

Gordon Institute of Business Science

University of Pretoria

**Acculturation patterns resulting from the intersection of
Globalisation and National Identity in South Africa and their impact
on the consumption of Luxury Skincare amongst women**

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ABSTRACT

A key challenge that local companies face is how they should position their local brands to successfully compete with global brands, particularly in a foreign brand category such as the Luxury Skincare category.

Following Berry's 4 Cluster Acculturation Typology, this study examined how the two cultural forces of global consumer culture and the South African National Identity intersect amongst individuals in the multicultural, multi-ethnic South African context and reveal acculturation patterns that influence the brand preferences of consumers between local, global and localised brands.

Through a quantitative research approach, data from 198 female consumers of Luxury Skincare brands was collected through an online survey. K-means cluster and Cross-Tabulations analysis methods were used to analyse the data.

The study findings reported only three of the acculturation patterns, and that they influenced brand preferences of consumers. In addition, this influence of culture on consumer preferences was found to be mediated by the product category, regardless of the acculturation cluster the individual falls under.

Based on the study findings, an Acculturation and Consumer Preference Model was developed and is intended to provide guidance to marketers as to whether products should be developed and positioned as being local, localised or global, from a consumer perspective, in order to gain competitive advantage.

Scholarship contribution includes a multicultural and multi-ethnic country perspective to Consumer Culture Literature.

KEY WORDS

Consumer culture, globalisation, acculturation, national identity

DECLARATION

I declare that this research project is my own work. It is submitted in partial fulfilment of the requirements for the degree of Master of Business Administration at the Gordon Institute of Business Science, University of Pretoria. It has not been submitted before for any degree or examination in any other University. I further declare that I have obtained the necessary authorisation and consent to carry out this research.

DEDICATION

Thank you to my husband, Olivier, I would not have done this without your love and support. Thank you for supporting me as I pursued this life-long dream. Your wife is back! To my daughter Isabelle, I hope watching me put together this labour of love serves as an inspiration to you that everything is possible. Thank you for always putting a smile on my face.

To my Mother, this is dedicated to you. I am because of you. Thank you to you, my brother Simon and Sonto for always stepping in. I will be forever grateful.

Finally, to the great friends I have made during this program, Gorata, Tudu, Masechaba, Boi and Taru. This has been an incredible journey more so because of you.

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ABBREVIATIONS

AGCC: Acculturation to Global Consumer Culture

NID: National Identity

SA-NID: South African National Identity

BP- Brand Preference

L: Local Brand

LG: Localised Brand

G: Global Brand

CHAPTER 1: INTRODUCTION TO THE RESEARCH PROBLEM

1.1 Introduction

In today's world of consumer and marketplace globalisation, where borders have been blurred, brands are globalised and consumers differences seem to be fading, segmentation and targeting of consumers based on demographics is no longer effective (Lee, Klobas, Tezinde, & Murphy, 2010; Cleveland et al., 2011). In order to remain competitive in today's marketplace, particularly where there is competition between global and local brands, it has become critical for companies to clearly understand what other factors drive consumer choices between local and global brands. One key factor identified as driving consumer behaviour is culture (Swoboda, Pennemann, & Taube, 2012).

Culture has been declared the most powerful influencer of consumer behaviour and product choices by several preeminent theorists (Bartsch, Riefler, & Diamantopoulos, 2015; Cleveland, Laroche, & Takahashi, 2015). Penaloza (1999) also declared that culture is a precursor to human thought and behaviour. Culture is said to "consist of values and shared beliefs that are manifested in patterned ways of thinking, feeling, and behaving" (Kluckhohn, 1951 in Ladhari, Souiden, & Choi, 2015). It has also been described as an amalgamation of individual processes, including individual expressions of identity and affiliation (Roosens, 1995).

It has, therefore, become imperative for successful marketing activities to synchronise their targeting and product positioning with individual and cultural values. Consumers nowadays desire brands that they can identify with and that speak to their cultural values, particularly with hedonistic product categories such as luxury skincare products, where consumer needs exceed the utilitarian (Mooij & Hofstede, 2011).

Two cultural influences that impact cultural values, and therefore consumer behaviour, as identified in the literature are strength of national identity (NID), and acculturation to global consumer culture (AGCC) (Berry, 2008; Cleveland, Laroche, & Hallab, 2013). These competing cultural influences must be processed by individuals as they interact with the local and global world and expressed through their consumption behaviour (Ger & Belk, 1996).

Hence, one of the most salient topical questions of our times is how globalisation and national identities intersect to shape consumers culture consumption behaviours and what

factors mediate this relationship. It is this research question that has been at the core of renowned academic researcher's in the field of consumer culture, in particular Professor Mark Cleveland and his colleagues, whose body of work receives particular focus in this study (Cleveland & Laroche, 2007; Cleveland, Laroche, & Hallab, 2013; Cleveland, Papadopoulos, & Laroche, 2011; Cleveland et al., 2011; Cleveland, Laroche, Takahashi, Laroche, & Takahashi, 2016)

However, studies in this field have examined this research question in the context of mostly homogenous and Western countries such as China, USA, Nigeria, Japan and Lebanon and Hungary and no such studies have been conducted in heterogeneous, non-western countries (Cleveland & Laroche, 2009; Cleveland et al., 2013b, 2011b; Cleveland, Rojas-Méndez, Laroche, & Papadopoulos, 2016; Lysonski & Durvasula, 2013).

Therefore, the present study examines how globalisation and the national identity of a heterogeneous, non-western country such as South Africa intersect to result in certain acculturation patterns that influence consumer culture, and by extension behaviours related to the consumption of privately consumed foreign luxury skincare, and what factors mediate this influence.

Cleveland (2015) stated that "We surmise that depending on the circumstances the same individual can be parochial (national), global or *creole*". These key conditions or contexts identified in literature are represented by product categories and moderators such as price, country of origin amongst others (Bartsch et al., 2015; Cleveland et al., 2015).

With regards to the product category, the mediator of interest for this study, multiple studies conducted by researcher Cleveland (2016; 2015; 2011; 2009), whose work this study is grounded in, it was found that Consumer responses in terms of preference for local or global products differed between product categories and from country to country. Certain product categories produced a global preference response while others produced a local preference response. It is these mixed results that has seen the call for further research to identify specific product category properties such as the foreign or local nature of the product, consumption visibility, and social signalling value (Bartsch et al., 2015).

Our selected test product category, Luxury skin-care, as a privately consumed, hedonistic, identity relevant, category is one that has not been studied in detail in light of consumer culture studies previously conducted.

1.1 Theoretical base

This research is rooted in consumer culture Theory (CCT), a distinctive, interdisciplinary body of theoretical knowledge comprising multiple theoretical perspectives, the aim of which is to address the changing relationship between consumer behaviour, cultural meanings and the marketplace. Exploring journals such as *Journal of Consumer Research*, *Journal of Marketing*, and *Journal of Consumer Culture* (Arnould & Thompson, 2005; Bartsch et al., 2015), and as a theoretical base Berrys' Acculturation Typology (Berry, 1997).

According to Berry (1997)'s Berry's Four Cluster Acculturation Typology, which provides the theoretical basis for this study, in reaction to globalization, some consumers may choose one of four responses and fall into one of 4 patterns: (1) To strongly entrench their local values and behaviours, thereby have a strong Ethnic or National Identity, resisting the influence of globalisation 2) others may choose to assimilate foreign values and behaviours, a concept referred to as Acculturation to Global Consumer Culture (AGCC), 3) others may choose a combination of both, thereby integrating their strong local identity with globalisation, lastly 4) choose to resist both national and global cultural forces, a segment referred to as Cultural Marginalisation(Berry, 1997).

In light of Berry's Four Cluster Typology, the aim of this study is to understand better the impact of globalisation and South Africa's national local identity on the culture of consumers and the resultant acculturation patterns which influence choices between local, global and localised products.

1.2 Theoretical framework and Research model

The proposed conceptual model for this present study, which is depicted in Figure 1-1 below, was developed by this present study's researcher as a way structure the study. It incorporates the identified consumer orientation constructs for this study: SA-NID and AGCC, the four possible acculturation clusters according to Berry's (1997) Acculturation Clusters and the resultant consumer responses which includes brand preference for local, localised and global products for this study.

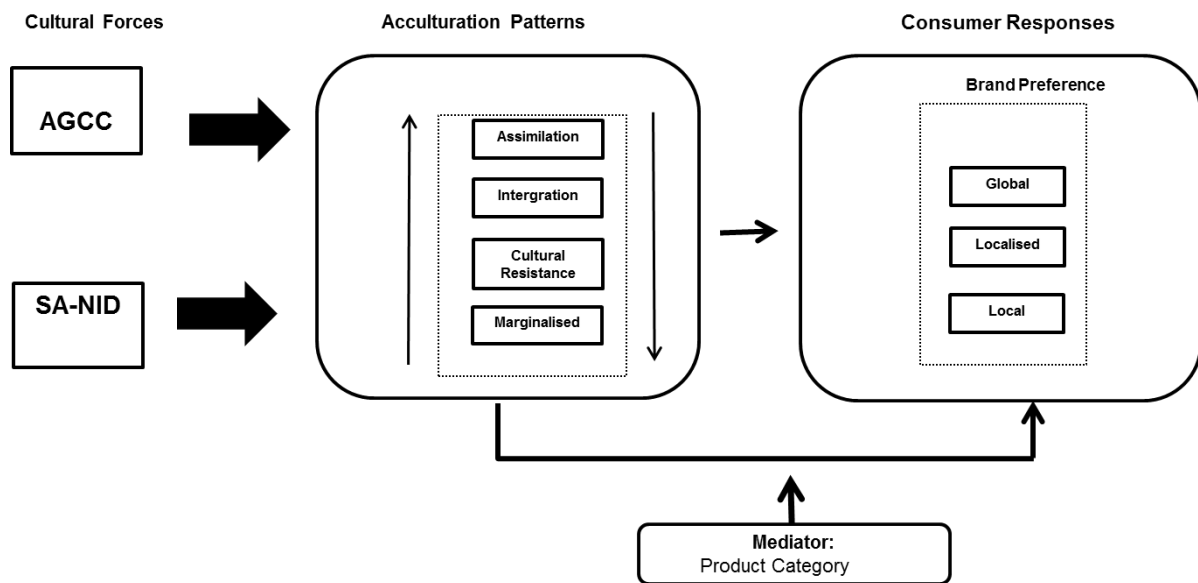


Figure 1-1: Conceptual Research Framework. Source: Study Author

1.3 Research Data Gap

This study aims to contribute to two areas of consumer culture literature: the first and overarching contribution is the contribution to consumer culture literature a Heterogeneous, non-western country perspective, secondly, to look at how a privately consumed luxury product category mediates this relationship between cultural orientations and consumer choices, between local localise and global products.

1.4 Scope of Research

This research focuses on explaining the prevailing acculturation patterns and resultant consumer culture in South Africa amongst female users of luxury skincare products.

1.5 Study objectives

This study was conducted with the intention to achieve the following:

1. To examine the prevailing acculturation patterns based on Berry's typology.
2. To examine how these culture orientations and patterns drive preference between local, global or localised products.

1.6 Business Rationale

Local entrepreneurship, small to medium enterprises (SMEs) and local manufacturing have been identified as the key growth drivers of the South African economy (Department of Trade and Industry, Cosmetic Sector Desk, 2010). Faced with stiff competition from international brands in the retail sector, most retail product categories are dominated by global/foreign brands. This is even more pronounced and of local concern in our study product category, luxury skincare, in particular when it comes to facial care, a market worth a significant 51%, or \$147.3m of the total \$291.5m skincare market in 2014. So significant is this market, that even with the recent economic downturn, the skincare market is still growing by double digits, a demonstration of the ever-increasing demand and importance of this product category to consumers (Marketline industry profile, 2015).

The South African facial care market is dominated by global brands such as L'Oréal, Avon-Justine, Clarins, Estee Lauder and Dermalogica, with local brands such as Environ and Placecol combined taking in a less than 24% share of the market (Euromonitor International, 2014).

For these South African facial care brands and products to grow, one of the key success factors is the need for local business to develop strategies that will empower them to start competing effectively, not only locally, but also internationally, through export markets, to become global brands themselves.

One way that companies can gain competitive advantage is by effective segmentation and targeting strategies as these are said to be the essence of strategic marketing (Keller, 2012). It therefore critical for companies to properly identify the type of market or consumers it will serve and design value propositions in line with the needs and values of those consumers. Marketers have long relied on demographics such as age, income, geography and education to segment markets, however, with globalisation and interactions between cultures and markets, this is no longer as effective and new models of segmentation have to be explored (Lee, Klobas, Tezinde, & Murphy, 2010; Cleveland et al., 2011).

A model that has been suggested by marketers is the use of psychographic factors to segment markets, as this will enable the move away from country-based segmentation and rather identify and serve similar customer groups based on their social identity, regardless of

their demographics (Cleveland et al., 2011). Two psychographic factors that are said to be relevant to market segmentation are consumers' affiliation to national/ethnic culture, and their global orientations (Cleveland et al., 2011; Bartsch et al., 2015; Keller, 2012).

Through this research we aim to provide insights on the interplay between global consumer culture, national identity and the mediating role of our select product category privately consumed product category Luxury Skincare on consumer choices between local, localised and global brands. Findings of this research will provide a needed advantage for local companies through more effective segmentation, targeting and positioning to be able to increase their share in this significant market (Cleveland et al., 2011).

1.7 Implications of Study

To contribute to discussions on how both local companies and multinationals can improve their segmentation, targeting, positioning and communication strategies to be able to meet customers' needs based on their identities. The results of the study will enable the Marketing community to have a better understanding of South African consumers cultural orientations that lead to certain consumer attitudes or dispositions towards foreign products/brands. This will provide insight and guidance to marketers as to whether products should be developed and positioned as being local, localised or global to gain competitive advantage.

1.8 Research structure:

This research will follow the following structure:

Chapter 1: Introduction to the research problem

This chapter indicates the need for conducting this research, the research objectives and the scope of the research.

Chapter 2: Literature review

This chapter presents the consumer culture theoretical framework established including National identity, AGCC, Berry's acculturation patterns and resultant consumer preferences between local, localised and global brands.

Chapter 3: Research questions and conceptual model

Research questions are presented based on the developed conceptual model

Chapter 4: Research methodology

A detailed description of methodology is presented including the research methods, population, research instrument, the categorisation process of Skincare Brands as global, local or localized, how data was collected and the process of data collection and analysis methods.

Chapter 5: Results

A detailed report of the sample and results are presented in this chapter

Chapter 6: Discussion of results

A discussion of the research results including the findings for the research questions and research objectives.

Chapter 7: Research conclusion

Final conclusions are drawn based on the main research findings, including managerial findings and recommendations for future research.

CHAPTER 2: Literature Review

Introduction

This section follows on from the research framework developed by the study author and presented as Figure 1-1 in Chapter 1. Therefore, we will start by reviewing literature on globalisation and the two competing cultural forces at study: acculturation to global consumption behaviour (hereafter AGCC) on the one hand and South African national identity (hereafter SA-NID) on the other. Using as a basis Berry's typology of acculturation, the possible acculturation patterns that can result from the intersection of AGCC and SANID are then discussed. This is followed by a review of literature on the mediating role of the product category on the relationship between AGCC, NID and brand preference between local, localised or global products in the selected test product category of privately consumed luxury skincare products.

To provide a complete picture, the unique study context of South Africa is also discussed.

The reviewed literature is therefore divided into the following subsections: (1) Globalisation (2) AGCC; (2) SA-NID; (3) The intersection of AGCC and SA-NID: acculturation patterns; (5) the mediating role of the select product category; and finally the (6) expected consumer choices on local, localised and global brands.

1.1 Globalisation and consumer culture

Globalisation has been referred to as a state of mind consumers develop as a result of the reduction of barriers between countries and diffusion of practices and consumption choices (Riefler, 2012). Recent literature works state that globalization contributes to the reduction of cultural differences across countries and leads to a certain "convergence" towards a global consumer culture. Alden, Steenkamp, and Batra (1999) defined global consumer culture (GCC) as a system of cultural phenomena recognized as transcending national cultural systems.

However, local and national identities are said to be prevailing and not shed so easily and homogenously amongst consumers (Cleveland, Rojas-Méndez, et al., 2016).

With regards to local cultural orientations, a construct used to describe this is having a strong national identity, from here on referred to as NID and SA-NID representing South African National Identity (Bartsch, Riefler, & Diamantopoulos, 2016). Cleveland, Papadopoulos, & Laroche (2011) in discussion of the outcome of consumers having a strong NID, stated that "Individuals reaffirm national identity by consuming local brands".

In contrast, global cultural orientation is represented by a construct named acculturation to global consumer culture (AGCC). Acculturation to global consumer culture (AGCC) is when consumers adopt a new or foreign culture, shed some or all of their national identity and converge towards a global consumption culture (Alden et al., 2006; Bartsch et al., 2015; Cleveland et al., 2015; Parts, 2011). Accordingly, Cleveland, Papadopoulos, & Laroche(2011) with regards to the resultant consumer behaviour for such global consumer orientation, stated that "... but foreign/global brands connote membership in the global elite and enhance one's status and self-image of being modern and sophisticated (particularly among consumers in developing countries)".

1.2 Acculturation to Global Consumer Culture (AGCC)

One of the key issues facing international marketers is how globalisation has shaped the cultural characteristics of people around the world on the one hand, and how consumers negotiate this with their local cultures on the other hand. This section discusses the role that globalisation has played in shaping the cultural characteristics of consumers through the process named acculturation to global consumer culture (AGCC).

Globalisation is said to involve the accelerated blurring of national and economic borders due to capitalism, global transport, communications, marketing and advertising (Cleveland & Laroche, 2007). A key question is as to what the impact might be of this increased globalisation. The primary psychosocial influence that globalisation has is said to be on identity. Cultural identity refers to "...the extent to which people in a specific culture recognise and identify with a focal set of elements that set the culture apart from others" (Wang, Bendle, Mai, & Cotte, 2015). Focusing on consumers, the key outcome of globalisation on consumer behaviour is said to be the development of a global consumption culture (GCC). GCC has been defined as when consumers identify with global consumption culture and have characteristic preference for global brands, or admire foreign lifestyles and try to copy them. These consumers are said to have developed a global consumption identity or have acculturated to global consumer culture (Arnould & Thompson, 2005; Bartsch et al., 2015; Cleveland & Laroche, 2007).

Berry (1997) has defined acculturation as cultural changes resulting from out-group encounters and similarly, whereas Cleveland (2015) described acculturation as a wide range of adjustments of values, attitudes and behaviours that result from contact with different cultures. Acculturation is also referred to as the extent to which individuals learn and replace their local childhood cultures with global ones, which extends to consumption behaviour as well, hence the term 'acculturation to global consumer culture' or AGCC (Cleveland et al., 2011).

Research has suggested that consumers in emerging markets go through an acculturation process as they attempt to consolidate the impact of Western, Eastern and in this case South African cultures in their consumption behaviours (Tsai, Yang & Liu, 2013).

1.2.1 Drivers of AGCC

In the preceding section, a basic understanding of acculturation to global consumption culture was established. This section examines the seven distinct drivers or dimensions of AGCC as depicted in the Figure 5 below and described in the ensuing sections.

Seven distinct drivers of Acculturation to Global Consumer Culture have been identified (Cleveland & Laroche, 2007) and these are outlined in Figure 2 below, and discussed thereafter.

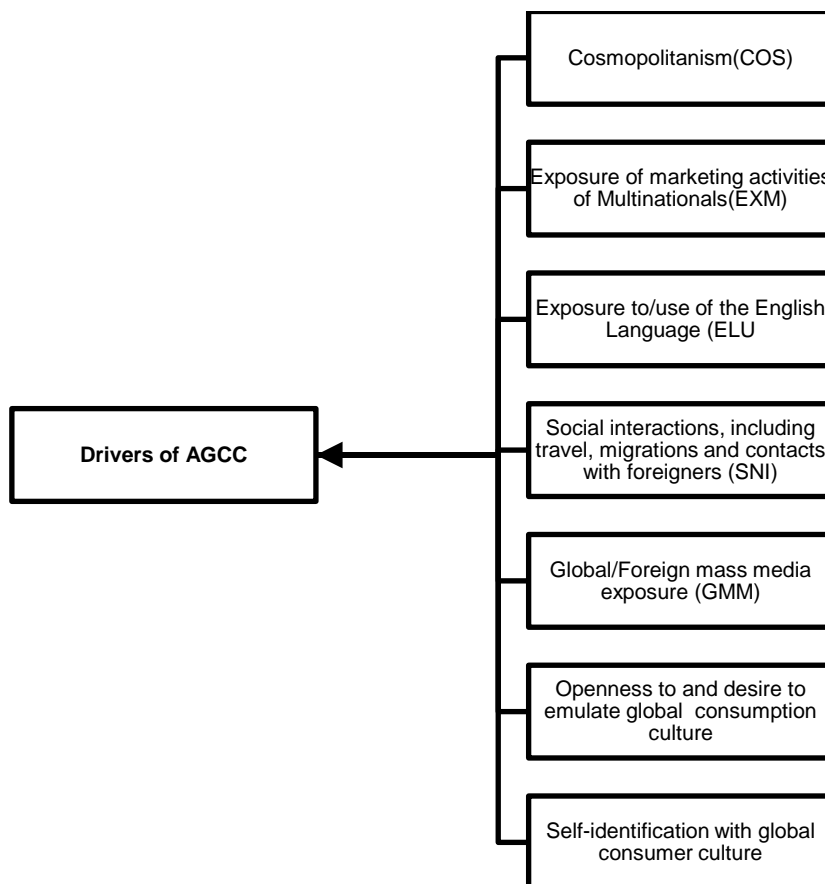


Figure 2-1: The Seven distinct drivers or dimensions of AGCC

Cosmopolitanism (COS)

Cosmopolitanism is the first dimension of AGCC we discuss, and it refers to a specific set of qualities held by individuals, such as having a certain openness to interact with the world, being comfortable in the culture of other people, as well as their own, and wanting to immerse themselves in other cultures (Bartsch et al., 2015; Cleveland & Laroche, 2007).

Cosmopolitan consumers subordinate some of their local values to global values. This is said to not necessarily be linked to international travelling or social class, as the culture shaping power of media and interaction with other cultures locally means that individuals can for example, be cosmopolitan without ever leaving South Africa (Cleveland et al., 2011; Cleveland & Laroche, 2007).

A cosmopolitan orientation indicates a high level of open-mindedness to global cultures and is positively disposed towards a high willingness to consuming products from foreign countries, in other global products, which is represented by global luxury skincare brands in this study (Bartsch et al., 2015; Parts, 2011) . Therefore, the more cosmopolitan a consumer is, the higher the likelihood that they will acculturate to global consumer culture.

Exposure of marketing activities of Multinationals (EXM)

This second dimension of AGCC covers the degree of an individual's exposure to the marketing and advertising activities of multinational organisations. Ger & Belk (1996, p. 274) support this in stating that "...the most direct influence of proliferation of homogenisation is no doubt the marketing and advertising activities of multinational firms". Most multinational companies have standard marketing and advertising activities pass the cultural values of their brands to consumers the world over, thereby homogenising consumer needs. In addition, consumers have even more access to the international media through the internet, further increasing their exposure to marketing activities of multinationals, even in countries where the brand does not have a physical presence. This increasing exposure to the marketing activities of multinationals is said to drive positively consumer's acculturation to a global consumer culture.

Global/Foreign mass media exposure (GMM)

This third dimension refers to how global access to American and European movies and Television programmes have contributed to the creation of a global consumer culture (Cleveland & Laroche, 2007). (Ger & Belk, 1996) stated that a "...a broader array of countries have reason to be propelled toward a consumer culture by the globalisation of mass media and the export of other popular culture". Many other scholars have also supported the influential role that global mass media in the form of TV, movies (e.g. MTV, Fashion TV) and the internet (e.g. Facebook) has played in the development of a global consumer culture, through the creation, learning and sharing of consumption symbols such as popular product categories and brands (Cleveland, Rojas-méndez, Laroche, & Papadopoulos, 2016; Gensler, Vickner, Liu-Thompkins, & Wiertz, 2013; Media Club

SA.)Therefore, the higher the consumer exposure and access to global mass media becomes, the higher their likelihood of being acculturated to global consumer culture.

Social interactions, including travel, migrations and contacts with foreigners (SNI)

The fourth dimension of AGCC refers to how increasing ease of travel and migration have contributed to increased contact between people of different cultures and exposure to foreign countries (Cleveland & Laroche, 2007). This is said to increase the amount of cultural exchanges amongst people including global consumption cultures.

South Africa, already a multicultural country, is also a top-rated holiday destination, meaning that South African perhaps have increased opportunities to interact with other cultures, contributing to the diffusion of tastes and customs and the increased possibility of acculturation to global consumer culture (Cleveland & Laroche, 2007).

Openness to and desire to emulate global consumer culture (OPE)

This fifth dimension of AGCC refers to how consumers engage in social comparison and try to emulate consumers in the western world (Ger & Belk, 1996). This is possible because globalisation has blurred borders and created universal forums for sharing of ideas, experiences and behaviours, particularly in this era of social media (Cleveland, Laroche, Takahashi, Laroche, & Takahashi, 2016). Scholars posit that individuals who admire lifestyles of those in other countries, particularly in the western world, are more likely to desire ownership of consumption symbols from those countries (Batra, Ramaswamy, Alden, Steenkamp, & Ramachander, 2000; Ger & Belk, 1996; Tsai, Yang, & Liu, 2013). Therefore, as an example, those consumers who admire an American lifestyle are more likely to desire ownership of American luxury skincare brands, such as Estee Lauder and Clinique, while those who admire a European lifestyle might desire European brands such as Swiss originating La Prairie skincare. Therefore, individuals are able to acquire global consumption culture through seeking global products for symbolic meaning.

Exposure to/use of the English Language (ELU)

This seventh dimension of AGCC represents the extent to which a person uses the English language to communicate. English as a language dominates the internet, TV, movies, international business, and science. The English medium has thereby come to represent the internationalisation of individuals and of international business, internet, mass media, packaging and advertising (Cleveland & Laroche, 2007). The English language is not just a

form of communication, but an important part of all cultures, and a symbol of modernity and internationalisation the world over, including in South Africa (Cleveland & Laroche, 2007).

Therefore, the more a person uses the English language, the greater the likelihood of them being acculturated to global consumer culture.

Self-Identification with Global Consumer Culture

This last and seventh of the AGCC dimensions refers to how individuals self-profess to a global consumer identity and culture (Cleveland & Laroche, 2007). This goes beyond just an interest in global consumer culture but consumers self-identify with global consumer culture, and accordingly prefer global brands (Cleveland, Laroche, et al., 2016).

In summary, two cultural forces have been identified, AGCC and SA-NID. In this section, we covered AGCC and its seven drivers, or dimensions: cosmopolitanism, marketing by multinationals, global mass media, social interactions, openness to GCC, exposure to English language, and openness to AGCC.

The literature review revealed that these AGCC drivers are all positively linked to an increase in acculturation to global consumer culture and presented evidence strongly linking these drivers positively to adoption of associated consumer behaviours, such as a preference for global brands or products. In support of this, Khare (2009), in his investigation of the impact of consumers global versus local identities on the evaluation of global products, found that consumers with a global identity prefer global products.

In the following section, we review literature of the second and seemingly opposing cultural force, NID, and SA-NID in particular.

1.3 South African National Identity (SA-NID)

National identity, one of two cultural factors isolated in this study as affecting consumers, has been described as having a connection with a national territory, with those one shares common legal rights and duties with, all within specific geographical borders (He & Wang, 2015).

National identity is to not be confused with cultural identity or ethnic identity, which relate to historic development, cultural heritage, and social custom associated with ethnicity (He &

Wang, 2015). Within countries, even homogenous countries like Japan and heterogeneous countries like South Africa, there are varying degrees of cultural diversity which inform the strengths of AGCC and National Identity. National identity is defined as a sense of shared socio-cultural experiences, perception of common ancestry, history, values, norms, feelings of pride and belonging to a national group or country, such as South Africa (Cleveland, Rojas-Méndez et al., 2016).

In support of the importance of national identities in consumer culture, Triandis (1989), in his factor analysis of Mead's anthropological data, described the ecology of culture and how it is the collection of the group's historical experience with that environment. As the environment changes, culture changes. An increase in money, increased mobility, increased diversity, and increased complexity, serve as drivers of cultural change in a group (Triandis, 1989; (Ballard, Habib, & Zuen, 2005)

Thus, South Africa is a key example of a country that has undergone significant change as follows: (1) Globalisation: South Africa is now rated 2nd in Sub-Saharan Africa according to the Globalisation Index (Ghemawat & Altman, 2014); (2) South Africa is one of the most culturally diverse countries in the world; (3) South Africa relatively recently achieved democratisation and integration of different cultures; (4) has increased middle income and higher disposable incomes (Stats SA, 2016); (5) increased urbanisation and migration, resulting in an integration of multiple ethnic and racial groups with exchanges and sharing of cultures and cultural symbols; (6) increased exposure to American and general western culture, with the presence of MacDonald's, Starbucks, mass media exposure through TV and social media; (7) increased access to global brands and products with the opening of multinational global retail stores, and in the case of skincare, local retailers importation skincare brands, due to local demand.

It is said that a change in the ecology of culture, such as with the change in the ecology of the South African culture described above, individuals start seeking new groups to which to belong (Cleveland et al., 2015). The need to belong is a pervasive human motivation and a common identity characterised by shared communal attitudes and values, belongingness and commitment towards a country emerges in the form of national identity (Cleveland et al., 2015). Identification with a national identity is said to form part of an individual's collective identity and is also described as "...patterns of thinking, feeling, and acting derived from common conventions and values of a national society" (Cleveland, Rojas-Méndez, et al., 2016).

A question that follows this above description on national identity is what are its underlying drivers? Three facets of national identity have been identified in the broader literature, and

these are represented in Figure 1-4 below. These three facets are discussed in the section that follows.

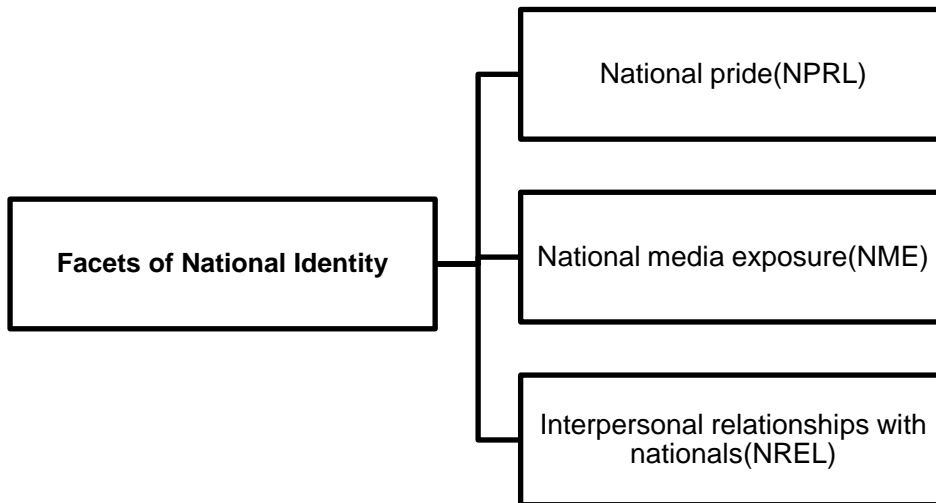


Figure 2-2: The three facets of National Identity

National pride

This facet of NID, national pride, refers to the extent to which nationals feel proud to identify with their national culture. For these individuals, participating in national holidays and events is very important, and they believe that even though they might acquire elements of other cultures, they see it important to maintain their own National culture (Cleveland, Rojas-méndez, et al., 2016; Lee, Klobas, Tezinde, & Murphy, 2010a).

Therefore, the more pride an individual has of South Africa, the stronger their sense of national identity would be.

National Media

This second facet of national identity refers to the extent to which individuals are exposed to local and national media that tells news and stories related to their country. This covers media channels such as newspapers, television and magazines.

The more an individual consumes stories and news from South Africa, the greater the strength of their national identity.

Interpersonal relations amongst nationals

This last facet of national identity refers to the extent to which an individual socialises with locals in comparison to other nationals. It is therefore posited that increased socialisation with other nationals contributes to a weaker national identity (Cleveland, Laroche, et al., 2016; Lee, Klobas, Tezinde, & Murphy, 2010).

These facets of national identity discussed above are said to be contextual, as the importance of each, and resultant behaviour, depend on context, including national context.

A study that exemplifies this is one that compared the NID of Canada and Chile and its underlying drivers and facets. Chileans were found to score higher on national pride and interpersonal relationships, while Canadians scored higher on national media consumption (Cleveland, Rojas-Méndez, et al., 2016). This reinforces the notion that individuals maintain some local values and cultures, while shedding some through choosing the facets that are important to them. With regards to the resultant consumer behaviour that stems from a strong national identity, it has been shown that this also depends on the consumption situation and product category. For instance, those consumption situations that are associated with local cultural or national events are said to elicit a preference for local brands (Cleveland, Rojas-Méndez, et al., 2016). In the case of South Africa, an example of such a national event is the National South African Heritage Day, where South African heritage and local cultures are celebrated. The related products consumed on such national or cultural days are said to be culture-bound, and therefore consumers will have a preference for local products and brands (He & Wang, 2015; Yinlong & Adwait, 2009). However, when it comes to those consumption situations that are not culture-bound, such as in the case of luxury skincare, there is little evidence that points to the resultant preference of consumers with a strong national identity between local and global products and brands.

Therefore, in examining the two competing cultural forces, AGCC and SA-NID, there is strong evidence that points to those consumers who are highly acculturated to global consumer culture in South Africa having a preference for global brands. In the case of those consumers with strong SA-NID, there is also strong evidence that supports their higher likelihood to prefer local brands when in a culturally-bound consumption situation. However, there is lack of evidence to support how these consumers would behave in non-cultural consumption situations, such as in the case of luxury skincare.

The salient question related to the intersection of SA-NID and AGCC is whether with globalisation, SA-NID is becoming less distinct, where it is a question as to whether consumption behaviour leaning further towards a global orientation Or, are some consumers resisting global forces and leading to reactivation/preservation of national characteristics?

The impact of the intersection of AGCC and SA-NID on consumer culture has been continuously debated, where two schools of thoughts have come to the fore. The first school of thought supports the notion that, due to globalisation, the consumption cultures across the world are becoming homogenous, moving towards a global consumption culture (Alden, Steenkamp, & Batra, 2006; Cleveland & Laroche, 2007).

However, many scholars have disproved this first school of thought (Alden et al., 2006; Batra et al., 2000; Cleveland & Laroche, 2009; Swoboda, Pennemann, & Taube, 2012b).

As an example, Cleveland (2011) provided evidence against this idea that consumer behaviour is becoming homogenous with the influence of global consumption. In their eight-country study, they investigated the intersection of local identities and globalisation, and found that their cultural orientations (whether AGCC or NID dominates), and resulting patterns when AGCC interacts with NID, varied across countries. This study proved that in certain countries, AGCC dominates, while in other countries, NID remains resilient, and dominates, and that the world is not homogenising by entirely acculturating towards a global consumption culture.

In expanding on the different patterns that emerge when AGCC intersects with AGCC, several researchers have posited different models of segmenting consumers in terms of how they weigh up the two competing cultural forces of AGCC and NID. Two models proposed by researchers include grouping consumers into three and four segments according to their levels of AGCC relative to SA-NID. The three-segment model, which was put forward by Alden (2006), divided consumers based on their consumer identity into global consumers, local consumers and hybrid consumers, which is a combination of global and local. The four-segment model, which is that used most frequently to segment consumers in recent consumer culture studies, is the one put forward by Berry, 1997 (Cleveland, Laroche, et al., 2016; Mooij & Hofstede, 2011).

This next section discusses these four segments or acculturation patterns based on Berry's research.

1.4 Acculturation Patterns: Intersection of AGCC and SA-NID

Berry (1997) identified a framework within which acculturation can be investigated. This framework has been used as a basis or segmenting consumers in a country according to their extent of acculturation in key consumer culture studies, many of which were conducted by Cleveland and his colleagues (Cleveland et al., 2015; Cleveland, Rojas-Méndez, et al., 2016).

Berry's acculturation typology is based on the assumption that cultural groups or individuals, faced with the opposing forces of local identities and global identities, develop strategies as to how to deal with acculturation, where four patterns of acculturation have been identified, which are based on the strength of AGCC relative to that of national identity (Berry, 1997). These four acculturation patterns are as follows.

Cultural Resistance or separation: This indicates where there is hyper-identification with local cultures and individuals place value with holding onto their original cultures, and therefore have a strong national identity with low AGCC levels. This is said to result in outright rejection of global products or brands. Ger & Belk (1996) also stated that "the differentiating impact of globalisation strengthens or reactivates national, ethnic, and communal identities..." and to regain their sense of identity stability, are said to have a preference for local brands or products, where in this context of this study, it would be local skincare (Yinlong & Adwait, 2009).

Assimilation or Cultural Shift: This indicates where the alternate cultural practices are adopted and consumers directly adopt (without modification) cultures and practices, the assimilation strategy is said to be defined. Individuals who belong to this group are said to have the highest levels of AGCC relative to NID and are also referred to as 'globals'. In the case of this study, these global individuals that fall into this segment would tend to have a preference for global skincare brands (Khare, 2009).

Cultural Integration: This indicates where there is mixing of local and foreign/global elements as people develop bicultural identities. These individuals have somewhat equal levels of AGCC and NID and have a combined preference for both local and global product preferences. It is also said that a cultural integration pattern can only emerge in countries that are truly multicultural. South Africa being one such country (Ger & Belk, 1996).

In further expanding on cultural integration, I refer to literature on creolisation, which is described as when individuals select elements from incoming cultures they particularly like,

give them their own meaning and create a new culture and identity to replace the old (Ger & Belk, 1996; “Hannerz, 1987). For example, creole cooking and language is a combination of African and French influences, and syncretism is a mixture of African and European elements of religion (Ger & Belk, 1996). Creolisation as a word was derived from the Latin word *creare* ‘create’ (Cohen, 2007). Therefore creolisation is about creating a new culture based on both global and local cultures. This is said to result in both local and global product preferences (Cleveland & Laroche, 2007), which are associated with localised products.

Furthermore, it has been suggested that creolisation is a two-way exchange between dominant and non-dominant cultures, which is exemplified by multinationals incorporating local elements in their marketing strategies resulting in unique, hybrid outcomes in different geographical areas (Alden et al., 2006). An example is L’Oreal, the global cosmetic giant, which has incorporated local needs with their products, offering targeted specifically for African hair; and McDonald’s, with their incorporation of local food preferences in their menu offerings in many countries, further demonstrating a two-way exchange of culture and its practices.

Cohen (2007) has argued that creolisation is a key aspect of cultural globalisation, and he investigated the South African coloured community and found that they are not just a racial mix between African, European and Asian races, but are a mix culturally too. Based on this, their consumption behaviour exhibited a mix of local and foreign behaviour. It has also been suggested that perhaps looking at South Africa from a creolised identity perspective could give a new meaning to the ‘New South Africa’, with a newly-formed culture different from its past (Cohen, 2007). Cleveland et al. (2015) have also suggested that foreign influences will be indigenised as BRICS countries (Brazil, Russia, India, China and South Africa) become more wealthy, successful and confident on the global stage.

Therefore, in the case of integration or creolisation, the consumption culture will be a combination of local and global consumption culture, with a preference of localised products (Ger and Belk, 1996; Ladhari, Souiden, & Choi, 2015). Applying this in the case of skincare, these are products that have been given a local meaning in either branding, use of local ingredients, or addressing local skincare problems.

Marginalisation: This fourth group of consumers are said to have little interest in maintaining local or global cultures, and score low in both AGCC and NID. Marginalisation is said to be as a result of either discrimination or forced acculturation (Berry, 1997) This group is usually the least represented amongst the four acculturation patterns, and little evidence

exists on how this detachment to global and local cultures impacts their preference for local or global products. Figure 1-3 below summarises these four patterns of acculturation based on the strength of AGCC relative to that of NID.

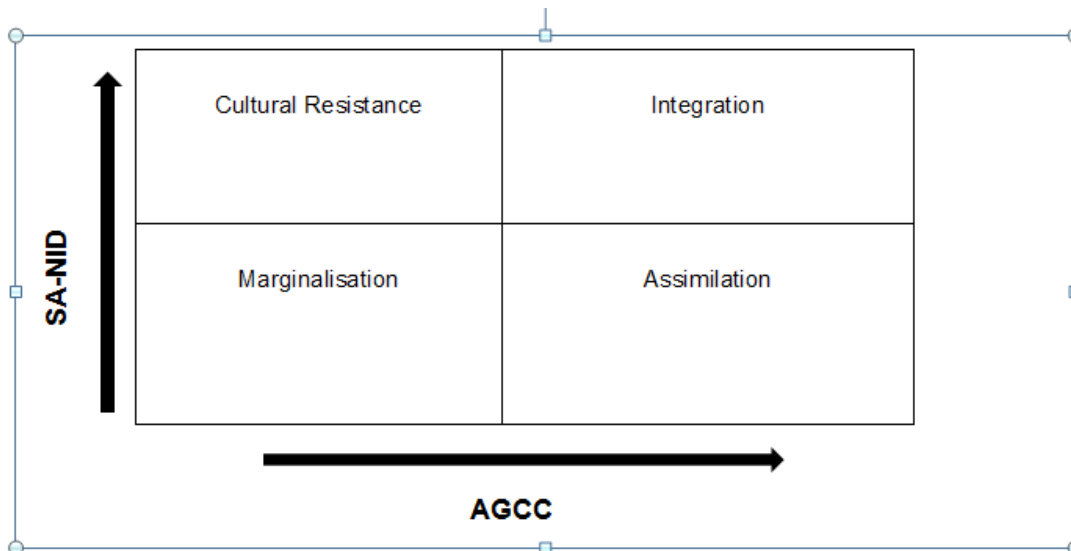


Figure 2-3: The four acculturation patterns according to Berry’s framework

To examine closely the different acculturation patterns emanating from different countries, a meta-analysis of recent studies was conducted to examine how Berry’s (1997) framework applies in different country contexts. A 9-country comparison was conducted with reference to the work of Cleveland, revealing that different countries exhibited different cultural acculturation patterns, and that the number of study respondents falling into each pattern somewhat differed amongst countries, but with an emerging trend. The findings are summarised in Table 1-1 below.

Clusters	Greece	Hungary	Sweden	Mexico	Chile	Canada	Korea	India	Japan
Assimilation	8	6	15	4	7	60	2	14	35
Marginalisation	2	3	7	4	1	20	18	11	14
Cultural Integration	52	57	43	60	63	12	15	45	45
Cultural Resistance	39	34	35	31	29	8	64	31	33

Table 2-1: Acculturation patterns, adapted from Cleveland et al., (2015), Cleveland, Laroche, et al. (2016) and Cleveland, Rojas-Méndez, et al. (2016).

Each number represents the percentage representation of respondents into that acculturation cluster for that country.

As one can see in Table 2-1 above, the cultural integration group was the largest in most of the countries reviewed, with between 45% and 63% of study respondents in seven out of the nine country studies analysed. Developed countries Mexico and India also revealed the largest number of respondents to fall under this culturally integrated group. This large, culturally integrated group also exists in developed countries, such as India and Mexico.

The second largest cluster across the countries was the cultural resistance or locals cluster, with the exception of Canada, where the locals made up the smallest cluster. Cultural resistance being the second largest cluster further supports the notion that local identities are salient, and are not entirely shed in the face of globalisation. Korea stood out as the country with the largest number of individuals falling into the cultural resistance group, and the reason given was the homogeneity of race and ethnicity, as well as Korea being a relatively closed society, relatively less tainted by other external cultures (Jun, Ham, & Park, 2014).

The third largest group generally across the countries was the assimilation or globals, which is a surprising finding, further supporting the salience of national or local cultures.

Finally, the marginalised group, in alignment with Berry (1997), was generally the smallest cluster, including Greece, Hungary, Sweden and Chile, all of which are generally developed

countries. However, Canada, Korea, India and Japan had respondents falling in marginalisation group between 10 and 20 percent. Canada, interestingly, had the second highest number of respondents, with 20% of its respondents falling under the marginalised groups referred to as those individuals who don't have an interest in maintaining either local or global cultures, and therefore have both low AGCC and NID. Interestingly, these are the two countries that have either majority of their respondents being assimilated (as with Canada with 60%) or culturally resistant (as with Korea with 64%). This means approximately 20% of individuals in these countries chose to not identify with any of the two cultural forces discussed in this study, viz. AGCC and NID.

A country that has some similarity to South Africa across the countries included in the meta-analysis is Canada, which is ranked with South Africa as one of the most culturally diverse countries due to its high immigration population. Canada has two mother tongues, English and French (Cleveland, Rojas-Méndez, et al., 2016). Two differences have been highlighted between Canada and South Africa, viz. Canada is a post-industrial G8 economy, while South Africa is a developing economy. However, the key difference that lies between South Africa and Canada is Canada's proximity to the USA, which dominates Canada culturally and economically, and in the process, transferring global consumption culture to Canada. The USA is also one of the biggest drivers of the dimensions of AGCC, which were discussed in Section 2.2.1 above. It drives AGCC through the global presence of American multinationals such as Estee Lauder and MacDonald's; TV shows such as MTV, movies and social media platforms such as Facebook, and newspapers the world over. This explains the high number of individuals, 60% to be exact, that were reported to fall under the group assimilation in Canada, which refers to when AGCC is higher than NID.

The above meta-analysis provides further evidence that consumers the world over are not acculturating to global consumer culture homogeneously, but respond differently between the four acculturation patterns.

The salient question then becomes, how would Berry's acculturation framework apply to South Africa?

Based on the evidence presented in the above, I argue that South Africa would have a large, dominant culturally integrated group similar to the majority of the countries reviewed in the meta-analysis, and other developing countries. Secondly I also argue that the assimilation group would follow second, in line with multicultural Canada's dominating pattern.

In the next section, we specifically discuss the context and extent of the two cultural forces, SA-NID and AGCC in South Africa.

1.5 South Africa as Research Context

South Africa is a fitting context to examine globalisation in terms of the interplay between global and national cultural forces underscored by multiple-ethnic groups, multiple racial groups and multiple languages.

Socio-culturally, South Africa is known to be one of the most multi-cultural countries in the world stemming from its multiracial constituency. An estimated 80% of South Africa comprises of the black population, followed by whites, Indians, Chinese and a significant mixed race population. Within the various races, there are different ethnic groups, distinguishable by their distinct language and cultural practices (Stats SA, 2016). The black population comprises of an array of major ethnic groups, amongst which are the Tswana, Southern Sotho, Northern Sotho, Zulu, Xhosa, Venda, Swati, Ndebele, coloureds and the non-black population, consisting of both English and Afrikaans groups (Stats SA, 2016). In addition, there is a significant immigrant population originating from both Eastern and Western world including America, Western Europe, India and China. It is this South African heterogeneous context that makes South Africa a unique country context to conduct this study.

The distinct SA-NID is also driven by organisations such as Brand SA and the promotion of national symbols, such as those drawn from local fauna and flora for nationally representative organisations (Rojas-Méndez, 2013).

With regards to the other competing cultural force, AGCC, which comes about as a result of globalisation, South Africa is one of the most impacted by globalisation. According to the DHL Global Connectedness Index (GCI) (2014), which examines the state of globalisation around the world based on cross-border flows of capital, trade, people and information, South Africa is ranked second in Sub-Saharan Africa after Nigeria (Ghemawat & Altman, 2014). In addition, it was reported that Sub-Saharan Africa was one of the regions where global connectedness increased the most from 2011 to 2013, thereby, in the process, shaping the cultural landscape of South Africa.

Based on the heterogeneous country context, the presence of a distinct SA-NID as well as being one of highly-ranked countries in terms of the state of globalisation (Ghemawat & Altman, 2014). South Africa provides an interesting and profound context where both competing cultural forces, AGCC and SA-NID, exist and are given impetus. However, as discussed, the way in which individuals choose to adopt AGCC or SA-NID or both, depends

on the consumption context with the product category. This context will now be discussed based on literature reviewed.

1.6 Product Category as a mediator

This section addresses the importance of product category as a mediator of the outcomes of the intersection between AGCC and NID, which has been a focus in many consumer culture studies (Bartsch et al., 2015; Cleveland et al., 2015; Cleveland, Rojas-Méndez, et al., 2016; He & Wang, 2015). The test product category chosen for this study is luxury skincare products, and I discuss its relevance to this study in this section.

The word luxury refers to exclusivity, uniqueness and rarity (Zhan & He, 2012). In addition, particularly with the democratisation of luxury, *masstige* luxury, that which appeals to larger audiences who are more globally aware, has also been recognised, as companies are stretching to increase their access to markets (Kastanakis & Balabanis, 2012). The skincare product category is one such that fits into this new, expanded description of luxury products. luxury skincare in this study refers to premium skincare, with a particular focus on facial care (Euromonitor International, 2014).

The consumer behavioural impact of the intersection of globalisation and NID have been proven to be complex and contextual, varying within and across product categories (Bartsch et al., 2015; Cleveland et al., 2015, 2015, 2011). Furthermore, there is empirical evidence as to how individual consumers are becoming increasingly culturally fragmented, global, integrated, local or even marginalised, by having little interest in incorporating culture in their consumption choices in other contexts. Also emphasised is the ability for consumers to alternate between two or more cultural narratives, depending on the consumption situation (Yinlong & Adwait, 2009).

That being the case, what are the product characteristics that determine whether consumers will have a local, global, integrated, or even a marginalised consumer response for a particular product category? Scholars have identified the following product characteristics as some of the key drivers of consumer attitudes to choices between global local and localised products (Bartsch et al., 2015; Cleveland et al., 2015):

a. The Culture boundness of a product category:

Product categories that are not culturally bound are said to most likely have stronger effects on the impact of AGCC and its impact on consumer choices than product

categories that are culture bound (Mooij & Hofstede, 2011). Previous studies refer to clothing and food as typically embedded, with strong NID, due to climate, geography and historical factors (Cleveland et al., 2015). Due to the different climate, history and geography of South Africa, one can postulate that skincare product/brand preferences are culturally driven, or rather, ought to be, and consumers with strong NID ought to have more of a preference for local brands/products (Bartsch et al., 2015; Cleveland et al., 2015). However, other literature proposes that product categories that are “foreign or global”, such as luxury skincare, are not culturally bound, and therefore their consumption is driven by AGCC (Cleveland et al., 2011b).

The cosmopolitanism, modernity and social signalling value of a product category: newer product categories, such as electronic media and luxury goods are positively associated with AGCC, symbolising modernism, cosmopolitanism and the need to symbolically display social status (Bartsch et al., 2015; Cleveland et al., 2015). According to Belk (1988), luxury goods are social signalling objects. Furthermore, Dubois and Duquesne (1993), have found a strong positive link between luxury consumption and openness towards culture change. However, for example, consumer responses for luxury products and cosmetics in Japan mostly displayed an assimilation pattern, where AGCC was higher than NID. In contrast, a study from Chile revealed cosmetics consumption to be driven by integration or creolisation with the same levels of NID and AGCC (Cleveland et al., 2015; Cleveland, Rojas-Méndez, et al., 2016). Based on the literature reviewed, however, evidence weighs more on cosmetics and luxuries as being driven by assimilation, where there is a domination of AGCC.

b. Whether a product belongs is a foreign or a local product category:

A foreign brand or product category is one that consumers perceive as having originated from outside the local area in a geographical sense, while a local brand or product category is described as one perceived by consumers as having originated locally (Eckhardt, 2005). It is said that many newly available products, in particular luxury products fall under the foreign product category and this applies to our study test product, Luxury Skincare (Eckhardt, 2005; Parts & Vida Irena, 2011).

c. Utilitarian vs. hedonistic properties of a product category:

The hedonic versus utilitarian nature of a category could also be a decisive factor (Bartsch et al., 2015). Hedonic products, such as luxury products, are said to serve as

identity relevant consumption objects (Bartsch et al., 2015), and highly materialistic consumers display high levels of hedonic responses toward expensive goods pre-purchase (Richins, 2013). This suggests a positive association between materialism and the purchase of luxury goods.

b. Consumption visibility of a product

Linked to the social signalling value of a product category, consumption visibility has been identified as a property of a product-category that can have a moderating effect on the impact of consumer dispositions on consumer behaviour (Bartsch et al., 2015). However, luxury skincare products are privately consumed; thereby negating this reported effect of consumption visibility and social signalling as moderators between dispositions and consumer behaviour. In support of this, a study examining drivers of consumer's private and public choices in the case of wine, found that the choice between products that are consumed privately lies heavily on self-centred benefits linked to a person's self-identity rather than social drivers (Kastanakis & Balabanis, 2012)

c. The perceived risk of a product category:

This is generally related to the financial risk and quality risk that comes with certain expensive product/brand preferences. Consumers in turn look for quality indicators such as a well-known brand name and country of origin, to reduce the financial risk (Zhan & He, 2012). Therefore, one can say that more expensive a product category is, the less the effect of consumer dispositions on behaviour (Cleveland, Laroche, & Papadopoulos, 2009)

Based on the above studies, it is clear that extant research has produced inconclusive evidence on the mediating effect of product categories such as luxury skincare based on the impact of consumer force AGCC and NID, particularly in the product category of privately-consumed luxury products, such as luxury skincare.

Further support is provided by the work of (Swoboda et al., 2012b), where it has been found that the total effect of consumers perceived brands globalness on retail patronage is stronger for global identity consumers (those who would score high on AGCC) than those who are hybrid or local. This is based on the notion that consumers prefer brand messages and communication that is consistent with their identities (Swoboda et al., 2012b).

In the section that follows we review literature as to how brand are categorised into local, localised and global products.

1.7 Product Classification: Global, Local or localised

Product classification is based on the perceived consumer perception of different brands, not on the country of origin (Swoboda et al., 2012b). Using country of origin as a basis for classification has been flawed, as a lot of foreign products are manufactured in countries where they do not originate or are manufactured locally but have a global image and messaging (Kamwendo, 2014).

Based on consumer perceptions, products are classified as follows (Swoboda et al., 2012b):

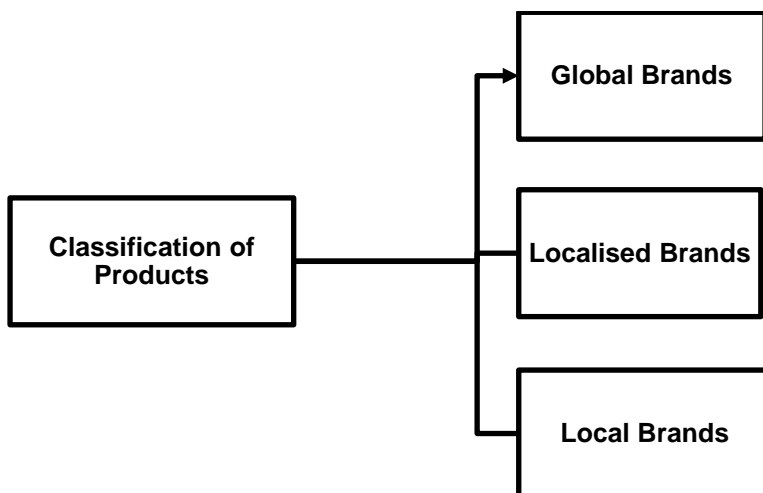


Figure 7: Product classification according to consumer perceptions

Perceived brand globalness is the extent to which consumers believe that a brand is present in multiple countries and is an extension of the global consumer culture positioning and is primarily achieved through using global symbols such as brand names, symbols, themes, brand logo and global spokesperson in marketing communications (Swoboda et al., 2012b). Perceived localness is therefore the opposite of globalness, where local symbols are used. If a brand has a mix of global and local symbols, it is then referred to as a localised product.

This categorisation process, based on what the consumer perceives, is said to be a much more realistic way of categorising brands, as this should not be based on the country of origin, or what the marketing company believes about their product.

1.8 Luxury Skincare as a reflection of true sense of self

Luxury goods are said to provide three benefits: functional, symbolic and personal values. (Tsai, Yang, & Liu, 2013). Whatever the choice of luxury skincare brand, the consumer will get some functionality from the products as they are associated with high quality (Tsai, Yang, & Liu, 2013). It is also said that luxury goods work as social labels, because of the associated high price and social meaning. Unlike all other luxury goods, consumers cannot use skincare to demonstrate status or prestige, as they are personal care products that are privately consumed. Therefore, the only other benefit lies in personal values and identity.

Possessions are said to be an extension of oneself (Belk, 1988), and I therefore posit that the product category of privately consumed personal care goods should be one most telling of individuals' true social identity.

1.9 Consumer Behaviour Outcome Variables

Since the theoretical foundations of cultural orientations and consumer dispositions have been established in prior sections, this section discusses the consumer behaviour outcomes that result from these consumer dispositions.

Consumer literature has identified brand evaluation, attitude, purchase intention and ownership as the marketing related outcomes for consumption dispositions or attitudes. For this study, brand preference and purchase behaviour are the two consumer response variables that will be used to investigate how the consumption dispositions for this study affect consumption behaviours of global/local/localised brands (Bartsch et al., 2015).

Brand Preference

Brand preference refers to the extent to which consumers prefer a particular brand over another, and actual purchase refers to the actual purchase decision a consumer has made (Ajzen, 2001; Lee et al., 2010b).

Consumer's identification with a certain culture and acculturation group will have an impact on whether they prefer local, localised or global brands. People also tend to consume products or brands that have symbolic meanings related to their original culture as it enhances ones self-identity.

It has been established that “a consumers attachment to his/her cultural heritage and national symbols will transcend directly into product or brand preference for domestic over import brands “(He & Wang, 2015).

Brand Actual Purchase

Brand purchase behaviour or brand actual purchase refers to final purchase behaviour. The decision to actually purchase a particular brand can be influenced by other factors, such as affordability, product availability, special promotions and peer pressure, hence the difference between brand preference and brands actually purchased by a consumer has been acknowledged (He & Wang, 2015). Consumer actual purchase is broadly referred to as the frequency of purchase or use of a product or product category (Cleveland et al., 2015).

Conclusion

In summary, this chapter included a review of the literature on the two cultural forces; AGCC and SA-NID, how they intersect to produce four acculturation patterns which influence consumer preferences between local, global and localised brands.

The literature review presented in this chapter revealed that in reaction to globalization, some consumers may chose to assimilate foreign values and behaviours in a cluster referred to Assimilation, and have a preference for global brands. Other individuals may resist the influence of globalisation while strengthening their national identity, a cluster referred to as the Cultural resistance which literature associates with a preference for local brands. Other individuals may choose a combination of both, thereby integrating their strong local identity with globalisation in a cluster referred to as Cultural Integration. These individuals are said to prefer localised brands. Lastly, other individuals may choose to not pursue any interest in both the global and national cultures, a cluster referred as Cultural Marginalisation (Berry, 1997).

In light of Berry’s Four Cluster Typology, the aim of this study is to understand better the impact of globalisation and South Africa’s national local identity on the culture of consumers and the resultant acculturation patterns which influence choices between local, global and localised products.

2 Hypotheses: Chapter 3

The objectives of this study is to examine the intersection between AGCC and SA-NID and to determine the acculturation patterns that emerge as well as their influence on consumer preferences between local, localised and global brands of Luxury Skincare Products. Based on the literature reviewed and discussed in Chapter 2, two Hypotheses were developed and they are presented below.

2.1 Hypothesis 1

Based on the evidence presented as part of the literature review in Chapter 2, primarily Berry's typology and of acculturation and the 9-country comparison of percentage respondents, we propose that the Integration and Assimilation clusters are the most dominant in South Africa and therefore respondents will not be equally distributed across the four acculturation clusters. Therefore,

H0:

Respondents will be equally distributed across the 4 clusters

$$n_{\text{Assimilation}} = n_{\text{Intergration}} = n_{\text{Cultural-resistance}} = n_{\text{Marginalization}}$$

H1:

Integration and Assimilation are the dominating clusters

$$n_{\text{Assimilation}} \neq n_{\text{Intergration}} \neq n_{\text{Culturalresistance}} \neq n_{\text{Marginalization}}$$

2.2 Hypothesis 2

The literature review presented in Chapter 2 provided evidence that the acculturation clusters respondents fall under have an influence on their brand preferences. For this category of Luxury Skincare, we postulated that those who fall under the Assimilation Cluster will have a preference for global brand (represented by Estee Lauder), those in the Integrated Cluster will have a preference for a localised brand (represented by Avon Justine) and those in the Cultural Resistant Cluster will have a preference for a local brand (represented by Africology). Therefore, based on this evidence presented,

we argued that the number of respondents in a specific cluster will not be equally distributed across all three brands. Therefore,

H0:

Respondents brand preference within any cluster will be equally distributed across the 3 brands, therefore for each cluster

$$n_{\text{Africology}} = n_{\text{Avon-Justine}} = n_{\text{Estee-Lauder}}$$

H1:

Respondents brand preference within any cluster will be not be equally distributed across the 3 brands, therefore for each cluster

$$n_{\text{Africology}} \neq n_{\text{Avon-Justine}} \neq n_{\text{Estee-Lauder}}$$

3 RESEARCH METHODOLOGY:

3.1 Introduction

This chapter outlines the systematic research strategy that was followed to test the hypotheses proposed in the previous chapter. This approach is in line other studies conducted within the Consumer Culture research field (Arnould & Thompson, 2005; Bartsch et al., 2015; Cleveland, Rojas-Méndez, et al., 2016).

In the next sections the following is discussed: the study design, the population, sampling technique, research instruments used and how the analysis using Structural Equation modelling was approached.

3.2 Research Design:

Identifying a philosophical worldview that guides the choice of a study design is said to be a good starting point for any research (Creswell, 2014). Therefore, our research philosophy is rooted in post-positivism view as we support the philosophy that absolute truth can never be found but that causes determine outcomes. Through this post-positivism view we therefore sought to study the relationships between unobservable independent variables in the form of AGCC and SA-NID and the observable outcomes in the form of brand preference and this is what informed the quantitative approach chosen for this study (Creswell, 2014).

Through this chosen method we were able to quantify variations in responses and examine relationships between the constructs discussed in Chapter 2. A qualitative approach was not chosen as we are not seeking to explore a phenomena, rather an objective approach in studying the relationship between consumer dispositions, product knowledge and consumer outcomes offers a higher degree of reliability as it is based on numerical statistics (Saunders, 2012).

The post positivist world-view is said to also be reductionist in nature, as we took the ideas presented in the Literature review chapter and reduced them into small, discrete sets of hypothesis to test (Creswell, 2014, Saunder, 2012). The study was also a cross-sectional study, as a snapshot of the research problem was taken at a specific point in time (Saunders, 2012).

To be able to assess the nature of the relationships between the identified constructs, a suitable data analysis approach was also chosen and is discussed in the results section of this chapter.

3.3 Scope

The scope of the survey was specifically limited to examining the relationships between the constructs identified: AGCC, SA-NID and Brand Preference. In addition demographic data was collected as control variables and to ensure adherence to the geographical scope of the study.

3.4 Unit of Analysis

The unit of analysis is the major entity analysed, as in where the focus of the collection of data is. Therefore, for this study it was the individual women respondents (Saunders, 2012).

3.5 Population definition

For this quantitative study, the universe was South African women who purchase and use luxury skincare brands. This is the complete set of group members that the study outcomes could apply to.

3.6 Sampling method

The sample is said to be a subset of a larger population. The sample is where our data collection was focused as it would have been impossible to collect data from the entire female South African population (Mark & Lewis P, 2012; Zikmund, 2003). The sampling process involves any process involving a small number of items or subset of the population to make conclusions about the entire population (Zikmund, 2003). To achieve the study objectives, the target sample was therefore South African females who are purchasers of luxury skincare brands.

This sample method was achieved using a non-probability, purposive sampling technique.

Non-probability sampling is described as a sampling technique to be used when there is no available sampling frame or a complete list of the study population where a sample can be selected from. This was the case for this study as there was no known or accessible list of female South Africans who purchase luxury skincare brands. We therefore did not know the probability of any member of the study population to be selected (Saunders, 2012).

Purposive sampling, also a type of non-probability sampling technique, was employed to select a small sample from the population. This refers to when an experienced individual, the study researcher in this case, deliberately selects the sample based on his or her judgment about some appropriate characteristic required of the sample members; in this case females who will be able to answer the questionnaire and are buyers of luxury skincare. For this study, the sample target for the survey was GIBS female students and females in the Researchers networks as they provide the respondent profiles necessary for this study. Thereafter, in order to achieve the required sample size within the limited time period, virtual snowball sampling was used through the use of email and social media where initial respondents shared the survey with other females and social media groups that fit the respondent's profile (Baltar & Brunet, 2012). Employing multiple channels for survey distribution data through social media and direct e-mail was done so as to ensure sample heterogeneity (Saunders, 2012). The social media channels primarily used was Facebook, with its ease of use and extensive reach is said to be the best social media platform for snowball sampling (Bhutta, 2012).

3.6.1 Sampling Size

The two analysis methods selected for this study, which are a K-means cluster analysis and cross-tabulations method of analysis both do not have a specified minimum sample (K-Cluster). However, since the sample size influences the confidence intervals and margin of error, we aimed to achieve the maximum responses. For this study, a margin of error of 5% and a confidence level of 95% was chosen. Given that we sought four clusters, we surmised that a sample size of $n=50$ per potential cluster would be sufficient.

3.7 Data Collection Method:

As the study required 200 valid responses on the same questions, a web-based questionnaire was therefore used in an attempt to achieve this number. It has also been found that studies using web-based distribution have higher response rates than paper-based studies (Saunders, 2012).

It is well known that questionnaires are a good method when collecting structured data about the same things from a large number of people, which is the case for this study (Saunders, 2012). Also, according to Zikmund (2003, p212), the self-administered questionnaire had the advantages such as geographic flexibility, relatively lower costs, respondent convenience, time saving, standardised questions design and well-structured questions. In addition, self-completed questionnaires have the advantage of interviewer and social desirability bias. An electronic survey site was therefore set up on Survey Monkey and the link with a briefing statement was distributed via email and social media platform Facebook.

The Survey Monkey platform provided the following advantages: most consumers are familiar with it, it is easy to set-up and it is scalable as it is easily integrated into social media and reports in real time. This also enabled closer monitoring of the recruitment progress by researcher. However, a disadvantage of online surveys is that they are prone to low response rates and therefore frequent reminders were sent by direct e-mail and by reposting the survey completion link on Facebook throughout the period it was open.

The complete survey can be found as Appendix 1 of this report.

3.8 Survey instrument:

To test the hypotheses outlined in Chapter 3, a descriptive survey method of collecting data was used. Descriptive surveys enable researchers to collect data from a specific set of the population in order to infer findings to the population at large using mathematical tools (Saunders, 2012). Two of the limitations that a descriptive survey study has is that it is reliant on self-reporting and that it captures momentary thoughts and feelings of respondents, which can be influenced by situational variations including responding in a manner respondents believe the researcher wants (Creswell, 2014).

This section discusses the web-based questionnaire development process and describes the different sections of the questionnaire developed to operationalize the study constructs.

The complete final structured questionnaire for the study can be found in Appendix X of this study.

The survey consisted of the following sections:

1. Entry Criteria
2. Demographics data as control variables
3. Questions on Brand Preference and Purchase behaviour
4. Questions on AGCC
5. Questions on South African National identity (SA-NID)

3.8.1 **Entry Criteria:**

The electronic survey was developed in a manner where if a respondent did not meet the inclusion criteria, they were automatically excluded from the study. This was to ensure adherence to the pre-defined sample target population. The inclusion criteria consisted of the following:

1. Female sex: All respondents had to be female as the chosen product category of Premium/Luxury Skincare Products is primarily consumed by females.
2. South African: The geographical scope of the study is limited to South Africa and therefore it was necessary to exclude non-South Africans or those not living in South Africa.
3. Users of Luxury Skincare Products: It was necessary to ensure that all respondent are users or purchasers of Premium Skincare and therefore a statement that explained Luxury Skincare Products based on their retail chain was included as part of the entry criteria.

3.8.2 **Demographics**

Demographic data such as age, geographical location within South Africa, income and educational level were included as control variables

3.8.3 Construct measurement

In the section that follows the operationalization of the study constructs as a first step to SEM is described starting firstly with that of the latent constructs then followed by that of the observable constructs.

3.8.4 Operationalisation of Latent constructs:

The latent measurable variables were the consumer orientation constructs: 1) South African National Identity (SA-NID); 2) Acculturation to Global consumer culture (AGCC). To operationalise these latent constructs, the measurement items were adapted from established measurement scales in the Consumer Culture field.

Overall adaptations were mainly reduction of items to ensure that the study is the inclusion of cultural descriptors where possible such as the addition of words such as “South African culture”.

The measurement items for these latent variables employed established scales which used 5-point Likert scales. Likert scales are based on the assumption that respondents can differentiate between the different scale values when 5-10 points (Kline, 2011). The scales employed a bipolar approach starting with “strongly disagree” as the first option to “strongly agree” as the option at the far end. The web-based questionnaire was configured to force respondents to answer all questions in order to avoid respondents skipping questions and prevented respondents from moving to a previous section, ensuring that answers are not altered.

3.8.4.1 AGCC

Cleveland & Laroche (2007) developed a scale to measure AGCC consisting of 64 items. This scale has been validated in several countries including Japan, USA, Canada and Chile amongst others (Cleveland et al., 2013b; Cleveland, Laroche, et al., 2016; Cleveland, Rojas-Méndez, et al., 2016; Lysonski & Durvasula, 2013). In adapting the study, 17 items were selected from the established scale, representing the dimensions of AGCC discussed in Chapter 2 of this report: cosmopolitanism, openness to GCC, multinational marketing exposure, global mass media exposure and attitude towards travel and social interactions with non-nationals. This is in line

with other key research studies conducted in this field (Cleveland, Laroche, et al., 2016). The AGCC measurement items can be found in Table 4-1 below

AGCC: Acculturation to Global Consumer Culture		
Sub-construct	No.	Measurement items
Cosmopolitanism (Cos)	1	I like to learn about other ways of life.
	2	I enjoy being with people from other countries to learn about their views and approaches.
	3	I enjoy trying foreign food
Social interactions (Trav)	4	I prefer spending my vacations outside of South Africa
	5	I have travelled extensively outside my home country
	6	When travelling, I like to immerse myself in the culture of the country that I am visiting.
Exposure to marketing activities of multinationals(MNC)	7	When I am watching TV, I often see advertising for products that are from outside of my country.
	8	It seems that the number of TV ads for foreign brands is higher than the number of TV ads for local brands.
	9	When I read a newspapers and magazines, I come across many advertisements for foreign products.
Self-identification with global consumer culture(SID)	10	I pay attention to the Skincare used by people in my age group that live in other countries.
	11	I identify with famous international Skin brands.
	12	I like reading magazines about the trends in fashion, décor and cosmetics in other countries.
	13	Advertising by foreign companies has a strong influence on my Skincare brand choices.
Global mass media exposure(GMM)	14	I enjoy listening to music that is popular in America and European countries.
	15	I enjoy watching American and European films.

	16	Some of my favourite actors/actresses are American and European
	17	I like to read magazines that contain information about popular Western celebrities.

Table 4-1: AGCC Measurement items

3.8.4.2 SA-NID

The established measurement scale for National Identity developed by and used in other published studies was employed for this study (Cleveland et al., 2015; Cleveland, Rojas-Méndez, et al., 2016; Lysonski & Durvasula, 2013). It consists of 10-items tapping into the 3 facets of National identity: National Pride, national media exposure and interpersonal relations with nationals. The 10 items are shown in Table 4-2 below

SA-NID: South African National Identity		
Sub-construct	No.	Measurement items
National Pride(NPRI)	1	I feel very proud to identify with the South African culture.
	2	I am very attached to all aspects of my South African culture
	3	Although I believe that I might acquire some elements of another culture(s), I consider it very important to maintain my South African culture.
	4	Participating in South African holidays and events is very important to me.
National Media(NME)	5	The newspapers that I read are always South African.
	6	The magazines/books that I read are always South African
	7	Most of my favourite shows on TV are South African
Interpersonal relations	8	Most of the people that I go to social events with are also South African

amongst nationals(NREL)	9	I get together with other nationalities very often.
	10	Most of my friends are South African.

Table 4-2: SA-NID Measurement items

3.8.5 Operationalisation of the observable variables:

The observable variables of the study are Brand Preference and Actual Purchase Behaviour (Schumacker, 2010). To measure brand actual purchase and brand preference, the questions in sections 1-4 employed a multiple-choice configuration. This followed the convention used by (Cleveland et al., 2013b; He & Wang, 2015) to measure the consumption related measures.

3.8.5.1 Actual Purchase:

To measure respondents Actual Purchase, respondents were asked the following question: In the past 12 months, which of the following skincare brands have you purchased? A selection process for Luxury Skincare products to be included in the survey was undertaken. All brands included in the study fall into a single product category, luxury skincare and are available throughout South Africa, either through brick and mortar retailers or online. The first step was including all Luxury Skincare brands listed as majority market share holders in a key industry market report (Euromonitor International, 2014). Other brands names not reflected in the market share report were obtained from major retailers websites of Luxury Skincare Brands in South Africa such as Red Square by Edcon, Stuttafords, Woolworths, Sorbet Beauty Clinic Franchises and Web-retailer Absolute Skin.

The complete list of the 30 brands included as respondent options can be found in Appendix 1, question 9 of the final survey questionnaire. To determine actual purchase behaviour, respondents were asked to choose as many as possible the brands they have purchased in the past 12 months. An option was also provided for respondents to type in those brands that had not been included in the list. Each brand included in the study had been categorised as a local brand, localised brand or a global brand and this process is described in further detail in the section that follows.

3.8.5.2 *Brand Preference:*

To measure respondents brand preference between local, localised and global products, a 2 item scale was developed.

First, three brands were chosen out of the list of 30 products in Appendix 1 of the questionnaire based on the assessment that they represented local, localised and global brand categories. The chosen three brands are depicted in Table X and respondents had to choose one brand as their preference by answering the question. Second, a subjective questionnaire to respondents to rate the extent to which they prefer local vs global was also included. These 3 measurement items for Consumption are summarised in Table 4-3 below.



Consumer Responses		
	No.	Measurement items
Brand Actual purchase	1	<p>Question 9: In the past 12 months, which of the following Skincare Brands have you purchased?</p> <ol style="list-style-type: none"> 1. Africology 2. Artistry Amway 3. Avon-Justine 4. Chanel 5. Clarins 6. Clinique <p>The full list is available as part of the Survey Questionnaire in the Appendix section</p>
Brand Preference	2	<p>Question 10: : Regardless of your current preference, if given only these choices, which one of the following brands will be your top choice for your next purchase? Select only one brand.</p> <ol style="list-style-type: none"> 1. Clarins 2. Africology 3. Avon Justine
	3	<p>Question 12: Which statement most accurately describes your purchase habits with Skincare Brands?</p> <ol style="list-style-type: none"> 1. I buy only local brands 2. I buy more local brands than global brands 3. I buy both global and local brands equally 4. I buy more global brands than local brands 5. I buy only global brands

Table 4-3: Brand Preference variables

3.8.6 Brand Categorisation of Luxury Skincare Brands in South Africa

To be able to analyse respondents purchase behaviour and brand preference as local, localised or global a key step in this research was the categorisation of each of the brands as local, localised or global-

In order to conduct this categorisation process, the concepts of Perceived Brand Globalness and Perceived brand localness were employed. This is based on the important point that a brand's globalness or localness is defined by consumer perception (Riefler, 2012). It is said that perceived brand globalness is not focused on geography but on the brands cultural composition. It is primarily achieved through 1) using global symbols such as brand names, symbols, themes and brand marketing communications and 2) the consumer belief that the brand is present in many countries (Swoboda et al., 2012b). The opposite applied for local brands.

Therefore if a foreign product had any of the above referenced to locality, then it is referred to as localised and if a product has all or most of the above symbols being local and it originates locally, then it is was classified as a local brand. This was the underlying principle employed in categorising brands as local, localised or global.

Table 4-4 below provides a snapshot of the outcome of the brand categorisation process conducted by this study researcher, whereby Perceived Globalness is abbreviated as G, Perceived Localness as L and perceived brand localisation was abbreviated by LG.

Brand	Brand Name	Logo	Spokesperson	COO	Product categorisation
Africology	L	L	L	L	Local
Avon-Justine	G	G	L	GL	Localised
Estee Lauder	G	G	G	G	Global

Table 4.4: Outcome of brand categorisation process

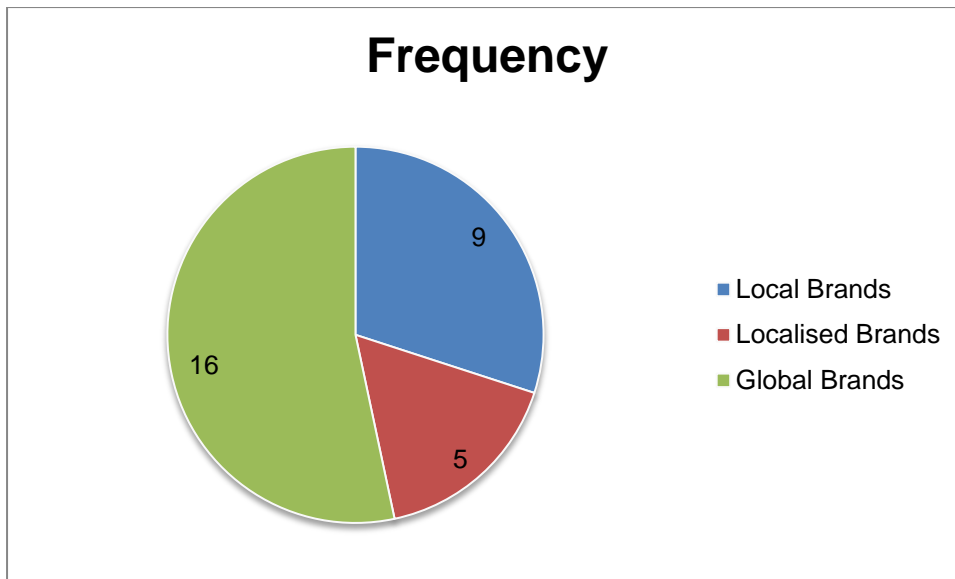


Figure 4-1 shows a summary of the frequencies of the 3 product categories included in the survey: Local brands, localised brands and global brands. Out of the 30 brand included, there were 16 global brands, 9 local brands and 5 localised brands.

To validate the researcher’s categorisation process, particularly for brand preference question 9 which is used as an observable variable for Brand Preference, a question asking respondents to indicate their perceived brand globalness or localness of their preferred brand was included in the survey. This was based on the perceived globalness and perceived localness of products in the categorisation process presented in Chapter 5. Table 4-5 s

Q 11: For your chosen brand in the previous Question 10, please indicate on the given scale the extent to which you agree or disagree with the following statements:

Perceived Brand Globalness	
No.	Measurement items
1	This is a global brand
2	I do think consumers overseas purchase this brand
3	I associate this brand with things that are South African
4	This brand is formulated for South Africans

3.9 Pilot Testing

Saunders (2012) advises that pilot testing is important for both web and paper-based questionnaires in order to ensure that the survey had no ambiguous questions, to determine the ease of completion and duration of questionnaire completion to ensure maximise completion rates. Therefore, a total of 8 MBA colleagues and friends who met the criteria for the study sample piloted the survey distributed by e-mail and through personal interviews with researcher. The feedback provided enabled changes to be made to the questionnaire to ensure that it is fully understood by respondents. This was particularly important as the questionnaires were adapted from US developed questionnaires and South Africans might have had different interpretations. The changes made towards the final questionnaire administered included the inclusion of additional brands that were overlooked, rephrasing of questions and the removal of duplicated questions. Thereafter, the survey questionnaire was considered to appropriate and ready for to be used as a study data collection tool.

3.10 Data analysis approach:

To test our hypothesis, three methods of data analysis were employed. These are Means analysis, Correlations and Cross- tabulations

3.10.1 Data Preparation:

As we were aiming for the maximum number of respondents, the web-based questionnaire was closed when the survey had 265 respondents. The data was then exported from Survey monkey to Microsoft excel for analysis preparation. This preparation included a missing value analysis to ascertain the patterns and prevalence of missing values per variable. Those questionnaires which were incomplete were removed from the study. Missing values were a minimal as the 198 cases included were those which had a 100% completion rate.

Thereafter, coding was thereafter performed on the data as part of data transformation and preparation for analysis. A detailed Code Book which outlines each of the transformations is available for this research.

3.10.2 Descriptive Statistics:

Firstly, a descriptive statistical analysis was done to describe the data. Descriptive tests were also conducted, reporting on measures of central tendencies such as mean, median and mode. A demographic profiles assessment was conducted to describe the sample according to race, geography, income and level of education.

Normality of data was also assessed looking at measure such as Kurtosis and Skewness.

3.10.3 Reliability assessment

Cronbach's alpha is used to measure the internal consistency of a construct by assessing the interrelatedness and dimensionality of variables within a construct and is expressed as a number between 0 and 1. The recommended cut off for Cronbach alpha is 0.6 (Zikmund, 2013). The higher the correlation between variables within a test the higher the level of the Cronbach's alpha.

Parameter Estimates

Parameter estimates were employed to examine the relationship between the constructs. It is said that correlation is a measure of the strength of the relationship between two variables. The Beta coefficient quantifies the degree of change of one variable based on the change of the other variable. In statistics, this is connected to the concept of dependence, which is the statistical relationship between two variables (Field, 2009). The cut-off Coefficient for considering a relation employed for this study was 0.4 and alongside that the p-values will be assessed and expected to be more than 0.05 for statistical significance (Field, 2009).

3.10.4 Cluster analysis

In Chapter 2, the 4 clusters representing the acculturation patterns being examined in this study were described (Berry, 1997). These are Assimilation, Integration, cultural resistance and marginalisation. To be able to group the sample respondents into these four clusters a K-means cluster analysis was conducted (Expand).

In order to be able to identify these potential horizontal segments within the study respondents based on their AGCC and SA-NID responses, a K-means Cluster analysis was

conducted. As our number of clusters is pre-defined based on Berry's Typology of acculturation, a K-means cluster method was employed. This is in contrast to the Hierarchical Clustering method where the number of clusters is not pre-defined (Tan, Steinbach, & Kumar, 2005) (SPSS Clustering). This K-means cluster analysis is the conventional method used in other similar studies, particularly those referenced in this report (Cleveland et al., 2015; Cleveland, Rojas-Méndez, et al., 2016).

A cluster is said to be a set of objects that are closer to each other than they are to objects outside of that cluster and therefore the ideal situation is when the natural clusters that emerge are far apart from each other (Tan et al., 2005)

What the Clustering analysis method does is group data objects only on the information found in the data that describes the respondents and their responses to the study variables into groups that will enable us to meet the study objectives, which is based on Berry's typology. Therefore the more similar the respondents within a cluster and the greater the difference between clusters the more distinct the clusters will be (Tan et al., 2005). The K-means clustering method is also set up in such a way that each study object be assigned to only one cluster to avoid overlap which was important to enable application of Berry's Acculturation Framework.

A cluster centroid, or prototype, is the mean of all points with a specific cluster, the must central point of the cluster, and therefore for it to be meaningful, continuous data should be used as the means of categorical data is not meaningful.

Based on Berry's Typology of Acculturation and in line with similar studies, which identified 4 clusters as a framework of segmenting acculturation patterns, the data was pulled together and assigned 4 a priori.

The four *a priori* clusters expected to be revealed in the Cluster analysis denoted cultural resistance, assimilation, integration and marginalization. This was based on the levels of AGCC relative to SA-NID of the study respondents, which was discussed in Section X of Chapter 2.

Anova analysis which is a dispersion analysis of clustering result was conducted for the K-Cluster analysis. However, it is said that caution must be exercised to not use the significance level from the Anova results as they have not been corrected for. However, this is not material as K-means analysis inherently maximises the differences between the groups, therefore minimising the need for tests of significance (Yadav & Sharma, 2013).

3.1 Cross Tabulations:

A Cross Tabulation analysis was employed to analyse the relationships between the latent variables and the observed variables.

Cross Tabulations are most often used to analyse categorical data that is derived from a nominal scale, which is represented by Multiple choice questions in this study such as the brand Preference questions. It is said that a cross tabulation table usually has two or more dimensions that records the number of respondents that have answered the same for 2 or more variables.

To determine if two variables are associated in the cross-tabulations, the Chi-Square test was used. The Chi-square test is said to be used to determine if two variables are associated. If the p-value results of the Chi-Square tests is <0.05 , it would mean that the distribution of one variable will differ depending on the value of the second variable. On the other hand, if the Chi-square p-value is >0.05 , this would indicate statistical insignificance and any two variables are not associated.

3.2 Ethical considerations:

The importance of adherence to research ethics was seriously considered for this study. [Saunders, 2012, pg. 75 refer to Research Ethics as “the appropriateness of the researcher’s behavior in relation to the rights of those who become the subject of a research project, or who are affected by it”.

The data collection survey tool and collection process was conducted within the requirements of ethics and only commenced once the GIBS ethical clearance was obtained. The GIBS ethical clearance certificate for this study can be found in Appendix 2. All respondents had to firstly agree to a consent statement that their participation is voluntary; they can withdraw from the research at any point without any penalty and that their participation was voluntary and not incentivized. If a respondent did not provide consent for any of these terms, they were automatically excluded from taking the online survey. Respondents accessed the link to the online Survey Monkey questionnaire through the Internet and no password or log in details was required. In addition, respondent’s privacy was respected as no identifiable respondents information was requested.

3.3 Research Limitations:

First, this study was conducted amongst female South African's recruited through virtual snowball sampling through e-mail and social media. Of greater concern and relevance is the known problems with social media and snowball sampling, which is lack of variance in the data as respondents tend to be alike.

Second, language could be a possible confounder in this study as the study was conducted in English. Acquiring the English language is said to espouse a number of values and behaviours reflecting global consumer culture including enhanced materialism, cosmopolitanism and decreased levels of ethnocentrism (Bartsch, Riefler, & Diamantopoulos, 2016)

Additional limitations are discussed in Chapter 7.

3.4 Summary

This chapter described the methodology followed for this research and outlined the quantitative nature of the study and the resultant operationalization of the constructs through the use of the web-based survey questionnaire to collect data. To analyses the data three types of data analysis methods were employed to test the hypotheses. These were the Correlations method, the K-Means Cluster analysis method and the Cross-Tabulation method.

In the next Chapter the data analysis results are presented and thereafter discussed in Chapter 6.

4 Chapter 5: Results

4.1 Introduction

In this chapter the full results of the Statistical analysis performed on the data derived from the survey questionnaires are presented.

The research results are divided into the following five sections and presented in that order:

- a. Response rates, data cleaning and coding
- b. Demographic data assessment
- c. Descriptive statistics
- d. K-Cluster analysis
- e. Cross Tabulations

4.2 Response rates

The online survey questionnaire was open from 17 August to 29 September 2016. A total of 268 survey respondents were obtained, of which 46 did not meet the three study entry criteria of 1) Female, 2) South Africans 3) who use luxury skincare. These respondents were then removed from the data to be analysed, leaving us with 222 qualifying responses.

A missing value analysis was done to ascertain the patterns and prevalence of missing values per variable. Out of the 222 qualifying respondents, 198 achieved 100% completion of the survey questionnaire. The cases that did not achieve 100% survey completion were also discarded and the remaining 198 deemed as usable data. As discussed in Chapter 4 of our target sample was 200 respondents, per cluster which made 198 usable responses adequate for the study. A summary of the responses are presented in Table 5-1 below.

Reponses	Total	Percentage
Total survey responses	268	100%
Qualifying responses	222	83.0%
Incomplete responses	24	8.5%
Total completed usable responses	198	75.0%

Table 5-1: Summary of responses of study

4.3 Descriptive Statistics

The descriptive statistics to describe and summarize the data collected are presented below. This includes the demographic profiles of respondents and their brand preference choices.

4.3.1 Demographic profiles of respondents

The demographic data collected for this study included race, geographical location within South Africa, monthly income and level of education. This information is summarised in the Tables 5-2 to 5- X below.

Table 5-2: Which race/ethnicity best describes you? (Please choose only one.)

Race	Frequency	Valid Percent
Black	128	64.8%
Colored	6	3.0%
Indian	13	6.5%
Other	1	0.5%
White	50	25.1%
Total	198	100%

Table 5-2 shows the racial profile of the respondents. Black respondents made up 64.8% of respondents, followed by whites at 25.1%, Indians at 5.8% and Coloureds at 2.7%. The balance of respondents identified themselves as “Other”, were in the 5% of the sample size.

Comparing the study respondents to the racial profile in South Africa, there is 79%.2 of Blacks, meaning blacks are underrepresented, with whites overrepresented at 25.1% vs 8.9%, coloureds are under-represented at 3% vs 8.9% (Stats SA, 2011)

Table 5-3: Which Province do you live in?

Province	Frequency	Valid Percent
Eastern Cape	1	0.5%
Gauteng	175	88.4%
Kwazulu-Natal	5	2.5%
Limpopo	1	0.5%
Mpumalanga	1	0.5%
North West	6	3%
Northern Cape	2	1.0%
Western Cape	7	3.5%
Total	198	100.0%

Table 5-3 shows the geographic representation of the study respondents. 88% of the respondents came from Gauteng and the balance is evenly distributed across provinces

Table 5-4: What is your monthly income?

Monthly income	Frequency	Valid Percent
> R60 000	51	26.1%
I prefer not to answer	39	19.6%
R15 000 to R30 000	29	14.6%
R30 000 to R45 000	36	18.1%
R45 000 to R60 000	43	21.6%
Total	198	100%

Table 5-4 shows the income profile of the respondents. The respondent's income was evenly distributed across the various income bands.

Table 5-5: What is the highest level of education you have completed?

Education Level	Frequency	Valid Percent
High school	22	11.1%
Graduate	76	39%
Post- Graduate	100	50.3%
Total	198	100.0%

Table 5-5 shows the educational profiles of the respondents. 89% of respondents had at least a post graduate qualification.

4.3.2 Actual Purchase responses

Figure 5-1: In the past 12 months, which of the following Luxury Skincare Brands have you purchased?

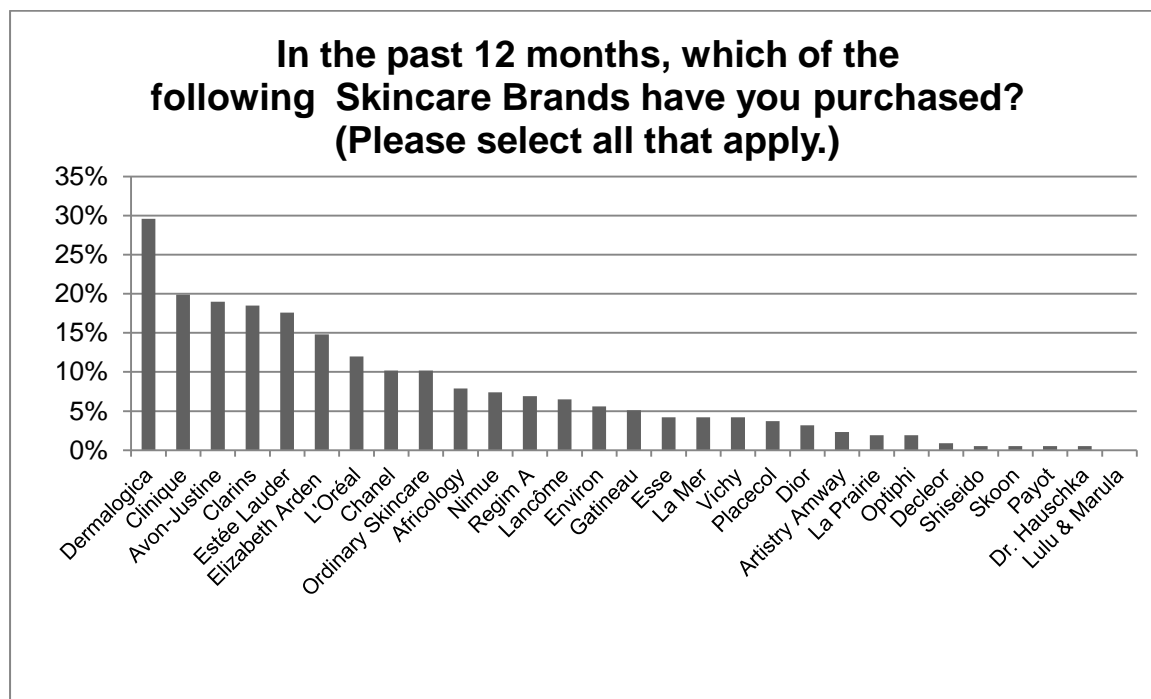


Figure 5-1 shows that 30% of respondent indicated that they had purchased Dermalogica as one of the brands they had purchased in the past 12 months. This was followed by Clinique, also a global brand. Avon-Justine, a localised brand was closely third with 19%. Two local brands were in the top 10 brands that respondents had purchased in the past 12 months, these are Ordinary Skincare at 10% and Africology at 8%. Each respondent could select all brands that applied to them, therefore a respondent could have submitted more than 1 brand

Categorising the above responses in Figure 5-1 into local, localised and global brands in the process described in Section X of Chapter 4, the respondent's answers shown in Figure 5-1 were categorised accordingly and the summary result can be found in Table 5-7

Category	Frequency Count	Percentage
Local Brand	88	18,6%
Localised Brand	155	32,7%
Global Brand	231	48,7%

Table 5-6 shows that the frequency count for Actual Purchase split into the brand categories of local brands, localised brands and global brands. The table shows that from the selection of brands they submitted shown in Figure 5-1 above, majority of respondents' actual purchase in the past 12 months was Global Brands at 48%, followed by localised brands at 32.7% and lastly by localised brands at 18.6 %, according to the brand categorisation process.

Table 5-7: Regardless of your current preference, if given only these choices, which one of the following brands will be your top choice for your next purchase?

Brand Preference	Frequency	Valid Percent	Category
Africology	41	21%	Local Brand
Avon Justine	34	17.1%	Localised Brand
Estee Lauder	123	62.3%	Global Brand
Total	199	100.0%	

Table 5-7 shows the brand preference of sample respondents. 62.3% of respondents chose the Global brand option, 21% chose a local brand option and 17.1% chose a localised brand. This categorisation was based on the Brand categorisation process described in Chapter 4.

Which statement most accurately describes your purchase habits with Skincare Brands?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I buy both global and local brands equally	95	48	48	48
	I buy more global brands than local brands	61	30.8	30.8	78.8
	I buy more local brands than global brands	18	9.1	9.1	87.9
	I buy only global brands	19	9.6	9.6	97.5
	I buy only local brands	5	2.5	2.5	100
	Total	198	100	100	

Table 5-8: shows the respondents purchase habits or preferences. Majority of respondents at 48% said that they purchase both global and local brands equally, while 30.8% purchase more global brands than local brands while only 2.5% said that they purchase only local brands.

4.3.3 Verification of Product Categorisation Process: Cross Tabulations

To categorise

Cross Tabulations were conducted to verify the researcher’s process of categorising brands into local, localised and global brands. This was based on Perceived Globalness and Perceived localness of brands as described in Chapter 4.

In order to demonstrate the Cross-tabulation, the cross-tabulation of question 10 and the first item in question 11 is presented below.

		Regardless of your current preference, if given only these choices, which one of the following brands will be your top choice for your next purchase? Select only one brand.			Total
		Africology	Avon Justine	Estee Lauder	
This is a global brand	1 global??	0	1	7	8
	2	13	8	0	21

	3	19	3	3	29
	4	8	18	29	55
	5 local??	1	4	85	90
Total		41	34	124	199

Table 5-9: Cross tabulations representing count numbers

Table 5-9 shows that for Africology, of those who chose Africology, 32 out of the 41(78%) disagreed or were neutral to the fact that Africology is a local brand. When it came to Estee Lauder, 114 out of 124 respondents (92%) agreed or strongly agreed that it is a global brand. Finally, responses for Avon-Justine showed that 65 % of respondents strongly agreed that Avon-Justine is a global brand while 35% said it a local brand or neutral to the point. This indicates a responses mix of Avon-Justine being a mix between a global and a local brand.

The rest of the results of the tabulations between responses in Question 10 and items 2-4 of question 11 can be found in Appendix X.

The general outcome of the cross-tabulations demonstrated that the researchers brand categorisation process was correct as follows in **Table 5-10** below.

Brand	Categorisation
Africology	Local Brand
Avon Justine	Localised Brand
Estee Lauder	Global Brand

Table 5-10 shows that Africology as perceived to be a local brand, Avon Justine to be a localised brand and Estee Lauder to be a Global brand.

4.3.4 Validity assessment

To assess the normality of the data, a validity test was conducted on each of the constructs with the aim of assessing mean, skewness, kurtosis and standard deviations to check for normality of data distribution.

Skewness measures the asymmetry of the distribution of a variable/construct and an abnormal distribution would be an absolute value of greater than 2 (Field, West, Finch, and Curran, 1995). On the other hand kurtosis measures the peakedness of the distribution. A normal distribution would have a kurtosis value of 0 and abnormal peakendess would have absolute values above 7.1 (West et,1995).

This normality of data assessment was conducted using SPSS and presented in Table 5-11 below.

Descriptive Statistics								
	N	Range	Minimum	Maximum	Mean		Std. Deviation	Variation
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Preference_1	198	2	1	3	2.41	0.058	0.812	
Preference_2	198	4	1	5	1.88	0.077	1.083	
AGCC	198	2.53	2.29	4.82	3.574	0.03384	0.4762	
SANID	198	3.3	1.5	4.8	3.5035	0.04012	0.56455	
Valid N (listwise)	198							

Table 5-11: Descriptive stats

Apart from the construct Brand Preference 2, generally the results confirmed normality of data for the constructs of this study, because of the following reasons. With the exception of Preference 2, skewness values for the rest of the study constructs ranged from -0.89 to 1.18, which were less than the proposed cut-off value of 2.

For all constructs Kurtosis values ranged from -0.89 to 0.74, which were also less than then cut-off value of 7.1 for Kurtosis. Again, with the exception of Preference 2, the standard deviations of the constructs were all < 0.9 and therefore no outliers existed in terms of how respondents responded from their mean score. The Standard deviations were <1 as increments in the coding were of 1.

Therefore, with eh exception of Preference 2, based on the guidelines put forward by West et al.(1995) each of the study variables showed normal distributions. Table 5-12 below outlines the means, standard deviation, skewness and kurtosis for each construct.

With regards to Preference 2, which represents the Brand Preference item with continuous data collected from Question 12 of the survey questionnaire. Brand Preference 2, had the

worst volatility in response, as indicated by its SD which was 1.083, it had also a Skewness >1 at 1.188. To remedy this, a logarithmic transformation was conducted in an attempt to make the Preference 2 data normal. Therefore, using a base 10(LG₁₀) logarithmic Preference 2 data was transformed. In Table 5-11 which represents the post-transformation Normality data of Preference 2, one can tell that the Skewness improved from 1.18 to 0.527 and the Standard deviation decreased from 1.083 to 0.226.

However, the Kurtosis increased from 0.545 to -1.038, indicating that most responses on Preference 2 were concentrated around a specific point. However, the improved Kurtosis and Standard deviation indicated that normality of data for Preference 2 was obtained post logarithmic transformation. From hereon Preference 2 representing Question 12 is referred to as Pref_Log, representing the data that was transformed.

Statistics		
Log_pref		
N	Valid	198
	Missing	0
Mean		0.2115
Std. Error of Mean		0.01609
Median		0.301
Mode		0
Std. Deviation		0.22637
Variance		0.051
Skewness		0.527
Std. Error of Skewness		0.173
Kurtosis		-1.038
Std. Error of Kurtosis		0.344
Range		0.7
Minimum		0
Maximum		0.7

Table 5-11: Descriptives of Log transformed Preference 2

Therefore, based on the above discussed results of normality for Preference 1, AGCC and SA-NID and after the logarithmic transformation of Preference 2 data, normality of data was confirmed.

The descriptives of each of the sub-constructs are also presented and can be found in Table5-12 below.

Statistics								
		GMM	COS	MNC	SID	TRAV	NPRI	NME
N	Valid	198	198	198	198	198	198	198
	Missing	0	0	0	0	0	0	0
Mean		3.6843	4.1768	3.4158	3.1237	3.5825	4.0518	2.7896
Std. Error of Mean		0.05553	0.04013	0.05445	0.05736	0.05184	0.05293	0.06188
Median		3.75	4	3.3333	3.25	3.6667	4	2.6667
Mode		4	4	3	3.5	3.33	4	2
Std. Deviation		0.78135	0.56467	0.7662	0.80715	0.72944	0.7448	0.87068
Variance		0.611	0.319	0.587	0.651	0.532	0.555	0.758
Skewness		-0.458	-0.116	0.116	-0.349	-0.172	-0.966	0.412
Std. Error of Skewness		0.173	0.173	0.173	0.173	0.173	0.173	0.173
Kurtosis		0.643	-0.473	-0.144	0.307	-0.325	1.595	-0.04
Std. Error of Kurtosis		0.344	0.344	0.344	0.344	0.344	0.344	0.344
Range		4	2.33	3.67	4	3.33	4	4
Minimum		1	2.67	1.33	1	1.67	1	1
Maximum		5	5	5	5	5	5	5
Sum		729.5	827	676.33	618.5	709.33	802.25	552.33

Table 5-12:Descriptive statistics

For AGCC, The sub-construct the has the highest mean is Cosmopolitanism(COS) with a mean of 4.17 which lies above agree on the Likert scale. This is, followed by Global Media (GMM) at 3.68, which lies closer to Agree. The Skewness was between -0.47 and 0.41 and Kurtosis was between -0.47 and 1.5 for all sub-constructs which was acceptable. The Standard deviation being less that 1, which is acceptable because of the coding intervals of one employed for this study. For SA-NID, the sub-construct that has the highest mean is the NPRI(National Pride) at 4.05 and the one with the lowest mean is National Media with 2078.

4.4 Reliabilities:

Cronbach's alpha is used to measure the internal consistency of a construct by assessing the interrelatedness and dimensionality of variables within a construct and is expressed as a number between 0 and 1. The recommended cut off for Cronbach alpha is 0.6 (Andy Field).

The higher the correlation between variables within a test the higher the level of the Cronbach's alpha.

Below the Cronbach's alpha values for each of the main constructs as defined in literature are presented: As one can see in Table 5-13 below, the Cronbach's are all above 0.6 which indicates internal consistency amongst the variables within a construct(represented by the count numbers) thereby indicating and construct reliability.

Reliability Statistics		
Construct	Cronbach's Alpha	N of Items
AGCC	0.810	17
SA-NID	0.764	10

Table5- 13: Cronbach alpha values of AGCC and SA-NID.

Sub-construct Reliability statistics			
Construct	Sub-construct	Count	Chronbach's Value
AGCC	GMM	4	0.846
	COS + TRAV	5	0.694
	SID	4	0.646
SA-NID	NPRI	4	0.851
	NME	2	0.730
	NREL	2	0.799

Table5- 13: Cronbach alpha values of AGCC and SA-NID.

4.5 Parameter Estimates:

In order to assess which are the main variables driving the study constructs, parameter estimates were computed. The results the Parameter estimates are presented in Table 5-13 below.

Latent Variables:						
	Estimate	Std.Err	z-value	P(> z)	Std.lv	Std.all
AGCC_F =~						
COS_1	0.083	0.042	1.982	0.047	0.083	0.151
COS_2	0.148	0.047	3.120	0.002	0.148	0.238
COS_3	0.252	0.074	3.400	0.001	0.252	0.279
MNC_1	0.170	0.078	2.188	0.029	0.170	0.182
MNC_2	0.034	0.084	0.400	0.689	0.034	0.035
MNC_3	0.338	0.075	4.503	0.000	0.338	0.360
GMM_1	0.686	0.067	10.296	0.000	0.686	0.709
GMM_2	0.482	0.061	7.937	0.000	0.482	0.598
GMM_3	0.545	0.069	7.917	0.000	0.545	0.645
GMM_4	0.847	0.076	11.101	0.000	0.847	0.759
SID_1	0.085	0.091	0.939	0.348	0.085	0.077
SID_2	0.379	0.081	4.691	0.000	0.379	0.370
SID_4	0.467	0.094	4.979	0.000	0.467	0.412
TRAV_1	0.356	0.084	4.249	0.000	0.356	0.350
TRAV_2	0.522	0.089	5.887	0.000	0.522	0.459
TRAV_3	0.217	0.076	2.857	0.004	0.217	0.275
SA-NID =~						
NPRI_1	0.633	0.078	8.132	0.000	0.633	0.731
NPRI_2	0.796	0.056	14.160	0.000	0.796	0.817
NPRI_3	0.676	0.067	10.015	0.000	0.676	0.794
NPRI_4	0.631	0.070	9.032	0.000	0.631	0.722
NME_1	0.368	0.091	4.042	0.000	0.368	0.317
NME_3	0.245	0.086	2.843	0.004	0.245	0.219
NREL_1	0.346	0.090	3.843	0.000	0.346	0.358
NREL_3	0.263	0.087	3.019	0.003	0.263	0.295

Table 5-14: Parameter estimates for study constructs

Table 5-12 shows the parameter estimates for the study constructs. For AGCC, the variable with the highest estimate is GMM4 (Global Media) with a Beta value of 0.847. This is followed by GMM1 with 0.686 and Trav 3(Travel) with 0.522 and GMM1 with 0.686. These variables also had p-values of < 0.05, meaning their relationship with AGCC statistically significant.

nt. The COS(Cosmopolitanism) and MNC(Exposure to Multinationals) variables had very low estimates, which were less than the cut –off value of 0.4, the had the lowest All other variables have estimates were less than the cut off of 0.5 .

The Sections that follow are presented as Statistical results per the Hypothesis presented in Chapter 3.

4.6 Hypothesis 1: Cluster analysis

In this section, the results of the K-means Cluster analysis are presented. As discussed in Chapter 4, K-means testing was conducted in order to test for Hypothesis 2 which is:

H0:

Respondents will be equally distributed across the 4 clusters

$$n_{\text{Assimilation}} = n_{\text{Intergration}} = n_{\text{Cultural-resistance}} = n_{\text{Marginalization}}$$

H1:

Integration and Assimilation are the dominating clusters

$$n_{\text{Assimilation}} \neq n_{\text{Intergration}} \neq n_{\text{Culturalresistance}} \neq n_{\text{Marginalization}}$$

Firstly, the results of the Initial Clusters and the Final Clusters are presented in Tables X and Table 5-14 below.

Initial Cluster Centers				
	Cluster			
	1	2	3	4
AGCC	4.82	3.59	2.65	2.53
SANID	3.90	1.50	3.20	4.80

Table 5-14: Initial Cluster Centers

As one can see, the final cluster centres presented in Table X above are somewhat different to the initial cluster centres. This is because the K-means analysis runs a number of iterations and makes updates to produce Clusters which are as large a distance apart from each other The Final Cluster Centres are presented in Table X below.
(Tan et al., 2005).

Final Cluster Centers				
	Cluster			
	1	2	3	4
AGCC	4.11	3.66	3.28	3.39
SANID	3.46	2.50	3.36	4.14

Table X: Final Clusters Centres

Comparing the initial and final Cluster centres, during the process of redistribution the AGCC centroid mean scores for Cluster 1 and Cluster 3 increased and for Cluster 2 and 4 decreased, while the centroid means for AGCC decreased for Cluster 1 and Cluster 4. The final cluster is the output of the final iteration before the redistribution stops.

Next, the distances between the Cluster Centres is presented, which are found in Table 5-14 below.

Distances between Final Cluster Centers				
Cluster	1	2	3	4
1		1.067	0.839	0.989
2	1.067		0.945	1.665
3	0.839	0.945		0.786
4	0.989	1.665	0.786	

Table 5-15: Distances between the final cluster centers

The Distances between the final Cluster centres shows the distances between the centroid means of each Cluster. In assessing the distances in table 5-15 presenting , once can tell that the distances between the Clusters are all close to the value one, which is acceptable (Tan et al., 2005).

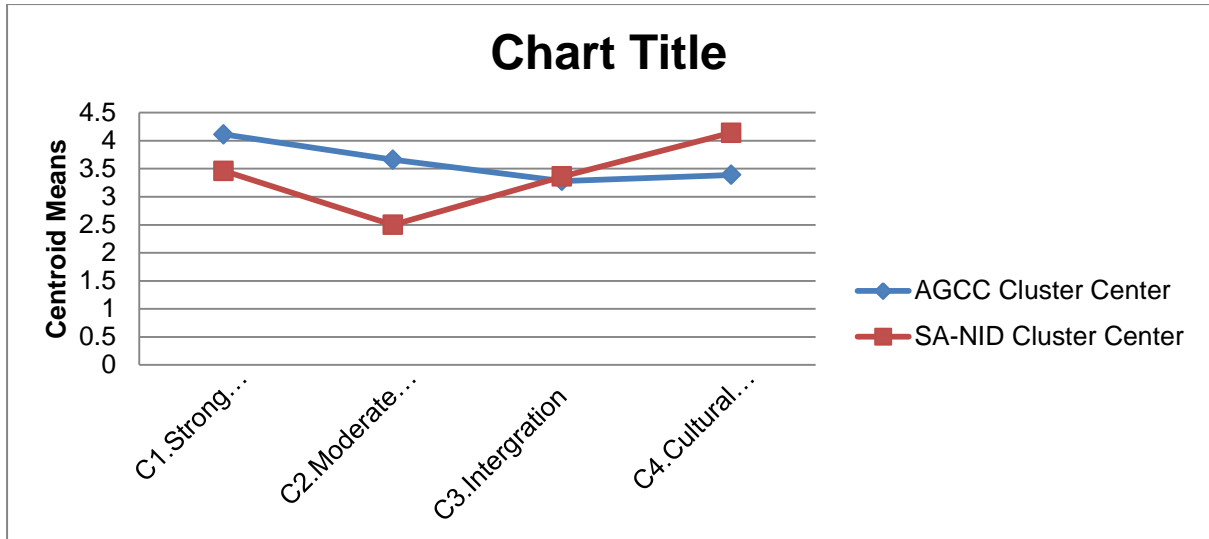


Figure X: Graphical presentation of the centroid means across the clusters

Looking at Table X and the graphical representation in Figure X above, the 4 K-means Clusters were revealed based on the participant's responses.

In order to be able to answer the Hypotheses 2, it is important that the 4 clusters are analysed and labelled according to Berry's Acculturation Framework at this stage. This will be discussed at this stage with reference to Table X below which is the graphical representation of the centroid means of the 4 clusters.

Starting with Cluster 4, The SA-NID level was 4.14, which is 0.75 more than the AGCC mean score of 3.39. According to Berry's typology, when the SA-NID level is higher than the AGCC level, it represents a Cultural resistance pattern; therefore Cluster 4 was classified as Cultural Resistance.

For Cluster 3, the centroid means score of AGCC was 3.28 versus that of SA-NID which was 3.36. There was therefore a very small difference of 0.08 and therefore one can consider the two centroid means around the same level. This point is clearly illustrated on the graphical representation of the same data in Fig XX. Based on Berry's classification, when AGCC levels and SA-NID levels are similar but not low, as they are in this case, that is representative of an Integration Cluster. Therefore cluster 3 was classified as the Integration Cluster.

To classify Cluster 1 and Cluster 2, reference is made to Table X below which summarises the analysis of the four clusters.

Total number of cases	198			
K-Means Cluster	1	2	3	4
AGCC	4.11	3.66	3.28	3.39
SANID	3.46	2.50	3.36	4.14
Description	AGCC > SA-NID	AGCC > SA-NID	SA-NID>AGCC	SA-NID>AGCC
Berry's Cluster	Strong Assimilation	Moderate Assimilation	Intergration	Cultural re
Number of cases	53	23	67	55
Percentage	26.8%	11.6%	33.8%	27.8%
Berry's Cluster	Assimilation		Intergration	Cultural re
Number of cases	76		67	55
Percentage	38.4%		33.8%	27.8%

Table X: Summary of the Cluster analysis

In analysing Cluster 1 and Cluster 2 looking at Table X above as well as Figure X above, both clusters had AGCC scores higher than SA-NID, neither AGCC or SA-NID had had centroid mean scores less than 2.5, and in addition, the AGCC levels were the two highest amongst the four clusters. This indicates that both Clusters are Assimilation Clusters and not the 4th Cluster, Marginalisation, which has not been identified in this study results. This missing 4th cluster, Marginalisation, which is when both AGCC and SA-NID centroid means are low, a cluster which is not present according to the results of this study for this study sample.

Therefore, although there are 4 clusters, Cluster 1 and Cluster 2 are classified as both representing the Assimilation Cluster. However, to facilitate easier interpretation it is important that we remain with 4 Clusters, of the results discussions, Cluster 1 was labelled Strong Assimilation because of its higher centroid AGCC mean score, while Cluster 2 was labelled Moderate Assimilation as it had a lower centroid AGCC mean value amongst the two clusters.

To be able to compare the size of each of the four clusters, the number of cases per cluster is reported, in Figure X below

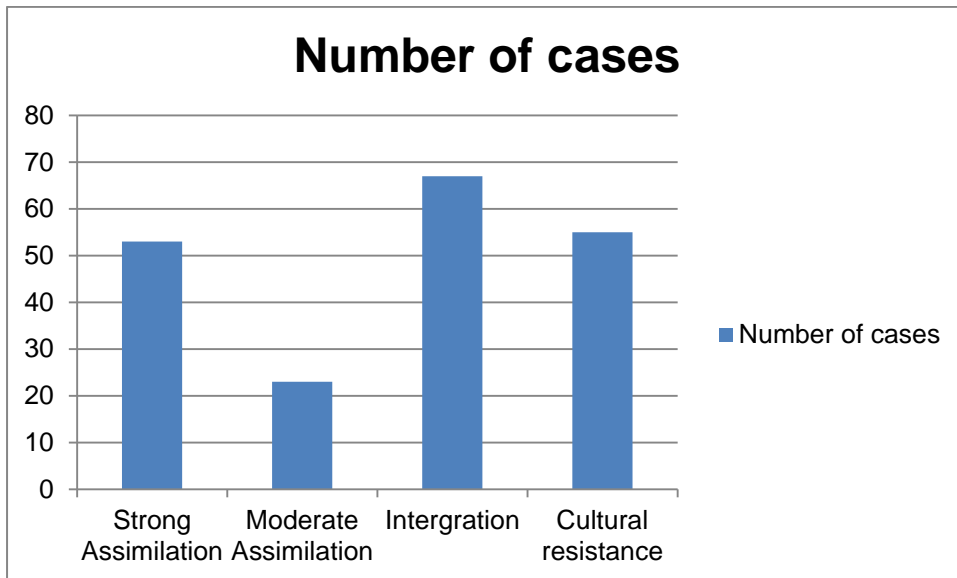


Table 5-13: Number of cases per Cluster

Looking at Table X above, one can see that comparing the four clusters, the Integration Cluster is the largest Cluster with 33.8% of respondents, followed by Cultural Resistance and Assimilation which only have a 1-point difference between them with 27.8% and 26.8% respectively. The moderate Assimilation cluster is the one with the lowest number of respondents. .

Anova

The Anova output for the K-means analysis are now presented in Table X below. In addition, by assessing the differences in the F-ratios in the Anova output enables us to be able to draw general conclusions about the role of the different mean variables in belonging in one cluster. As discussed in Chapter 4, the p-value for Anova in a Cluster analysis is said to be of no value as the observed significance are not corrected for (SPSS)

ANOVA						
	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
AGCC	7.739	3	0.111	194	69.982	0
SANID	15.662	3	0.081	194	192.272	0

Table 5-14: Results of the K-means Clustering Anova analysis.

Looking at Table x above, one can see that F-ratio for SA-NID is 2.7 times higher than that of AGCC at 192. Based on the guidance from SPSS, this generally indicates that SA-NID has the biggest influence in the clustering of the study subjects.

Summary and Outcome for Hypothesis 1

Therefore based on these Cluster analysis results, 4 clusters we revealed and each cluster had a different number of cases or respondents. This provides sufficient data to reject the Null hypothesis and accept the Alternate hypothesis.

H0: Rejected

Respondents will be equally distributed across the 4 clusters

$$n_{\text{Assimilation}} = n_{\text{Intergration}} = n_{\text{Cultural-resistance}} = n_{\text{Marginalization}}$$

H1:

Integration and Assimilation are the dominating clusters

$$n_{\text{Assimilation}} \neq n_{\text{Intergration}} \neq n_{\text{Culturalresistance}} \neq n_{\text{Marginalization}}$$

Hypothesis 2: Cross Tabulations

In this section, the result of the Cross tabulations to test Hypothesis 2 are presented. Hypothesis is also presented below.

H0:

Respondents brand preference within any cluster will be equally distributed across the 3 brands, therefore for each cluster

$$n_{\text{Africology}} = n_{\text{Avon-Justine}} = n_{\text{Estee-Lauder}}$$

H1:

Respondents brand preference within any cluster will be not be equally distributed across the 3 brands, therefore for each cluster

$$n_{\text{Africology}} \neq n_{\text{Avon-Justine}} \neq n_{\text{Estee-Lauder}}$$

Cross tabulation analysis

Preference 1 and Clusters

The cross tabulation of Preference 1 and the 4 clusters are presented below in Table X:

Preference_1 * Cluster Number of Case Cross-tabulation					
		Cluster Number of Case			
		1	2	3	4
Preference_1	Africology	13	6	9	13
	Avon Justine	1	3	15	19
	Estee Lauder	39	14	43	96
Total respondents in the cluster		53	23	67	142

Table 5-15: Cross-tabulation of Preference 1 and the 4 Clusters

In the above Table X, the cross-tabulation outcome of Preference_1 and Acculturation Clusters is presented. The Row variable represents Preference_1 with 3 categories: Africology, Avon Justine and Estee Lauder. The column variable represents the Acculturation Clusters with 4 categories: Strong assimilation, Moderate assimilation, Integration and Cultural resistance clusters.

The numbers in the tables represent the cell count which is the number of observations per cell. As a point of illustration an explanation of how the above table and those that follow are interpreted follows: The first 13 on the top-left hand corner is the number of observations corresponding to Row Africology and Column Strong Assimilation and accordingly 6 is the number of observations corresponding to Row Africology and Column Moderate Assimilation.

The total numbers represent the total number of all observations in that row or column. One can see that the total number of all observations is 198, the same as our initial sample size, meaning that there were no missing observations.

Before analyzing the above cross-tabulations we first assess if the outcome is statistically significant by looking at the output of the Chi-square test for this table as discussed in Chapter 4. As can be seen in the Chi-Square output in Table X, The p-value for the Cross-tabulation Table X is 0.009, which is less than 0.05, indicating statistical significance.

Therefore the results of this cross-tabulation analysis between Preference_1 and the Acculturation Clusters are statistically significant and the variables are associated.

In interpreting the results, it is important to bear in mind that when the four Clusters from the K-means Cluster analysis were categorised according to Berrys'(1997) Typology, only three Clusters emerged, which are the Assimilation, the Integration and the Cultural Resistance Clusters. The Marginalisation cluster was absent. It was therefore necessary to include in this analysis only these three clusters and not the four Clusters that were outputs from the K-means analysis. In this light, the results of the K-means Cluster 1(Strong assimilation cluster) and cluster 2 (Moderate assimilation cluster) were combined to form one Assimilation Cluster (referred to as Assimilation Cluster).

On this basis the revised Cross Tabulations outcomes are reported in Table X and discussed thereafter.

Brand Preference	Assimilation	Intergration	Cultural res
Africology	46%	22%	
Avon Justine	12%	44%	
Estee Lauder	43%	35%	

Table 5-16: Summary of revised Cross-tabulations

From Table X above, one can tell that the majority of respondents, 123/198(62%), across all three Clusters chose Estee Lauder as their preferred brand, followed by Africology with 41/198(21%) and lastly by Avon Justine with 15/198(17%).

We now report the percentages of respondents per brand within each of the clusters to be able to test for H2. This output has been summarised in Figure 5-17 below.

	Brand	Row description	Assimilation	Intergration	Cultur resistan	
Preference_1	Africology	Number within Cluster	19	9	13	
		% within Cluster	25%	13%	24%	
	Avon Justine	Number within Cluster	4	15	15	
		% within Cluster	5%	22%	27%	
	Estee Lauder	Number within Cluster	53	43	27	
		% within Cluster	70%	64%	49%	
	Total repondents in cluster			76	67	55

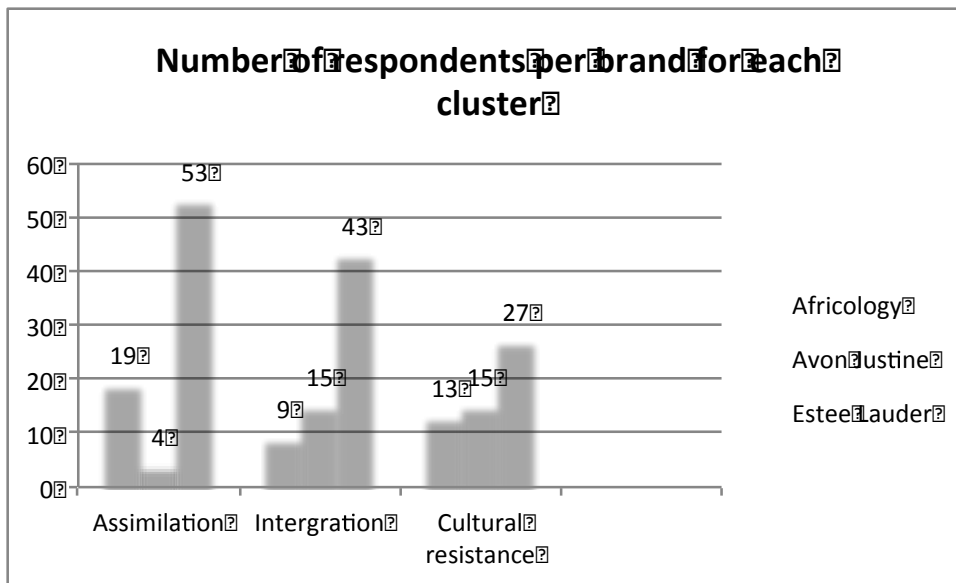


Figure 5-18: Number of respondents per each brand for each cluster

Looking at Figure X above, one can tell that respondents in each of the clusters are not equally distributed across the three brands. Firstly, the majority of respondents (70%) in the Assimilation cluster selected Estee Lauder as their preferred brand, followed by Africology at 25% and lastly, Avon Justine (5%). For the Integration Cluster, majority of respondents also chose Estee Lauder (64%), followed by Avon Justine (22%) and lastly by Africology (13%). Finally, for Cultural Resistant Cluster, the majority of the respondents (49%), followed by Avon Justine (27%) and lastly Africology (24%).

Therefore, all three clusters did not have their respondents equally distributed across the three brands and this provides sufficient evidence to reject the null hypothesis. Therefore,

H0: Rejected

Respondents brand preference within any cluster will be equally distributed across the 4 clusters

$$n_{\text{Assimilation}} = n_{\text{Intergration}} = n_{\text{Cultural-resistance}} = n_{\text{Marginalization}}$$

H1:

Respondents brand preference within any cluster will be equally distributed across the 4 clusters

$n_{\text{Assimilation}} \neq n_{\text{Intergration}} \neq n_{\text{Culturalresistance}} \neq n_{\text{Marginalization}}$

Chapter 5 Summary

In this Chapter, the results of this quantitative study were presented and included the descriptive followed by the statistical results relevant for the testing of the Hypotheses presented in Chapter 2. The Study results provided evidence strong and significant enough to reject Null Hypothesis 1 and accept alternate hypothesis 2 and also strong and significant evidence to reject null hypothesis 2 and accept alternate hypothesis 2.

5 Discussion of study results: Chapter 6

In this chapter the study findings presented in Chapter 5 are discussed. This is done in the context of the Literature reviewed in Chapter 2 and the hypotheses developed and presented thereafter in Chapter 3.

This Chapter is presented in sections following the order of the Hypotheses

5.1 6.1 Hypothesis 1

H0:

Respondents will be equally distributed across the 4 clusters

$$n_{\text{Assimilation}} = n_{\text{Intergration}} = n_{\text{Cultural-resistance}} = n_{\text{Marginalization}}$$

H1:

$$n_{\text{Assimilation}} \neq n_{\text{Intergration}} \neq n_{\text{Culturalresistance}} \neq n_{\text{Marginalization}}$$

According to the results presented in Chapter 5, the null hypothesis was rejected based on the study results showing that the number of respondents was not equal across all four clusters revealed by the K-means Cluster analysis. Therefore, the alternate hypothesis was accepted as respondents differed across the clusters. These results are generally accepted as the K-cluster analysis method inherently maximises the differences between the groups, therefore minimising the need for tests of significance (Yadav & Sharma, 2013).

These study findings of an unequal distribution of respondents across the four clusters is consistent with the evidence from the 9-country Acculturation Patterns comparison of Acculturation patterns conducted for this study and presented in Chapter 2, where it was found that the percentage of respondents per cluster was unevenly distributed within each country (Cleveland et al., 2015, 2011; Cleveland, Rojas-Méndez, et al., 2016).

The 9-country Acculturation Patterns comparison of Acculturation patterns can be found below in Table 7-1, this time with the results of this South African study included for comparison.

Based on the results presented in Chapter 5, although 4 Clusters were revealed by the K-means cluster analysis, when applying Berry's Acculturation Typology to classify the

clusters, using the AGCC and SA-NID centroid means per cluster, only 3 clusters were revealed. These were the Integrated, Assimilation and Cultural resistant clusters.

The absence of a cluster where both AGCC and SA-NID are low was not revealed by the analysis of the K-means Cluster results, implying that the Marginalisation Cluster was absent. This total absence of the Marginalisation cluster is noteworthy but in line with the low number of respondents found to fall under this cluster in similar studies in different countries. Countries such as Chile, Sweden, Greece, Mexico and Hungary, reported Marginalisation Clusters comprising of less than 5% (Cleveland et al., 2015; Cleveland, Laroche, et al., 2016; Cleveland, Rojas-méndez, et al., 2016).

In addition, the absence of this Marginalised Cluster group in this South African study is strongly supported by Berry (1997), who intimated that Marginalisation is often the least represented amongst the four clusters, as it is often a result of either discrimination or forced acculturation. This is where individuals are prohibited from holding onto their cultural values, both of which are not dominant characteristics of South Africa post-democracy as individuals are protected from such by the South African Constitution, which is said to be one of the most progressive in the world (*Constitution of the Republic of South Africa*, 1996).

Another possible reason why this South African sample did not have a Marginalisation Cluster is possibly around the framework employed for this Study.

In chapter 2, two models to segment consumers based on how they adapt to acculturation were presented. The difference between them being the number of consumer segments each model has. One of them was Berry's 4 Cluster Typology, which was applied in this study as it is the standard convention in similar studies, particularly the referent studies included in the 9-country analysis presented in Chapter 2 (Cleveland et al., 2015; Cleveland, Rojas-méndez, et al., 2016).

The second acculturation model discussed was the Three-segment model put forward by Alden (2006). Similar to Berrys' (1997) model, this three-segment model divided consumers based on their identity into Global consumers, local consumers and hybrid consumers. However, and in contrast to Berrys' (1997) model, the Three-segment model does not recognise the presence of a cluster where individuals have a low interest in both global and local cultures as seen with the Marginalisation cluster (Alden et al., 2006; Berry, 1997). Hence, our study findings of an absent Marginalisation Cluster within the South African respondents is more aligned with Aldens' (2006) Three-segment model than with Berrys'(1997) 4 Cluster acculturation model and is therefore offered as a possible reason for this unexpected study finding.

Through the above study findings we have established that only three clusters were revealed in this study, the Assimilation cluster, the Integration Cluster and the Cultural Resistant Cluster and that the respondents were not equally distributed across these three clusters.

The largest cluster with 38% of respondents was the Assimilation Cluster, a combined cluster comprising of both the strong and moderate assimilation clusters as discussed in chapter 5. This is closely followed by the Integration cluster with 34% of respondents and the Cultural Resistance cluster with 28% of respondents. These study findings provide support for the argument put forward in Chapter 2 that the South African findings will reveal equally dominating Assimilation and Integration Clusters, which included 38% and 34% of respondents respectively.

In addition, 28% of respondents fell under the Cultural Resistant Cluster. This finding is in line with findings in majority of the countries reviewed in the 9-country comparison table. Presented in Chapter 2, where most countries had between 29% and 39% of respondents under this group. However, none of the countries reviewed had 3 clusters with percentage responses within a narrow range of 10%. Three possible reasons for the close but not equal distribution of respondents across the 3 clusters is that firstly, the acculturation process is said to depend on voluntarism, mobility and permanence, all of which are driven primarily by immigration (Berry, 1997). Secondly, South Africa is one of the most culturally diverse countries in the world, far more than the countries it is being compared to in Table 7-1. This also supports Bartsch(2016) who postulated that consumers responses to globalisation is influenced by the context, one of which is the country level of cultural heterogeneity. Third and last these results could be related to the study sample, which included only females. It is said that females are both drivers of cultural change and maintenance of traditions in many societies (Cleveland et al., 2015). So perhaps having a sample made up only of females might have played a role in the outcomes of these results.

However, although it has been proven that the distribution of respondents across the clusters is unequal, it must be noted the three clusters do not differ much in size as all three clusters are within a 10% range of each other (38% for the Assimilation cluster, 34% for the Integration Cluster and 28 % for the Cultural Resistance cluster. This is a unique finding, as all the 9 countries reviewed had a maximum of 2 clusters dominating amongst four clusters, as opposed to these South African study findings of only three clusters being present with all three having a significant proportion of the respondents.

As a reference, the 9-country comparison presented in Chapter 2 as part of the literature review can be found in Table 6-1 and Figure 6-1, this time including the findings from this South African study.

In comparing these South African findings with the countries presented in Table 7-1 representing the percentage responses per cluster across the countries, one can see that unlike South Africa, majority of countries reviewed had one dominating acculturation cluster, which was the Integration cluster, found in 7 out of the 9 countries.

Acculturation Pattern	South Africa	Greece	Hungary	Sweden	Mexico	Chile	Canada	Korea	India
Assimilation	38	8	6	15	4	7	60	2	14
Marginalisation	0	2	3	7	4	1	20	18	11
Integration	34	52	57	43	60	63	12	15	45
Cultural Resistance	28	39	34	35	31	29	8	64	31

Table 6-1: Acculturation Patterns across countries, including this studies South African findings. The values represent the percentage of respondents in each cluster per country

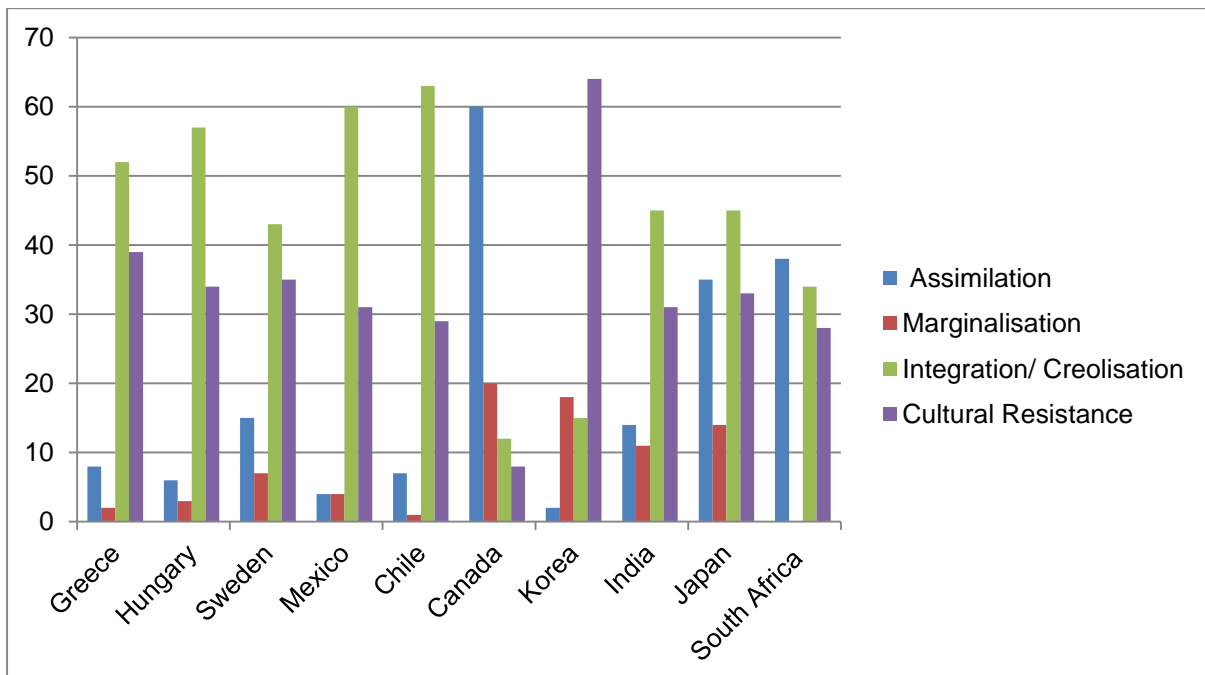


Figure 6-1: Acculturation Patterns across countries, including this studies South African findings.

In determining the main drivers of AGCC and SA-NID that might have resulted in these unique acculturation patterns in South Africa, the Parameter Estimates results presented in Chapter 5, indicated that for AGCC, Global Media is the main driver in this South African study based on the estimates being higher than the cut of point of 0.4. SA-NID, the main driver was found to be National Pride and in contrast to AGCC, National Media was not a key driver of SA-NID as its parameters estimates were all less than the cut-off point of 0.4. These results suggest that acculturation in this South African sample was mainly driven by Global Media consumption.

This finding of Global Media being the main driver is supported by the recent increases in availability in South Africa of Global TV and movie programs through DSTV and Netflix, through the increased number of local editions of international magazines such as Marie Claire and Elle and also through increased access and use of the internet and social media(World Wide Worx, 2015).

In contrast South African National Identity was more heavily influenced by the pride South African hold for their country more than any one of the SA-NID drivers discussed in Chapter 2 such as National Media. This is not surprising as, South Africa is known for being a united nation, the rainbow nation as it is commonly referred. These study results of National Pride are perhaps a testament to the work that organisations such as Brand SA , SA Tourism and other organisations who promote nation building through national events and national symbols, which is key to nation building (Rojas-Méndez, 2013).

In summary, the study findings rejected the null hypothesis by demonstrating that the number of respondents varies across the clusters. This was supported by literature reviewed in Chapter 2, particularly the 9-country Acculturation based on a series of similar studies conducted in the area of consumer culture. In addition, there was an unexpected study finding of an absent Marginalisation Cluster, therefore having only 3 clusters conforming to Berry's Acculturation framework (Berry, 1997). Lastly, in contrast with literature reviewed, unlike in other countries, three somewhat equally dominating clusters emerged which could possibly be due to South Africa as one of the few countries considered to be truly diverse (Fearon, 2003).

Based on the mixed findings from this South African Study and also comparing them to the 9 countries studies presented, it is satisfactory to conclude that current evidence points towards the absence of obvious predictors of what the dominating acculturation patterns in a country are, further providing evidence that each country has a unique cultural orientation, unique enabling or disabling context for the acculturation process and therefore the intersection of National Identity and Acculturation to Global Consumer Culture will produce different acculturation patterns in different countries.

5.2 Hypothesis 2

The literature review presented in Chapter 2 provided evidence that the acculturation clusters respondents fall under have an influence on their brand preferences. For this category of Luxury Skincare, we postulated that those who fall under the Assimilation Cluster will have a preference for a global brand (represented by Estee Lauder), those in the Integrated Cluster will have a preference for a localised brand (represented by Avon Justine), and those in the Cultural Resistant Cluster will have a preference for a local brand (represented by Africology) (Berry, 1997; Cleveland et al., 2015; Ger & Belk, 1996; Swoboda et al., 2012). For those individuals in the Marginalisation cluster, no strong evidence could be found in previous studies to suggest how consumers who fall under this cluster would respond (Berry, 1997; Cleveland et al., 2015; Yinlong & Adwait, 2009). Therefore, based on the literature findings for the Assimilation and Integration clusters, we hypothesised the following:

H0:

Respondents brand preference within any cluster will be equally distributed across the 3 brands, therefore for each cluster

$$n_{\text{Africology}} = n_{\text{Avon-Justine}} = n_{\text{Estee-Lauder}}$$

H1:

Respondents brand preference within any cluster will be not be equally distributed across the 3 brands, therefore for each cluster

$$n_{\text{Africology}} = n_{\text{Avon-Justine}} = n_{\text{Estee-Lauder}}$$

The results of the cross-tabulations presented in Chapter 5 showed that rejected the null hypothesis for each of the clusters; Assimilation, Integration and Cultural Resistance, as the number of respondents who preferred a specific brand was not equally distributed across all clusters.

These results are reproduced in Figure X below and it is clear that within a cluster, respondent's brand preference is not equally distributed amongst the three brands. In addition these results were found to be statistically significant as the Chi-squared was 0.009, which is less than the p-value of 0.05. Therefore, it can be implied that the selection of each Brand was not by chance but is related to the acculturation cluster each respondent fell under.

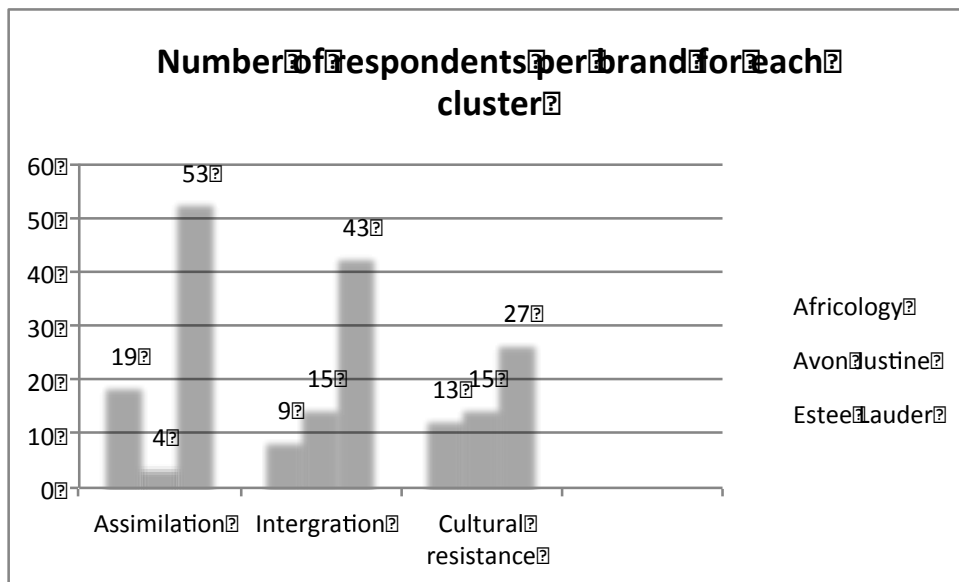


Table x: Respondents brand preference in within each cluster

The above study results are in line with the evidence presented in Chapter 2; that consumer responses are influenced by the Acculturation cluster they fall under, which is the result of how they process the intersection of two cultural forces, SA-NID and AGCC (Bartsch et al., 2016; Ger & Belk, 1996; Swoboda et al., 2012b).

In the next section, we discuss the consumer preference outcomes that are a result of each of each cluster in the context of global, local and localised brands.

The concepts of perceived brand localness and perceived brand globalness and their application in categorising brands was discussed in detail in Chapter 3 and 4 and included how the researcher categorised Luxury Skincare brands. In Chapter 5 the results of the cross tabulations on the brand category verification by respondents confirmed the researchers categorisation as presented in Chapter 5.

Therefore, the discussion on the outcome of this hypothesis is in the context that Estee Lauder represents a global brand, Avon Justine represents a localised brand and Africology represents a local brand.

The general finding from the cross-tabulation is that the global brand, Estee Lauder was the most preferred brand in across all three consumer acculturation clusters with the percentage respondents choosing it ranging from 49% to as high as 70%. This finding is not surprising because of the foreign product category that luxury Skincare falls under. Eckhardt (2005), described foreign product category as a product category consumers perceive to have originated from elsewhere, in this case not in South Africa. He also put forward evidence that in foreign product categories, consumers generally prefer brands that they perceive as global as they are unable to re-contextualise this global product category in a local context.

In analysing the in-cluster results of the Cross-Tabulations, Table X is presented with column percentages and the outcomes that emerge are discussed in the next section.

	Brand	Row description	Assimilation	Intergration	Cultural resistance
Preference_1	Africology	Number within Cluster	19	9	13
		% within Cluster	25%	13%	24%
	Avon Justine	Number within Cluster	4	15	15
		% within Cluster	5%	22%	27%
	Estee Lauder	Number within Cluster	53	43	27
		% within Cluster	70%	64%	49%
	Total repondents in cluster			76	67

Table X: Cross-tabulation with column percentages between acculturation Clusters and Brand Preference

5.2.1 Assimilation Cluster

The Assimilation cluster is the cluster that is said represents global individuals who have AGCC levels higher than SA-NID levels (Berry, 1997; Cleveland, Rojas-méndez, et al., 2016). The study results showed that a big majority of individuals (70%) who fall under this cluster preferred the Global brand, Estee Lauder, as reported in Chapter 6. This study finding is in line with our literature review findings, that those in the Assimilation Cluster will have a preference for global brands. In support, Berry (1997), put forward the point that individuals who fall under this cluster seek interaction with other cultures as they do not want to maintain their original culture and this extends to consumption behaviour as well and is expressed as a preference of brands representing the foreign cultures they desire to be a part of. However, study results showed that 25% of the respondents under the assimilation cluster preferred the local brand and 5% preferred the localised brand. This balance of respondents who did not prefer the global brand could be related to the marketing activities brands undertake or other market related factors.

5.2.2 Cultural resistance Cluster

The Cultural Resistance cluster is when individuals resist global forces, have SA-NID higher than AGCC and are said to have a preference for local brands (Batra et al., 2000; Swoboda et al., 2012). The majority of respondents in this cluster (49%) preferred the global brand, Estee Lauder, while 27% preferred the localised brand, Avon Justine and 24% preferred the local brand, Africology.

It has already been established that Estee Lauder being the most preferred brand could be attributed to it being in a foreign product category. In this have already established that acculturation patterns influence brand preference with the rejection of study Hypothesis 2, and that the global brand being the most preferred brand could be related to Estee Lauder being in the foreign product category. Cleveland (2015), put forward the argument that those with high NID levels, in reaction to global forces such as AGCC, tend to affirm their local identities by choosing local brands or products. However, in this study, marginally more respondents chose the localised brand Avon Justine than the local brand, Africology. One of the possible explanations respondents in the Cultural Integration cluster preferred a localised brand, in contrast to a local brand as shown in other studies is around product familiarity. Based on the Market share data, one can reasonably assume that Avon is more well known than

Africology (Euromonitor International, 2014). Zhan & He (2012), found that consumers in China appraise the best known luxury brands more favourably, and this might have had an influence on the study results.

5.2.3 Integrated Cluster. This cluster consists of those individuals who are said to have somewhat equal levels of AGCC and SA-NID and as consumers have a combination of both global and local preferences, depending on the context, which usually the product category (Berry, 1997; Cleveland et al., 2011b; Ger & Belk, 1996). In that light, the study findings reported that the majority of respondents had a preference for global brands, which was expected based on this products being in a global product category. However, in support of the cluster member's postulated preference localised brands, the second preferred brand was Avon Justine with 22% of the respondents. This gives some support to our postulation that the integrated group would have a higher preference for global brand.

Summary of Chapter 6

We therefore conclude, that based on the results of this study, Acculturation patterns influence the brand preferences of consumers and consumers in different clusters respond differently to local, global and localised brands. However, the product category effect seems to play an important influence as evidenced by Estee Lauder being the most preferred brand by respondents across all clusters.

Conclusions and recommendations: Chapter 7

In Chapter 6 the study results were discussed and now in this last section, we conclude with a summary of the principal study findings, the theoretical and managerial implication, as well as the future research recommendations. The report ends with a Framework summarising the study findings.

As laid out in the introductory chapter, the two objectives of this study was first, to examine the intersection between acculturation to global consumer culture (AGCC) and South African National Identity (SA-NID) and how it results (how global cultural forces based on Berry's acculturation framework, the acculturation patterns that emerge from) in the context of a multicultural, multi-ethnic South Africa. Secondly to examine how these clusters influence brand preferences between local, global and localised brands amongst female consumers of privately consumed product category of Luxury Skincare.

The key findings key study are that the intersection of AGCC and SA-NID revealed 3 acculturation clusters in South Africa, with the assimilation cluster being the largest followed by the Integration Cluster and lastly the Cultural Resistant cluster with a noteworthy finding of the absence of a Cultural Marginalisation Cluster. This implies that most female South Africans are more globally orientated. These acculturation clusters were found to have an influence on the brand preferences of the consumers between local, localised and global brands. In addition study highlighted the importance of the foreign or product category as a mediator between the acculturation clusters and consumers brand preferences between local, global and localised products.

5.3 Theoretical implications:

The first and overarching contribution is the context of a heterogeneous, non-western country perspective of how individuals process and adapt to the two cultural forces of AGCC and National identity. The results of this study have provided further evidence that context is important and that the acculturation clusters that emerge differ across countries. From the female South African sample, only three out of the four Clusters of Berry's Typology were identified with the noteworthy finding of the absence of a Cultural Marginalisation cluster. This absent cluster consists of those individuals who have no interest in maintaining either a global or a cultural orientation (Berry, 1997). This finding implies that not all of Berrys' (1997) acculturation are present in all countries.

The second theoretical contribution refers to the consumption preferences that consumers have based on their acculturation patterns. This study provides evidence that consumer's brand preferences are related to the acculturation clusters they fall under, which supports previous study findings (Berry, 1997; Cleveland et al., 2015). In addition, the preference of the global brand by the majority of respondents across all acculturation clusters supports existing evidence of the mediating role of product category. This study found the perceived globalness and perceived localness of brands in a foreign product category plays a role regardless of the acculturation clusters the individual falls under, even for privately consumed product categories such as Luxury Skincare.

5.4 Managerial implications:

Firstly, as highlighted in the introduction of the research problem, segmentation using demographics is no longer seen as effective (Alden et al., 2006). Therefore, the consumer segmentation model used in this study based on Berry's acculturation patterns offers a more effective way of segmenting consumers as it is based on culture, which has been declared the most powerful influencer of consumer behavior and choices (Penaloza, 1999). Secondly the outcomes of this study can help marketers in ensuring that their marketing activities are aligned to the acculturation patterns of their customers by ensuring that their products positioning and marketing activities are aligned to the global, local or localised consumer orientation that is represented by the Assimilation, Cultural resistant and Intergration Clusters respectively. This can be achieved through ensuring that brands meet the perceived localness or globalness that is required to appeal to a particular consumer cultural segment by ensuring the relevant marketing communication, logo, brand name that consumers in a particular cluster can identify with (Swoboda et al., 2012). These study results are not only applicable to marketers of Luxury Skincare, but other products that fall under the foreign product category such as Fragrances.

5.5 Limitations and recommendations for future research

First, this study was conducted amongst female South African's recruited through virtual snowball sampling through e-mail and social media. Of greater concern and relevance is the

known problems with social media and snowball sampling, which is lack of variance in the data as respondents tend to be alike.

Second, language could be a possible confounder in this study as the study was conducted in English. Acquiring the English language is said to promote a number of values and behaviours reflecting global consumer culture including enhanced materialism, cosmopolitanism and decreased levels of ethnocentrism (Bartsch et al., 2016)

Future research recommendations include examining the impact of SA-NID and AGCC and the resultant acculturation patterns amongst South African males and comparing that to the outcomes of the female sample examined in this study. This will enable a more balanced examination of the cultural orientations and acculturation patterns of the South African population.

As the South African sample did not reveal a Cultural Marginalisation Cluster but only three out of four of Berrys'(1997) distinct clusters, future research is recommended but employing a different segmentation model. A possible model that was discussed in this study is the one put forward by Alden (2006). This Three-segment model divides customers how possibly around the framework employed. The second future research recommendation is the conduction of a similar study using the Three segment model by Alden(1997).

5.6 Concluding Summary

As a concluding summary and proposed an Acculturation and Consumer Preference Model that has been developed by the researcher is presented in Table X below. This model summarises the literature reviewed and study findings and is explained thereafter.

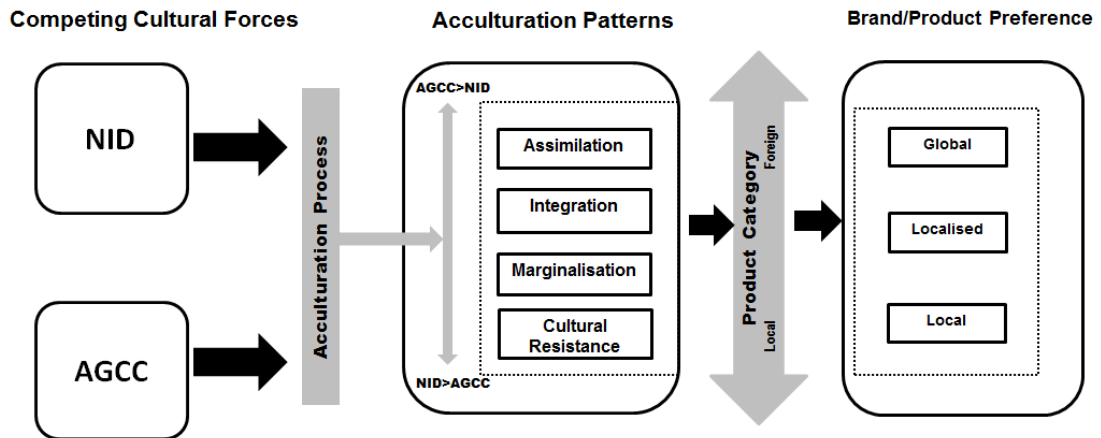


Table X: Acculturation and consumer response framework. Source: Study Author

This study examined the how faced with the two cultural forces, globalisaiton and National identity, individuals go through an acculturation process which results in them adopting one of three acculturation strategies and falling under one of three acculturation clusters: Assimilation, Integration and Cultural resistance, with no Marginalisation cluster and in line with our study finding. These Acculturation Clusters were found to influence consumer brand preferences between local, global and localised brands. However, this relationship between the three acculturation clusters and consumer brand preferences appears to be mediated by the product category, regardless of the acculturation cluster the individual falls under.

Based on the above summary, it can be concluded that this studies research objectives have been met and the acculturation patterns resulting from the intersection of global culture and national identity, and their resultant influence on the consumption culture of female consumers of Skincare in South Africa.

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Appendix 1: Consistency Matrix

Study Title: Acculturation patterns resulting from the intersection of Globalisation and National Identity in South Africa and their impact on the consumption of Luxury Skincare amongst women				
Consistency Matrix				
RESEARCH HYPOTHESIS	LITERATURE REVIEW	DATA COLLECTION TOOL	MEASUREMENT ITEMS	ANALYSIS
<p>Hypothesis 1</p> <p>H0: Respondents will be equally distributed across the 4 clusters nAssimilation = nIntergration = nCultural-resistance = nMarginalization</p> <p>H1: Integration and Assimilation are the dominating clusters nAssimilation ≠ nIntergration ≠ nCulturalresistance ≠ nMarginalization</p>	<p>Berry(1997) Cleveland, Laroche, & Takahashi (2015) Cleveland et al. (2015) Cleveland, Rojas-Méndez, et al. (2016) Berry (2008) Ger & Belk (1996)</p>	<p>Survey instrument: AGCC Measurement scale Cleveland & Laroche (2007) Lysonski & Durvasula (2013) Cleveland, Rojas-Méndez, et al.2016) Lysonski & Durvasula (2013)</p> <p>National Identity scale Cleveland, Pons, Kastoums(2007) Cleveland, Laroche, et al.(2016)</p>	<p>AGCC: In Questionnaire Questions 21, 23, 24, 25, 26</p> <p>SA-NID: In questionnaire Questions: 19, 20,22</p>	<p>K-means cluster analysis Cleveland, Rojas-Méndez, et al. (2016)</p>
<p>Hypothesis 2</p> <p>H0: Respondents brand preference within any cluster will be equally distributed across the 4 clusters nAssimilation = nIntergration = nCultural-resistance = nMarginalization</p> <p>H1: Respondents brand preference within any cluster will be equally distributed across the 4 clusters nAssimilation ≠ nIntergration ≠ nCulturalresistance ≠ nMarginalization</p>	<p>Swoboda et al.(2012) Bartsch et al.(2015) Eckhardt (2005) Cleveland, Laroche, & Takahashi (2015) Cleveland et al. (2015) Cleveland, Rojas-Méndez, et al. (2016) Berry (1997) Ger & Belk(1996)</p>	<p>Survey instrument: Consumption related measures Cleveland et al.(2013) He & Wang (2015) Brand cateregorisation measure: Swoboda et al.(2012)</p>	<p>Brand Preference: In questionnaire Questions 9, 10, 12</p> <p>Brand categorisation verification: In questionnaire Question: 12</p>	<p>Cross Tabulation analysis</p>





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Identity and Consumption Culture in South Africa: Skincare brands choices

Welcome to our Academic Research Survey

We are conducting academic research to further improve our understanding of how identity and culture have influenced consumer behaviour, in this case that of Luxury or Premium Skincare Brands. This is from the perspectives of South African females who speak English and are users of Luxury or Premium Skincare.

It will take approximately 10 minutes for you to complete the survey electronically. By completing this questionnaire you indicate that you are voluntarily participating in this research, and all information and data will remain anonymous and confidential. You can withdraw from this research at any time. If you have any queries, please contact me or my Research Supervisor. Our details are as follows:

Researcher's name: Dr Theo Mothoa-Frendo at theo.mothoa@gmail.com

Tel: 082 458 71237

Supervisor's name: Kerry Chip cchip@gibs.co.za

Thank you for your time, your participation is appreciated.

* 1. Do you voluntarily agree to participate?

Yes

No

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Respondent verification



* 2. Are you male or female?

- Male
 Female

3. Do you use premium/luxury Skincare from Beauty Salon's, Medical Spa's, Pharmacies, Beauty Spa's, or retailers such as Edgars, Edgars Red Square, Stuttafords, Woolworths and other similar retail stores?

- Yes
 No

4. Are you South African?

- Yes
 No

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Copy of page: Respondent verification

* 5. Are you male or female?

- Male
 Female

6. Do you use premium/luxury Skincare from Beauty Salon's, Medical Spa's, Pharmacies, Beauty Spa's, or retailers such as Edgars, Edgars Red Square, Stuttafords, Woolworths and other similar retail stores?

- Yes
 No



7. Are you South African?

- Yes
- No

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Section A: Participant's personal characteristics

Please answer all the following questions by clicking the appropriate option.

* 8. Which race/ethnicity best describes you? (Please choose only one.)

- Black
- Indian
- White
- Coloured
- Other

* 9. Which Province do you live in?

- Gauteng
- North West
- Kwazulu-Natal
- Western Cape
- Eastern Cape
- Mpumalanga
- Northern Cape
- Free State
- Limpopo



* 10. What is your monthly income

- R15 000 to R30 000
- R30 000 to R45 000
- R45 000 to R60 000
- > R60 000
- I prefer not to answer

* 11. What is the highest level of education you have completed?

- High school
- Graduate
- Post- Graduate

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Section B: Brand Preference

* 12. In the past 12 months, which of the following **Skincare Brands** have you purchased? (Please select all that apply.)

- Africology
- Artistry Amway
- Avon-Justine
- Chanel
- Clarins
- Clinique
- Dermalogica
- Dior
- Elizabeth Arden
- Environ



- Esse
- Estée Lauder
- L'Oréal
- La Mer
- La Prairie
- Lancôme
- Lulu & Marula
- Optiphi
- Ordinary Skincare
- Placecol
- Shiseido
- Skoon
- Vichy
- Nimue
- Decleor
- Gatineau
- Regim A
- Payot
- Dr. Hauschka

Other (please specify)



* 13. Regardless of your current preference, if given only these 3 choices, which of the following brands would you consider your next purchase?







* 14. For your chosen brand in the previous Question 10, please indicate on the given scale the extent to which you agree or disagree with the following statements:

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
This is a global brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do think consumers overseas purchase this brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I associate this brand with things that are South African	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand is formulated for local Skincare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



* 15. Which statement most accurately describes your purchase habits with Skincare Brands?

- I buy only local brands
- I buy more local brands than global brands
- I buy both global and local brands equally
- I buy more global brands than local brands
- I buy only global brands

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Section C: Product Category

* 16. For the following brands, please indicate the corresponding countries of origin:

	South Africa	USA	Japan	France	Switzerland
Avon Justine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clinique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Africology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nimue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dermalogica	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shiseido	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Prairie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 17. Indicate the correct order in which to apply the following products

- Toner, moisturiser, serum
- Toner, serum, moisturiser
- Serum, toner, moisturiser
- I am not sure



* 18. What are the benefits of Collagen as an ingredient in skincare?

- Prevents acne
- Improves the skin's moisture levels
- Brightens the complexion of the skin
- I am not sure

* 19. Please indicate on the given scale the extent to which you agree or disagree with the following statements:

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
I consider myself knowledgeable about Skincare Brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy learning about Skincare Brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can recognise almost all brand names of skincare brands around	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Among my friends, I am one of the "experts" on Skincare products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Please select the statement that best describes how frequently you purchase or use any Skincare Brands.

- Buy or use regularly or often
- Buy or use occasionally
- Have brought and used but don't anymore
- Never bought or used

21. How many products in this product category of Luxury/Premium Skincare Brands do you currently own?

- Less than 5
- Between 5 -10
- More than 10



Identity and Consumption Culture in South Africa: Skincare brands choices

Section D: Identity and Culture

* 22. Please indicate on the given scale the extent to which you agree or disagree with the following statements:

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
I feel very proud to identify with the South African culture.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very attached to all aspects of my South African culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Although I believe that I might acquire some elements of another culture(s), I consider it very important to maintain my South African culture.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participating in South African holidays and events is very important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 23. Please indicate on the given scale the extent to which you agree or disagree with the following statements:

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
The newspapers that I read are always South African.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The magazines/books that I read are always South African	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most of my favourite shows on TV are in South African	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 24. Please indicate on the given scale the extent to which you agree or disagree with the following statements:

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
I prefer spending my vacations outside of South Africa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have travelled extensively outside my home country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When travelling, I like to immerse myself in the culture of the country that I am visiting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 25. Please indicate on the given scale the extent to which you agree or disagree with the following statements:

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
Most of the people that I go to social events with are also South African	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I get together with other nationalities very often.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most of my friends are South African.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 26. Please indicate on the given scale the extent to which you agree or disagree with the following statements:

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
I like to learn about other ways of life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy being with people from other countries to learn about their views and approaches.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy trying foreign food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



* 27. Please indicate on the given scale the extent to which you agree or disagree with the following statements:

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
When I am watching TV, I often see advertising for products that are from outside of my country.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It seems that the number of TV ads for foreign brands is higher than the number of TV ads for local brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I read a newspapers and magazines, I come across many advertisements for foreign products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 28. Please indicate on the given scale the extent to which you agree or disagree with the following statements:

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
I pay attention to the Skincare used by people in my age group that live in other countries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I identify with famous international Skin brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like reading magazines about the trends in fashion, décor and cosmetics in other countries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising by foreign brands has a strong influence on my brand choices.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



* 29. Please indicate on the given scale the extent to which you agree or disagree with the following statements:

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
I enjoy listening to music that is popular in America and European countries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy watching American and European films.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Some of my favourite actors/actresses are American and European	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to read magazines that contain information about popular Western celebrities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 30. Please indicate on the given scale the extent to which you agree or disagree with the following statements:

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
I like a lot of luxury in my life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying things gives me lots of pleasure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to own exclusive items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I admire people who own expensive homes, cars, and clothes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to own things that impress people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



* 31. Please indicate on the given scale the extent to which you agree or disagree with the following statements:

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
South Africans should not buy foreign products, because this hurts South African businesses and causes unemployment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A real South African should always buy South African produced products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We should purchase products manufactured in South Africa instead of letting other countries dominate our markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We should purchase products manufactured in South Africa instead of letting other countries dominate our markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We should buy from foreign countries only those products that we cannot obtain within our own country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>