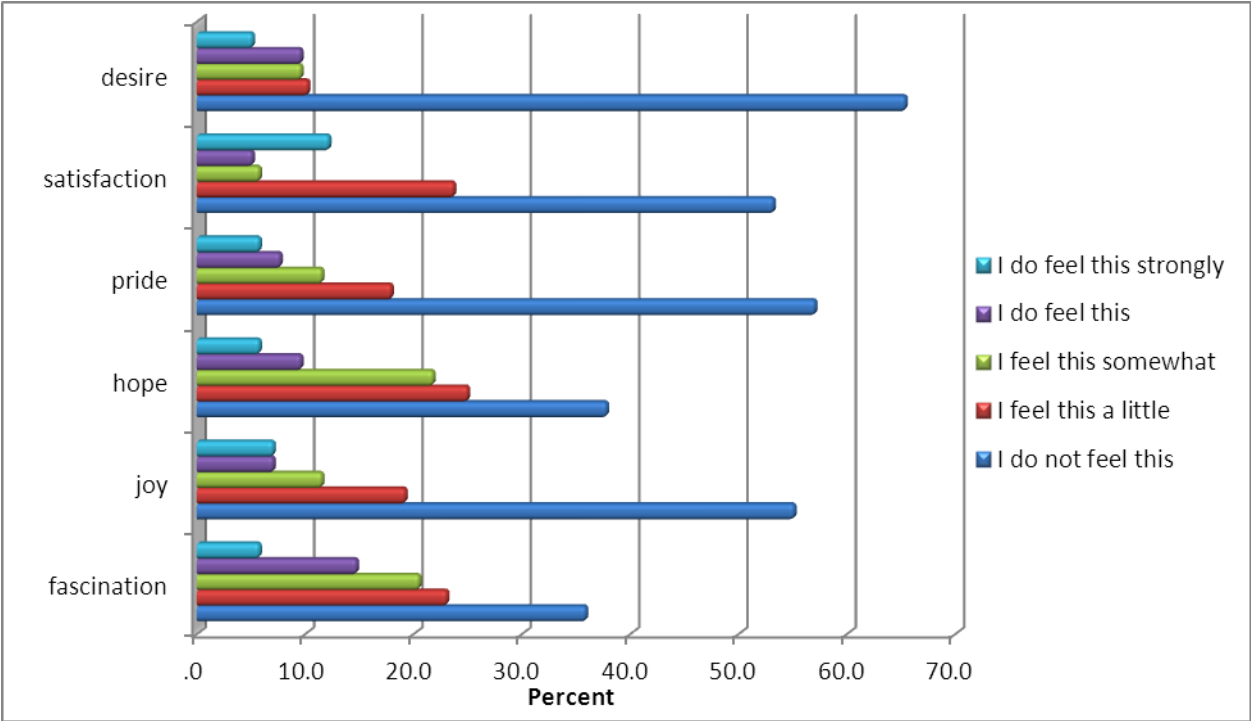
#### 4.5.2 Emotions of women relating to inconsistent sizing between stores

Table 4.11 and Figure 4.5 on page 68 illustrate the positive emotion responses for “A size in one store has different measurements to the same size in another store. How do you feel about this inconsistency?”

**Table 4.11: Percentage values for positive emotions for inconsistent sizing between stores**

	I do not feel this	I feel this a little	I feel this somewhat	I do feel this	I do feel this strongly
desire	65.4	10.3	9.6	9.6	5.1
satisfaction	53.2	23.7	5.8	5.1	12.2
pride	57.1	17.9	11.5	7.7	5.8
hope	37.8	25.0	21.8	9.6	5.8
joy	55.1	19.2	11.5	7.1	7.1
fascination	35.9	23.1	20.5	14.7	5.8

**Figure 4.5: Positive emotions for inconsistent sizing between stores**



The following results were obtained:

- For the emotion “desire”, 65.4% of respondents did not feel this emotion, 10.3% felt it a little, 9.6% felt it somewhat, 9.6% felt it and 5.1% felt it strongly
- For the emotion “satisfaction”, 53.2% of respondents did not feel this emotion, 23.7% felt it a little, 5.8% felt it somewhat, 5.1% felt it and 12.2% felt it strongly.
- For the emotion “pride”, 57.1% of respondents did not feel this emotion, 17.9% felt it a little, 11.5% felt it somewhat, 7.7% felt it and 5.8% felt it strongly.
- For the emotion “hope”, 37.8% of respondents did not feel this emotion, 25.0% felt it a little, 21.8% felt it somewhat, 9.6% felt it and 5.8% felt it strongly.
- For the emotion “joy”, 55.1% of respondents did not feel this emotion, 19.2% felt it a little, 11.5% felt it somewhat, 7.1% felt it and 7.1% felt it strongly.
- For the emotion “fascination”, 35.9% of respondents did not feel this emotion, 23.1% felt it a little, 20.5% felt it somewhat, 14.7% felt it and 5.8% felt it strongly.

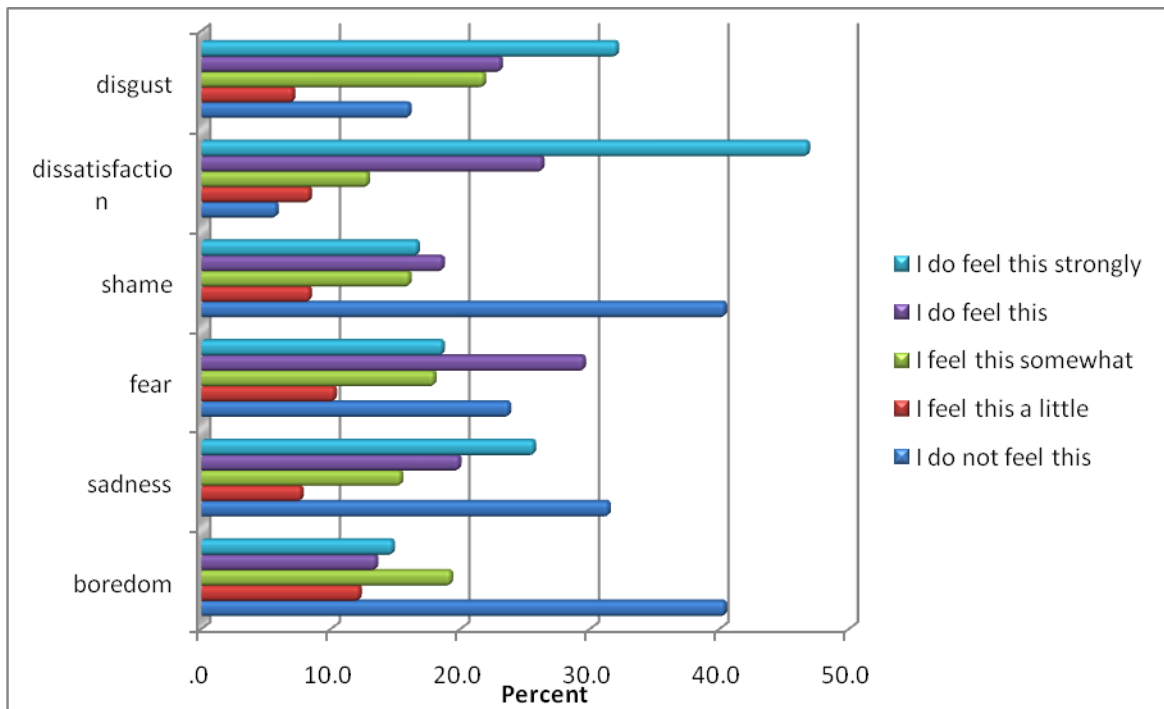
These results suggest that there are high levels of little emotion (or no emotion at all) felt for this sizing and fit scenario. The emotions depicted are the positive emotions of desire, satisfaction, pride, hope, joy and fascination. High levels of little emotion felt indicate that the respondents feel that inconsistent sizing between stores does not elicit a great deal of these positive emotions. This means that as indicated in section 2.4.5.1, when respondents are faced with sizes differing between stores, the emotions of desire, satisfaction, pride, hope, joy and fascination are barely felt.

Table 4.12 and Figure 4.6 on page 70 depict the negative emotion responses for inconsistent sizing between stores.

**Table 4.12: Percentage values for negative emotions for inconsistent sizing between stores**

	I do not feel this	I feel this a little	I feel this somewhat	I do feel this	I do feel this strongly
disgust	16.0	7.1	21.8	23.1	32.0
dissatisfaction	5.8	8.3	12.8	26.3	46.8
shame	40.4	8.3	16.0	18.6	16.7
fear	23.7	10.3	17.9	29.5	18.6
sadness	31.4	7.7	15.4	19.9	25.6
boredom	40.4	12.2	19.2	13.5	14.7

**Figure 4.6: Negative emotions for inconsistent sizing between stores**



The following results were obtained:

- For the emotion “disgust”, 16.0% of respondents did not feel this emotion, 7.1% felt it a little, 21.8% felt it somewhat, 23.1% felt it and 32.0% felt it strongly.

- For the emotion “dissatisfaction”, 5.8% of respondents did not feel this emotion, 8.3% felt it a little, 12.8% felt it somewhat, 26.3% felt it and 46.8% felt it strongly.
- For the emotion “shame”, 40.4% of respondents did not feel this emotion, 8.3% felt it a little, 16.0% felt it somewhat, 18.6% felt it and 16.7% felt it strongly.
- For the emotion “fear”, 23.7% of respondents did not feel this emotion, 10.3% felt it a little, 17.9% felt it somewhat, 29.5% felt it and 18.6% felt it strongly.
- For the emotion “sadness”, 31.4% of respondents did not feel this emotion, 7.7% felt it a little, 15.4% felt it somewhat, 19.9% felt it and 25.6% felt it strongly.
- For the emotion “boredom”, 40.4% of respondents did not feel this emotion, 12.2% felt it a little, 19.2% felt it somewhat, 13.5% felt it and 14.7% felt it strongly.

From the above results, the emotions disgust, dissatisfaction, shame, fear and sadness showed varying levels of positive emotional agreement. Many of the respondents indicated that they strongly felt the emotions of disgust (32.0%) and dissatisfaction (46.8%). This means that the inconsistency of sizes between stores created disgust and dissatisfaction for these respondents. Thus, the difficulties consumers have when purchasing garments were still being caused by the lack of standardised sizing charts in the clothing industry, as shown in section 2.4.5.1. Results showed that 40.4% of the respondents did not experience shame or boredom. This indicates that the inconsistency of sizes between stores created a certain degree of shame for 59.6% of the respondents. These results showed that shame and boredom were not felt strongly in the scenario of inconsistency of sizes being offered between stores but were felt to some extent. To determine whether there was a significant difference in the scoring patterns between the positive and negative emotions, paired t-tests were performed and the results are shown in Tables 4.13 and 4.14 on page 72.

**Table 4.13: Results of t-tests performed on positive and negative emotions**

	N	Correlation	Sig.
Pair 1 size_desire_p & size_disgust_n	156	-.052	.523
Pair 2 size_satisfaction_p & size_dissatisfaction_n	156	-.368	.000
Pair 3 size_pride_p & size_shame_n	156	.026	.752
Pair 4 size_hope_p & size_fear_n	156	.177	.027
Pair 5 size_joy_p & size_sadness_n	156	-.134	.096
Pair 6 size_fascination_p & size_boredom_n	156	.050	.537

**Table 4.14: Results for paired samples' tests**

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 size_desire_p - size_disgust_n	-1.69231	1.93646	.15504	-1.99857	-1.38604	-10.915	155	.000
Pair 2 size_satisfaction_p - size_dissatisfaction_n	-2.00641	2.14174	.17148	-2.34514	-1.66768	-11.701	155	.000
Pair 3 size_pride_p - size_shame_n	-.75641	1.95884	.15683	-1.06622	-.44660	-4.823	155	.000
Pair 4 size_hope_p - size_fear_n	-.88462	1.71506	.13731	-1.15587	-.61337	-6.442	155	.000
Pair 5 size_joy_p - size_sadness_n	-1.08974	2.16831	.17360	-1.43268	-.74681	-6.277	155	.000
Pair 6 size_fascination_p - size_boredom_n	-.18590	1.90349	.15240	-.48695	.11515	-1.220	155	.224

The results in Table 4.14 indicate that the pair fascination and boredom was scored similarly.



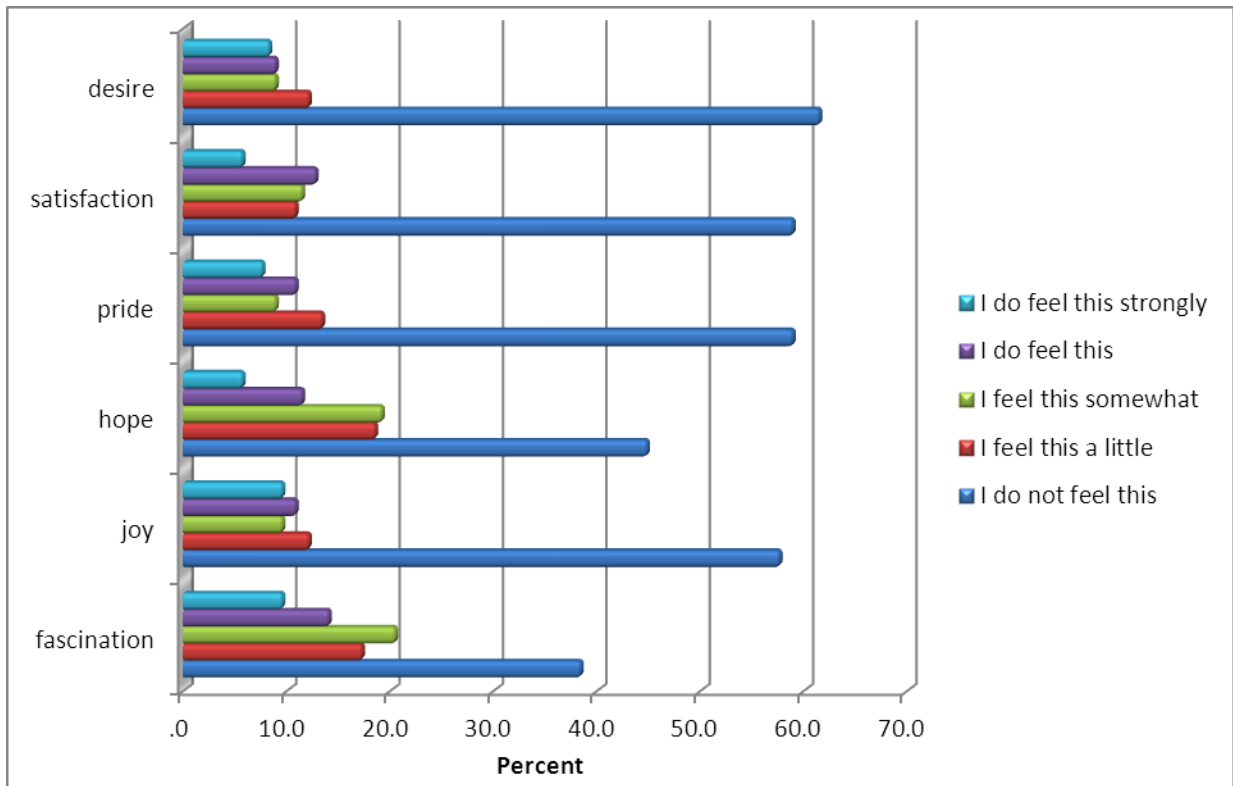
### 4.5.3 Emotions of women relating to vanity sizing

Table 4.15 and Figure 4.7 represent the positive emotion responses for vanity sizing.

**Table 4.15: Percentage values for positive emotions for vanity sizing**

	I do not feel this	I feel this a little	I feel this somewhat	I do feel this	I do feel this strongly
desire	61.5	12.2	9.0	9.0	8.3
satisfaction	59.0	10.9	11.5	12.8	5.8
pride	59.0	13.5	9.0	10.9	7.6
hope	44.9	18.6	19.2	11.5	5.8
joy	57.7	12.2	9.6	10.9	9.6
fascination	38.5	17.3	20.5	14.1	9.6

**Figure 4.7: Positive emotions for vanity sizing**



The following results were obtained:

- For the emotion “desire”, 61.5% of respondents did not feel this emotion, 12.2% felt it a little, 9.0% felt it somewhat, 9.0% felt it and 8.3% felt it strongly.
- For the emotion “satisfaction”, 59.0% of respondents did not feel this emotion, 10.9% felt it a little, 11.5% felt it somewhat, 12.8% felt it and 5.8% felt it strongly.
- For the emotion “pride”, 59.0% of respondents did not feel this emotion, 13.5% felt it a little, 9.0% felt it somewhat, 10.9% felt it and 7.6% felt it strongly.
- For the emotion “hope”, 44.9% of respondents did not feel this emotion, 18.6% felt it a little, 19.2% felt it somewhat, 11.5% felt it and 5.8% felt it strongly.
- For the emotion “joy”, 57.7% of respondents did not feel this emotion, 12.2% felt it a little, 9.6% felt it somewhat, 10.9% felt it and 9.6% felt it strongly.
- For the emotion “fascination”, 38.5% of respondents did not feel this emotion, 17.3% felt it a little, 20.5% felt it somewhat, 14.1% felt it and 9.6% felt it strongly.

From the results above, there was a strong pattern of negative responses. Most respondents indicated that they did not feel the positive emotions at all. The percentage responses ranged from 57.7% to 61.5%. Only two emotions, namely hope and fascination, scored below 50% in this category. These results indicated that respondents did not feel strong positive emotions for the sizing and fit scenario of garments being labelled one size smaller than they really are. This was in contrast to the literature in section 2.4.5.4.

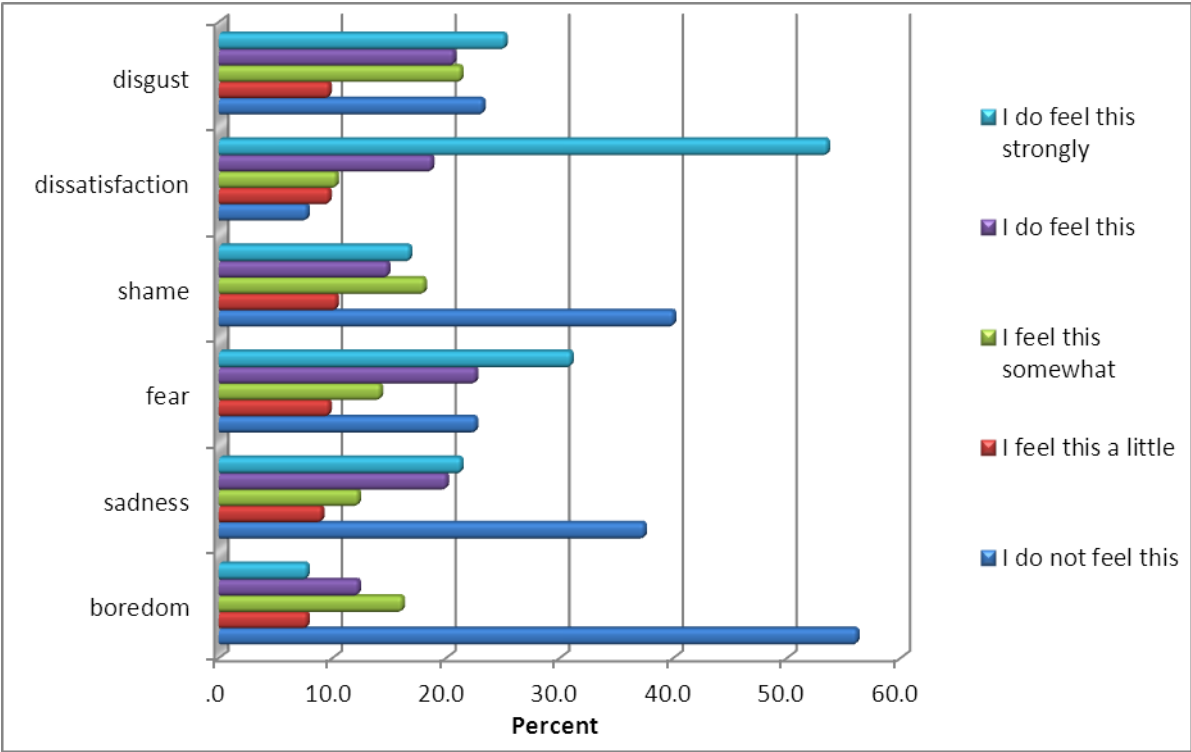
Only 8.3% of respondents strongly felt the emotion desire. This indicated that the sizing and fit scenario of garments being labelled one size smaller than they really are did not create a strong feeling of desire for many respondents. The results for the emotions pride, joy and fascination were slightly different at 7.6%, 9.6% and

9.6% respectively and therefore still indicated the same tendency. Satisfaction and hope were felt strongly by only 5.8% of the respondents. These results are in contrast to section 2.4.5.4. Table 4.16 and Figure 4.8 illustrate the negative emotion responses for vanity sizing.

**Table 4.16: Percentage values for negative emotions for vanity sizing**

	I do not feel this	I feel this a little	I feel this somewhat	I do feel this	I do feel this strongly
disgust	23.2	9.7	21.3	20.6	25.2
dissatisfaction	7.7	9.7	10.3	18.7	53.5
shame	40.0	10.3	18.1	14.8	16.8
fear	22.6	9.7	14.2	22.6	31.0
sadness	37.4	9.0	12.3	20.0	21.3
boredom	56.1	7.7	16.1	12.3	7.8

**Figure 4.8: Negative emotions for vanity sizing**



The following results were obtained:

- For the emotion “disgust”, 23.2% of respondents did not feel this emotion, 9.7% felt it a little, 21.3% felt it somewhat, 20.6% felt it and 25.2% felt it strongly.
- For the emotion “dissatisfaction”, 7.7% of respondents did not feel this emotion, 9.7% felt it a little, 10.3% felt it somewhat, 18.7% felt it and 53.5% felt it strongly.
- For the emotion “shame”, 40.0% of respondents did not feel this emotion, 10.3% felt it a little, 18.1% felt it somewhat, 14.8% felt it and 16.8% felt it strongly.
- For the emotion “fear”, 22.6% of respondents did not feel this emotion, 9.7% felt it a little, 14.2% felt it somewhat, 22.6% felt it and 31.0% felt it strongly.
- For the emotion “sadness”, 37.4% of respondents did not feel this emotion, 9% felt it a little, 12.3% felt it somewhat, 20.0% felt it and 21.3% felt it strongly.
- For the emotion “boredom”, 56.1% of respondents did not feel this emotion, 7.7% felt it a little, 16.1% felt it somewhat, 12.3% felt it and 7.8% felt it strongly.

From the results above, there was a general pattern of negative emotional agreement, except for shame, sadness and boredom. These emotions scored 40.4%, 37.4% and 56.1% respectively in the category “I do not feel this”. This means that the practice of labelling clothing one size smaller did not create shame, sadness or boredom for these respondents. The highest score amongst negative emotions was dissatisfaction, where 53.5% of the respondents indicated that they felt strong dissatisfaction about the practice of vanity sizing. This is in contrast with the literature in section 2.4.5.4. The emotions of fear and disgust were strongly felt by 31.0% and 25.2% of the respondents respectively.

To determine whether there was a significant difference in the scoring patterns between the positive and negative emotions, paired t-tests were performed and the results are shown in Tables 4.17 and 4.18.

**Table 4.17: Results of t-tests performed on positive and negative emotions**

	N	Correlation	Sig.
Pair 1 label_desire_p & label_disgust_n	155	-.292	.000
Pair 2 label_satisfaction_p & label_dissatisfaction_n	155	-.492	.000
Pair 3 label_pride_p & label_shame_n	155	.085	.292
Pair 4 label_hope_p & label_fear_n	155	.058	.476
Pair 5 label_joy_p & label_sadness_n	155	-.223	.005
Pair 6 label_fascination_p & label_boredom_n	155	.206	.010

**Table 4.18: Results for paired samples' tests**

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 label_desire_p - label_disgust_n	-1.25161	2.28659	.18366	-1.61444	-.88879	-6.815	154	.000
Pair 2 label_satisfaction_p - label_dissatisfaction_n	-2.05806	2.27989	.18313	-2.41983	-1.69630	-11.239	154	.000
Pair 3 label_pride_p - label_shame_n	-.63871	1.95695	.15719	-.94923	-.32819	-4.063	154	.000
Pair 4 label_hope_p - label_fear_n	-1.15484	1.94450	.15619	-1.46338	-.84630	-7.394	154	.000
Pair 5 label_joy_p - label_sadness_n	-.76774	2.37087	.19043	-1.14394	-.39154	-4.032	154	.000
Pair 6 label_fascination_p - label_boredom_n	.30968	1.73792	.13959	.03391	.58544	2.218	154	.028

From the results above, there is a strong correlation between desire and disgust. The hypothesis tests indicate that all of the values are significantly different.

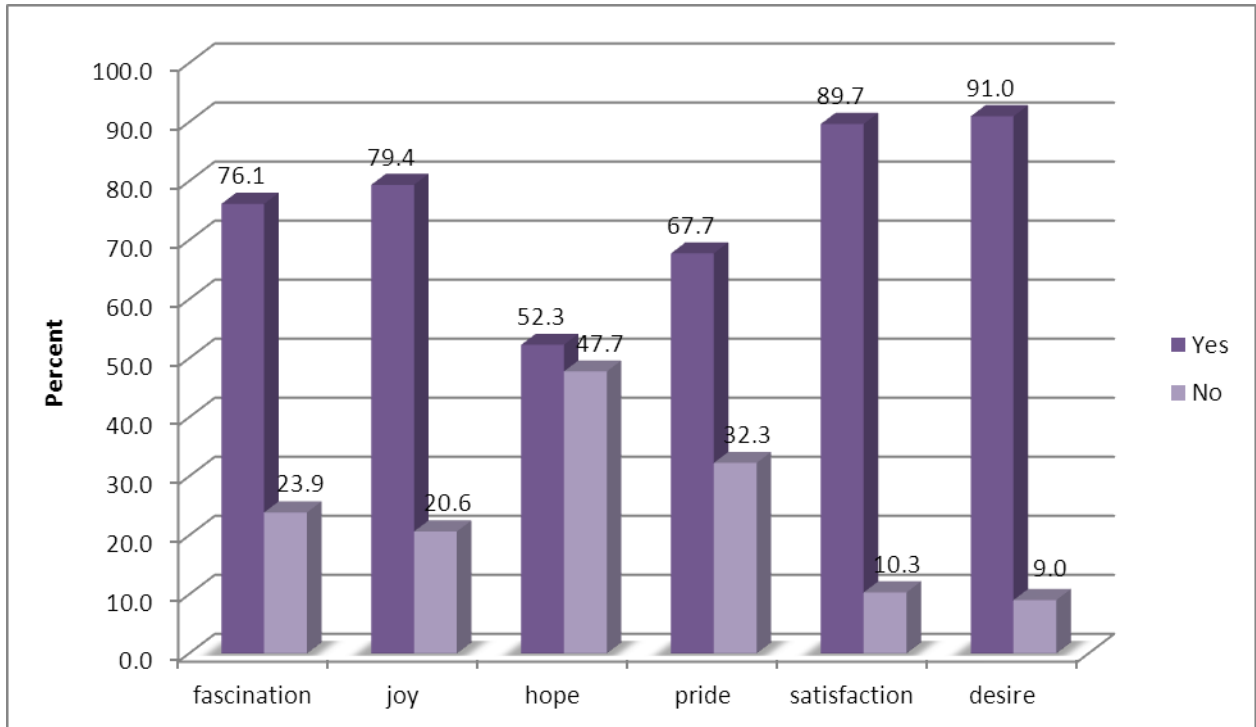
## 4.6 THE RELATIONSHIP BETWEEN EMOTION AND PURCHASE DECISIONS

Table 4.19 on this page and Figure 4.9 on page 79 indicate the results for the positive and negative emotions for emotion and purchase decisions. These results answer critical question two.

**Table 4.19: Percentage results for positive and negative emotions and purchase decisions**

		Yes	No
<b>Factor 1</b>	desire	91.0	9.0
	disgust	56.8	43.2
<b>Factor 2</b>	satisfaction	89.7	10.3
	dissatisfaction	66.5	33.5
<b>Factor 3</b>	pride	67.7	32.3
	shame	36.8	63.2
<b>Factor 4</b>	hope	52.3	47.7
	fear	30.3	69.7
<b>Factor 5</b>	joy	79.4	20.6
	sadness	46.5	53.5
<b>Factor 6</b>	fascination	76.1	23.9
	boredom	55.5	44.5

**Figure 4.9: Results for the positive emotions and purchase decisions**



For the positive emotions the following results were obtained:

- For the emotion “fascination”, 76.1% of the respondents indicated that this emotion affected the purchasing of clothing, whilst 23.9% indicated that it did not.
- For the emotion “joy”, 79.4% of the respondents indicated that this emotion affected the purchasing of clothing, whilst 20.6% indicated that it did not.
- For the emotion “hope”, 52.3% of the respondents indicated that this emotion affected the purchasing of clothing, whilst 47.7% indicated that it did not.
- For the emotion “pride”, 67.7% of the respondents indicated that this emotion affected the purchasing of clothing, whilst 32.3% indicated that it did not.

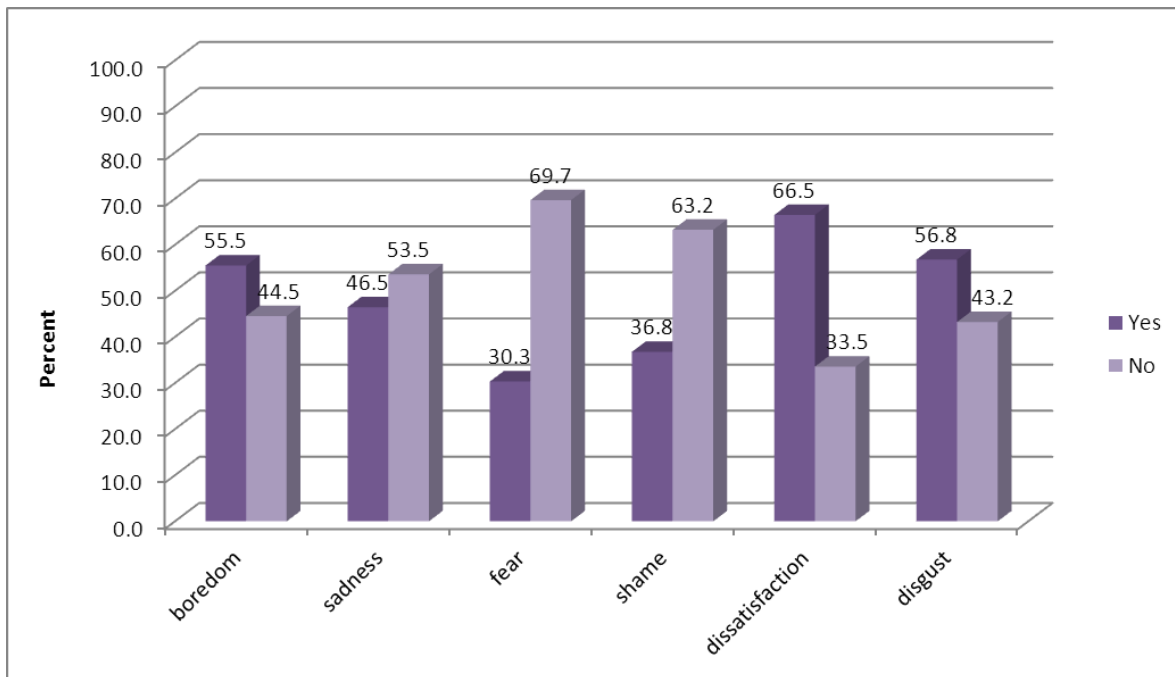
- For the emotion “satisfaction”, 89.7% of the respondents indicated that this emotion affected the purchasing of clothing, whilst 10.3% indicated that it did not.
- For the emotion “desire”, 91% of the respondents indicated that this emotion affected the purchasing of clothing, whilst 9% indicated that it did not.

From the above results, it is interesting to note that all the positive emotions affected purchasing more than they did not. This finding was reported in section 2.3.2.2 where it was indicated that consumers were interested in clothing because clothing brought pleasure. Similarly, it was shown in section 2.3.2.2 that consumers seek pleasure through consumption. The emotions desire and satisfaction were the top two emotions which affect purchasing. This was indicated by the respective scores of 91% and 89.7% and this meant that almost all the respondents agreed that purchasing was affected by desire and satisfaction. As indicated in section 2.1, emotions such as desire and satisfaction played a role in the choice of products. Around three quarters of the respondents indicated that their purchasing behaviours were affected by joy (79.4%) and fascination (76.1%). The emotions pride and hope recorded the lowest readings of 67.7% and 52.3% respectively. This meant that these emotions still affected purchasing but for fewer respondents. This is consistent with the literature reflected in section 2.2.2 where it is shown that the consumer’s emotional demand for a product should be satisfied.

Figure 4.10 on page 81 indicates the results for the negative emotions felt when responding to the question “Would any of these emotions affect your decision to purchase clothing?”



**Figure 4.10: Results for the negative emotions and purchase decision**



For the negative emotions the following results were obtained:

- For the emotion “boredom”, 55.5% of the respondents indicated that this emotion affected the purchasing of clothing, whilst 44.5% indicated that it did not.
- For the emotion “sadness”, 46.5% of the respondents indicated that this emotion affected the purchasing of clothing, whilst 53.5% indicated that it did not.
- For the emotion “fear”, 30.3% of the respondents indicated that this emotion affected the purchasing of clothing, whilst 69.7% indicated that it did not.
- For the emotion “shame”, 36.8% of the respondents indicated that this emotion affected the purchasing of clothing, whilst 63.2% indicated that it did not.

- For the emotion “dissatisfaction”, 66.5% of the respondents indicated that this emotion affected the purchasing of clothing, whilst 33.5% indicated that it did not.
- For the emotion “disgust”, 56.8% of the respondents indicated that this emotion affected the purchasing of clothing, whilst 43.2% indicated that it did not.

From the above results, the three emotions of dissatisfaction, disgust and boredom scored the highest percentages in this category, namely, 66.5%, 56.8% and 55.5% respectively. This meant that many respondents agreed that these emotions affected purchasing and supported the findings reflected in section 2.2.2. Dissatisfaction has been documented in section 2.4.4 as a negative factor in purchasing behaviour when choosing clothing. The emotions sadness, fear and shame show the opposite trend. These emotions do not affect purchasing behaviour as much as the first three mentioned. 46.5% of respondents indicated that sadness affects their purchase behaviour, whilst 30.3% of respondents show that fear is a factor which affects purchasing behaviour. For the emotion shame, only 36.8% of the respondents chose this factor as one which affects purchasing. These findings were consistent with those indicated in section 2.2.2.

## **4.7 RELATIONSHIPS BETWEEN SATISFACTION AND THE DEMOGRAPHIC PROFILE OF RESPONDENTS**

The third objective in this study was to establish whether any relationships exist between satisfaction and the demographic profile of respondents. These results answer critical question three.

### **4.7.1 Results for analysing whether relationships to the fashion industry and age had a significant effect on satisfaction**

The following results were obtained:

#### 4.7.1.1 Chi square testing

The traditional approach to reporting a result requires a statement of statistical significance. A p-value is generated from a test statistic. A significant result is indicated with " $p < 0.05$ ". These values are highlighted in yellow in Table 4.20. The chi square test was performed to determine whether there was a statistically significant relationship between the variables. Table 4.20 summarises the results of the chi square tests. In this table, "fit of garments" refers to the sizing and fit scenario "How do you feel about the fit of women's clothing in the stores in South Africa?" The variable "size inconsistency" refers to the sizing and fit scenario "A size in one store has different measurements to the same size in another store. How do you feel about this inconsistency?" The variable "vanity sizing" refers to the sizing and fit scenario "Garments can be labelled one size smaller than they really are. How do you feel about this practice?"

**Table 4.20: Results of chi square tests**

	<b>Relationship to the fashion industry</b>	<b>Age</b>
Fit of garments_ positive emotions	.325	.207
Fit of garments_ negative emotions	.919	.192
Size inconsistency_ positive emotions	.113	<b>.031</b>
Size inconsistency_ negative emotions	.159	.315
Vanity sizing_ positive emotions	.915	.491
Vanity sizing_ negative emotions	.836	.181

There was only one significant result for age and the positive emotions for the scenario "A size in one store has different measurements to the same size in another store. How do you feel about this inconsistency?" This meant that age

played a significant role when respondents scored this category. The effect of age on the positive emotions in this sizing and fit scenario will be discussed below.

#### 4.7.1.2 Results for the effect of age on the emotion desire relating to inconsistent sizing between stores

Table 4.21 represents the cross tabulation of desire and age.

**Table 4.21: Cross tabulation of the positive emotion desire and age**

			Age					Total
			17 - 26 years	27 - 36 years	37 - 46 years	47 - 56 years	At least 57 years	
size_desire_p	I do not feel this	Count % of Total	89 57.1%	7 4.5%	4 2.6%	1 .6%	1 .6%	102 65.4%
	I feel this a little	Count % of Total	11 7.1%	2 1.3%	1 .6%	0 .0%	2 1.3%	16 10.3%
	I feel this somewhat	Count % of Total	11 7.1%	1 .6%	2 1.3%	1 .6%	0 .0%	15 9.6%
	I do feel this	Count % of Total	12 7.7%	0 .0%	2 1.3%	1 .6%	0 .0%	15 9.6%
	I do feel this strongly	Count % of Total	8 5.1%	0 .0%	0 .0%	0 .0%	0 .0%	8 5.1%
Total		Count % of Total	131 84.0%	10 6.4%	9 5.8%	3 1.9%	3 1.9%	156 100.0%

The following results were obtained:

- Of the 84.0% of 17 to 26 year olds, 51.7% did not feel the emotion “desire” in this sizing and fit scenario.
- Of the 6.4% of 27 to 36 year olds, 4.5% did not feel the emotion “desire” in this sizing and fit scenario.

- Of the 5.8% of 37 to 46 year olds, 2.6% did not feel the emotion “desire” in this sizing and fit scenario.
- Of the 1.9% of 47 to 56 year olds, 0.6% did not feel the emotion “desire” in this sizing and fit scenario.
- Of the 1.9% of over 57 year olds, 0.6% did not feel the emotion “desire” in this sizing and fit scenario.

And

- Of the 84.0% of 17 to 26 year olds, 5.1% strongly felt the emotion “desire” in this sizing and fit scenario.
- Of the 6.4% of 27 to 36 year olds, 0% strongly felt the emotion “desire” in this sizing and fit scenario.
- Of the 5.8% of 37 to 46 year olds, 0% strongly felt the emotion “desire” in this sizing and fit scenario.
- Of the 1.9% of 47 to 56 year olds, 0% strongly felt the emotion “desire” in this sizing and fit scenario.
- Of the 1.9% of the at least 57 year olds, 0% strongly felt the emotion “desire” in this sizing and fit scenario.

The results indicated that the respondents between 17 to 36 years old did not feel desire for inconsistency of sizes between stores. The younger members of the population, the 17 to 26 year olds were the only group who felt any strong desire for the sizing and fit scenario of inconsistency in sizing. These results are consistent with section 2.4.7 where it is indicated that women of all ages can experience sizing and fit problems.

#### **4.7.1.3 Results for the effect of age on the emotion satisfaction relating to inconsistent sizing between stores**

Table 4.22 on page 86 represents the cross tabulation of satisfaction and age.

**Table 4.22: Cross tabulation of the positive emotion satisfaction and age**

			Age					Total
			17 - 26 years	27 - 36 years	37 - 46 years	47 - 56 years	At least 57 years	
size_satisfaction_p	I do not feel this	Count % of Total	71 45.6%	5 3.2%	5 3.2%	1 .6%	1 .6%	83 53.2%
	I feel this a little	Count % of Total	30 19.2%	3 1.9%	2 1.3%	0 .0%	2 1.3%	37 23.7%
	I feel this somewhat	Count % of Total	9 5.8%	0 .0%	0 .0%	0 .0%	0 .0%	9 5.8%
	I do feel this	Count % of Total	6 3.8%	0 .0%	2 1.3%	0 .0%	0 .0%	8 5.1%
	I do feel this strongly	Count % of Total	15 9.6%	2 1.3%	0 .0%	2 1.3%	0 .0%	19 12.2%
Total		Count % of Total	131 84.0%	10 6.4%	9 5.8%	3 1.9%	3 1.9%	156 100.0%

The following results were obtained:

- Of the 84.0% of 17 to 26 year olds, 45.6% did not feel the emotion “satisfaction” in this sizing and fit scenario.
- Of the 6.4% of 27 to 36 year olds, 3.2% did not feel the emotion “satisfaction” in this sizing and fit scenario.
- Of the 5.8% of 37 to 46 year olds, 3.2% did not feel the emotion “satisfaction” in this sizing and fit scenario.
- Of the 1.9% of 47 to 56 year olds, 0.6% did not feel the emotion “satisfaction” in this sizing and fit scenario.
- Of the 1.9% of over 57 year olds, 0.6% did not feel the emotion “satisfaction” in this sizing and fit scenario.

And

- Of the 84.0% of 17 to 26 year olds, 19.2% strongly felt the emotion “satisfaction” a little in this sizing and fit scenario.
- Of the 6.4% of 27 to 36 year olds, 1.9% strongly felt the emotion “satisfaction” a little in this sizing and fit scenario.

- Of the 5.8% of 37 to 46 year olds, 1.3% strongly felt the emotion “satisfaction” a little in this sizing and fit scenario.
- Of the 1.9% of 47 to 56 year olds, 0% strongly felt the emotion “satisfaction” a little in this sizing and fit scenario.
- Of the 1.9% of the at least 57 year olds, 1.3% strongly felt the emotion “satisfaction” a little in this sizing and fit scenario.

The above results indicate that for the age groups 17 to 46 years old, respondents reported that inconsistent sizing between stores did not make them feel satisfied. These findings are consistent with section 2.4.5.2.

#### 4.7.1.4 Results for the effect of age on the emotion pride relating to inconsistent sizing between stores

Table 4.23 represents the cross tabulation of pride and age.

**Table 4.23: Cross tabulation of the positive emotion pride and age**

			Age					Total
			17 - 26 years	27 - 36 years	37 - 46 years	47 - 56 years	At least 57 years	
size_pride_p	I do not feel this	Count % of Total	77 49.4%	4 2.6%	5 3.2%	1 .6%	2 1.3%	89 57.1%
	I feel this a little	Count % of Total	22 14.1%	4 2.6%	1 .6%	1 .6%	0 .0%	28 17.9%
	I feel this somewhat	Count % of Total	15 9.6%	0 .0%	2 1.3%	0 .0%	1 .6%	18 11.5%
	I do feel this	Count % of Total	8 5.1%	2 1.2%	1 .6%	1 .6%	0 .0%	12 7.6%
	I do feel this strongly	Count % of Total	9 5.8%	0 .0%	0 .0%	0 .0%	0 .0%	9 5.8%
Total		Count % of Total	131 84.0%	10 6.4%	9 5.8%	3 1.9%	3 1.9%	156 100.0%

The following results were obtained for inconsistency of sizes between stores in South Africa:

- Of the 84% of the 17 to 26 year old respondents, 49.4% did not feel “pride”.
- Of the 6.4% of the 27 to 36 year old respondents, 2.6% did not feel “pride”.
- Of the 5.8% of the 37 to 46 year old respondents, 3.2% did not feel “pride”.
- Of the 1.9% of the 47 to 56 year old respondents, 0.6 % did not feel “pride”.
- Of the 1.9% of the at least 57 year old respondents, 1.3% did not feel “pride”.

These results meant that for the age groups 17 to 26 years, 37 to 46 years and at least 57 years old, over half the respondents reported that inconsistent sizing between stores did not make them feel proud. These results are consistent with 2.4.7 where it is shown that women of all age groups can experience sizing and fit problems.

#### **4.7.1.5 Results for the effect of age on the emotion hope relating to inconsistent sizing between stores**

Table 4.24 on page 89 represents the cross tabulation of hope and age.



**Table 4.24: Cross tabulation of the positive emotion hope and age**

			Age					Total
			17 - 26 years	27 - 36 years	37 - 46 years	47 - 56 years	At least 57 years	
size_hope_p	I do not feel this	Count % of Total	51 32.7%	4 2.6%	3 1.9%	0 .0%	1 .6%	59 37.8%
	I feel this a little	Count % of Total	33 21.2%	3 2.0%	1 .6%	1 .6%	1 .6%	39 25.0%
	I feel this somewhat	Count % of Total	28 17.9%	1 .8%	3 1.9%	1 .6%	1 .6%	34 21.8%
	I do feel this	Count % of Total	12 7.7%	1 .7%	1 .6%	1 .6%	0 .0%	15 9.6%
	I do feel this strongly	Count % of Total	7 4.5%	1 .7%	1 .6%	0 .0%	0 .0%	9 5.8%
Total		Count % of Total	131 84.0%	10 6.8%	9 5.8%	3 1.9%	3 1.9%	156 100.0%

The following results were obtained:

- Of the 84% of the 17 to 26 year old respondents, 32.7% did not feel “hope”.
- Of the 6.8% of the 27 to 36 year old respondents, 2.6% did not feel “hope”.
- Of the 5.8% of the 37 to 46 year old respondents, 1.9% did not feel “hope”.
- Of the 1.9% of the 47 to 56 year old respondents, 0.0% did not feel “hope”.
- Of the 1.9% of the at least 57 year old respondents, 0.6% did not feel “hope”.

And

- Of the 84% of the 17 to 26 year old respondents, 21.2% felt a little “hope”.
- Of the 6.8% of the 27 to 36 year old respondents, 2.0% felt a little “hope”.
- Of the 5.8% of the 37 to 46 year old respondents, 0.6% felt a little “hope”.
- Of the 1.9% of the 47 to 56 year old respondents, 0.6% felt a little “hope”.
- Of the 1.9% of the at least 57 year old respondents, 0.6% felt a little “hope”.

The above results indicated that except for the age category 47 to 56 years, between around 31% and 40% of the respondents indicated that inconsistent sizing between stores did not make them feel hope. All respondents over 47 years reported that they strongly felt hope toward inconsistent sizing between stores. These results are similar to section 2.4.7 where it is shown that women of all ages experience problems with sizing and fit.

#### 4.7.1.6 Results for the effect of age on the emotion joy relating to inconsistent sizing between stores

Table 4.25 presents the cross tabulation results for joy and age.

**Table 4.25: Cross tabulation of the positive emotion joy and age**

			Age					Total
			17 - 26 years	27 - 36 years	37 - 46 years	47 - 56 years	At least 57 years	
size_joy_p	I do not feel this	Count	76	3	5	1	1	86
		% of Total	48.7%	1.9%	3.3%	.6%	.6%	55.1%
	I feel this a little	Count	23	4	1	0	2	30
		% of Total	14.7%	2.6%	.6%	.0%	1.3%	19.2%
	I feel this somewhat	Count	14	1	2	1	0	18
	% of Total	9.0%	.6%	1.3%	.6%	.0%	11.5%	
	I do feel this	Count	9	2	0	0	0	11
		% of Total	5.8%	1.3%	.0%	.0%	.0%	7.1%
	I do feel this strongly	Count	9	0	1	1	0	11
		% of Total	5.8%	.0%	.6%	.7%	.0%	7.1%
Total		Count	131	10	9	3	3	156
		% of Total	84.0%	6.4%	5.8%	1.9%	1.9%	100.0%

The following results were obtained:

- Of the 84% of the 17 to 26 year old respondents, 48.7% did not feel “joy”.

- Of the 6.4% of the 27 to 36 year old respondents, 1.9% did not feel “joy”.
- Of the 5.8% of the 37 to 46 year old respondents, 3.3% did not feel “joy”.
- Of the 1.9% of the 47 to 56 year old respondents, 0.6% did not feel “joy”.
- Of the 1.9% of the at least 57 year old respondents, 0.6% did not feel “joy”.

And

- Of the 84.0% of 17 to 26 year olds, 14.7 % strongly felt the emotion “joy” a little in this sizing and fit scenario.
- Of the 6.4% of 27 to 36 year olds, 2.6% strongly felt the emotion “joy” a little in this sizing and fit scenario.
- Of the 5.8% of 37 to 46 year olds, 0.6% strongly felt the emotion “joy” a little in this sizing and fit scenario.
- Of the 1.9% of 47 to 56 year olds, 0% strongly felt the emotion “joy” a little in this sizing and fit scenario.
- Of the 1.9% of the at least 57 year olds, 1.3% strongly felt the emotion “joy” a little in this sizing and fit scenario.

The above results indicate that just over half of the respondents in the age categories 17 to 26 years and 37 to 46 years did not feel joy with regard to the inconsistency of sizes between stores. Fewer, that is, 31% of the over 47 year old category respondents also did not feel joy. This shows that more of the younger respondents did not feel joy. These results are consistent with section 2.4.5.2.

#### **4.7.1.7 Results for the effect of age on the emotion fascination relating to inconsistent sizing between stores**

The cross tabulation results for joy and age are presented in Table 4.26 on page 92.

**Table 4.26: Cross tabulation of the positive emotion fascination and age**

			Age					Total
			17 - 26 years	27 - 36 years	37 - 46 years	47 - 56 years	At least 57 years	
size_fascination_p	I do not feel this	Count % of Total	49 31.4%	3 2.0%	3 1.9%	0 .0%	1 .6%	56 35.9%
	I feel this a little	Count % of Total	31 19.9%	3 1.9%	1 .7%	1 .6%	0 .0%	36 23.1%
	I feel this somewhat	Count % of Total	26 16.7%	0 .0%	3 1.9%	1 .6%	2 1.3%	32 20.5%
	I do feel this	Count % of Total	18 11.5%	3 1.9%	1 .7%	1 .6%	0 .0%	23 14.7%
	I do feel this strongly	Count % of Total	7 4.5%	1 .6%	1 .6%	0 .1%	0 .0%	9 5.8%
Total		Count % of Total	131 84.0%	10 6.4%	9 5.8%	3 1.9%	3 1.9%	156 100.0%

The following results were obtained:

- Of the 84% of the 17 to 26 year old respondents, 31.4% did not feel “fascination”.
- Of the 6.4% of the 27 to 36 year old respondents, 2.0% did not feel “fascination”.
- Of the 5.8% of the 37 to 46 year old respondents, 1.9% did not feel “fascination”.
- Of the 1.9% of the 47 to 56 year old respondents, 0.0% did not feel “fascination”.
- Of the 1.9% of the at least 57 year old respondents, 0.6% did not feel “fascination”.

The above results indicate that for all the age categories except the 47 to 56 year old category, about a third of the respondents report that they did not feel fascination for inconsistency of sizing between stores.

Age and relationship to the fashion industry did not play a role when the other two sizing and fit scenarios were scored. This means that the age of the respondent and the relationship to the fashion industry had no bearing on the sizing and fit scenario "How do you feel about the fit of women's clothing in South Africa?" Likewise, age of the respondent and the relationship to the fashion industry did not affect the sizing and fit scenario "Garments are labelled one size smaller than they really are. How do you feel about this practice?" Comparisons against other studies could not be made as no studies exist on the specific situation.

#### **4.8 CONCLUSION**

This chapter presented the analysis of the data collected from the study. The statistician used Predictive Analytical Software (PASW) version 18.0 to analyse the data. The results were presented in the form of graphs, cross tabulations and figures.

The emotions felt by consumers when trying on clothing in stores were presented. The emotions were sorted into two groups, the first being positive emotions and the second being negative emotions. Relevant comparisons were obtained. The effects of emotions on purchasing were shown together on one graph and the effects of negative emotions were presented on a second graph. The results for any possible relationships between satisfaction and the demographic profile of the respondents were also presented.

Chapter five will present the summary, conclusions and recommendations of this study.

## **CHAPTER 5**

### **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 INTRODUCTION**

In the previous chapter, the data from 156 questionnaires was analysed and interpreted using the Predictive Analytical Software (PASW). This chapter presents an outline of both the theoretical and the empirical study of the topic, an interpretation of the results and findings in accordance with its objectives, a discussion of the limitations of the study and the recommendations for future research.

#### **5.2 SUMMARY OF THE THEORETICAL STUDY**

The theoretical study examined emotions, consumer decision making and sizing and fit in clothing. It was established that emotions do play a role in marketing and can be linked to consumer decision making when purchasing clothing. When trying on clothing in a store, consumers expect that the size that is indicated on the label will provide a satisfactory fit.

#### **5.3 SUMMARY OF THE EMPIRICAL STUDY**

Chapter four provided the results of the study, gathered from 156 questionnaires, together with an analysis and interpretation thereof. The results revealed the emotions felt in three sizing and fit scenarios. The positive emotions which were measured by the PrEmo instrument were desire, satisfaction, pride, hope, joy and fascination and the negative emotions were disgust, dissatisfaction, shame, fear, sadness and boredom. The effects of these emotions on the purchasing behaviour of the respondents were measured. The emotions which affected purchasing behaviour were identified. The relationship between satisfaction and the demographic profile of the respondents was measured.

## 5.4 ATTAINMENT OF STUDY OBJECTIVES

The study objectives were achieved by answering the three critical questions:

- **Which emotions were experienced by women when purchasing clothes?**

Chapter two outlined the literature on emotions in purchasing. These emotions were identified and used in the questionnaire. Three sizing and fit scenarios were presented to the respondents and they were required to indicate the emotions felt in each of these. The results answered the first critical question, which emotions were felt by women when purchasing clothes. In Chapter four, the respondents' reactions to each of the emotions were analysed, interpreted and presented. In each of the three sizing and fit scenarios, all the emotions were felt by at least some of the respondents. The strengths of the responses varied.

- **Do these salient emotions affect consumer purchase decisions?**

Purchasing behaviour was explained in chapter two and the influence of emotions on purchasing was then discussed. Sizing and fit were each defined, their meaning to consumers was explained and their relationship to consumer satisfaction was explored. Problems encountered in sizing and fit were also presented. These problems formed the basis of the sizing and fit scenarios outlined in the questionnaire. A link between sizing and fit and consumer emotions was then outlined. The results of the study answered the second critical question of which emotions affected purchase decisions

In chapter four, the emotions which affect purchasing were analysed and presented. The results show that all the emotions influence purchasing to some extent. Many more respondents agree that the positive emotions affect purchasing

than those respondents who disagree. The positive emotions of desire and satisfaction show the highest effect, followed by those of joy and fascination.

All the negative emotions affect purchasing. The percentages of respondents who agree to this are similar to the percentages of respondents who disagree.

▪ **Is satisfaction influenced by the demographic profile of the respondents?**

Chapter two presented information on sizing and fit, consumer satisfaction and consumer dissatisfaction. Sizing and fit problems encountered in various target markets and the link between age and the satisfaction with sizing and fit were reported. The results of the study answered the third critical question, whether satisfaction is influenced by the demographic profile of the respondents.

In Chapter four, the results of any possible relationship between satisfaction and the demographic profile of respondents were analysed and presented. These reveal that there is no relationship between the respondents' relationship to the fashion industry and satisfaction. Age is significant only to the pleasant emotions felt in the scenario "A size in one store has different measurements to the same size in another store. How do you feel about this inconsistency?"

## **5.5 LIMITATIONS**

The research conducted has the following limitation:

- The study was limited to a population comprising the female staff and full time students of the Fashion and Textiles Department of the Durban University of Technology and female Durban based members of the fashion industry. The results, therefore, cannot be generalised to all universities or to members of the fashion industry in other areas.



## 5.6 RECOMMENDATIONS

The following recommendations are submitted:

- **Types of emotions experienced when purchasing clothing**

The results reveal that all the positive and negative emotions referred to in the questionnaire are experienced in some way when consumers are faced with sizing and fit scenarios. Marketers and retailers of fashion should note these. The strengths with which the emotions that were presented are felt by consumers provide valuable information as to how consumers feel about sizing and fit in South Africa. The fashion industry should attend to the negative emotions felt by consumers in the sizing and fit scenarios and make changes to sizing systems and sizing policies to best accommodate consumers. Similarly, positive emotions experienced by consumers indicate to the fashion industry which sizing and fit scenarios are satisfying to consumers and these should be maintained.

- **The influence of emotions on purchasing behaviour**

Emotions are known to affect purchasing behaviour. This study indicates which of the six positive emotions and which of the six negative emotions chosen affect purchasing behaviour within each of three sizing and fit scenarios. The fashion industry should strive to reinforce these positive emotions in all areas of sizing and fit to ensure consumer satisfaction. Likewise, attempts should be made to eliminate the effects of the negative emotions experienced to boost sales.

- **The relationships between satisfaction and the demographic profile of respondents**

Only one of the sizing and fit scenarios is affected by the demographic profile of the respondents, namely the scenario “A size in one store has different measurements to the same size in another store”. This scenario is affected by the age of a respondent. The fashion industry should strive to overcome this effect by developing a standardised system of sizing for each of the age groups in their target markets.

## **5.7 RECOMMENDATIONS FOR FUTURE STUDY**

The following recommendations are submitted for future research. These will add to an understanding of the emotions felt by consumers and the effects of these emotions on their purchasing decisions when faced with sizing and fit problems and will provide the fashion industry, both nationally and internationally, with more insight into addressing the challenges currently associated with sizing and fit:

- a similar study should be conducted amongst equivalent populations in other Universities of Technology in South Africa and equivalent educational institutions elsewhere, together with members of the fashion industry in their respective areas,
- the reasons for the underlying emotions felt by consumers and why certain emotions affect their purchasing behaviour,
- the effect which age has on the inconsistency of sizing and fit in the clothing industry,
- the effect of boredom on purchasing will require further research as no studies could be found linking this emotion to purchasing,
- the reasons for the following in respect of the sizing and fit of clothing in the stores in South Africa, namely why:

- shame, fear, sadness and boredom are not felt,
- there are significant differences in the mean values between desire and disgust, satisfaction and dissatisfaction, hope and fear and joy and sadness,
- pride and satisfaction, hope and fear and fascination and boredom score similarly,
- shame and boredom are not felt strongly for inconsistency of sizes,
- fascination and boredom are scored similarly for inconsistency of sizes,
- satisfaction and hope are felt strongly by so few respondents,
- fear and disgust are felt strongly,
- desire, satisfaction, joy and fascination affect purchasing behaviour,
- shame affects purchasing,
- 17 to 29 year olds are the only group to feel strong desire for inconsistency of sizes between stores,
- inconsistent sizing between stores does not make 17 to 26 year olds satisfied,
- for most age groups, inconsistent sizes between stores does not make them feel proud,
- the over 47 year old respondents feel hope for inconsistent sizes between stores,
- more younger respondents than older feel joy for inconsistent sizes between stores,
- about a third of respondents do not feel fascinated by inconsistency of sizes between stores,
- age and relationship to the fashion industry do not play a role in how the respondents feel about the fit of clothing in the stores in South Africa, and
- age and relationship to the fashion industry do not affect how respondents feel about vanity sizing.

## **5.8 CONCLUSION**

Retailers and marketers of fashion are constantly competing for business so understanding their customers is vital to their success in business. A consumer is an emotional being and there are many factors which affect her purchasing behaviour. Satisfying her emotional needs will ensure customer loyalty which will translate into more sales and therefore more profit.

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ANNEXURE 1

QUESTIONNAIRE

**Thank you for agreeing to take part in  
my study**

Next >>

# Please indicate which category you belong to

- staff member of DUT
- student of DUT
- member of the fashion industry

Submit

---

## Please indicate your age category

- 17-26
- 27-36
- 37-46
- 47-56
- 57 and over

Next >>

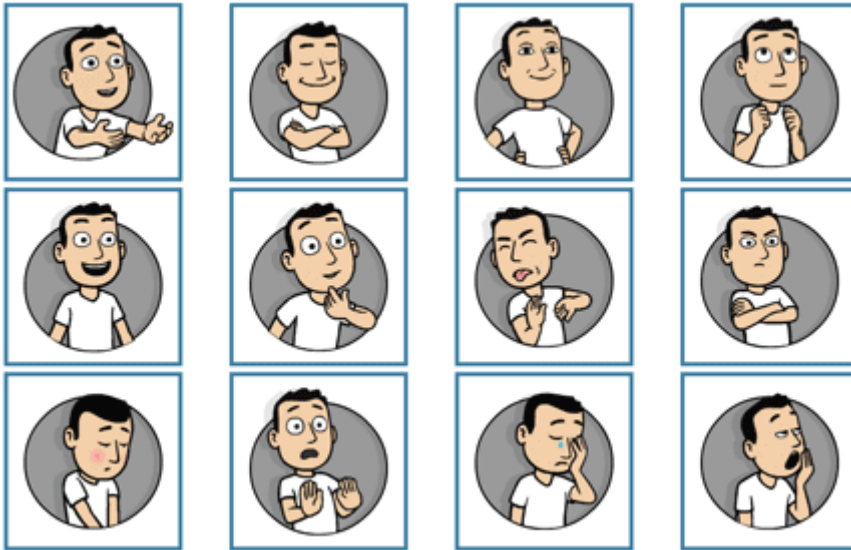
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---

# Please read the instructions carefully.

To express your responses you can use a set of animated characters (see picture below).



Before the actual study starts, we will start with a short introduction to the animated characters.

Next >>

---

# Please read the instructions carefully.

Each animated character expresses a particular feeling.  
You can see what feeling it expresses by clicking on it with the mouse.

Please TRY this with the character displayed below.

Please turn the sound on your PC on. The sounds made on this website are very important!



Please click on the character

Submit

Next >>

---

## Please read the instructions carefully.

I do feel this strongly	4
I do feel this	3
I feel this somewhat	2
I feel this a little	1
I do not feel this	0

You can express your response with the use of these animated characters. For this, you can use the scales on the right side of the characters. These scales appear as soon as you click on the character.

You can use the scale to report to what degree the feeling expressed by the character matches your own feeling.

If you strongly feel this, click on the four on top of the scale;

or

If you feel this to some extent, click on the two in the middle of the scale;

or

If you do not feel this at all, click on the zero at the bottom of the scale;

etcetera...

You can alter your choices at any time.

Please TRY this with the character displayed below.



Please click on the character and the scale

<< Previous | Next >>

---

**Please express your feelings toward the following sizing and fit scenario.**

**How do you feel about the fit of women's clothing in the stores in South Africa?**

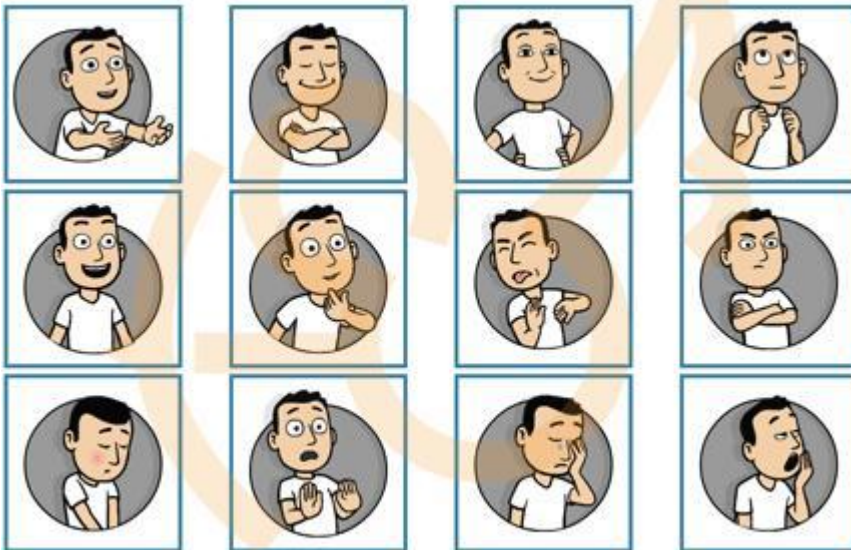
Submit

**Please express your feelings toward the following sizing and fit scenario.**

I do feel this strongly	4
I do feel this	3
I feel this somewhat	2
I feel this a little	1
I do not feel this	0

**How do you feel about the fit of women's clothing in the stores in South Africa?**

Click on each character. Use the scales to report if the feelings expressed by the characters correspond with your own feelings towards the sizing and fit problem. If you do not feel the feeling at all, give it a 0 rating. You will not be able to move on to the next page until you have clicked and reported on each character.



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Next >>

**Please express your feelings toward the following sizing and fit scenario.**

**A size in one store has different measurements to the same size in another store. How do you feel about this inconsistency?**

Next >>

## Please express your feelings toward the following sizing and fit scenario.

I do feel this strongly

I do feel this

I feel this somewhat

I feel this a little

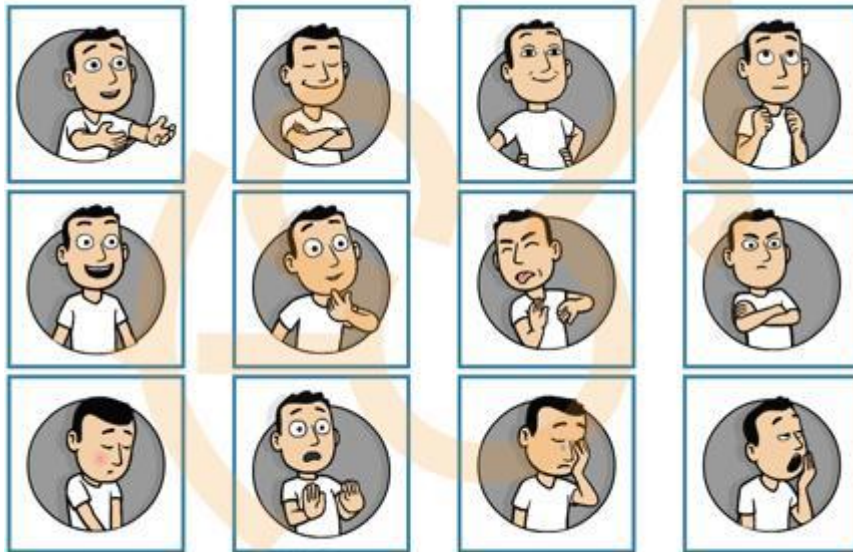
I do not feel this

4
3
2
1
0

**A size in one store has different measurements to the same size in another store. How do you feel about this inconsistency?**

Click on each character. Use the scales to report if the feelings expressed by the characters correspond with your own feelings towards the sizing and fit problem. If you do not feel the feeling at all, give it a 0 rating. You will not be able to move on to the next page until you have clicked and reported on each character.

Next >>



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**Please express your feelings toward the following sizing and fit scenario.**

**Garments can be labelled one size smaller than they really are. How do you feel about this practice?**

Next >>



## Please express your feelings toward the following sizing and fit scenario.

I do feel this strongly

I do feel this

I feel this somewhat

I feel this a little

I do not feel this

4
3
2
1
0

**Garments can be labelled one size smaller than they really are. How do you feel about this practice?**

Click on each character. Use the scales to report if the feelings expressed by the characters correspond with your own feelings towards the sizing and fit problem. If you do not feel the feeling at all, give it a 0 rating. You will not be able to move on to the next page until you have clicked and reported on each character.

Next >>



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---

**Would any of these emotions affect your decision to purchase clothing?**

*Please click on the relevant box.*

	YES	NO
Desire	<input type="radio"/>	<input type="radio"/>
Satisfaction	<input type="radio"/>	<input type="radio"/>
Pride	<input type="radio"/>	<input type="radio"/>
Hope	<input type="radio"/>	<input type="radio"/>
Joy	<input type="radio"/>	<input type="radio"/>
Fascination	<input type="radio"/>	<input type="radio"/>
Disgust	<input type="radio"/>	<input type="radio"/>
Dissatisfaction	<input type="radio"/>	<input type="radio"/>
Shame	<input type="radio"/>	<input type="radio"/>
Fear	<input type="radio"/>	<input type="radio"/>
Sadness	<input type="radio"/>	<input type="radio"/>
Boredom	<input type="radio"/>	<input type="radio"/>

Next >>

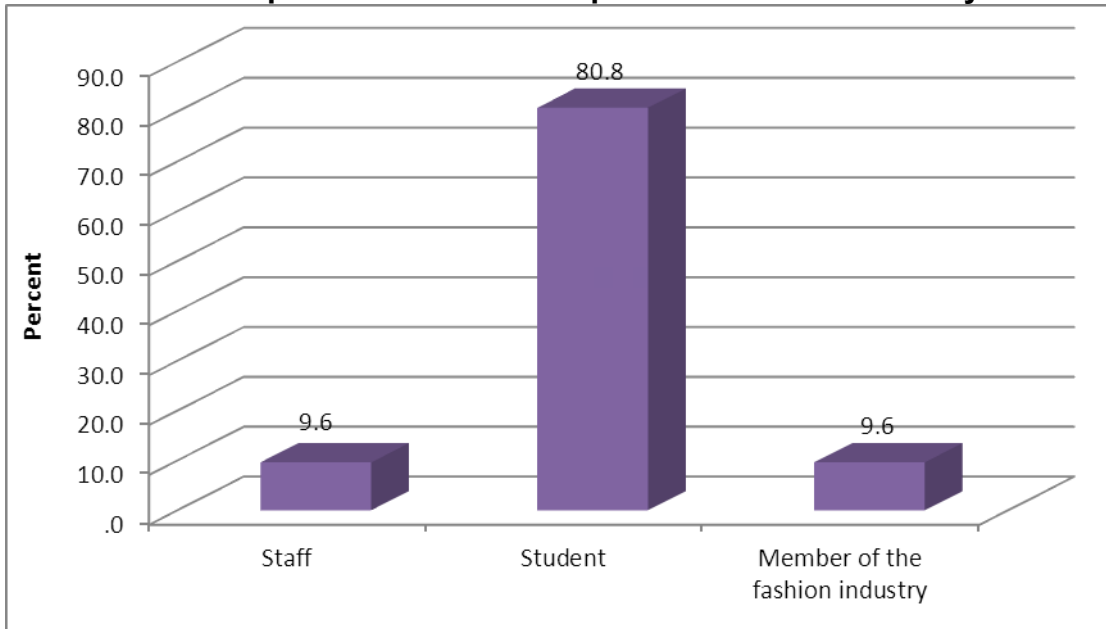
## ANNEXURE 2

### STATISTICS

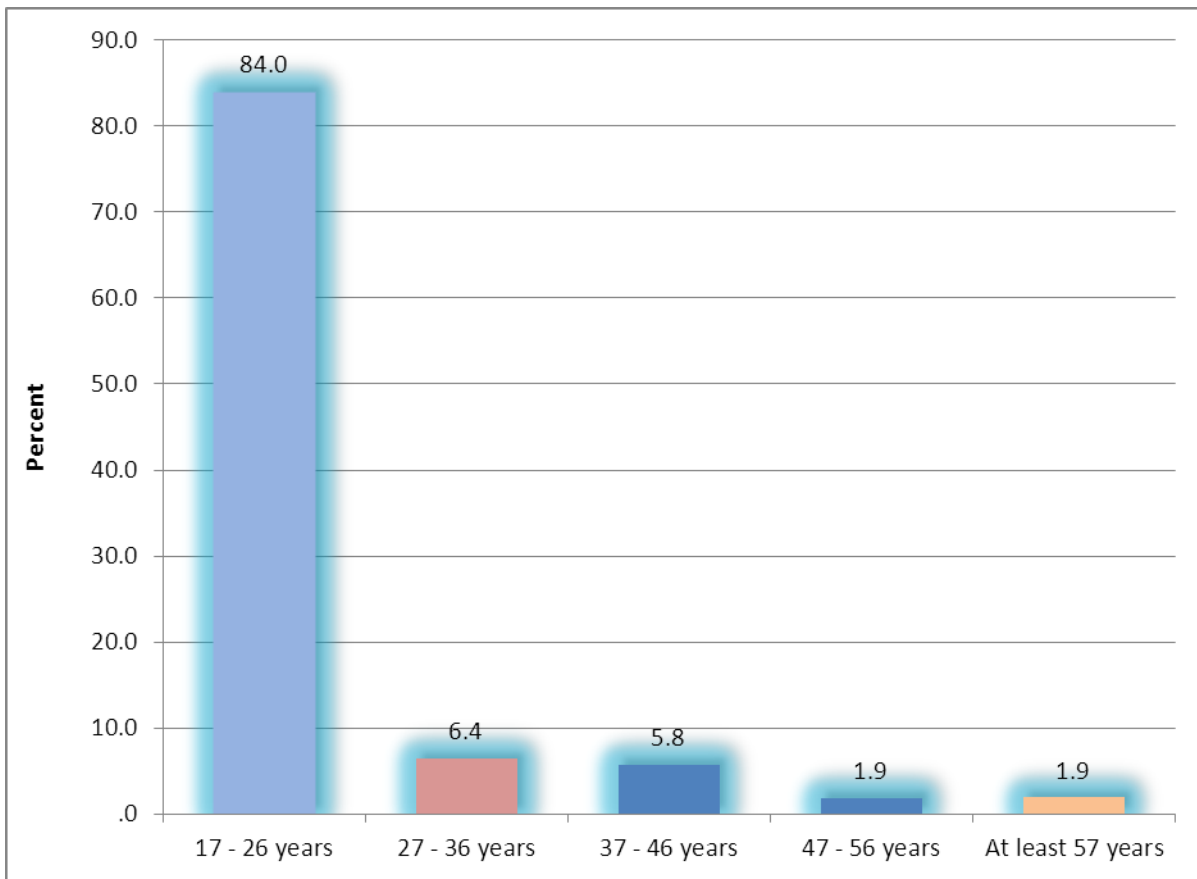
#### Reliability of questionnaire

	Cronbach's alpha		
	Positive	Negative	Combined
Fit of clothing in the stores in South Africa	.827	.818	.685
Size in one store differs to the same size in another store	.866	.902	.738
Garments are labelled one size smaller than they really are	.888	.818	.693
Overall	<b>.869</b>		

### Respondents' relationships to the fashion industry



### Age distribution of respondents



### Age \* relationship to the fashion industry cross tabulation

			Category			Total
			Staff	Student	Member of the fashion industry	
Age	17 - 26 years	Count	4	121	6	131
		% of Total	2.6%	77.6%	3.8%	84.0%
	27 - 36 years	Count	1	5	4	10
		% of Total	.6%	3.2%	2.6%	6.4%
	37 - 46 years	Count	6	0	3	9
		% of Total	3.9%	.0%	1.9%	5.8%
	47 - 56 years	Count	3	0	0	3
		% of Total	1.9%	.0%	.0%	1.9%
	At least 57 years	Count	1	0	2	3
		% of Total	.6%	.0%	1.3%	1.9%
Total		Count	15	126	15	156
		% of Total	9.6%	80.8%	9.6%	100.0%

### Rotated Component Matrix

	Component	
	1	2
fit_desire_p	-.060	.709
fit_satisfaction_p	-.383	.670
fit_pride_p	-.252	.823
fit_hope_p	.315	.597
fit_joy_p	-.197	.839
fit_fascination_p	.062	.709
fit_disgust_u	.817	-.115
fit_dissatisfaction_u	.757	-.235
fit_shame_u	.763	.043
fit_fear_u	.803	-.024
fit_sadness_u	.772	-.110
fit_boredom_u	.676	-.019

### Rotated Component Matrix

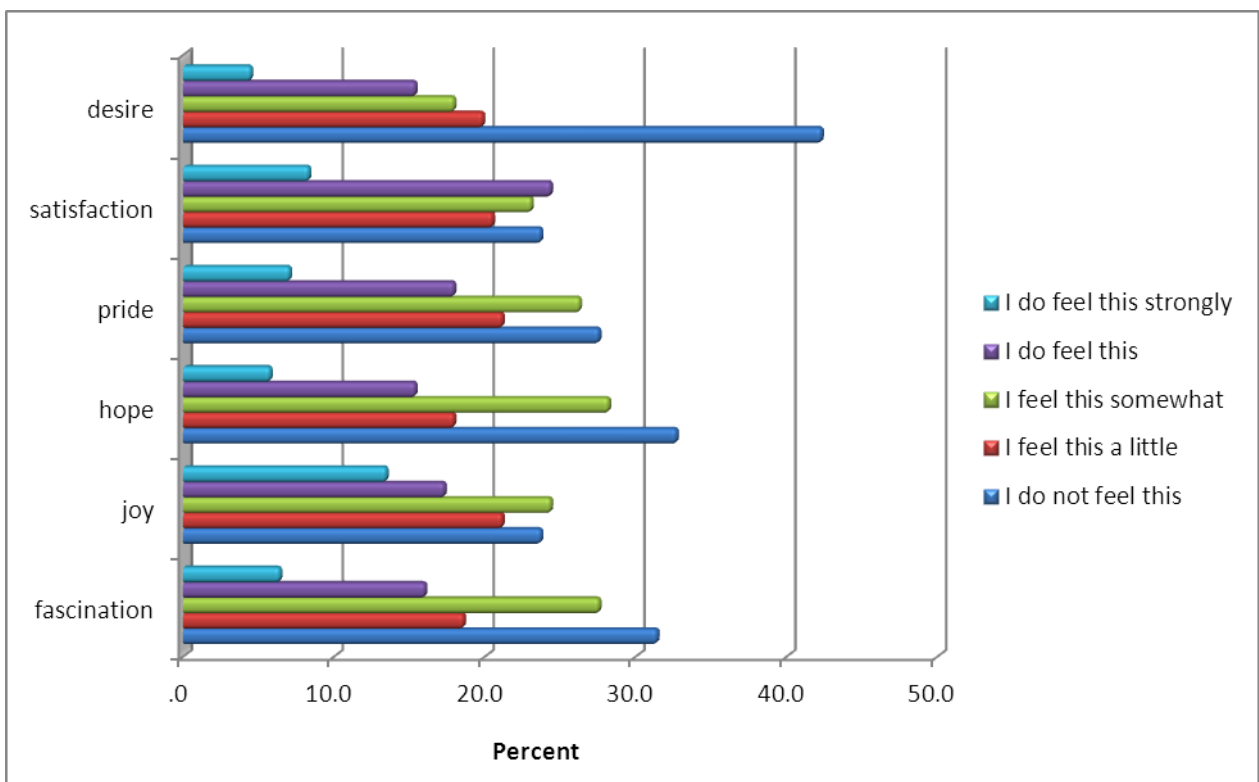
	Component	
	1	2
size_desire_p	.786	.009
size_satisfaction_p	.794	-.191
size_pride_p	.842	-.072
size_hope_p	.717	.208
size_joy_p	.842	-.097
size_fascination_p	.798	.038
size_disgust_u	-.149	.780
size_dissatisfaction_u	-.432	.598
size_shame_u	.158	.706
size_fear_u	.006	.820
size_sadness_u	-.045	.800
size_boredom_u	.054	.601

### Rotated Component Matrix

	Component	
	1	2
label_desire_p	.833	-.117
label_satisfaction_p	.862	-.224
label_pride_p	.843	-.115
label_hope_p	.720	.156
label_joy_p	.797	-.182
label_fascination_p	.811	.105
label_disgust_u	-.261	.725
label_dissatisfaction_u	-.455	.579
label_shame_u	.159	.738
label_fear_u	-.129	.782
label_sadness_u	-.147	.808
label_boredom_u	.162	.618

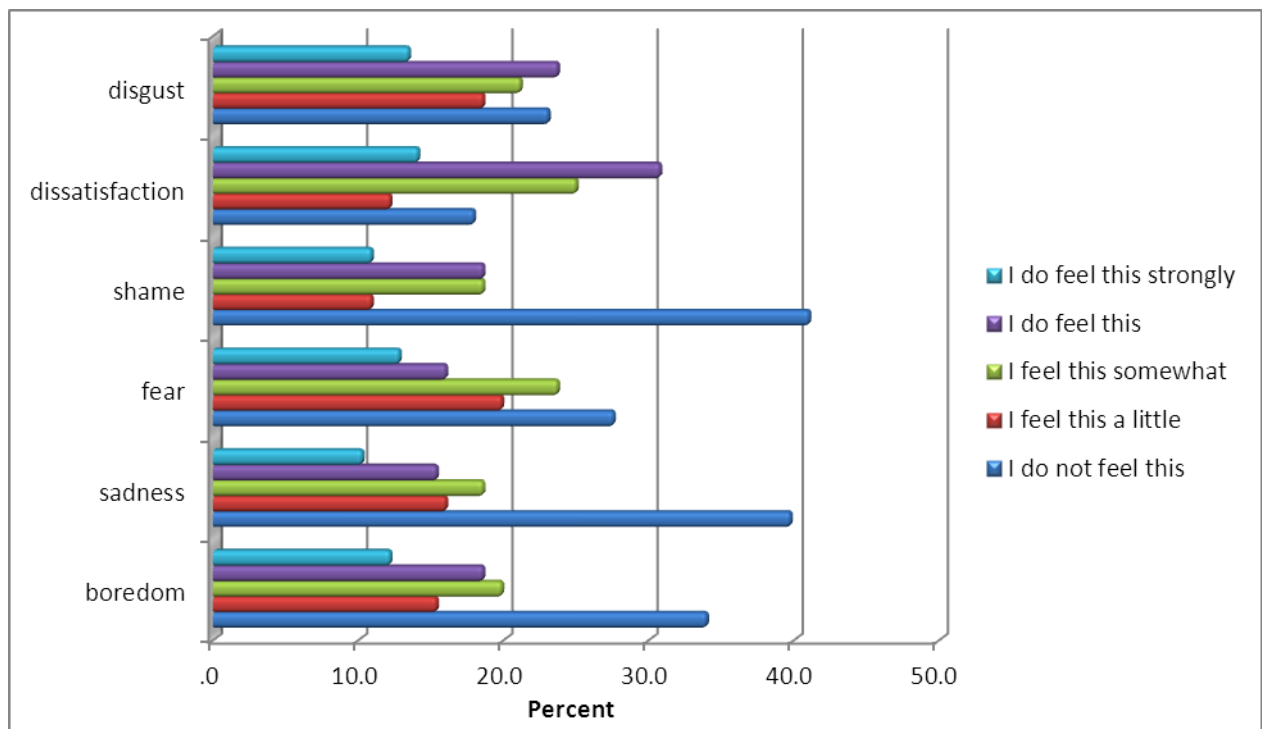
### Percentage values for positive emotions relating to fit of clothing in South Africa

	I do not feel this	I feel this a little	I feel this somewhat	I do feel this	I do feel this strongly
desire	42.3	19.9	17.9	15.4	4.5
satisfaction	23.7	20.5	23.1	24.4	8.3
pride	27.6	21.2	26.3	17.9	7.0
hope	32.7	17.9	28.2	15.4	5.8
joy	23.7	21.2	24.4	17.3	13.4
fascination	31.4	18.6	27.6	16.0	6.4



### Percentage values for negative emotions relating to fit of clothing in South Africa

	I do not feel this	I feel this a little	I feel this somewhat	I do feel this	I do feel this strongly
disgust	23.1	18.6	21.2	23.7	13.4
dissatisfaction	17.9	12.2	25.0	30.8	14.1
shame	41.0	10.9	18.6	18.6	10.9
fear	27.6	19.9	23.7	16.0	12.8
sadness	39.7	16.0	18.6	15.4	10.3
boredom	34.0	15.4	19.9	18.6	12.1





### Paired Samples Correlations

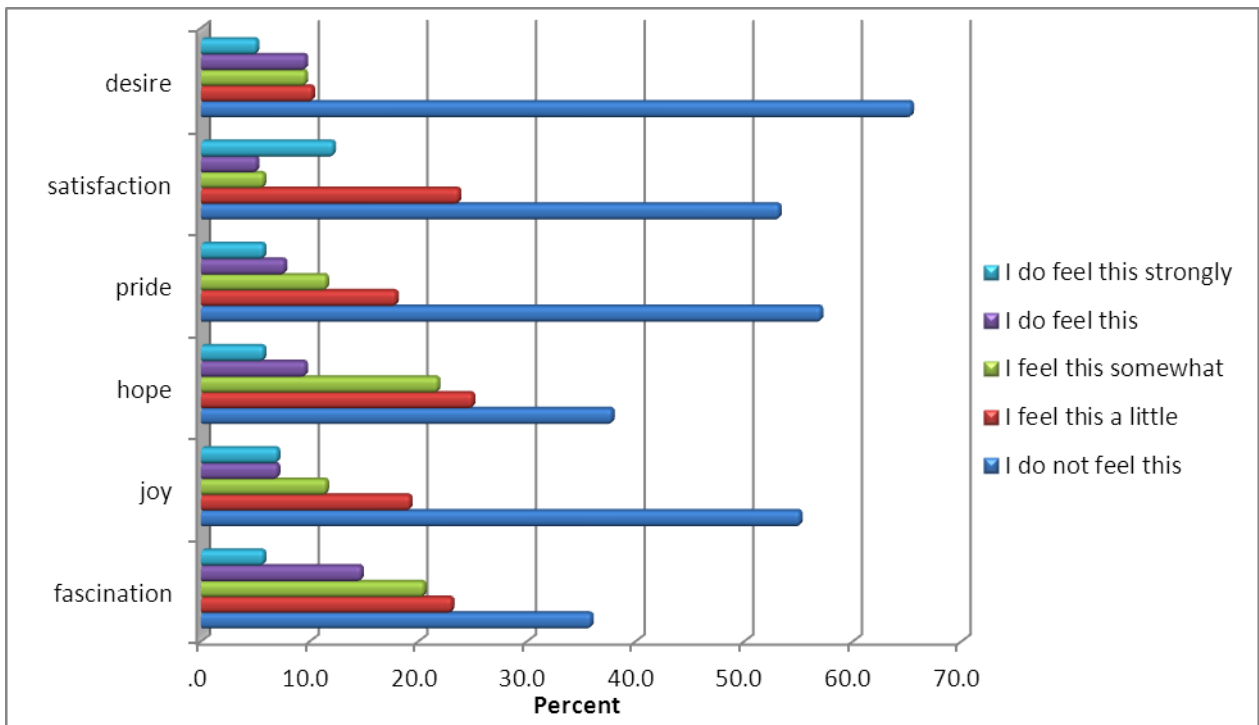
	N	Correlation	Sig.
Pair 1 fit_desire_p & fit_disgust_u	156	-.163	.042
Pair 2 fit_satisfaction_p & fit_dissatisfaction_u	156	-.380	.000
Pair 3 fit_pride_p & fit_shame_u	156	-.152	.057
Pair 4 fit_hope_p & fit_fear_u	156	.176	.028
Pair 5 fit_joy_p & fit_sadness_u	156	-.237	.003
Pair 6 fit_fascination_p & fit_boredom_u	156	.028	.726

### Paired Samples' Tests

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 fit_desire_p - fit_disgust_u	-.66026	2.00804	.16077	-.97784	-.34267	-4.107	155	.000
Pair 2 fit_satisfaction_p - fit_dissatisfaction_u	-.37821	2.15928	.17288	-.71971	-.03670	-2.188	155	.030
Pair 3 fit_pride_p - fit_shame_u	.08333	2.06338	.16520	-.24301	.40967	.504	155	.615
Pair 4 fit_hope_p - fit_fear_u	-.23077	1.68426	.13485	-.49715	.03561	-1.711	155	.089
Pair 5 fit_joy_p - fit_sadness_u	.35256	2.16662	.17347	.00990	.69523	2.032	155	.044
Pair 6 fit_fascination_p - fit_boredom_u	-.12179	1.87803	.15036	-.41882	.17523	-.810	155	.419

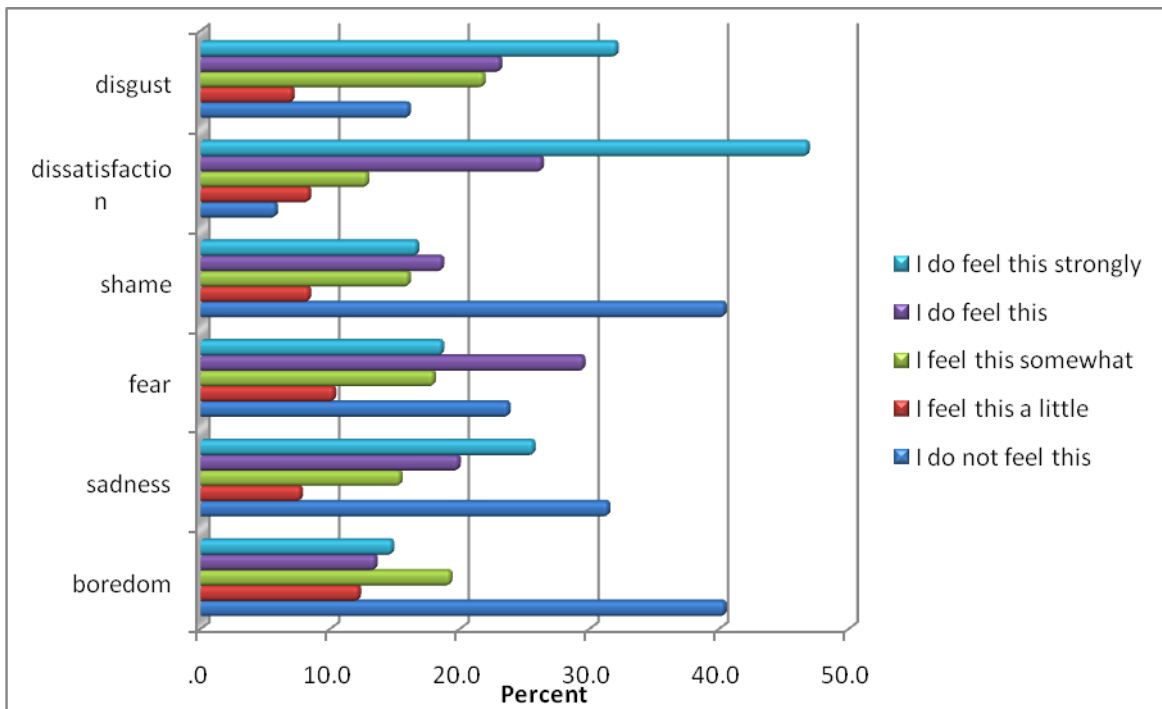
**Percentage values for positive emotions for inconsistent sizing between stores**

	I do not feel this	I feel this a little	I feel this somewhat	I do feel this	I do feel this strongly
desire	65.4	10.3	9.6	9.6	5.1
satisfaction	53.2	23.7	5.8	5.1	12.2
pride	57.1	17.9	11.5	7.7	5.8
hope	37.8	25.0	21.8	9.6	5.8
joy	55.1	19.2	11.5	7.1	7.1
fascination	35.9	23.1	20.5	14.7	5.8



**Percentage values for negative emotions for inconsistent sizing between stores**

	I do not feel this	I feel this a little	I feel this somewhat	I do feel this	I do feel this strongly
disgust	16.0	7.1	21.8	23.1	32.0
dissatisfaction	5.8	8.3	12.8	26.3	46.8
shame	40.4	8.3	16.0	18.6	16.7
fear	23.7	10.3	17.9	29.5	18.6
sadness	31.4	7.7	15.4	19.9	25.6
boredom	40.4	12.2	19.2	13.5	14.7



### Paired Samples' Correlations

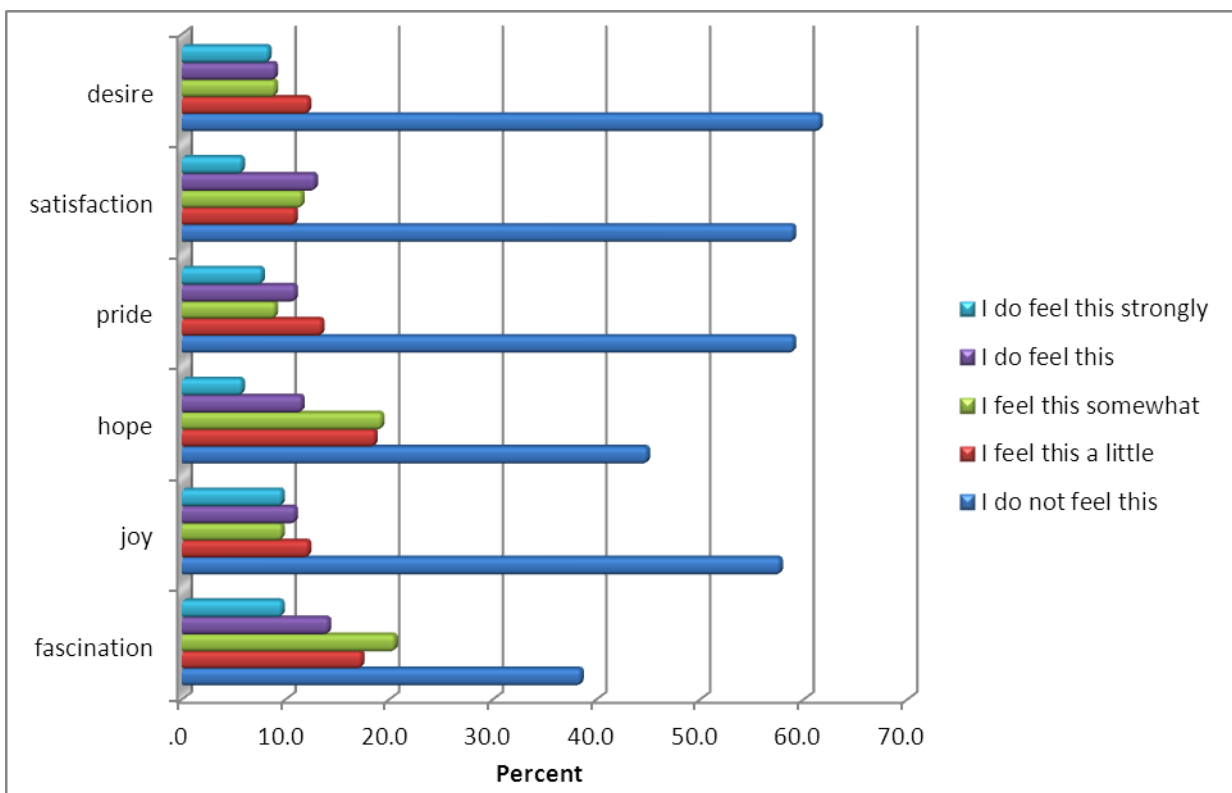
	N	Correlation	Sig.
Pair 1 size_desire_p & size_disgust_n	156	-.052	.523
Pair 2 size_satisfaction_p & size_dissatisfaction_n	156	-.368	.000
Pair 3 size_pride_p & size_shame_n	156	.026	.752
Pair 4 size_hope_p & size_fear_n	156	.177	.027
Pair 5 size_joy_p & size_sadness_n	156	-.134	.096
Pair 6 size_fascination_p & size_boredom_n	156	.050	.537

### Paired Samples Test

	Paired Differences	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
					Pair 1 size_desire_p - size_disgust_u	-1.69231			
Pair 2 size_satisfaction_p - size_dissatisfaction_u	-2.00641	2.14174	.17148	-2.34514	-1.66768	-11.701	155	.000	
Pair 3 size_pride_p - size_shame_u	-.75641	1.95884	.15683	-1.06622	-.44660	-4.823	155	.000	
Pair 4 size_hope_p - size_fear_u	-.88462	1.71506	.13731	-1.15587	-.61337	-6.442	155	.000	
Pair 5 size_joy_p - size_sadness_u	-1.08974	2.16831	.17360	-1.43268	-.74681	-6.277	155	.000	
Pair 6 size_fascination_p - size_boredom_u	-.18590	1.90349	.15240	-.48695	.11515	-1.220	155	.224	

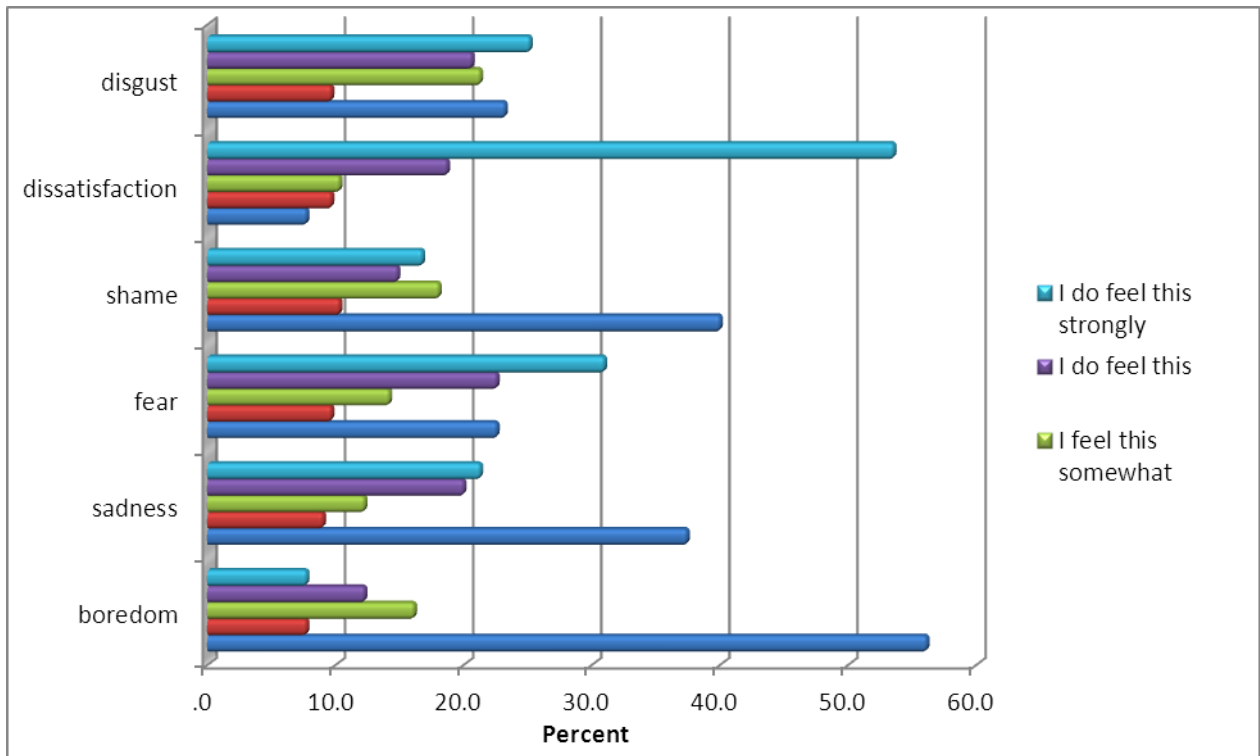
### Percentage values for positive emotions for vanity sizing

	I do not feel this	I feel this a little	I feel this somewhat	I do feel this	I do feel this strongly
desire	61.5	12.2	9.0	9.0	8.3
satisfaction	59.0	10.9	11.5	12.8	5.8
pride	59.0	13.5	9.0	10.9	7.6
hope	44.9	18.6	19.2	11.5	5.8
joy	57.7	12.2	9.6	10.9	9.6
fascination	38.5	17.3	20.5	14.1	9.6



### Percentage values for negative emotions for vanity sizing

	I do not feel this	I feel this a little	I feel this somewhat	I do feel this	I do feel this strongly
disgust	23.2	9.7	21.3	20.6	25.2
dissatisfaction	7.7	9.7	10.3	18.7	53.5
shame	40.0	10.3	18.1	14.8	16.8
fear	22.6	9.7	14.2	22.6	31.0
sadness	37.4	9.0	12.3	20.0	21.3
boredom	56.1	7.7	16.1	12.3	7.8



### Paired Samples' Correlations

	N	Correlation	Sig.
Pair 1 label_desire_p & label_disgust_u	155	-.292	.000
Pair 2 label_satisfaction_p & label_dissatisfaction_u	155	-.492	.000
Pair 3 label_pride_p & label_shame_u	155	.085	.292
Pair 4 label_hope_p & label_fear_u	155	.058	.476
Pair 5 label_joy_p & label_sadness_u	155	-.223	.005
Pair 6 label_fascination_p & label_boredom_u	155	.206	.010

### Paired Samples' Tests

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 label_desire_p - label_disgust_u	-1.25161	2.28659	.18366	-1.61444	-.88879	-6.815	154	.000
Pair 2 label_satisfaction_p - label_dissatisfaction_u	-2.05806	2.27989	.18313	-2.41983	-1.69630	-11.239	154	.000
Pair 3 label_pride_p - label_shame_u	-.63871	1.95695	.15719	-.94923	-.32819	-4.063	154	.000
Pair 4 label_hope_p - label_fear_u	-1.15484	1.94450	.15619	-1.46338	-.84630	-7.394	154	.000
Pair 5 label_joy_p - label_sadness_u	-.76774	2.37087	.19043	-1.14394	-.39154	-4.032	154	.000
Pair 6 label_fascination_p - label_boredom_u	.30968	1.73792	.13959	.03391	.58544	2.218	154	.028

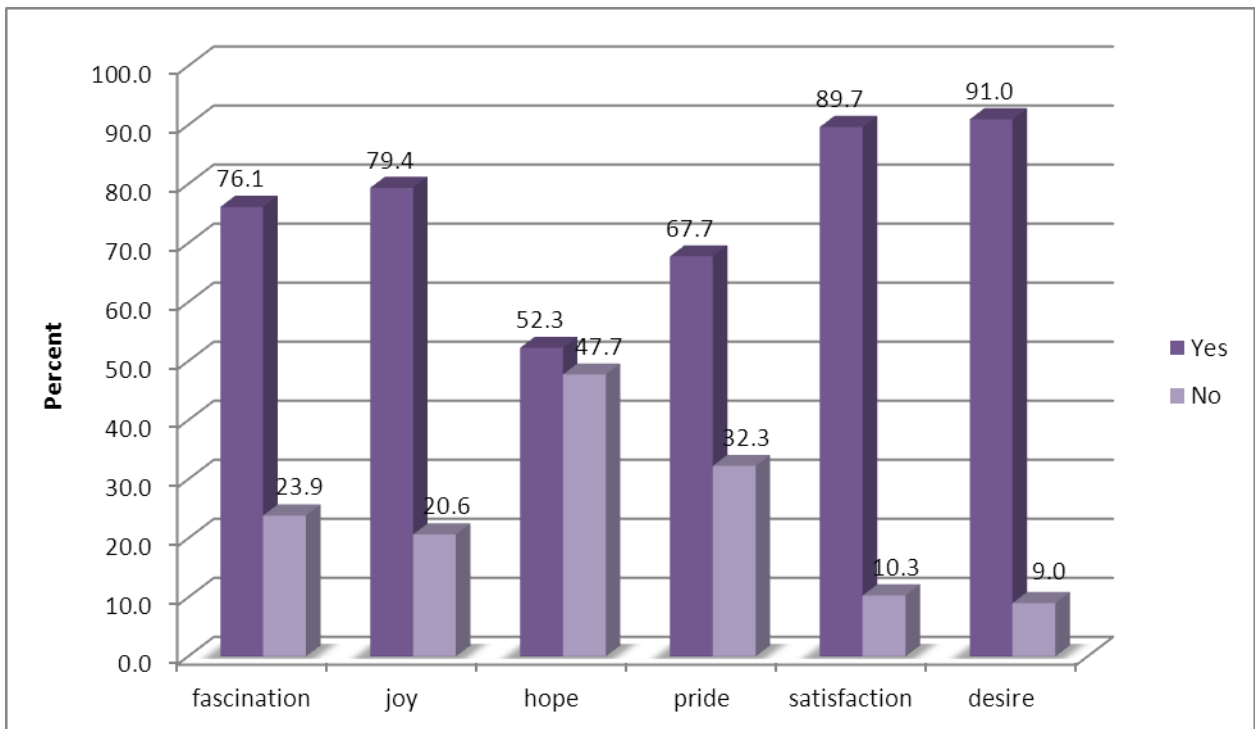
### Results of chi square tests

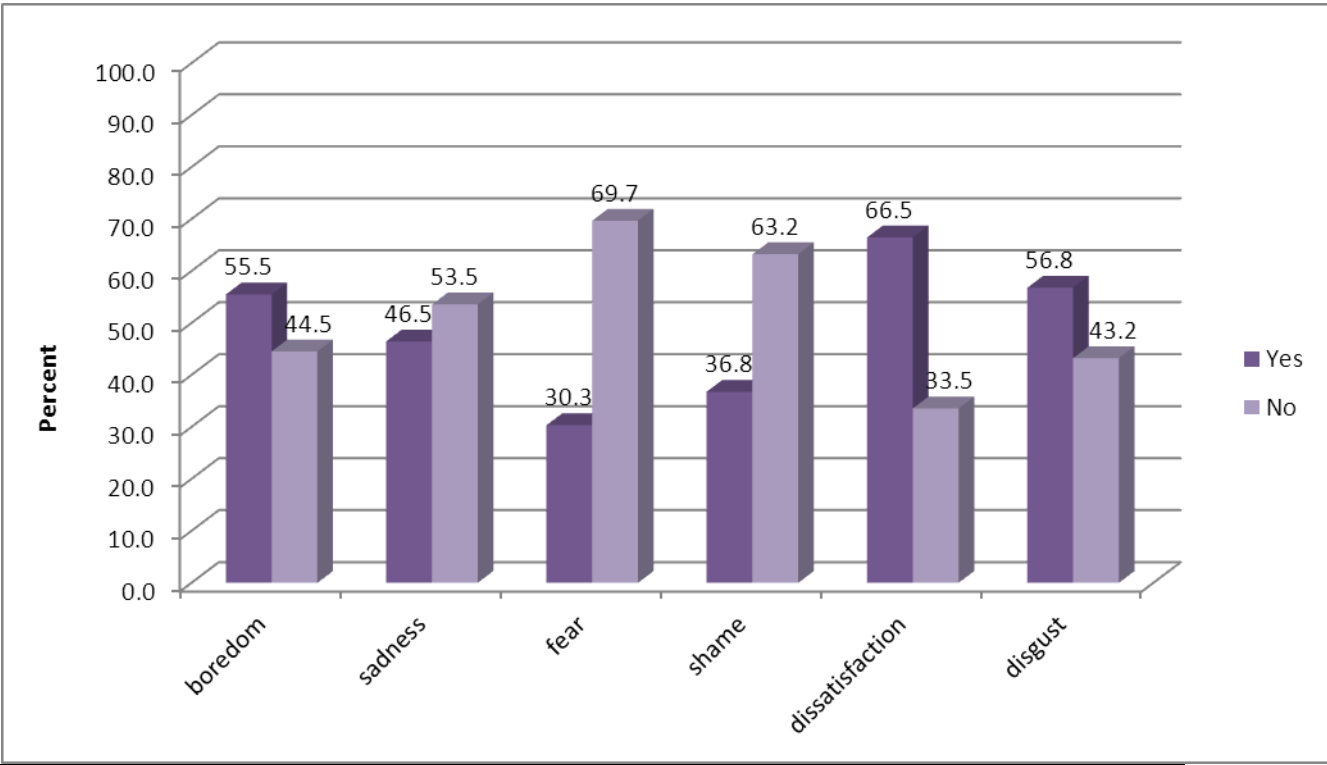
	Relationship to the fashion industry	Age
Fit of garments_ positive emotions	.325	.207
Fit of garments_ negative emotions	.919	.192
Size inconsistency_ positive emotions	.113	.031
Size inconsistency_ negative emotions	.159	.315
Vanity sizing_ positive emotions	.915	.491
Vanity sizing_ negative emotions	.836	.181



### Percentage results for positive and negative emotions and purchase decisions

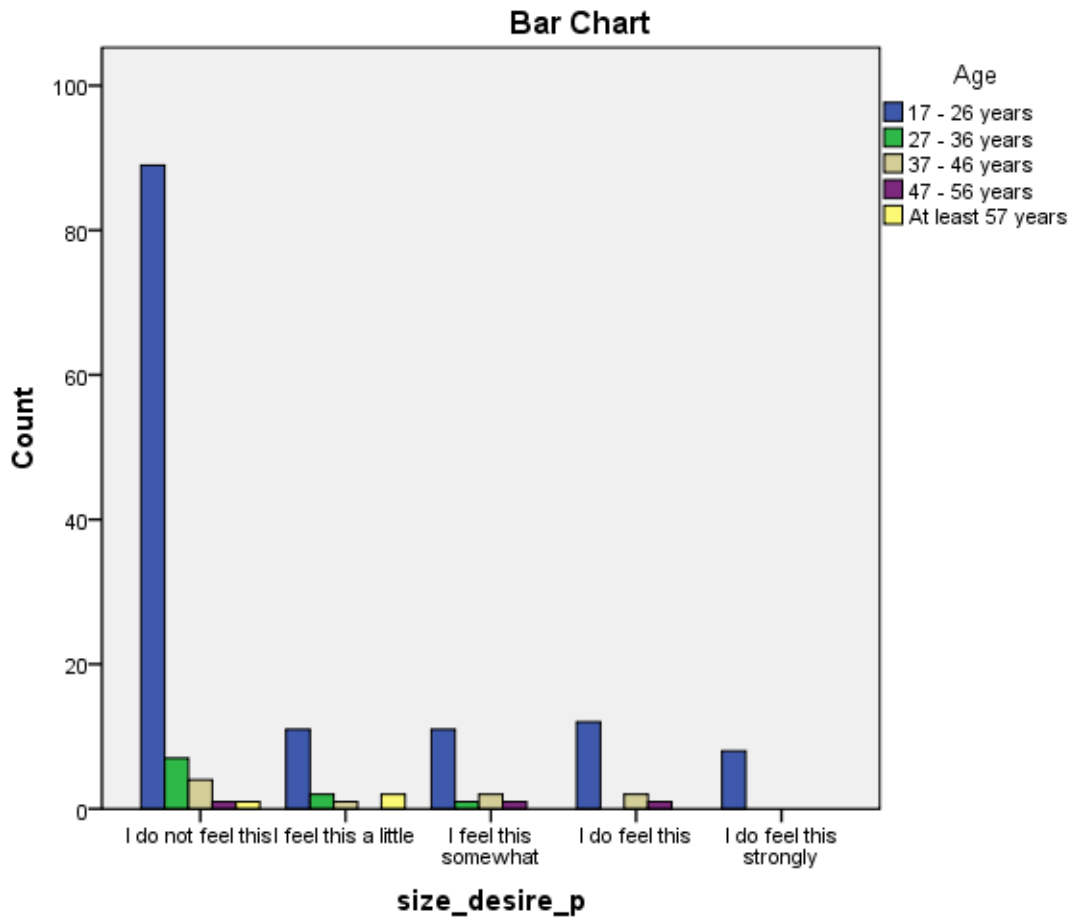
		Yes	No
<b>Factor 1</b>	desire	91.0	9.0
	disgust	56.8	43.2
<b>Factor 2</b>	satisfaction	89.7	10.3
	dissatisfaction	66.5	33.5
<b>Factor 3</b>	pride	67.7	32.3
	shame	36.8	63.2
<b>Factor 4</b>	hope	52.3	47.7
	fear	30.3	69.7
<b>Factor 5</b>	joy	79.4	20.6
	sadness	46.5	53.5
<b>Factor 6</b>	fascination	76.1	23.9
	boredom	55.5	44.5





**size\_desire\_p \* age cross tabulation**

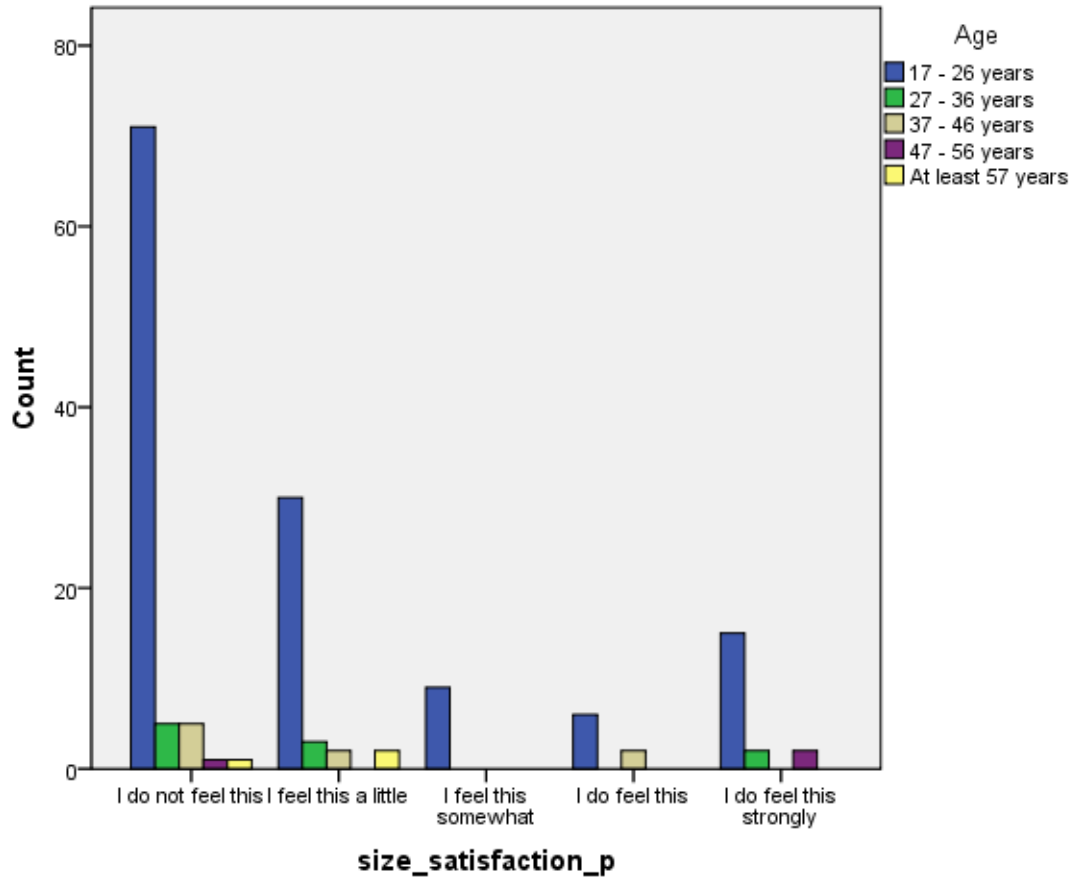
			Age					Total
			17 - 26 years	27 - 36 years	37 - 46 years	47 - 56 years	At least 57 years	
size_desire_p I do not feel this	Count		89	7	4	1	1	102
	% of		57.1%	4.5%	2.6%	.6%	.6%	65.4%
	Total							
I feel this a little	Count		11	2	1	0	2	16
	% of		7.1%	1.3%	.6%	.0%	1.3%	10.3%
	Total							
I feel this somewhat	Count		11	1	2	1	0	15
	% of		7.1%	.6%	1.3%	.6%	.0%	9.6%
	Total							
I do feel this	Count		12	0	2	1	0	15
	% of		7.7%	.0%	1.3%	.6%	.0%	9.6%
	Total							
I do feel this strongly	Count		8	0	0	0	0	8
	% of		5.1%	.0%	.0%	.0%	.0%	5.1%
	Total							
Total	Count		131	10	9	3	3	156
	% of		84.0%	6.4%	5.8%	1.9%	1.9%	100.0%
	Total							



size\_satisfaction\_p \* age cross tabulation

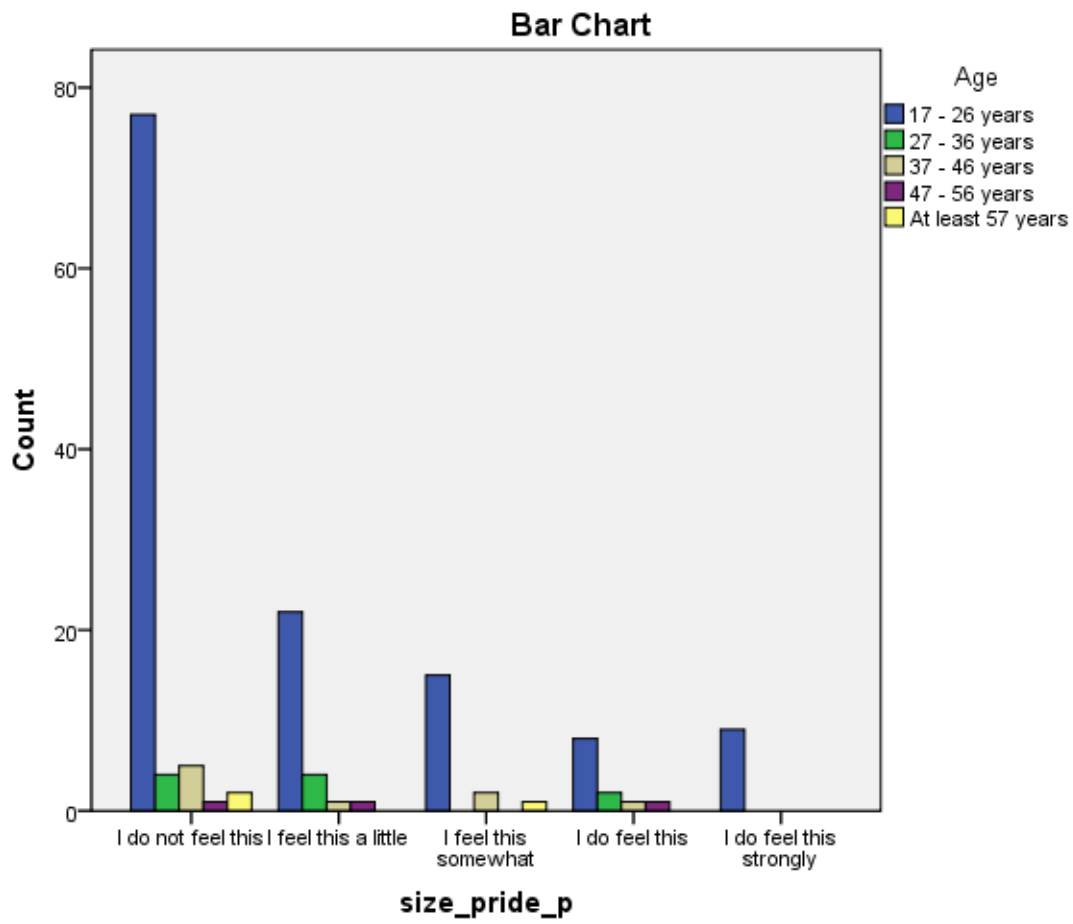
			Age					Total
			17 - 26 years	27 - 36 years	37 - 46 years	47 - 56 years	At least 57 years	
size_satisfaction_p	I do not feel this	Count	71	5	5	1	1	83
		% of	45.5%	3.2%	3.2%	.6%	.6%	53.2%
		Total						
	I feel this a little	Count	30	3	2	0	2	37
		% of	19.2%	1.9%	1.3%	.0%	1.3%	23.7%
		Total						
	I feel this somewhat	Count	9	0	0	0	0	9
		% of	5.8%	.0%	.0%	.0%	.0%	5.8%
		Total						
	I do feel this	Count	6	0	2	0	0	8
		% of	3.8%	.0%	1.3%	.0%	.0%	5.1%
		Total						
	I do feel this strongly	Count	15	2	0	2	0	19
		% of	9.6%	1.3%	.0%	1.3%	.0%	12.2%
		Total						
	Total	Count	131	10	9	3	3	156
		% of	84.0%	6.4%	5.8%	1.9%	1.9%	100.0%
		Total						

Bar Chart



size\_pride\_p \* age cross tabulation

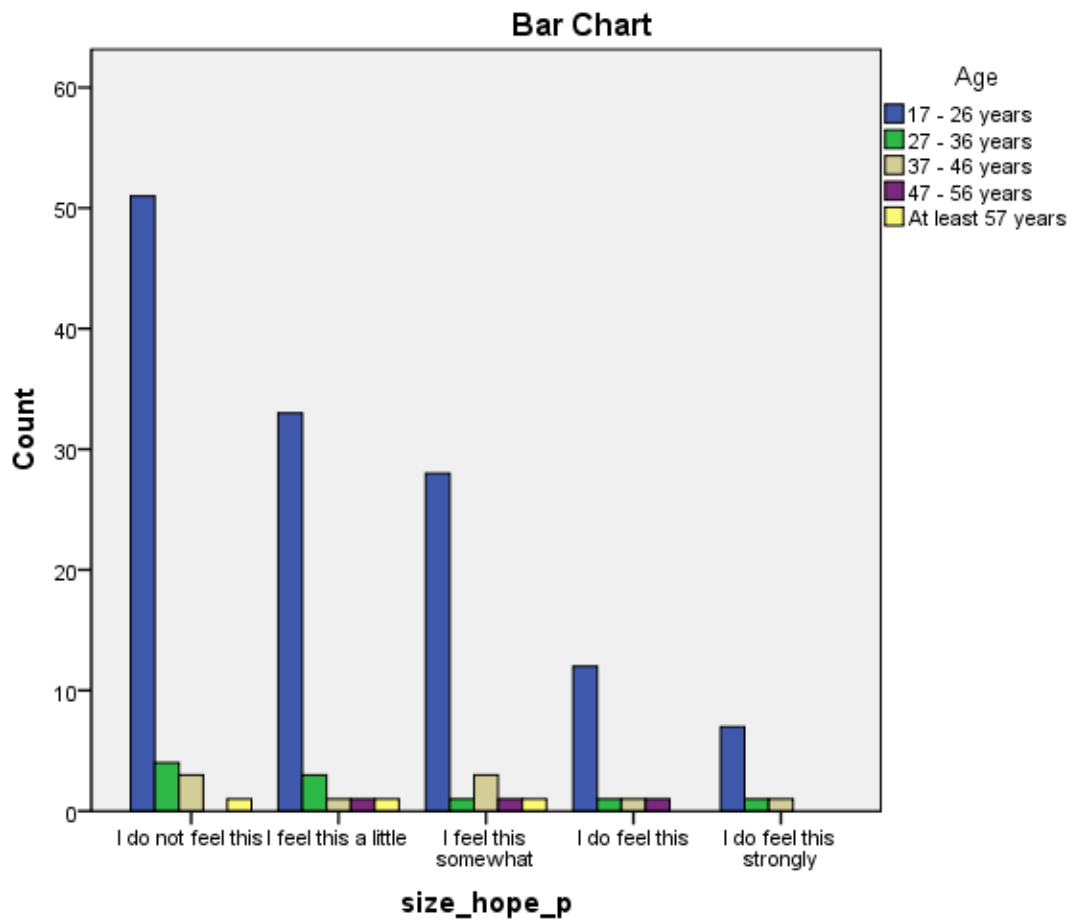
			Age					Total
			17 - 26 years	27 - 36 years	37 - 46 years	47 - 56 years	At least 57 years	
size_pride_p	I do not feel	Count	77	4	5	1	2	89
	this	% of	49.4%	2.6%	3.2%	.6%	1.3%	57.1%
		Total						
	I feel this a little	Count	22	4	1	1	0	28
		% of	14.1%	2.6%	.6%	.6%	.0%	17.9%
		Total						
	I feel this	Count	15	0	2	0	1	18
	somewhat	% of	9.6%	.0%	1.3%	.0%	.6%	11.5%
		Total						
	I do feel this	Count	8	2	1	1	0	12
		% of	5.1%	1.3%	.6%	.6%	.0%	7.7%
		Total						
	I do feel this	Count	9	0	0	0	0	9
	strongly	% of	5.8%	.0%	.0%	.0%	.0%	5.8%
		Total						
Total		Count	131	10	9	3	3	156
		% of	84.0%	6.4%	5.8%	1.9%	1.9%	100.0%
		Total						





size Hope\_p \* age cross tabulation

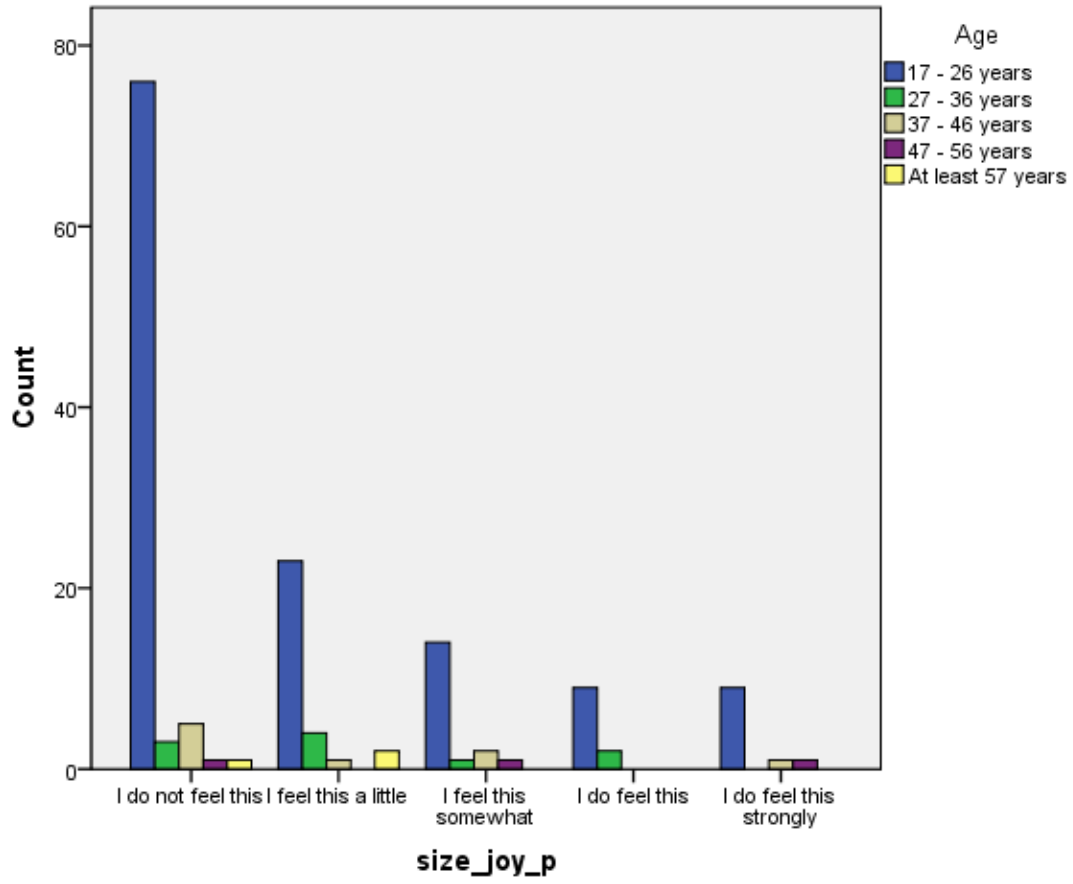
			Age					Total
			17 - 26 years	27 - 36 years	37 - 46 years	47 - 56 years	At least 57 years	
size_hope_p	I do not feel	Count	51	4	3	0	1	59
	this	% of Total	32.7%	2.6%	1.9%	.0%	.6%	37.8%
	I feel this a little	Count	33	3	1	1	1	39
		% of Total	21.2%	1.9%	.6%	.6%	.6%	25.0%
	I feel this somewhat	Count	28	1	3	1	1	34
		% of Total	17.9%	.6%	1.9%	.6%	.6%	21.8%
	I do feel this	Count	12	1	1	1	0	15
		% of Total	7.7%	.6%	.6%	.6%	.0%	9.6%
	I do feel this strongly	Count	7	1	1	0	0	9
		% of Total	4.5%	.6%	.6%	.0%	.0%	5.8%
Total		Count	131	10	9	3	3	156
		% of	84.0%	6.4%	5.8%	1.9%	1.9%	100.0%
		Total						



size\_joy\_p \* age cross tabulation

			Age					Total
			17 - 26 years	27 - 36 years	37 - 46 years	47 - 56 years	At least 57 years	
size_joy_p	I do not feel this	Count	76	3	5	1	1	86
		% of	48.7%	1.9%	3.2%	.6%	.6%	55.1%
		Total						
	I feel this a little	Count	23	4	1	0	2	30
		% of	14.7%	2.6%	.6%	.0%	1.3%	19.2%
		Total						
	I feel this somewhat	Count	14	1	2	1	0	18
		% of	9.0%	.6%	1.3%	.6%	.0%	11.5%
		Total						
	I do feel this	Count	9	2	0	0	0	11
		% of	5.8%	1.3%	.0%	.0%	.0%	7.1%
		Total						
	I do feel this strongly	Count	9	0	1	1	0	11
		% of	5.8%	.0%	.6%	.6%	.0%	7.1%
		Total						
Total		Count	131	10	9	3	3	156
		% of	84.0%	6.4%	5.8%	1.9%	1.9%	100.0%
		Total						

Bar Chart



size\_fascination\_p \* age cross tabulation

			Age					Total
			17 - 26 years	27 - 36 years	37 - 46 years	47 - 56 years	At least 57 years	
size_fascination_p	I do not feel this	Count	49	3	3	0	1	56
		% of Total	31.4%	1.9%	1.9%	.0%	.6%	35.9%
	I feel this a little	Count	31	3	1	1	0	36
		% of Total	19.9%	1.9%	.6%	.6%	.0%	23.1%
	I feel this somewhat	Count	26	0	3	1	2	32
		% of Total	16.7%	.0%	1.9%	.6%	1.3%	20.5%
	I do feel this	Count	18	3	1	1	0	23
		% of Total	11.5%	1.9%	.6%	.6%	.0%	14.7%
	I do feel this strongly	Count	7	1	1	0	0	9
		% of Total	4.5%	.6%	.6%	.0%	.0%	5.8%
Total		Count	131	10	9	3	3	156
		% of Total	84.0%	6.4%	5.8%	1.9%	1.9%	100.0%
		Total						

