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The self and its display: the role of local and global symbols in retail consumptionscapes

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Abstract

This research study explores the influence of identity display and resolution in a shared consumption landscape, that of retail theatre. The objective is to gain insights into creolisation of consumer culture against a backdrop of increasing globalisation, as consumers' dispositions shift toward acculturation and multiple identities as global citizens. Research into consumer identity and acculturation contributes toward an understanding of the global village in the South African landscape as an emerging and dynamic economy, so as to inform enhanced branding strategies with brand resilience and relevance.

In a social constructivist philosophy, a qualitative approach was used to conduct twelve semi-structured interviews at four shopping malls in Johannesburg to explore if consumers are inclined to move toward a homogenous global identity, and how this influences expressions of local cultural identities. The findings bears relevance to the field of marketing, as brand custodians and shopping centres continuously work toward building a psychographic profile of culturally diverse and complex markets. This work relies on the exant literature for Consumer Culture Theory, Acculturation Theory, Postcolonial Theory and Globalisation Theory, attempting to understand its application in an emerging econcomy with recommendations to management from the research findings. Insights are given into the creolised consumers' identity, their role in retail theatre and how their identities shape their experiences at shopping centres as cathedrals of consumption.

Keywords

Creolisation, Consumptionscapes, Consumer identity, Globalisation, Retail Theatre

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.

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Date

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1 CHAPTER ONE: INTRODUCTION

1.1 Definition of Problem and Purpose

The world's largest coffee-shop chain, Starbucks, opened its first retail outlet in South Africa on 21 April 2016, in the eclectic mixed use suburb of Rosebank, Johannesburg. According to press reports, the Starbucks Corporation is expected to invest R130 million in South Africa over the next two years as part of the company's expansion strategy into the continent's most developed economy. Starbucks Chief Executive Officer, Howard Schultz, stated that "this market is going to be larger than we thought initially…we will take advantage of the growing middle class" (Nkwali, 2016, May 1). A crucial question is that as global brands enter the South African market, are companies able to identify the enablers and prohibitors to their brand's success by understanding consumer perceptions and preferences for domestic, foreign, and global products in increasingly globalised markets (Bartsch, Riefler, & Diamantopoulos, 2016). An understanding of consumers' identity and their display of 'self' will lead toward how they are likely to behave in these retail consumptionscapes.

This research study offers insights towards the nature of globalisation and consumer cosmopolitanism in South Africa, in an era in which marketers are confronted with a spate of differing opinions and conflicting information about the changing consumer. Although there is consensus in the widespread discourse on the topic of industry globalisation, there are disputes around the notion that consumer attitudes and behaviours worldwide are likewise homogenising (Cleveland, Laroche, & Papadopoulos, 2009). What follows in the subsequent chapters, is an exploration of the influence of identity display and resolution in a shared consumption landscape, that of retail theatre (Varman & Belk, 2012). The objective is to gain insights into creolisation of consumer culture against a backdrop of increasing globalisation, as consumers' dispositions shift toward acculturation and multiple identities as global citizens. Research into consumer identity and acculturation contributes toward an understanding of the shrinking borders of the global village in the South African landscape as an emerging and dynamic economy, so as to inform enhanced branding strategies, especially within the context of shopping centres as retail consumptionscapes (Appadurai, 1996) with brand resilience and relevance.

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1.2   Research Problem

Thabo Mbeki, South Africa's second post-apartheid President (June 1999 to September 2008) and father of the 'African Renaissance', worked to integrate Africa into the global economy. He viewed globalisation as key to the continent's economic development as he "urged African governments to embrace the positive aspects of globalisation by attracting capital and investment with which to develop their economies" (Adebajo, 2016, April 25). "After centuries of slavery and colonialism which had systematically denigrated (African) cultures and subjugated their (continent's) institutions to alien rule", Mbeki further challenged Africans to "discover a sense of their own self-confidence" (Mbeki, 1998; Adebajo, 2016, April 25). He encouraged South Africans to embrace an African identity and sought to promote the continent's political, economic and social renewal through the vision of the African Renaissance.

As Africa, and South Africa move toward improved access to foreign markets for African goods, so too are global brands looking to the continent and especially to South Africa as its gateway to capitalise on market potential. It is against this backdrop of increasing globalisation, that this research topic will explore how local and global symbols in the retail consumptionscape in South Africa address the needs of a creolised consumer culture as consumers' dispositions shift toward acculturation and multiple identities as global citizens. Arnould and Thompson (2005) assert that consumer culture theorists have recognised the importance of the relationship between consumers' identity and the structuring influence of the marketplace. The aforementioned authors argue "that the market produces certain kinds of consumer positions that consumers can choose to inhabit" (Arnould & Thompson, 2005). Through these consumer positions, individuals are able to pursue their own enriching goals whilst aligning "their identities with the structural imperatives of a consumer-driven global economy" (Arnould & Thompson, 2005; Husemann & Luedicke, 2013). The authors further claim that localised cultural capital are the particular forms of knowledge and skills valued in the group.

"In contrast to classic sociological accounts of subculture, in-group social status in these settings is achieved not through adherence to monolithic consumption norms but through displays of localised cultural capital (particular forms of knowledge and skills valued in the group) and skill in combining, reworking, and innovating the pool of symbolic resources that are shared by group members" (Arnould & Thompson, 2005). Penaloza (1994) discusses acculturation and culture swapping in ethnic identities which is described as "hypercultural in that the culture of origin is socially reconstructed as

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something consumable (costume, foods, crafts, music) as part of attempts to assert an anchoring for identity in fluid social contexts".

Recognising that there was a gap in the literature, Arnould and Thompson (2005) reviewed over twenty years of research and theoretical contributions and formulated a frame of reference that synthesised contributions in the field of consumer identity. Research into the fields of consumer identity and acculturation will make contributions toward understanding the influence and interplay between the global and South African context. This research study will facilitate an understanding of the relationship between ethnic identity and the juxtaposition of global brands. In other words, as the global village gets smaller, are consumers moving away from their ethnic identities toward a homogenous global identity, and what relationship does it bear toward the various movements of embracing unique local cultural identities as called for by the African Renaissance? What effect will this have on global brands looking to expand their representation into South Africa, and how can they better understand consumer behaviour in this complex market? The shopping centre, described by Ritzer (2010) as a 'cathedral of consumption' is in the main home to these iconic global brands and will benefit from an understanding of consumer identity as a precursor to customer preferences.

There is substantial evidence indicating that global brands have strong symbolic value to consumers from developing countries (Strizhakova, Coulter, & Price, 2008; Zhan & He, 2012; Kipnis, Kubacki, Broderick, Siemieniako, & Pisarenko, 2012). There are however, counter arguments presented in the literature that show contrary views that presents a problem to understanding how to select markets and how to tailor products and marketing campaigns (Carpenter, Moore, Alexander & Doherty, 2013; Sheth, 2011). Bartsch et al (2016), also held that disentangling the role of multiple identities in consumer behaviour remains a major research challenge. Therefore in response to a call for further research in this area, the purpose of this exploratory study is to understand how local and global brands are responding to the shift in consumer behaviour as South Africans acculturate to the global consumer culture. The findings will bear relevance to the field of international marketing, as brand custodians work toward a psychographic profile of this culturally diverse and complex market.

1.3 Research Scope

This study is informed by constructs grounded in theories of social psychology and sociology in order to understand their conceptual nature. Although thought leaders in the discipline of consumer behaviour are concerned over the seeming lack of a common theoretical vernacular, Arnould and Thompson (2005) view this disciplinary diversity as contributing to the conversational interaction thus forging greater linkages to other branches of social science and the world of management. The aforementioned authors view consumer research as a vital and maturing field of inquiry because of its ability to generate and sustain multiple theoretical conversations, each speaking to distinctive theoretical questions.

The constructs that follow in the discussion under the literature review include global and local identity, consumer cosmopolitanism and creolisation, as they are deemed conceptually relevant for the research purpose (Bartsch et al., 2016; Penaloza, 1994). Contributions from the study in consumer identity will provide insights to the field of international marketing, with specific relevance to the South African context as it is accepted that demographic attributes alone are not sufficiently insightful (HBR, 11 Mar 2016), making a strong case for an increased responsiveness toward psychographic segmentation. An understanding of consumer identity and segmentation is of crucial importance to the tenant mix of shopping centres as retail hubs. In South Africa there are almost 2,000 shopping centres that occupy over 23 million square meters of retail space. The Gauteng Province contributes 33.9% to South Africa's GDP and 10% of the total GDP of the entire African continent (Prinsloo, 2014) and as in the rest of Africa, South Africa is also experiencing an unprecedented growth in urbanisation with levels as high as 97% in Gauteng.

Whilst this study does not aim to generalise its findings, the frameworks and constructs may be deemed useful for operating in the consumption landscape of the retail environment. Custodians of the shopping centre consumptionscape that make decisions for optimal tenant mix between product categories and brands will benefit from a deeper exploration into the consumers' identity and their display of the self in these competitive retail environments, with the objective of enhanced retail experiences. Global brands entering similar emerging markets could thus influence decisions for strategy formulation of retailers, marketers, advertisers and companies venturing into new markets outside of their national borders.

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1.4 Document Scope

The research was conducted using a cross sectional study of participants selected using the researcher's judgement for diversity and is presented as a research project comprising seven chapters, outlined as follows:

1.4.1 Chapter one: Introduction

This chapter provides the context and introduces the research problem, giving the business and theoretical need for the study. Key concepts relating to creolisation of consumer culture and acculturation of consumer identity in South Africa are highlighted.

1.4.2 Chapter two: Literature Review

Chapter two presents insights into the pertinent literature by leading authors in the field, to formulate the core argument for the research topic, and illustrates the need for the study.

1.4.3 Chapter three: Research Question

In chapter three, the purpose of the research is stated and the research question provided.

1.4.4 Chapter four: Methodology

This chapter discusses and motivates the research methodology and research design that was adopted to operationalise the central research question. It stipulates the population, sample size and method, unit of analysis, research instrument, data collection and process of data analysis. Validity, reliability and triangulation are discussed in this chapter, together with limitations of the study.

1.4.5 Chapter five: Results

Chapter five presents the results of the study in accordance with the research question and emergent themes.

1.4.6 Chapter six: Discussion of results

Chapter six presents a discussion of the results that emerged from the empirical study in chapter five in light of the research question identified in chapter three, as it relates to the literature reviewed in chapter two.

1.4.7 Chapter seven: Conclusion

The final chapter highlights the principal findings of the research and managerial implications. The study ends with limitations of the research undertaken and suggestions for future research.

2   CHAPTER TWO: LITERATURE REVIEW

This chapter presents previous research that was reviewed in order to understand the various academic contributions made in the field of international marketing viewed through the theoretical lens of social psychology. The concepts of creolisation, globalisation, ethnocentrism, cosmopolitanism and its relationship to acculturation to the global consumer culture was explored and the findings in the extant literature presented. In keeping with the nature of exploratory studies (Creswell, 2014), the literature review was conducted as preliminary, and was amended and refined on an iterative basis as the research progressed.

The objective of this study is to explore the phenomenon of creolisation as a consequence of globalisation. Thus, an examination into how South African consumers display their identity (the self) through the role of local and global symbols in retail consumptionscapes was undertaken. The shopping mall is identified as the nexus of place, brands and identity and thus forms the ideal setting for this inquiry.

2.1   Retail Consumptionscapes

Consumption is a communicative act crucial to the constitution of self (Ger & Belk, 1996). The authors argue that selfhood, is constructed locally and consumption is used in that construction. Rather than mere emulation when looking from the outside, it is seen as sense-making synthesis, and meaningful and coherent symbiosis when looking from the inside. Hence to understand global consumption patterns, we must understand the local experience and meaning of consumption.

The postmodern individual has evolved into Homo consumericus, a creature described by Firat and Shultz (1997) as defined by consumption and the experiences derived therefrom. In their article on luxury marketing, Atwal and Williams (2009) state the difference between traditional marketing frameworks and experiential marketing, as that the former view consumers as rational decision-makers focused on the functional features and benefits of products, whereas the latter views consumers as emotional beings, focussed on achieving pleasurable experiences. Atwal and Williams (2009) highlight the difference between traditional and experiential marketing as follows: The first difference, they maintain is that "the focus is on customer experiences and lifestyles, which provide sensory, emotional, cognitive and relational values to the consumer". Secondly, "there is a focus on creating synergies among meaning, perception,

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consumption and brand loyalty". Thirdly, they argue that "customers are not rational decision-makers, but are rather driven by rationality and emotion". Finally, they argue that experiential marketing requires a more diverse range of research methods in order to understand consumers (Atwal & Williams, 2009, p. 345).

Aligned with the quest to understand consumers, in Ger and Belk's (1996) study, the main question posed was: what is the nature of consumption as experienced in the Less Affluent World (LAW)? What Ger and Belk (1996) sought to explore was if consumption in the context of the LAW implied a unidirectional adoption of new Western values and whether the local 'consumptionscape' was merely a replica of a globally spreading Western consumer culture. Appadurai (1996) identifies five global cultural flows labelled as ethnoscapes (global movements of people as immigrants, tourists, or guestworkers), finanscapes (global movements of money in all its forms), technoscapes (global movements of technologies and information), mediascapes (global movements of media images), and ideoscapes (global movements of ideologies). These flows are described as increasing the availability of symbols and meanings in consumers' everyday lives in such a way that much of what is available in one place is also available in any other place. To these worlds, Ger and Belk (1996) added the 'consumptionscape' which is the focus of this study.

Toward an understanding of consumer behaviour, this field of study will commence with defining global consumer culture as well as a consideration of the factors that lead toward global consumption homogenisation. Global consumer culture, according to Ger and Belk (1996), has been identified as involving one or more of four trends: proliferation of transnational firms, globalised capitalism, globalised consumerism, and global consumption homogenisation. As in the aforementioned authors' study, the focus of this research study is on the latter two phenomena.

2.2   Shopping Centres: Cathedrals of consumption

Ritzer (2010) coined the term 'cathedrals of consumption' referring to commercial displays that are meant to inspire awe, wonder, and enchantment in the consumer, of which shopping centres, casinos and sports stadiums are examples. Izak (2014) supports Ritzer's (2010) concept, where he maintains that when social actors (shoppers) become orchestrated towards the achievement of a specified goal, they divert attention away from the 'product' of consumption and focus on its immaterial, enchanted qualities.

Extending this analogy, Ger and Belk (1996), posit that the prospect of global consumerism in the late twentieth century might be seen as similar to the prospect of a global religion in earlier centuries. The authors maintain that consumerism is itself a belief system akin to religion. If consumption is the religion of the present day, consumption rituals may be best understood as religious rituals (Ger & Belk, 1996). Creolised consumption is a way to reconcile the contradictions, and involves symbiosis, syncretism, as well as struggle. The degree of symbiosis and struggle depends upon the multiplicity of the forces and contradictions within the local and global. These forces include the strength of existing ideologies and the degree of integration that has already taken place. They conclude that LAW (Less Affluent World) and MAW (More Affluent World) consumptionscapes are both increasingly becoming the mixing grounds of dynamic local and global consumption icons, spiritual experiences and emotions.

Fuentes and Hagberg (2013) offer a critique of retail marketing, maintaining that in the past it was too narrowly focused on quantitative methods, treating retail spaces mainly as technical and psychological spaces. The aforementioned authors offer a multidisciplinary approach to retail marketing, highlighting the socio-cultural dimension of retailing, shopping and consumption in retail spaces which are performative spaces where identities, experiences, ideologies and multiple meanings are produced and reproduced. The debate is whether these retail environments, in particular the shopping malls, referred to as cathedrals of consumption (Fuentes & Hagberg, 2013; Sam, 2012; Steinfield & Hamilton, 2013), bully and manipulate consumers into consumption, or whether consumers are indeed "rational, autonomous, self-interested, calculative agents" (Fuentes & Hagberg, 2013, p. 291).

Adding to this approach, Arnould and Thompson (2005), provide a synthesising overview of consumer research that takes into account the sociocultural, experiential, symbolic and ideological aspects of consumption, and accordingly coined the term 'consumer culture theory' (CCT). Thus CCT is not a unified, grand theory, rather it refers to a family of theoretical perspectives addressing the dynamic relationships between consumer actions, the marketplace, and cultural meanings.

Arnould & Thompson (2005) point out that consumer culture theory is fulfilling the recurrent calls by thought leaders of consumer research for a distinctive body of theoretical knowledge about consumption and market-place behaviours. Certain

shopping centres, shops, and forms of shopping become associated with certain social groups, and shoppers, in turn, seek out these shopping spaces and practices in order to express and renegotiate either their ethnic, gender or class identities. Shopping and shopping centres are clearly associated with the making and remaking of identities. Shopping, place and identity shows that these commercial spaces are not only arenas were these identities are played out, but can also be spaces in which these identities are actively made and remade (Fuentes & Hagberg, 2013). A study by Cachinho (2014) on the socio-spatial contexts of retail environments through the lens of Consumer Culture Theory explicates this concept.

According to Fuentes and Hagberg (2013), socio-cultural retail studies teach us that retailing and society are not separate entities; that retail practices and spaces help shape society. Retail practices and spaces are actively involved in the construction of identities, meanings and worldviews. Authors on the subject of consumer identity (Cleveland & Laroche, 2007b; Arnould & Thompson, 2005; Ger & Belk, 1996) contribute to the body of knowledge in consumer behaviour, which raises its applicability to the evidence and prevalence in the South African context? How is the identity of self influenced in the retail context, especially in light of globalisation. Do young South African's embrace their ethnic identity through the display of local symbols, or are they influenced by the global symbols prevalent in the retail consumptionscape?

2.3 Postcolonial Identity and Conspicuous Consumption

Arnould and Thompson (2005) state that one area conspicuously absent from the subject's discourse is the broader analyses of the historical and institutional forces that have shaped the marketplace and the consumer as a social category. Their CCT systematically links individual level meanings to different levels of cultural processes and structure and then situates these relationships within historical and marketplace contexts. Through their review on the extant works on consumer culture, Arnould and Thompson (2005, p.875) maintain that "consumption is a historically shaped mode of sociocultural practice that emerges within the structures and ideological imperatives of dynamic marketplaces". They state that many "consumers' lives are constructed around multiple realities and that consumption practices are used to experience these realities, such as fantasies, invocative desires, aesthetics and identity play" (Arnould & Thompson, 2005, p. 875).

Extending this argument, and understanding it with specific contextual relevance to South Africa, Brace-Govan and De Burgh-Woodman (2008), argue that socially and historically marginalised groups could be understood from the theoretical underpinning of postcolonialism as a relatively unexplored theoretical perspective to marketing and consumer research. To contribute to this debate, CCT provide understandings of the nexus of place (retail consumptionscapes) where these understandings might contribute to generating insights to the urban phenomenon of inequality, such as urban segregation and exclusion (Castilhos, 2015). The South African retail landscape is thus particularly well suited for this analysis on the basis of its postcolonial and post-apartheid history.

With colonialism, which began in South Africa in 1652, came the Slavery and Forced Labour Model which lasted 182 years until 1834. Noteworthy is that the abolition of slavery did not change the colonial–feudal 'slave–master' relations between black and white people, but instead, these 'slave–master' relations imprinted themselves on South Africa's political, social and economic structures for years into the future. Black people were 'enslaved' by the oppressive laws of industrialisation, pass regulations, and labour ordinances such as the Masters and Servants Act of 1841. It was only after 1994, after the country's first democratic elections, that all South Africans were emancipated from slavery (SAHO, 2011).

According to (Rukundwa & Van Aarde, 2009, p. 1187), postcolonial theory produces a "dislocated culture, a hybrid mixture of worlds" within a conflictual cultural interaction. Postcolonial culture is a hybridised phenomenon that involves a dialectal relationship of the grafted Western cultural systems and a native ontology, which (re)creates a new local identity.

Continuing in this vein, (Lunga, 2008) argues around the (complicated) relationship between postcolonialism and globalisation, positing that globalisation requires contestation and contemplation. Lunga (2008) further makes a case that the two concepts can occupy the same discursive space and highlights points of convergence. Rukundwa et al (2009) maintain that imperialism as a concept and colonialism as a practice are still active in a new form of neo-colonialism. Lunga (2008) supports this position that colonialism is still at work in other various forms, such as neocolonialism and globalisation and maintains that postcolonial theory remains particularly useful to critique the West, especially as there are concerns that globalisation is viewed in terms of unequal power and economic relations.

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This view around power and economic relations is supported in the work of Varman and Belk (2012), in their study of consumption patterns in postcolonial shopping malls. According to Varman and Belk (2012), enslaved or colonised people suffer from a deep crisis of identity and inferiority that often forces them to copy their former masters. They maintain that the process of globalisation and exposure to the West exacerbates this neurotic condition of postcolonial identity. Consumption patterns of the emerging black middle class describes economic vulnerability as a driver of consumption patterns (Burger, Louw, De Oliveira Pegado, & Van der Berg, 2015).

Ger and Belk (1996) in their earlier study highlighted that the macro effect of following global consumption patterns is fostering local social inequality, and threatening the integrated social fabric in the LAW, where they held that the marketisation and the newfound consumption served the elite but not the majority. Non-consumption, as is stated by Ger and Belk (1996) is experienced as a lack of control and an exclusion that perpetuates poverty and creates withdrawal. In addition, Chipp, Kleyn and Manzi (2011) supports that these growing polarisations fuel alienation, frustration and relative deprivation which may nurture social strife and crime.

In a similar vein, Chipp, Kleyn and Manzi (2011), in their study on whether the conspicuous consumption of affluent black South Africans is associated with prior experiences of relative deprivation, found that egoistic relative deprivation played a role initially in "catch up" consumption to the more privileged (white) consumers to whom black South Africans had been exposed during childhood to early adulthood. They reported that the spike of conspicuous consumption normalised somewhat as they continued to "keep up" with their (black) peers. The aforementioned authors found that the respondents were driven by a fear of failure and loss of self-respect to gain further affluence to afford lifestyle items that gained the admiration of their social networks. It was this fear that at times forced both affluent and non-affluent black people to live beyond their means by extending themselves financially into unsustainable credit schemes. Their study reported that as the first generation of affluent black people in a post-apartheid South Africa, the lack of financial education and familiarity with wealth leads to abuse of credit facilities which result in over-indebtedness (Chipp et al., 2011). Varman and Belk's (2012) study interpreted shopping malls in India as representative of postcolonial sites where young consumers emulated the West in an attempt to transform their Third World identities. They argue that shopping malls in former colonies "offers consumers the illusion of being Western, modern, and developed" (2012, p. 62). Thus,

consumption of postcolonial retail arenas is characterised as a masquerade through which young consumers attempt to disguise or temporarily transcend their Third World realities.

Varman and Belk's (2012) interpretation offers insights into transitioning retail servicescapes of the Third World, which in turn helps to improve extant understanding of consumer identity and global consumer culture and is pertinent to this study because of its relation to these servicescapes afford consumers different kinds of temporal experiences.

Ger and Belk (1996) argue that buying into consumer culture involves seeking to improve perceived social status and thus increases stress by keeping up with the Joneses. In chasing after consumer goods and the money to acquire them, there is an escalation in the pace of life, a reduction of leisure time, and an emphasis on a work-and-spend ethic precluding the luxury of free time. The other major psychological effect of a shift to global consumer culture is the adoption of greater materialism, as seen in recently marketised economies. Materialism is a belief that happiness lies in things rather than people or experiences, but has paradoxically been found to be associated with unhappiness.

Ger and Belk (1996) critique on global consumer culture is that Marketisation has helped fuel a revolution of rising consumer expectations that is further excited by global mass media, popular culture, advertising, distribution, migration, transnational cosmopolitanism, and international tourism. Whilst they argue that these consumer goods might be the stimuli that motivate workers and improve national economies for nations emerging from poverty, Ger and Belk (1996) claim that there is also a potentially darker side to the globalisation of consumer culture and critiques the physical effect of consumer culture on health and diet, endangered by cutting on food to afford foreign items of symbolism such as a pair of much desired jeans, or by replacing local foods with tempting attractively packaged and well-advertised candy, and other less nutritious or carcinogenic new and modern world foods.

The aforementioned authors argue the merits of global consumer culture on the (observable) environment, diet and physical health against the less tangible but some of the most profound potential detrimental effects being cultural, social and psychological. At threat, is the loss of confidence and pride in local goods and material culture, accompanied by a disregard for local products and consumption which is damaging for

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local identity as well as local production. This is considered as a cultural threat which is problematic for local empowerment, identity, and esteem and for global diversity.

Ger and Belk's (1996) study also suggest that a political economy framework is an incomplete approach to understanding consumer cultures in the LAW.   Local consumption patterns do not rest solely on dependency relations with global influences. These patterns also depend upon how locals make sense of their daily experiences when faced with the new complex world. Thus they suggested that consumer cultures can better be understood by combining the political economy perspective with the view that consumption is about meaning, about sense-making. The dialectic of globalisation-localisation cannot be understood unless we begin with how the local experiences that dialectic. The luxury market is no longer the exclusive domain of the elite which is described as the democratisation of the luxury market. This democratisation is changing the nature of luxury because of the exclusive which has become commonplace. The traditional definition of luxury as something that is out of the ordinary in terms of daily living needs is therefore no longer tenable (Hudders, Pandelaere, & Vyncke, 2013).

2.4   The Global Village

Cherrier and Belk (2014), describe globalisation as the flux, flows, mobility and movements of people, ideas and commodities across the globe. Kjeldgaard and Askegaard (2006) maintain that is important to the globalisation process that identity is neither fixed nor a given but is now understood to be constructed through the interplay between institutionalised models of identity and localised articulations. Globally, two opposing, yet simultaneously occurring and reinforcing movements are being observed as the homogenisation and heterogenisation of cultures (Cleveland & Laroche, 2007a).

Cleveland et al (2014, p. 269) discuss the concept of cosmopolitanism using McLuhan's theory of the global village, where McLuhan theorised in the 1960's the "advent of an electronic communications network that would figuratively shrink the globe, creating a global village whose members would have an acute sense of their collective cosmopolitan identity". The advent of the internet, described long before its arrival by McLuhan as "a computer, an electronic brain", as well as satellite television, has greatly facilitated the virtual interactions of people around the globe (Cleveland, Laroche, Takahashi & Erdo, 2014, p. 269). The implications for international new product introduction is that companies that currently use a sequential rollout and typically begin

from the West and proceed to the rest of the world would have to rethink their marketing strategy. The repercussions of the global village is that consumers have greater access to global and social media and are now exposed to information about new products instantly, regardless of the launch location (Kravets & Sandikci, 2014).

A subject for further inquiry is the globalisation of consumer culture and its manifestations in less developed countries and those characterised by transitional economies, such as South Africa. Consumer Culture Theory, through re-textualisation, has reframed and revitalised core analytic constructs, such as brand loyalty, consumer lifestyles, retail experiences, advertising information processing, customer satisfaction, and consumer involvement (Arnould & Thompson, 2005). As globalisation intensifies awareness of different cultures around the world and the interdependence among them, Westjohn, Singh and Magnusson (2012) assert that people necessarily develop views of the "self" in relation to the rest of the world. Global and national identification are among these potential self-views and can serve as a basis for segmentation. Although, Ger and Belk (1996) argue that some form of (consumer) resistance is likely only if there is a strong awareness, confidence and ideology, either due to prior experience with Western consumption and exposure to global trends of resistance which include voluntary simplicity and environmentalism, or an intense ethnic pride due to a local accomplishment.

2.5 The Cosmopolitan Paradox: The Global/Local Continuum

A further consideration regarding acculturating to the global consumer culture is Cannon and Yaprak's (2002) study, which focused on the nature of cosmopolitanism as a construct to understand consumer's orientation. The authors revisit the original meaning of cosmopolitanism as presented in the 1950's as seminal work by Merton who used the term to represent "the tendency of people to orient themselves beyond their local community" (Cannon & Yaprak, 2002, p. 33). The authors found that the concept of cosmopolitanism held true to the Mertonian notions of cultural transcendence, but that it went beyond the original conception of world citizenship. They proceed to argue that cultural diversity should not be the sole index of cosmopolitan orientation and found conflicting viewpoints held toward the "global village" and Levitt's notion of globalisation in marketing. Cannon and Yaprak (2002) critique the extant literature for not being able to provide a complete perspective on the cosmopolitan construct, and proceeded to develop an alternative perspective.

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The aforementioned authors also found that cosmopolitanism is not the opposite of localism, contrary to what most academic engagements around the topic seemed to suggest. Therefore, in their study, Cannon and Yaprak (2002) considered the "potential existence of local versus global cosmopolitans" and found that previous conceptions appear to have been oversimplified, and in the process, perhaps misled marketers. What they found was that there was no single cosmopolitan culture and offer insights via their framework of how markets are likely to develop, through what patterns and in what proportions (Cannon & Yaprak, 2002). This framework helps explain the paradox of the world moving inexorably toward a more cosmopolitan orientation while simultaneously, local cultures appear to be flourishing. Cannon and Yaprak (2002) maintain that by viewing cosmopolitanism as a more complex construct and by recognising that most people are in transition, will assist to anticipate patterns of consumer behaviour, which is also supported by Cleveland, Papadopolous and Laroche (2011), to guide research and resulting marketing programmes.

Cleveland, Papadopolous and Laroche's (2011) study of identity, demographics and consumer behaviour focused on the relationship between strong ethnic identity (EID) and a globally-oriented disposition (cosmopolitanism: COS) (Cleveland et al., 2011), where they found that consumers are complementing an identity rooted in their traditional culture with one that is globally-oriented. These findings were of particular significance, as it signals to marketers, when they should standardise their strategies across national frontiers and when to customise or 'glocalise' which aligns with Ger and Belk's (1996) findings on creolisation. Cleveland et al (2011) identify two psychographic factors as mainly appropriate for market segmentation in the era of globalisation, namely, consumer's affiliation to national/ethnic culture and their globally-oriented dispositions. Their study showed that contrary to Levitt's famous argument from over 30 years ago, globalisation does not inevitably lead to cultural homogenisation. The authors advocate a glocalised segmentation approach which delineates groups of consumers through the combination of inter- and intramarket indicators. This glocalised segmentation approach calls for a closer understanding of where consumers' identity is positioned on the global/local continuum.

Thompson and Arsel (2004) developed the construct of the hegemonic brandscape in their study to cast theoretical light upon relationships between the cultural influences exerted by culturally iconic experiential brands (such as Starbucks) and consumers' experiences of glocalisation. Their cultural analysis of the Starbucks brandscape

contributed to an emerging disciplinary project that explores how brand meanings generate consumer identities, social networks, and marketplace cultures; and, reciprocally, how brand meanings are individually and collectively appropriated, re-constructed, and, in some cases, contested by consumers, such as in the anti-corporate discourse toward brands.

2.6   Creolisation

Studies by Ger and Belk (1996) proposed the notion of creolisation and argued that consumptionscapes involve neither simple emulation of Western culture nor simple resistance to it. There is a call for cross cultural researchers to examine the "…complex interplay between the local context and global content, rather than arguing for the primacy of one over the other (Cleveland & Laroche, 2007b, p. 250). Whilst there is general consensus amongst academics, researchers and theorists in the field pertaining to the meaning of cosmopolitan (Cannon & Yaprak, 2002; Cleveland & Laroche, 2007; Cleveland et al., 2014; Bartsch et al., 2016), there is still contention whether an outward orientation supplants a local orientation (Cleveland et al., 2014; Ger, 1999; Steenkamp, Batra and Alden, 2003, & Swoboda, Pennemann & Taube, 2012), discuss perceived brand globalness (PBG) (being recognised as a global player with a global reach) and perceived brand localness (being recognised as a local player and a symbol or icon of local culture). Some researchers believe that cosmopolitan consumers are attracted to brands perceived as, however, Cleveland et al (2014) argue that cosmopolitanism does not require forsaking the local in favour of the global. The authors' claim that instead of shunning brands associated "with parochial cultural significance, the cosmopolitan craves consumption authenticity" (p. 275). Strizhakova, Coulter, and Price (2008), found that (recent) empirical research has shown that 'glocal' identities exist among young consumers in emerging countries, who respond positively to both global and local brands.

Various terminology has been used by different researchers to describe this phenomenon; hybridisation, creolisation, and transculturation (Cleveland & Laroche, 2009). Cultural processes, when viewed through the lens of sociology, presents less as fixed responses and more as emergent and adaptive due to the context of specific conditions, exemplified when a person displays attributes of cosmopolitanism in one domain but localness in another (Cleveland & Laroche, 2009; Özsomer, 2012).

Sandikci and Ekici (2009) found that consumers in the non-western world do not purchase western goods to simply emulate foreign goods but rather, they adopt such goods into the local practice and utilize them in novel and hybrid ways. This finding resonates with the earlier observations of Ger and Belk (1996) who identified the strategy of 'creolisation' whereby consumers synthesised meanings from disparate sources (local and global) in combined patterns of consumption. This allows consumers to express their identity through consumer behaviour in what may be described as a blending of both global and local culture in order to create a new hybrid (creolised) culture (Ger & Belk, 1996).

From the literature, it is apparent that even though over the years several authors have made substantial contributions to the body of knowledge, there was no single point of reference or framework to assist strategists, decision-makers and practitioners in the related disciplines (Bartsch et al., 2016). Riefler and Diamantopolous (2009) identified that whilst consumer's positive dispositions relating to foreign countries, cultures and products are an important topic, it remained under-researched when compared to attitudes that were reactive or negative toward globalisation. It was found that in a global environment, consumers adopt behaviour that are part of global culture whilst simultaneously keeping their own cultural values and customs (Xie, Batra, & Peng, 2015). This is of significance to local marketers as Eckhardt (2005) maintains that as marketing activities globalise, most of the focus of the international marketing and branding literature tends to be on strategies for global companies and brands at the expense of local companies and brands.

There are examples from all over the world that involve both the use of Western goods as symbols of modernity and status as well as symbols of preserving or reviving traditional roots (Ger & Belk, 1996). There is thus a transformation of meaning and local sense-making that make the experience coherent in the local experience. Ger and Belk (1996) maintain that creolisation is not just a one-way hybridisation on the part of the Less Affluent World (LAW), but is rather a two directional give and take with the result being a new synthesis of consumption patterns combining the once local and the once global. "Such exchanges may not be perfectly symmetrical, but they are reciprocal" (Ger & Belk, 1996, p. 292).

2.7   Ethnocentrism

Guo (2013) offers several important managerial implications that emerged from their study which investigated the influence of consumer global orientation on attitudes toward global brands from developed compared to emerging countries. Guo (2013) states that in their segmentation and positioning strategies, global marketers should carefully examine Global consumer orientation (GCO), global identity, and ethnocentrism, as consumers' globalisation-related psychological characteristics.

The aforementioned constructs, though related, exert independent influences and to identify appropriate segments in global markets, thus each construct should be measured and assessed. Consequently, Guo (2013) asserts that ethnocentrism as a contributing construct bears relevance especially as it pertains to social identity. The research also revealed that marketers should be prudent in implementing a "glocalisation" strategy in which it was found that companies in emerging countries now widely embrace the idea of glocalisation as "the interpenetration of the global and the local resulting in unique outcomes in different geographic areas". For example, in China, Starbucks have deliberately incorporated more Chinese cultural elements (local artefacts, designs, and styles) into its American lifestyle selling and suggests that young urban Chinese with global identities likely use the brand as a means of self-definition because Starbucks has "a distinct identity" associated with the United States (Guo, 2013). The concept of creolisation may thus be a more apt consideration as a construct to describe and understand this complexity.

2.8   Conclusion

The literature review in this chapter presents the main themes and key concepts pertinent to consumer behaviour in the context of globalisation. The influence of globalisation on consumer identity and the consumption of market spaces through the retail theatre of the shopping centre is given through the academic voices of the experts in the field.

In summary, this chapter addressed the forces of globalisation that pervade everyday life, from multi-national corporations as they seek to conquer markets, to consumers as its prime target who experience the effects at the most granular level, that of self.

The inter-relationship of the factors discussed in this literature review, leads to the research question presented in the next chapter which explores the role of local and global symbols in the display of consumer identity in this postcolonial consumptionscape.

3 CHAPTER THREE: RESEARCH QUESTION

This study uses a central broad question in its exploratory approach that is consistent with the emerging methodology of qualitative research. It thus begins by exploring the general, complex set of factors that surround the central phenomenon in order to present the broad and varied perspectives that participants hold (Creswell, 2014).

The purpose of this research is to explore the phenomenon of creolisation as a consequence of globalisation. This can be achieved through an understanding of the self and its display through the role of local and global symbols in retail consumptionscapes. The theory presented in chapter two as part of the literature review guided the formulation of the central research question as follows:

3.1 Central Research Question

How is creolisation prevalent in the display of consumer identity in the South African retail consumptionscapes?

In answering the above question, the study will explore the role of local and global symbols in the display of the self in retail consumptionscapes?

The following chapter describes in detail the research methodology used to explore answers to the central research question listed above.

4   CHAPTER FOUR: RESEARCH METHODOLOGY

4.1   Research Philosophy, Design and Method

According to Fuentes and Hagberg (2013) the socio-cultural dimension of retailing, shopping and consumption is absent from most mainstream retail marketing accounts, in spite of Arnould and Thompson's (2005) earlier study which showed consumption practices as inherently social and cultural. It is accepted that this study of 'the self and its display' coincides with Fuentes and Hagberg's description of retail spaces as performative spaces where identities, ethnicity, experiences, ideologies and multiple meanings are produced and reproduced, and would therefore benefit from a qualitative research approach instead of quantitative, which is already prevalent in this field.

With this in mind, the research study's methodology is mapped in accordance with the framework presented in Figure 2 below.

Figure 1. Research Framework

4.1.1 Research Philosophy: Social Constructivist (Interpretivist)

The research study embraced a social constructivist philosophy which according to Saunders and Lewis's (2012) definition is interpretivist in nature. It takes into account the social world of the research subjects from their point of view in complex and unique situations which enables researchers to achieve a great level of depth of the participants' insights.

In the constructivist paradigm, events are understood through the interpretation of the social context where multiple subjective realities are constructed and interpreted (Creswell, 2014). The goal of this study was to rely as much as possible on the participants' own experiences and meanings that they assign to their consumption choices. Creswell (2014) states that these meanings are not simply imprinted on individuals, but are formed through interaction with others (hence *social constructivism*) and through historical and cultural norms that operate in individuals' lives.

4.1.2 Research Design: Qualitative, Exploratory

Aligned to the research philosophy of social constructivism, the study uses a qualitative exploratory design, chosen for its suitability to obtain rich data and to yield new insights, assessing topics from a new perspective (Saunders & Lewis, 2012). Although any preconceived notions of what was expected to be found was set aside in order to understand the data collected more fully, the researcher's personal interpretation of the situation under study is inevitable and will form part of the insights generated.

4.1.3 Research Approach: Inductive, Semi-structured interview

The literature was reviewed in order to assist in the construction of the interview guide and to establish the domain that the interview will explore (that of creolisation as an influence of globalisation), highlighting the categories and relationships (such as consumer identity, post-colonial consumption patterns, brands as status signals amongst others) that may organize the data.

This resulted in the construction of open-ended grand tour questions (Mccracken, 2011) that were intentionally broad and general, giving the participants the opportunity to convey the meaning of their encounters in the shopping centres as retail

consumptionscapes. The researcher then interweaved discussions about their families and cultural orientations which the flexibility of the semi-structured interview process allowed. The researcher had to listen carefully to the responses to understand these subjective meanings in their social and historical context.

Rather than starting with a theory, when interpreting the data, the researcher generated themes that was inductively developed from patterns that emerged from the observations. In keeping with the inductive approach, the data collected from the semi-structured interviews was analysed, together with the researcher's personal observations, thus presenting insights that emerged from the findings in a bottom up approach.

4.2   Population

A population is defined as the complete set of group members (Saunders & Lewis, 2012), a large collection of individuals or objects that is the main focus of a scientific query. A research population is thus a well-defined collection of individuals or objects that have similar characteristics. The population for this study are the shoppers in the Johannesburg Metropole who shop at the four selected regional shopping centres.

The Johannesburg Metropole was chosen as it is located in the largest city in South Africa, and is located in the provincial capital of Gauteng, the wealthiest province in the country with a large ethnic diversity (Prinsloo, 2014). The city profile of Johannesburg as the business hub of the province and the country, was aligned to the nature of the study in terms of the population's comparatively elevated income levels (see *Figure 4*) and inferred exposure to globalisation and access to the retail consumptionscapes under study (see *Figure 3*).

Table 1. *Population in Urban Areas per Province – 2011 Census*

Province	People in urban areas	People in rural areas	Total	% Urban
Eastern Cape	2 985 305	3 576 748	6 562 053	45.5
Free State	2 303 215	442 374	2 745 590	83.9
Gauteng	11 930 627	341 636	12 272 263	97.2
KwaZulu-Natal	4 875 323	5 391 978	10 267 300	47.5
Limpopo	969 375	4 435 493	5 404 868	17.9
Mpumalanga	1 723 685	2 316 254	4 039 939	42.7
North West	1 553 428	1 956 524	3 509 953	44.3
Northern Cape	865 744	280 117	1 145 861	75.6
Western Cape	5 352 628	470 106	5 822 734	91.9
Total	32 559 331	19 211 230	51 770 560	62.9

Note: (Prinsloo, 2014, extracted from StatsSA, Population Census 2011)

Shopping Centre Space per Province 2012
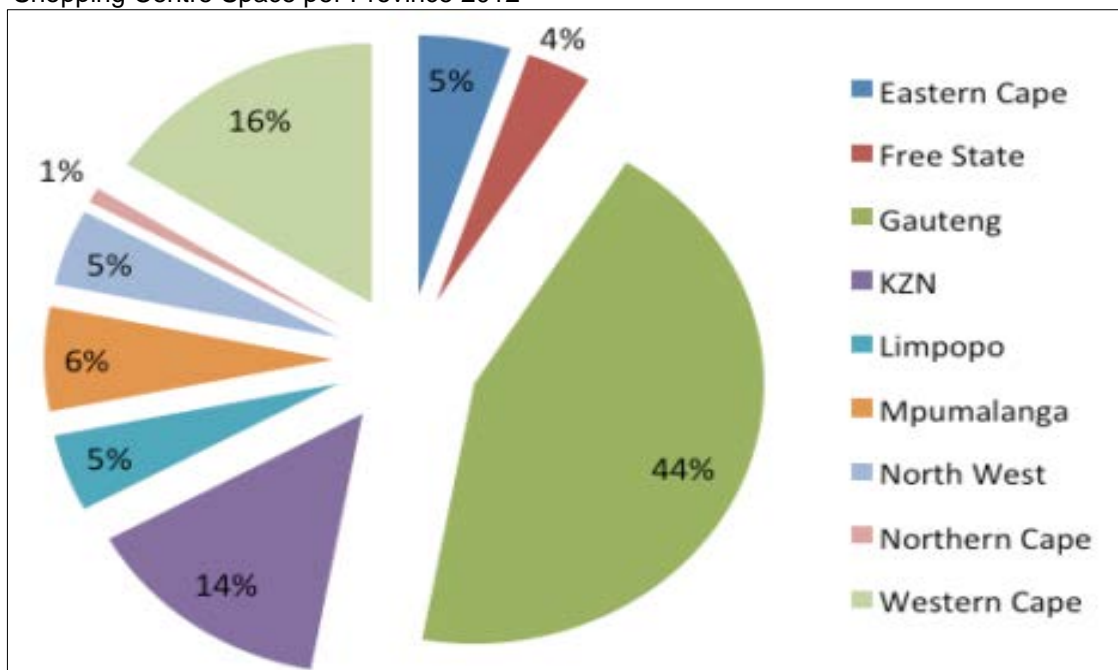
Figure 2. Shopping Centre Space per Province 2012 (Prinsloo, 2014, extracted from SACSC Shopping Centre Directory, 2012)
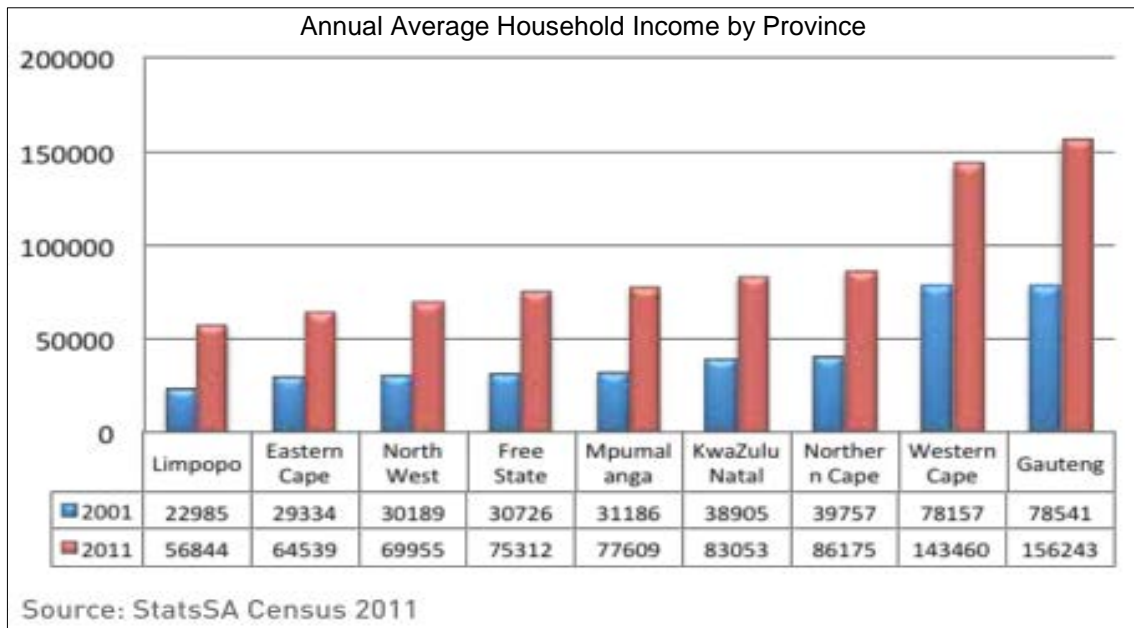
Figure 3. Annual Average Household Income by Province, (Prinsloo, 2014)

Due to the practical considerations for cost and large population sizes, researchers often cannot test every individual in the population because of cost and time constraints. This is why researchers rely on sampling techniques (Saunders & Lewis, 2012). In this study, purposive sampling was used as a means to extract meaningful data from participants, thereby circumventing the challenge of cost and time.

4.3   Unit of Analysis

The unit of analysis in this research study is the shopper.

The nature of the data collected is the shopper's experience, perceptions, memories and meaning that they assign to their experiences in the retail consumptionscape of the shopping centre.

4.4   Sampling Method and Size

A non-probability, purposive sampling method was used for the study, as it was the researcher's judgement that informed the selection, based on a range of predetermined criteria (Saunders & Lewis, 2012), that offered the best insights. These criteria include the locale of the shopping centre based in the province's business hub, and diversity in terms of age, gender, race and ethnicity. It was a fortuitous in as much as it was expected by the researcher, that the sample was diverse in terms of occupations held.

The study employed two stage sampling, first a sample of regional shopping centres; then a sample of shoppers at the mall.

According to the Classification and Hierarchy of Retail Facilities in South Africa (Prinsloo, 2010), a regional shopping centre measures between 50,000m² to 100,000m² of gross lettable area (GLA) with 150-200 shops linked via a major arterial road usually a provincial road linking to a national road offering very high accessibility and visibility. The role and function of these centres are to satisfy the needs of a large primary and secondary catchment area often supported by a strong workforce in the immediate vicinity. They offer a wider entertainment component to attract people especially during the evenings and children during holiday periods. These centres also act as a catalyst for the establishment of a mixed use node with retail facilities, office firms, hotels, residential development and entertainment. The four regional shopping centres selected in Tier 1 of the sample fulfil this criteria.
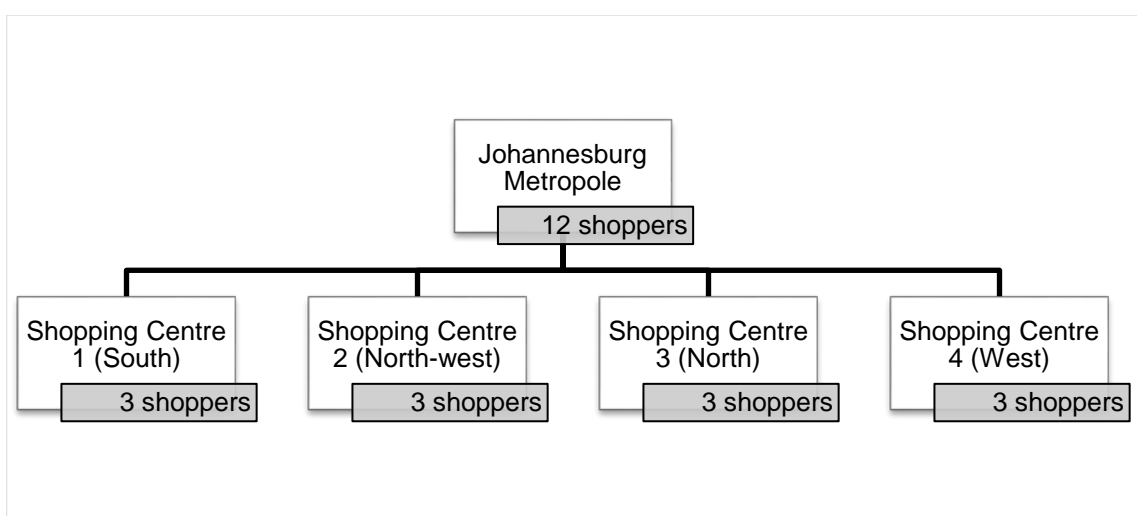
Figure 4. Tier 1 and Tier 2 Sample.

4.4.1 Tier 1 Sample: Regional Shopping Centres

When owners of shopping centres initially identified for the study were approached by the researcher for access to the various sites, it was established that permission to conduct the study would not be granted in terms of the respective companies' policy. This prohibition prevented independent research at the shopping centres except where commissioned by the owner's themselves as part of their own marketing initiatives. The researcher faced a further constraint in terms of a conflict of interest, as the researcher had declared to the owners that there was an association of employment with a competitor Landlord. In the circumstance one could not reasonably expect the granting of such permission for access, even though the scope of the study would not have infringed any rights or confidentiality of the owners.

Taking the aforementioned into consideration, a decision was taken to limit the study to the researcher's employer's regional shopping centre portfolio in Johannesburg. Notwithstanding this association of employment, there was still a formal application for permission made by the researcher to the employer as owner to conduct the study in terms of ethical considerations. Four regional shopping centres were thus selected in the Johannesburg Metropole as a result of what was accessible to the researcher, with a geographic spread covering the west, south and north of the city as depicted in *Figure 5.*

4.4.2 Tier 2 Sample: Shoppers

Three shoppers were chosen from each of the four regional shopping centres to participate in an interview, comprising the second tier sample as depicted in *Figure 5*. It is generally accepted that the total of twelve participants in a qualitative study constitutes a medium size sample, but is too small to constitute representivity although suited for the type of research method applied to this study. The purposive sample was chosen for its relevance to the study, and not to generalise the findings to the entire population (Creswell, 2014).

The sample comprised both males (25%) and females (75%) of varying race groups and ethnicity in the age group of 18-42 years old. The deliberate focus on younger consumers is due to their large presence in shopping malls. Also, the youth have in previous studies been seen as a consuming social group, which is the first to bend to the homogenising pressures of globalisation such that their practices become an index of the presence and

reach of globalisation (Varman & Belk, 2012). The sample may thus be described as heterogeneous in terms of geographic location, age, race and ethnicity. The sample may be described as middle class as inferred by the geographic location of the shopping centres as well as identified by the researcher's subjective frame of reference. This sample attribute suited the aim of the study in that these consumers are considered a burgeoning class of buyers in South Africa and it is therefore important to understand their experience in the retail arena.

Table 2 shows the date of the interviews as well as each participants' code at the four different shopping centres, presented in the order of occurrence.

Table 2. *Interview schedule*

INTERVIEW NUMBER	INTERVIEW DATE	SHOPPING ENTRE (SC) NAME	PARTICIPANT (P) CODE
1	Saturday, 17 September 2016	Shopping Centre 1	SC1P1
2	Saturday, 17 September 2016	Shopping Centre 1	SC1P2
3	Saturday, 17 September 2016	Shopping Centre 1	SC1P3
4	Saturday, 17 September 2016	Shopping Centre 2	SC2P4
5	Saturday, 17 September 2016	Shopping Centre 2	SC2P5
6	Saturday, 17 September 2016	Shopping Centre 2	SC2P6
7	Sunday, 18 September 2016	Shopping Centre 3	SC3P7
8	Sunday, 18 September 2016	Shopping Centre 3	SC3P8
9	Sunday, 18 September 2016	Shopping Centre 3	SC3P9
10	Sunday, 18 September 2016	Shopping Centre 4	SC4P10
11	Sunday, 18 September 2016	Shopping Centre 4	SC4P11
12	Sunday, 18 September 2016	Shopping Centre 4	SC4P12

4.5   Data Gathering Process

4.5.1   *Ethical Considerations and Research environment*

This section is presented in accordance with Creswell's (2014) recommendations that attention should be directed toward ethical issues at all stages of the research process, that is prior to conducting the study; beginning a study; during data collection and data analysis; and in reporting, sharing, and storing the data.

4.1.1.1 Prior to conducting the study

Written permission to approach shoppers whilst on the private property of the shopping centres' premises to conduct the research was sought and obtained from the owner of the shopping centres. The purpose of the study as well as other logistical considerations were disclosed. Refer to Appendix 2: Permission Letters from the Shopping Centre Owner. In granting permission, it is noted that the owner of the sites selected had no vested interest in the outcome of the study which was treated as an independent academic exercise.

Thereafter ethical clearance was sought and obtained from the university's Ethics Committee prior to conducting the study. The approval from the institute to proceed with the study is attached as Appendix 1: Ethical Clearance.

4.1.1.2 Data collection process

On the day designated to conduct the interviews, on arrival at the shopping centre, the researcher announced (herself) at the security office, prior to commencing the interviews, as was stipulated on the Permission Letter. Thereafter, shoppers were approached by the researcher requesting their participation in a face-to-face thirty minute interview. In the initial approach to participants, the researcher used subjective discretion in the manner of engagement to ascertain the level of English language proficiency, and as anticipated due to the location of the shopping centre in an urban area, the participants were fluent in English. Language was a filter as the services of a translator was not provided for.

The researcher was accompanied by a research assistant for the purpose of documenting written highlights of the interview as a back up to the audio recordings. The primary aim however for the use of a research assistant, was to create a safe space by offering the presence of a third party, in which the shopper as respondent could feel comfortable to engage in. This was deliberately decided from the shopper's point of view, in order to legitimise the initial approach and introduction by the researcher. Careful consideration was given to the approach so as not to create an intimidating or nuisance factor, bearing in mind that the shoppers were being approached by an unknown person requesting them to sacrifice approximately thirty minutes of their personal time for the interview, which could have been experienced as an inconvenience.

The researcher commenced with an introduction, displaying the student card and explaining the purpose of the independent study to the shopper. Consideration was given to time constraints and they were all informed beforehand that the interview would last approximately thirty minutes. At no time was any participant coerced into participation. The researcher used subjective filtering in ensuring that no persons under 18 was approached, which was later verified by the participants.

This was followed with the request to audio record the interview. The content of the consent form was explained, whereafter it was signed by the participant and researcher as acknowledgement of their voluntary participation for which they were not being paid, and could opt out at any time during the interview without being obliged to give a reason (Appendix 4: Respondent Consent Form).

4.1.1.3 *Interview process*

The interviews were conducted at a conveniently located coffee shop in the respective shopping centres, thus creating a neutral setting for the shopper. This setting also provided an authentic platform in which to offer the respondent a cup of coffee as a reasonable gesture of courtesy for their participation. This appreciative gesture was offered to provide respect and reciprocity to the participants for their exchange of time and data (Creswell, 2014). In this way, as a paying customer, the researcher was afforded legitimate access to the convenience of the coffee shop for the period of the interview, as opposed to encroaching on the premises, considering that the interviews were being held over the coffee shops' peak trading period on the weekend. The site was thus respected by announcing to the manager and staff on duty what the purpose of the engagements were, causing no disruption to the normal trading activity of the establishment.

The semi-structured interview followed with the researcher being fully immersed in the discussion that lasted approximately thirty minutes, deliberately not taking any written notes so as to hold the attention of the respondent whilst observing body language and other non-verbal communication. The researcher applied discretion in terms of probing and exploring further beyond the time limit, guided by the level of engagement of the respondent.

A conscious effort was made to ensure that all participants received the same treatment and respect, and the researcher further created a rapport with the participant by using simple language, avoiding any jargon terminology.

4.1.1.4 Reporting and storing data

The participants were guaranteed confidentiality in that the details of their names or any other discerning information would not be published in the research report. In the following chapters, the participants are thus identified and differentiated by the use of alphanumeric codes. The researcher disassociated names from responses during the coding process, although it may in some instances feature on the audio recording, this is not available to the public, nor is it traceable to the individual participants, thus protecting the identities of participants (Creswell, 2014).

The raw data of the audio-recordings as well as the transcripts will be submitted in electronic format to the university as part of the research submission criteria and will remain in safekeeping for a period of ten years in a confidential and access controlled format.

4.5.2 Research Instrument

The participants were afforded the opportunity to tell their own stories in their own terms (Mccracken, 2011), with the researcher keeping a low profile. The interviews were conducted individually, starting with 'grand tour' questions (Mccracken, 2011) about participants' personal backgrounds and interests and then turning to their personal histories, experiences, and beliefs regarding consumption choices, shopping behaviour and shopping malls. All participants in the study were granted confidentiality with no name disclosure. An interview guide was used by the interviewer to ensure that all the pertinent areas of inquiry were covered, as well as to allow sufficient flexibility to be able to probe for understanding and to extract deeper insights. The interviewer, through the semi-structured interviews used discretion to adjust the course of the interview as appropriate, in order to allow for the spontaneous emergence of themes (Saunders & Lewis, 2012).

4.6   Data Analysis

4.6.1   Transcript Preparation

A professional transcription service was used to create a verbatim transcript of the interview (Mccracken, 2011). This method was chosen to create distance between the researcher and the data. The transcripts were verified by the researcher against the audio-recordings for correctness and at times where the audio-recording was inaudible to the transcriber, the researcher was able to fill in the missing text in context.

4.6.2   Analysis Tool

Atlas.ti, a Computer Aided Qualitative Data Analysis Software (CAQDAS) was used to code the data that emerged from the semi-structured interviews (Friese, 2012; Saunders & Lewis, 2012). The inductive coding method was used to ascribe codes to quotes from the participants' transcribed responses, being guided by the text to see what codes emerged. Patterns were then observed from a number of individual occurrences. The 400 initial codes were clustered together into 13 code families which eventually created 4 themes.

In line with the inductive philosophical approach, this exploratory research study sought answers to the research question embedded in the data collected. The data analysis was thus iterative with simultaneous analyses of the transcripts from the audio recordings of the interviews, generated with the respondents' prior consent, as well as the research assistant's notes in a process of emergent design.

4.6.3   Method of Analysis

The Transcripts differentiated the voice of the researcher as 'INT' and that of the participant in accordance with the predetermined code before uploading to Atlas.ti as individual Primary Documents. A combination of open coding and in-vivo coding was used to discover the emergent themes. When applying the open coding method, a code was created for a specific piece of text, whilst in-vivo coding used the actual text from a specific piece of text as the code (Friese, 2012). This bottom up approach was used purposively to discover the evidence directly from the participants, typical of an inductive study. The first stage of the analysis focused on each utterance or response in the interview transcripts, thus creating observations which were coded (Mccracken, 2011).

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The initial codes were grouped into code families and thematic categorisation was then applied to identify the patterns that emerged from the data for analysis and recommendations. Consistent with the interpretivist philosophy, the researcher's intersection of identity and professional experience with shopping centres and retail environments in relation to that of the research participants may have influenced the depth of the narrative.

4.7   Research Validity, Reliability and Triangulation

Validity and reliability are used to establish coherence between the research design and the research questions. Saunders and Lewis (2012) define validity as the extent to which the research methods accurately measure what it intends to measure; and that the research findings are aligned to the research topic. Whilst the study may have internal or content validity, it may not have external validity due to the results not being generalisable to the entire population (Creswell, 2014). This is not considered a shortcoming, as it is not the intention of the study to be able to generalise the results to the larger population, but rather to obtain rich insights and meaning into creolisation of consumer behaviour, which was achieved by the exploratory method chosen.

Creswell (2014) describes reliability as a test for consistency of the measurement instrument and in qualitative research, the inclusion of multiple sources of data is likely to increase the reliability of the study. In this study, data triangulation using a multiple method design is used to test for consistency. In order to establish reliability of the study, the results of the semi-structured interviews were triangulated with personal observation and an exploration of the alignment between what was found in the literature review. Notes from the research assistant was also used as an additional data source to triangulate the results by examining evidence as justification for themes (Creswell, 2014).

Kvale (2006) questioned the holy trinity of science being validity, reliability and generalisability in qualitative research and recommended that researchers rather establish trustworthiness which is encapsulated by credibility, transferability, dependability and confirmability. In this study credibility is achieved through the diversity of participants interviewed and the length of interviews which approximated 30 minutes. Transferability is attained through the use of thick description which was employed to re-

create the interview setting so as to transport readers into a world of shared experiences. These detailed descriptions and thoroughness in documentation of processes as suggested by Creswell (2014), add to the trustworthiness of the research. Dependability and confirmability is achieved by presenting an audit trail of the permission letters to access the sites, participant consent forms, and the raw data which is the audio-recordings accompanied by the transcripts.

4.8   Pre-testing

In order to circumvent ambiguity, the interview guide and interview approach was pre-tested with the research assistant for understanding and clarity of meaning.

Learnings obtained during the initial interviews were applied to subsequent interviews especially with regard to the framing of questions, so as to draw deeper participant engagement. The researcher also checked for the participant's understanding during the interview, to ensure that key issues were covered in accordance with the aim of the study.

4.9   Limitations of the study

The study explores creolisation of consumer culture from the one perspective of social constructivism which is interpretivist in its approach and is therefore limited as it seeks to understand current reality rather than generalise the results. The study used non-probability sampling, which means that statistical representivity cannot be inferred or generalised to the entire population (Saunders & Lewis, 2012), nor was it the intention of the study to do so. Rather the intention was to seek understanding from the participant's subjective point of view in order to gain a diverse range of responses.

The element of researcher subjectivity in the exploratory qualitative approach, which is a limitation (although purposively chosen to generate insights), was followed with a triangulation of the responses via the notes recorded by the research assistant after the interviews were completed.

The limitation of the shopping centre sites to the researcher's employer's property portfolio may have been a limitation, however, this was circumvented by the wide spread of the geographic reach of the portfolio selected, which covers the west, south and north of Johannesburg.

5 CHAPTER FIVE: RESULTS

This chapter presents the research results in terms of the research question, which is how is creolisation prevalent in the display of consumer identity in the South African retail consumptionscapes? And *w*hat is the role of local and global symbols in the display of the self in retail consumptionscapes, as well as a review of the emergent themes.

The interviews conducted for this research study have contributed useful insights into how consumer identity and culture have creolised as a result of globalisation and the role of local and global symbols in retail consumptionscapes.

A summary of the interviews conducted, the details of the participants and the processes that the researcher followed to ensure the accuracy and validity of the data collection and transcriptions is given. A discussion of the interviews follow in line with the emergent themes from the inductive approach.

5.1 Shopping Centre Profile

Shopping Centre 1 is a large regional shopping centre in the Gauteng Region, situated in the southern suburbs of Johannesburg comprising 185 shops in approximately 80,000m² of retail rentable area.

Shopping Centre 2 is a regional shopping centre in the northern suburbs of Johannesburg offering over 120 shops measuring approximately 40,000m². This retail environment targets discerning shoppers with exclusive, high-end retail.
It is recorded that although this shopping centre falls outside the parameters of a regional shopping centre as defined by Prinsloo (2010), it was nonetheless purposively chosen for inclusion in this study due to its unique shopper profile, thus contributing to the sample diversity.

Shopping Centre 3 in the Gauteng Region is classified as a large regional mall. It is a premier shopping destination in the western suburbs of Johannesburg comprising approximately 240 retail shops in approximately 90,000m² of gross lettable area. It is a family destination offering entertainment with a full cinema complex and several up market restaurants, fast food outlets and coffee shops.

Shopping Centre 4 is a large regional mall situated in the heart ofJohannesburg's cosmopolitan retail precinct. With 151 shops in over 60,000m² of retail space, the mall provides amenities to a wide range of shoppers, business executives and international visitors.

5.2   Details of Participants Interviewed

Table 3 is an illustration of the participants' demographic profiles and assists toward contextualising the responses. The details of the twelve participants are presented in order of the interviews conducted.

Table 3. *Details of Participants Interviewed*

INTERVIEW NUMBER	PARTICIPANT CODE	PARTICIPANT DESCRIPTION (Country of origin)	RACE	ETHNICITY	GENDER	AGE
1	SC1P1	South African	African	African	Female	24
2	SC1P2	South African	Indian	Indian	Female	22
3	SC1P3	South African	White	Portuguese	Female	42
4	SC2P4	Chinese	Asian	Chinese	Female	18
5	SC2P5	Bulgarian	White	Bulgarian	Female	20
6	SC2P6	South African	African	African	Male	42
7	SC3P7	South African	African	African	Female	34
8	SC3P8	South African	Coloured	Coloured	Female	20
9	SC3P9	South African	White	White	Male	26
10	SC4P10	South African	African	African	Female	36
11	SC4P11	South African	Coloured	Coloured	Female	24
12	SC4P12	Taiwanese	Asian	Taiwanese	Male	30

5.3   Participants' Profile

A descriptive analysis of the participants is given in terms of their race, gender and age in order to demonstrate diversity in the sample.

The racial profile of the 12 participants interviewed is described as follows: 4 African, 2 Asian (1 Chinese and 1 Taiwanese), 2 Coloured (mixed race), 1 Indian and 3 White
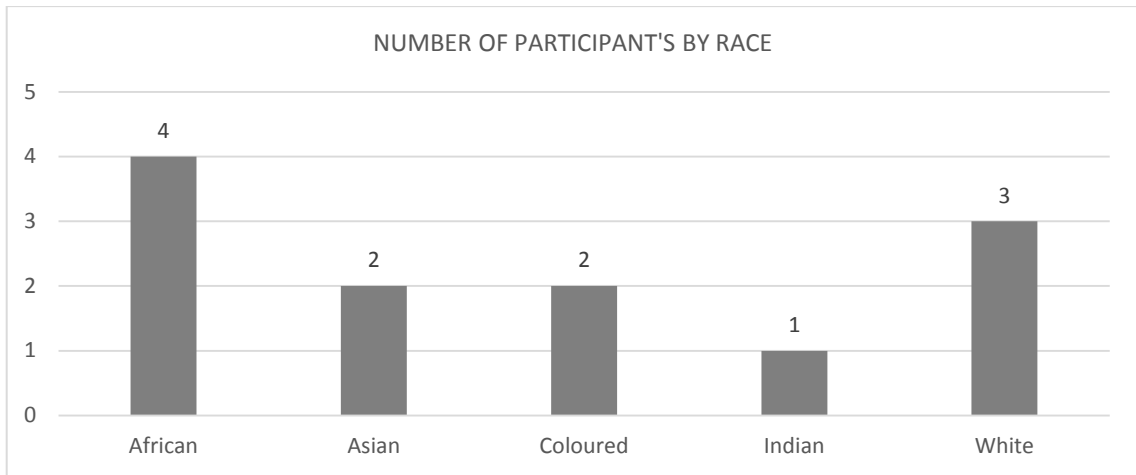
Figure 5. Number of Participant's by Race.

The participants were a majority of 75% female (9 participants), and 25% male (3 participants).
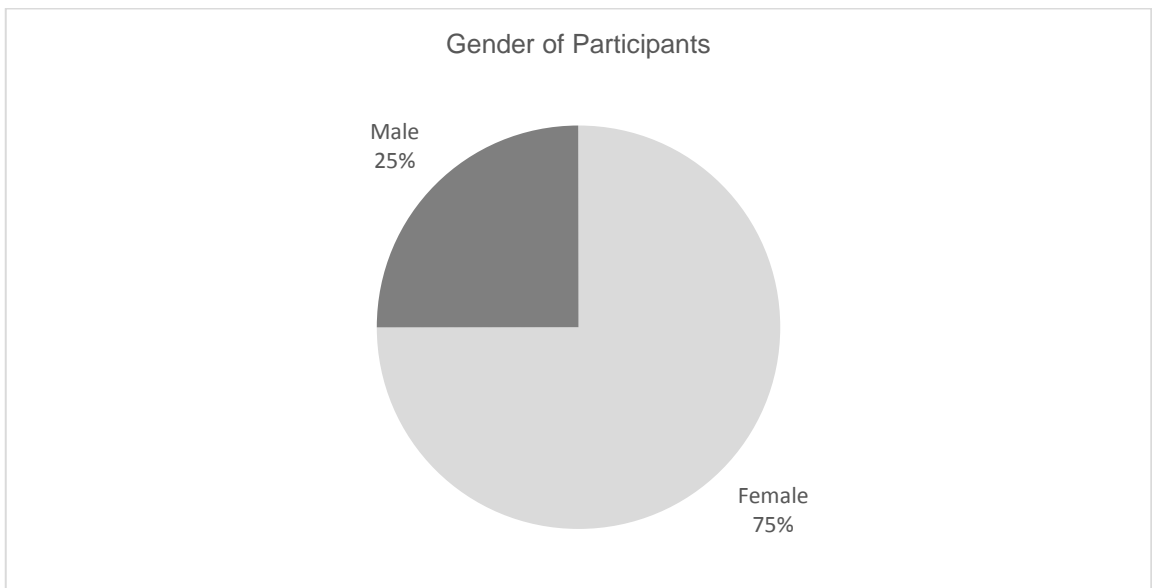
Figure 6. Gender of Participants.

The age profile of the participants ranged from 18 years old to 42 years old.
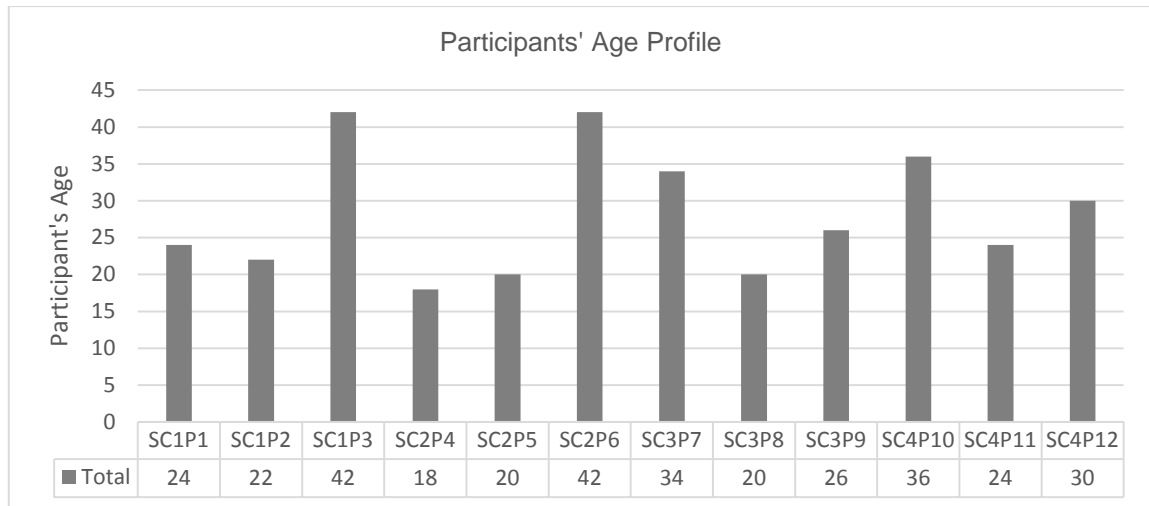
Figure 7. Participants' Age Profile.

5.4   The Interview Method

The researcher conducted twelve interviews, with three shoppers from each of the four selected shopping centres. By the tenth interview, nothing substantially new was forthcoming, at which point the researcher took a decision to complete the twelve as initially planned and was satisfied that data saturation was reached (Mccracken, 2011; Saunders & Lewis, 2012). Data saturation occurs when the researcher reaches a point of informational redundancy where additional data collection contributes little or nothing new to the study (Gentles, Charles, Ploeg, & Mckibbon, 2015).

Table 4 provides information regarding the participants who were interviewed, sorted according to the order of the interviews per shopping centre. A total of 328:11:00 minutes, which is 5:28:11 hours of audio recordings resulted from the interviews, which rendered a total of 43 665 transcribed words. The average interview was 27:21 minutes long and the average transcript length was 3 639 words. The longest interview which corresponded to interview number 6 lasted 47:12 minutes, and the shortest interview of 10:08 minutes was the last interview. After the twelfth interview, having reached a point of diminishing returns, as well as having concluded the number of interviews as authorised in the Permission Letters (Appendix 2), no further interviews were conducted.

The interviews were conducted over a period of two days using the discussion guide that was developed and in accordance with the long interview method (Mccracken, 2011).

Table 4. *Audio-recording length and Word count per Interview*

INTERVIEW NUMBER	PARTICIPANT CODE	DURATION (AUDIO MINUTES)	WORD COUNT
1	SC1P1	00:21:30	2276
2	SC1P2	00:30:31	3940
3	SC1P3	00:40:49	5739
4	SC2P4	00:25:14	3371
5	SC2P5	00:34:00	4636
6	SC2P6	00:47:12	5733
7	SC3P7	00:31:48	4703
8	SC3P8	00:30:17	4927
9	SC3P9	00:13:21	1713
10	SC4P10	00:21:48	3025
11	SC4P11	00:21:33	2604
12	SC4P12	00:10:08	998
		5:28:11	**43 665**
	Average	**00:27:21**	**3 639**
	Total audio minutes	*328:11:00*	
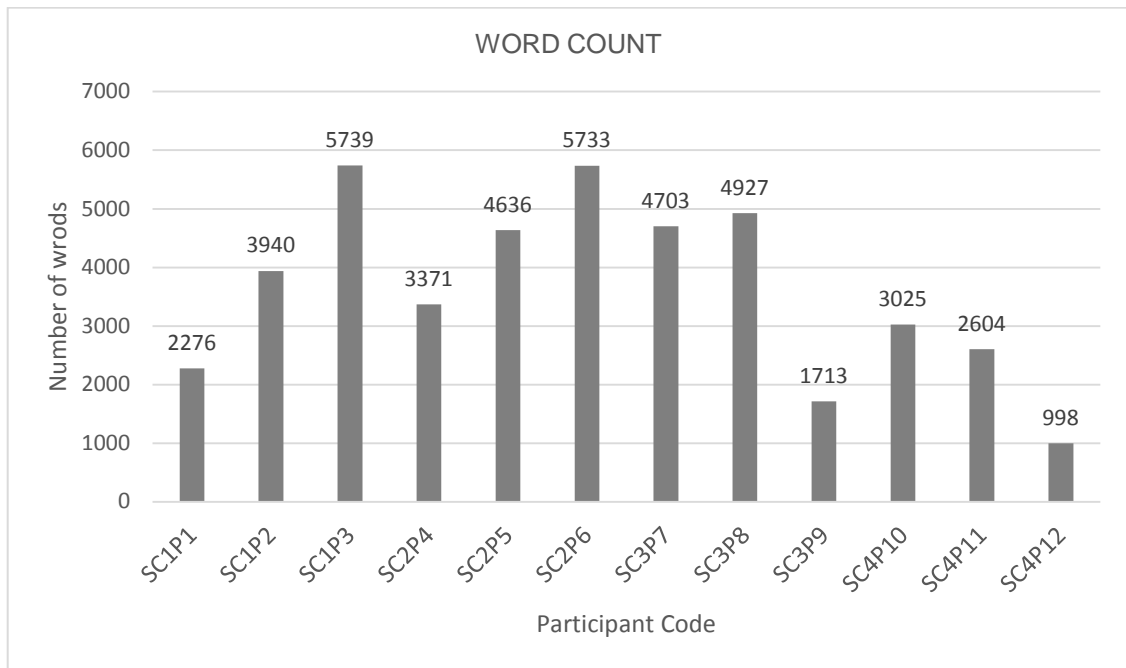
Figure 8. Word count per Transcript.

All the interviews were conducted in person at coffee shops at the selected shopping centres and were recorded using the digital recording function of a Samsung smartphone that was backed up onto an external drive. The researcher did not take any notes during the interview but marked off discussion points and areas requiring further clarity as the interviews progressed. After the first interview, the researcher was better prepared to conduct the interviews that followed in terms of conversation flow, which improved after each subsequent interview. The researcher attempted to establish an authentic rapport with each of the participants prior to commencing the interview. It was observed that all participants although initially weary of the process, became engrossed in the conversation, sharing even very personal accounts on their own volition. Deliberately not taking any notes whilst the participant was speaking aided in a free flowing engagement which appeared less like an interview and more like a casual conversation. The researcher was able to use eye contact and other non-verbal communication to hold the attention of the participant, signalling if more information was required or that the point being made was noted.

Of the twelve participants, none were known to the researcher prior to the interviews. When approached to participate in the interview, it was observed that at least five of the twelve participants were shopping in pairs, either as a couple, as husband and wife, or as mother and daughter. In three of the interviews, although initially engaged with the primary participant, there were instances where they would confer with their partner, spouse or mother, who seamlessly became engaged in the conversation. In such instances, the researcher is mindful in terms of the analysis, as to the voice of the participant and differentiated the second participant voice in the transcripts with the suffix 'A', for example, were the code SC3P2 was used to indicate the participant, SC3P2A was used to show the voice of the participant's mother. The setting of the coffee shop contributed to the effortless free flow of conversation creating a comfortable ambience, in spite of the noise level that is typical of weekend activity. Where information was at times stuck, the researcher used floating prompts to guide the conversation.

5.5   Transcription and Verification

The twelve audio-recorded interviews were forwarded to a professional transcription service provider. As each batch of transcripts were received, the researcher verified the accuracy thereof by listening to the audio-recordings and correcting any spelling errors and incorrectly transcribed terms.

Certain parts of the conversation marked as inaudible by the transcriber were interpreted and completed by the researcher in context of the conversation. Elements of the conversation that remained indecipherable, even to the researcher, have been indicated as (inaudible). All transcripts were formatted for consistency in terms of font type and size, margins and variation between researcher's voice and participant's voice. This exercise took approximately one and a half hours per transcript thus ensuring accuracy and thoroughness.

5.4   Transcript Coding and Analysis

The transcribed interviews were analysed using Atlas.ti, a computer aided data analysis programme for qualitative studies, as described in section 4.6.2.

5.6.1   Transcript Preparation and Management

After verification by the researcher, all the transcripts were converted from word file format to a RTF file format. This was to enable file compatibility for analysis on Atlas.ti (Friese, 2012).

Each transcript was marked with INT: for the Researcher and the number of the participant at the shopping centre, for example, SC1P1 indicates Shopping Centre 1 (as the first of the interview sites), and P1 indicates that it was the first participant.

Each transcript was named according to the following naming convention:
"Shopping Centre number_Participant number_Date"

- Shopping Centre number: this is the number assigned to the shopping centre in accordance with the order of the interview locations, of which there were four in total.

- Participant number: this is the number assigned to the participant in accordance with the order of the interviews conducted, of which there were twelve in total.

- Date: this is the date on which the interview was conducted. The twelve interviews were conducted sequentially over a period of two consecutive days.

In accordance with the recommendations of Friese (2012), a Hermeneutic Project for this research study was created whereafter the transcripts were uploaded as individual primary documents.

5.6.2   Transcript Coding

Codes were assigned to each observation marked as a quote. Open coding and in-vivo coding allowed for the codes to be assigned inductively as they were observed from the participants' utterances. These codes were then clustered into themes through a process of thematic categorisation.

5.7   Word count Analysis

On completion of the coding, word counts were completed on all the transcripts to ascertain the frequency of the words used during the interviews.

5.7.1   Approach

The Word Cruncher analysis tool on Atlas.ti was used to draw a list of all the words that occurred in the transcripts. The full list comprised of 39,033 words. It was decided to use the open coding and in-vivo coding list that was transferred to Excel which was filtered in a process of data cleansing. This initial code list of 400 codes was filtered to 379 codes and then placed into 44 code categories. A further review generated 13 sub-themes which were aggregated into 4 main themes for the purpose of analysis.

Table 5. *Codes sorted into Categories, Sub-themes and Themes.*

Categories	Sub-Themes	Sub-Themes (Grouped)	Themes
44	13	13	4
Aspiration	Brand symbolism	Shopping Centre	Brand Symbolism
Blended Food Traditions	Conspicuous consumption	Brand symbolism	
Brand Agnostic	Education	Luxury Brands	
Brand Quality	Entrepreneurship	Conspicuous consumption	
Brand Symbolism	Ethnicity	Socio-economic status	Socio-economic status
Conspicuous Consumption	Global connectedness	Role Models	
Cosmopolitan	Identity	Education	
Culture	luxury brands	Entrepreneurship	
Diversity	role models	Ethnicity	Identity
Economic Status	Self Identity	Identity	
Education	shopping centre	Self Identity	
Entrepreneurship	social media	Social Media	Global Connectedness
Ethnicity	Socio-economic status	Global connectedness	
Eurocentric			
Family structure			
Financial Status			
Food			
Freedom of choice			
Global Brand			
Global Connectedness			
Global Connectedness			
Global Connectedness			
Health			
international travel			
Job creation			
Lifestyle			
Local & Global Brands			
Local Brands			
Luxury Brands			
Master			
Media influence			
Role Models			
Self Identity			
Shopping Centre			
Social change			
Social Inequality			
Social Media			
Socio-economic environment			
Technology			
Traditional Clothes			
Traditional Foods			
Ubuntu			
Uniqueness			
Western Clothes			

The codes aggregated into sub-themes and themes aligned to the taxonomy of what was found in the literature review. This is confirmation that the study achieved what it set out to accomplish in terms of the exploration in the field of consumer behaviour with specific relevance to consumer identity and the role of local and global symbols which was congruent with the research focus.

5.8 Transcript Thematic Analysis

In this section, a thematic analysis of the transcripts is provided in accordance with the setting or framing of the theme in Table 6, the quotation as evidenced by the participants, which is essentially the raw data, followed by an explanation thereof.

Table 6. *Sub-Themes and Themes.*

Sub-Themes (Grouped)	Themes
13	4
Shopping Centre	Brand Symbolism
Brand symbolism	
Luxury Brands	
Conspicuous consumption	
Socio-economic status	Socio-economic status
Role Models	
Education	
Entrepreneurship	
Ethnicity	Identity
Identity	
Self Identity	
Social Media	Global Connectedness
Global connectedness	

5.8.1 *Theme 1: Brand Symbolism (Global Symbols)*

It was established from the interviews that all participants were familiar with the difference between local and global brands, as well as what constituted luxury brands. The use of specific brand names from their responses in context of the research question was unpacked in terms of what meaning these various brands held for them. It is noted that the researcher followed cues from the narrative in order to delve more deeply into specific situations without being intrusive. It is felt that this approach worked, as the participants were forthcoming with information, some of which are listed below.

_____

P 8: SC3_P8_18 Sep 2016.rtf - 8:14 [SC3P8: Ok, considering my age ..] (10:10) (Super)

Codes: [Financial constraint: student] [Migrated local to global brands]

SC3P8: Ok, considering my age and that I am kind of young, I am still a student so before then I was shopping at your brands like Mr Price, Edgars your Foschini you know the home brands. And from there I advanced, you know when I started working for myself and I could afford the more expensive clothes I started shopping at Top Shop, River Island and all of that, and Factorie, yes.

_____

P 4: SC2_P4_17 Sep 2016.rtf - 4:29 [SC2P4: I think, when I walk in..] (92:92) (Super)

Codes: [Foreigner: interest in African local brands] [International brands: signals good quality]

SC2P4: I think, when I walk in a shopping mall I saw all those big brands the first thought might be that this is a very high standard shopping mall. Ja and I guess like if they can add more African local brands or whatever like make this more interesting yes I guess.

P 4: SC2_P4_17 Sep 2016.rtf - 4:31 [SC2P4: Just like for us becaus..] (94:94) (Super)

Codes: [Foreigner: interest in African local brands]

SC2P4: Just like for us because I immigrate here, I am a foreigner when I walk into a shopping mall I want to see something like very African yes?

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P 2: SC1_P2_17 Sep 2016.rtf - 2:12 [SC1P2A: I mean in my line of w..] (39:39) (Super)

Codes: [Global brand awareness] [International Brands: expensive] [International brands: some unknown] [International Fashion Brand] [Preference: local fashion]

No memos

SC1P2A: I mean in my line of work with a lot of brands I've just worked with Pandora which is both an international and local brand. But I think locally of affordability it's not recognized cause not a lot of people can afford it, and internationally it's like wow we're a Pandora brand and billboards going up all over the place, here we got like oh what's Pandora again. And in international brands when it comes to Louis Vuitton, Guess, Prada and make up and all of that stuff sometimes it is nice to use these international brands, for me personally, make up to fashion itself, I like using local brands cause I know the hard work…they cause I....

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P 5: SC2_P5_17 Sep 2016.rtf - 5:10 [SC2P5: We not necessarily fash..] (29:29)   (Super)

Codes: [International brands: signals good quality] [International shopping centres: more variety of brands]

> *SC2P5: We're not necessarily fashion forward but I think they perceive them as a little bit conservative like we like more traditional things traditional colours, traditional fashion, nothing that kind of pushes the boundaries, like overseas you find things that just tend to just be more extravagant, and like different you know? And I think that something is sort of missing here but not completely but like a little bit you known and also just a variety you know overseas I think my mom mentioned this as well, overseas if you go to like Zara or shops that you see here the quality tends to also be different. So overseas the quality will usually be better like the clothes we get from overseas last us much longer.*

_____

P11: SC4_P11_18 Sep 2016.rtf - 11:25 [SC4P11: I just feel obviously ..] (42:42)   (Super)
Codes: [Cheap international brands: poor quality] [Local brands: cheap and poor quality]

> *SC4P11: I just feel obviously for me the fit of it is a big thing I have tried like Cotton on jeans and Mr Price jeans and stuff ... you can't compare the quality and how long the jeans lasts. Like some jeans (***) I prefer to spend like a lot of money on quality stuff…*

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P 6: SC2_P6_17 Sep 2016.rtf - 6:40 [SC2P6: There could also be not..] (97:97)   (Super)
Codes: [Image signals success] [Shopping Centre: brand image signals success] [Shopping Centre: business meetings] [Shopping Centre: place is important]
No memos

> *SC2P6: There could also be not only just an image thing, there could also be a strategy because when you come to a place like this you are also likely to meet relevant people and it just happened to me today. I have met one of the wealthiest Black people in this country today and got to have a conversation with him and we exchanged business cards. It never would have been easy if I was at a mall in Soweto so part of the pressure of wanting to be here and having an appearance that is accessible or acceptable to the kind of clientele that is here in order to open opportunities because you create an image of success, so it sort of pushes the door slightly open for you in order to even start a conversation because I don't think I would have been able to start a conversation even with that guy if I was just wearing work overalls, yet we are in a mall. So there had to be an image that looked acceptable to him I mean even to stop momentarily and grant me an ear or appreciate the comment that I was making. Then another discussion then ensued in terms of this is what I'm doing in the business space*

and spark that interest.

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From the responses received, a common thread is that the participants assign the attribute of better quality to global/ international brands in comparison to local brands. They were also very vocal about the fact that they are prepared to pay a premium for better quality brands.

The Chinese student commented that she would like to see more of African brands in the retail environment, and a social media blogger (SC1P2A), preferred to see local brands develop further, whereas the South African student/intern had elevated to a global brand choice to more selective global labels as soon as her income improved.

This observation is true as holding symbolic value not just for products, but for the shopping centre as a consumptionscape.

5.8.2 Theme 2: Socio-economic Status

5.8.2.1 Education

Education emerged as one of the themes from the Participants' responses, having surfaced in the interviews when prompted to tell the interviewer something about themselves.

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P 8: SC3_P8_18 Sep 2016.rtf - 8:50 [SC3P8: Yes we are I mean there..] (88:88)   (Super)

Codes: [Coloured community has broken stereotype] [Education: key to changing social circumstances] [many professionals in family]

> *SC3P8: Yes we are I mean there are more and more people in my race of the Coloured that are becoming Engineers that are becoming doctors. I look at my own uncle he is the HR manager for Anglo America, his brother is a qualified psychologist, he is a clinical psychologist, he is a doctor in psychology. He also has his own school which he is a principal at his school. **So, I feel like we have accomplished so much, I mean I have already accomplished a lot by just studying further**.*

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P 7: SC3_P7_18 Sep 2016.rtf - 7:45 [SC3P7: Yes I am in Finance, I ..] (72:72)   (Super)

Codes: [education] [Postgraduate]

> *SC3P7:   Yes I am in Finance, I got B.com Accounting and I have my Advanced Tax Certificate and I did Project Management, I did Business Management so I am more into studying ja…*

_____

P 7: SC3_P7_18 Sep 2016.rtf - 7:56 [SC3P7: He is 20… I think he is..] (104:104)   (Super)

Codes: [Education: key to changing social circumstances]

> *SC3P7: He is 20… I think he is 23 this year and when we took him he was almost 19 after matric, ja, after his matric and then he wanted to go to Cape Town. He went to Cape Town University. We applied for him there, we got him a bursary there and then he… I think he got overwhelmed by the Cape Town side of it and he failed, but I know deep down in my heart that he is a brilliant guy because he was doing Bio Chemistry and I knew that he was going to make it, and what happened to him is that he had to come back home… I went to Wits Business School to do Business Management. When I saw my lecturer I spoke to him about this little boy and he said to me, you know what ▮▮▮▮▮▮?, I have got a lady that could help you and she is a doctor and she will be able to assist you to find him a school in a university that side in Jo'burg…*

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P 6: SC2_P6_17 Sep 2016.rtf - 6:54 [SC2P6: Exposure has become ine..] (153:153)   (Super)

Codes: [Social inequality]
  No memos

> *SC2P6: Exposure has become inevitable if you live in a place like this, you have a particular level of education, you work a particular job, you get exposed to new ways of living a new standard, but you still know the original standards from where you came from. So you almost have to have this personality of living (***) very exciting environment, very Eurocentric environment and when you go back to your folks you need to adjust to their environment because they've not transcended those spaces, they are still stuck where they are. It has to do a lot with education as well and access to resources, because their level of education*

has not enabled them to access resources the way that you have nor have they been able to transcend the class structure, so you must always do a roll back every time and be able to operate in that environment whilst when you go back to Johannesburg you must live in this opulence if you want to use the word.

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The quotations evidenced above substantiate the importance assigned to education within the descriptive parameter of identity. It was found that the Participants' view education as a precursor to financial success and by implication it becomes a lever to gain social mobility. The responses demonstrated that education is an important consideration for the Participants in order to improve their social status, so that they are able to support those in their communities as well as a means to acquire the desired goods and products. It is observed that education featured strongly in the narrative of all Black participants.

5.8.2.2   Entrepreneurship (Global versus Local)

Linked to the narrative of Education, there is a golden thread that follows to the next set of participant responses pertaining to Entrepreneurship as an emergent theme.

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P 2: SC1_P2_17 Sep 2016.rtf - 2:10 [SC1P2A: It's funny cause he's ..] (36:36)   (Super)
Codes: [Information: social media] [Landlord support for local products] [Local Fashion Brands] [Preference: local fashion]

SC1P2A:...but for me when you talk about brands I think fashion. I think it's natural cause I'm in the fashion industry and I'm in media so I've attended a lot of these events. So when it comes to things like that and being in the social media eye and what my industry would offer I do support a lot of local brands. There's a lot of local clothes and designers that I use and like to buy most of their clothing.

P 2: SC1_P2_17 Sep 2016.rtf - 2:13 [SC1P2A: I can tell you why. Tw..] (43:43)   (Super)
Codes: [Entrepreneurial aspiration] [Landlord support for local products]

SC1P2A: Two years ago I did a show, I was presenting for a show called fashion guru which basically was the same way as fashion...What is the show called…Project Runway. So what we would do is take designers straight out of varsity and straight out of college and would put them against each other and

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give them fabric and say this is what you have to do and do it in a specific time. So because I worked on that show for so long I see the stress and the work and planning that goes into local designers that's one of the reasons. I support them especially if it's an...I mean after the show I used to still have a designer that I work with, she makes my outfits and we have a good relationship. I kind of maintained that relationship with a young local designer instead of spending on larger brands. I'm not saying that I don't like it, I do, I just…in terms of support wise when I think of investing my money that's what I go to, because of that simple reason, I've seen the work that goes into it all the time and effort that goes into the local designer.

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P 3: SC1_P3_17 Sep 2016.rtf - 3:22 [SC1P3: How do they derive with..] (94:94)   (Super)

Codes: [local brands: no local support]

SC1P3: I just think cause not enough attention gets made on the local brands. Not enough attention is focused on what we as a country has to offer versus what the international market does.   You have international markets advertising branded fashion on a daily basis whether it be online buying online purchases. The accessibility for international is so much easier than in your own country and it's simple because who is the local brands? I go online I hear an advert about someone I don't even know the local brand someone advertising something on a local brand.   You go on the internet to have a look and another then another internet advert pops up and you compare the two it's like chalk and cheese. It's like watching an idols singer from South Africa versus an idols singer from the States, the whole stage the whole atmosphere the whole ambiance is different. So I am automatically drawn to international before I'm drawn to the local, not enough effort is placed in what we have to offer.

———————————————————————————————

P 6: SC2_P6_17 Sep 2016.rtf - 6:66 [SC2P6: No, but we went for the..] (213:213)   (Super)
Codes: [Appeal to Government: to support entrepreneurship] [Praise for Masters: Afrikaners] [Social change: requires access to capital]

SC2P6:   No, but we went for the short cuts, when the Afrikaners built the industries that you see today in South Africa, they built them from scratch supported by government policies of course. They bought the Momentums, they bought Sanlam, Transnet, they bought Naspers they bought Banks, I mean what has BEE bought? So the logic is we should have rather looked into production

because that's where we could create opportunities. We start new productions, what we have just done instead is to knock at the door and (***) and keep knocking at the door please invite me, please invite us in for dinner. NO. We should be saying let's create our own alternatives and parallels to what these guys created so that we can have a platform where we can talk to people. None of these things will happen in isolation they are interlinked because to be able to do that you need to have access to capital because (***). So government must think about mechanisms to make capital available to emerging entrepreneurs.

———————————————————————————————

Participants indicated that they would support local brand activity that followed from entrepreneurial ventures and called for greater Government support.

5.8.2.3 Role Models - Ubuntu

During the various narratives, the concept of Ubuntu emerged from the interviews.

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P 6: SC2_P6_17 Sep 2016.rtf - 6:48 [SC2P6: And it's money for hims..] (137:137)   (Super)

Codes: [Ubuntu]

SC2P6: And it's money for himself. I can even take the point further, when I go home back to KZN during the festive season and when I send groceries for the family, I also buy for the neighbours because my family doesn't live exclusive of those neighbours, so if anything ever happens to my family the neighbour will be the first to get there so you also look at their sustenance.

P 6: SC2_P6_17 Sep 2016.rtf - 6:49 [SC2P6: It's just a difficult t..] (141:141)   (Super)

Codes: [Ubuntu]

SC2P6: It's just a difficult thing to deliver groceries to your mom's house when the neighbours are watching because often these people are interacting together, they could be standing over the fence talking to each other and there you are driving in offloading groceries and they're watching and they may not have stuff to eat. So you also then extend to them.

> *SC3P7: Yes he is in Cape Town, he is at UWC doing his third year now doing Bcom Financial Management, he's one of the top student there so we are more likely into studying rather than just chilling you know just being the people that don't even like to study at all because we believe in advancing ourselves and being able to be the good people out there to help others as well*

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A common thread through the various narratives of the African (Black) participants was their implicit and explicit references to community and family well-being, or in other words, Ubuntu, which is a philosophy that speaks directly to being human and defining self identity through the identity of others. Their narratives demonstrate the participants' belief that they were not able to attain any level of material well-being without sharing the burden of responsibility for others in the community in need. Participants therefore occupied pivotal roles in their families and communities through their ability to transition toward an elevated socio-economic status.

5.8.3   Theme 3: Identity

During the course of the interviews, when deemed appropriate to weave into the discussion, the interviewer asked the participants about their food preferences. This was done so as to ascertain if there would be a preference toward either local (traditional) food or a more cosmopolitan choice without asking the question directly. The quotations listed below, show the participants' responses.

_____

> *SC1P1: That is one thing I actually realized I don't like trying out new dishes, maybe I should change that. I like to stick to one thing when it comes to food you know with clothes I am versatile but with food not with beverages, yes.*

P 1: SC1_P1_17 Sep 2016.rtf - 1:31 [SC1P1: Meat, chicken, pap, you..] (52:52)   (Super)

Codes: [Traditional food preference]

> *SC1P1: Meat, chicken, pap, your rice your dumplings that's more like it and we could actually eat that the whole week and not have a problem with that, it's your typical South African meal.*

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P 6: SC2_P6_17 Sep 2016.rtf - 6:55 [SC2P6: Before I get there, you..] (161:161)   (Super)

Codes: [not very Traditional vs western social norms] [Shoppin Centres: restaurants expensive] [Traditional food preference]

> *SC2P6: Before I get there, you know when I take my mom out when I am out in Durban and my mom comes with me to the mall or go to a restaurant like this and order a sandwich. She will complain about the price of the sandwich and say let's rather go eat at home. How can you spend R40 on a sandwich? I can make you this sandwich at home!*

_____

P 5: SC2_P5_17 Sep 2016.rtf - 5:32 [SC2P5: Basically in terms of B..] (69:69)   (Super)

Codes: [Traditional food preference: Bulgarian]

> SC2P5: Basically in terms of Bulgarian food that we cook at home it consists of *ingredients that you can find here for the most parts but then there are certain like spices that we can't find so we will usually just get our family to send some over because that's what gives the Bulgarian food that specific taste*

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P12: SC4_P12_18 Sep 2016.rtf - 12:21 [SC4P12: "She is saying that we..] (62:62)   (Super)

Codes: [Absence of traditional Taiwanese food selection in SA]

> *SC4P12:   "She is saying that we don't eat in restaurants, the vegetable selection is like… there is no vegetable selection. It's either spinach or butternut."*

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P 3: SC1_P3_17 Sep 2016.rtf - 3:20 [SC1P3: Definitely influenced i..] (88:88)   (Super)

Codes: [Connected to family overseas] [Influence of media]

> *SC1P3: Definitely influenced it because for an example I never knew what Creole or what Mauritian food tasted like, ever, until I married a Mauritian, until we started eating their food and understanding their way of cooking, so that definitely influenced my style of cooking. So I tend to cook the same, the Portuguese influence is from my culture, from growing up with a father who loves food, who is a typical Continental…learning to eat your fruit's and your veggies and your soups before a main that has influenced me that's cultural, that's upbringing.*

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Code: Creolised food custom {1-0}

P 3: SC1_P3_17 Sep 2016.rtf - 3:19 [SC1P3: It's varied cause I'll ..] (84:84)   (Super)
Codes: [Creolised food custom]

> *SC1P3: It's varied cause I'll cook Mauritian, I'll cook Indian, I'll cook Portuguese and I'll cook South African. There isn't just one particular but if I had a choice it would be Indian. I love Indian cuisine, I love Portuguese cuisine, so it's a mix there isn't oh I only eat this or that…it's steak and boerewors and braai.*

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The Participants showed an overwhelmingly strong affiliation to their respective traditional foods across the different ethnic groups that were interviewed. This was consistent for the African (Black), Portuguese/Creole, Bulgarian and Chinese Participants quoted above. Even consistency with the (White) Portuguese participant that was married to a Mauritian (Creole) enjoyed blended food that would ordinarily be the practice in that culture. There is a strong grassroots connection to traditional (home) food as a display of ethnicity amongst all the participants, even though they were well travelled and most were expatriates in South Africa. They seem to have retained their ethnic food preferences even though they may have integrated into the host culture in other respects.

When asked about traditional clothes, one participant responded that it would be worn for the occasion of the wedding only, *"I mean like you can't wear it at another day but only on that particular day" (**SC3P7***).*

P 7: SC3_P7_18 Sep 2016.rtf - 7:17 [SC3P7: Mostly in our wedding, ..] (38:38)   (Super)
Codes: [Ceremonial attire] [Clothing: both cultural and western] [Clothing: Traditional at cultural events] [Traditionally inclined]

> *SC3P7: Mostly in our wedding, when I go to the wedding there was a… in the family we normally get an invite and out of the invite they will tell you colours, what kind of outfit should you wear, you know, the traditional wear we have. So we would have… if we are the same surnames, we have the same surname within that wedding side of it then we would wear the same clothes. We are Tswana people, so we would wear the same traditional, we would wear it on that particular day only. I mean like you can't wear it at another day but only on that particular day.*

The impression to the researcher was that traditional clothes at any other time would be out of the ordinary, certainly not the norm.

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5.8.4 *Theme 4: Global Connectedness*

The aspects of the interviews that alluded to the participants' global connectedness was international travel and social media. Either they had already travelled extensively, or was aspirant to do so as soon as their finances permitted. Being connected on a global platform gave the participants greater depth on their world-views as well as to what choices were available to them especially in terms of global brands.

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P 1: SC1_P1_17 Sep 2016.rtf - 1:33 [SC1P1: I haven't travelled due..] (64:64)   (Super)
Codes: [Financial constraint] [International Travel: none]

> *SC1P1: I haven't travelled due to financial circumstances but I would definitely like to travel.*

_____

P 8: SC3_P8_18 Sep 2016.rtf - 8:41 [SC3P8: I do want to travel I a..] (70:70)   (Super)
Codes: [aspirational to travel] [Financial constraint: student]

> *SC3P8: I do want to trave, I've actually set a goal that I want to travel to at least four continents.*

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P 5: SC2_P5_17 Sep 2016.rtf - 5:7 [SC2P5: Yes a lot we usually f..] (17:17)   (Super)
Codes: [Exposure to international brands] [International Travel: yes]

> *SC2P5: Yes (we travel) a lot. We usually focus on shopping more when we go overseas. If we want to buy more special item like you know shoes or like a nice clothing item or when we look at that item so we can kind of experience the time we had again. So if we go to… like we went to Paris, we bought shoes from Paris so that kind of thing is very important when we are travelling and also if we feel like we can find something, if for example like we now going to Turkey…, so we do shop a lot at overseas.*

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P10: SC4_P10_18 Sep 2016.rtf - 10:5 [SC4P10: "I was working for Sou..] (8:8)   (Super)
Codes: [Extensive international travel] [Regularly shopped International Fashion Brands]

> *SC4P10: I was working for South African Airways and there we used to travel almost everywhere. So if I… so when I came back… I travelled for a couple of years, when I came back, obviously I was struggling to get a place where… because I was used to actually doing my shopping overseas, and I mean the standards, the quality was totally different when I came here. And then I was wondering where can I actually get the same quality stuff like the one that I used to get overseas. So I've spend almost a year in London where we used to… that was my first year of travelling so I spent almost a year…*

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P 1: SC1_P1_17 Sep 2016.rtf - 1:35 [SC1P1: Actually I use it very ..] (68:68)   (Super)
Codes: [Active use of social media] [Information: social media]

> *SC1P1: Actually I use it very regularly. I spend half the time on social media, I use it very often like on a daily basis. I am not posting or sending anything but definitely read some of the posts, it's very informative.*

P 1: SC1_P1_17 Sep 2016.rtf - 1:36 [SC1P1: Definitely not Facebook..] (70:70)   (Super)
Codes: [Information: social media]

> *SC1P1: Definitely not Facebook but Instagram and Twitter*

P 1: SC1_P1_17 Sep 2016.rtf - 1:38 [SC1P1: Facebook I have never b..] (74:74)   (Super)
Codes: [Distance from social roots] [Social media: selective choice]

> *SC1P1: Facebook I have never been a fan I won't lie. The fact that half the people there I know them and they know me, they know my background*

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P 4: SC2_P4_17 Sep 2016.rtf - 4:42 [SC2P4: WhatsApp is to connect ..] (126:126)   (Super)
Codes: [Active use of social media] [Social media: selective choice]

> *SC2P4: WhatsApp is to connect with people and ja but social media maybe Instagram I guess ja or snapchat.*

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P 8: SC3_P8_18 Sep 2016.rtf - 8:36 [SC3P8: Honestly, I prefer seei..] (56:56)   (Super)
Codes: [Social media: selective choice]

> *SC3P8: Honestly, I prefer seeing them. I am not a social media freak. The only social media platform that I used is only Instagram. I have deactivated my Facebook account I feel like there's too much ads. I feel like it's became a*

business platform and no longer a social platform. I think for older people it's more useful because they can… in like connecting because they can talk to people like over the world or family that they have in certain part of the world. But for younger people I feel and people of my age I feel it's become more of a business platform. People are advertising what they are selling, they advertising themselves, I don't know…

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P 9: SC3_P9_18 Sep 2016.rtf - 9:19 [SC3P9: "Not really, I only do ..] (58:58)   (Super)
Codes: [Social media: selective choice]

SC3P9: "Not really, I only do whatsapp because it's part of my job so I need to have whatsapp. But Facebook and twitter no I don't do that. I used to have Facebook but I am over it. I don't like social…"

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What featured consistently is that the participants were desirous of travel. In terms of their use of social media, considering the younger profile, they were distancing themselves from facebook commenting that it was a platform for their parents. They were in favour of Instagram and Snapchat as a means to staying connected, to people and to issues of concern and interest.

6 CHAPTER SIX: DISCUSSION OF RESULTS

6.1 Introduction

This study supports the broader theoretical claim that consumers are able to hold multiple identities within a retail consumptionscape. The phenomenon of creolisation as a consequence of globalisation is evidenced through the display of adoption and aspiration toward global brands whilst maintaining a strong link to ethnicity. The explication of cultural discourses, consumption practices and symbolic identifications through which consumers experience and display their identities is consistent with the literature reviewed.

The discussion of the results presented in chapter five follows in the logic of the social constructivist method which is interpretive in its approach. This approach offers a means to advance theoretical arguments without making universal claims (Creswell, 2014). In the social constructivist method, the research goal is to provide a cultural analysis of the meanings and actions that emerge in a given social context, which is the context of retail theatre and consumptionscapes in this study. Therefore empiricist questions are not conducive to the analytical goals of a cultural analysis and the discussion that follows will examine the contextual meanings and experiences in light of the broader cultural tensions that shape consumer culture. Existing theories will be drawn upon to reveal relationships that exist in the data represented.

6.1   Brand Symbolism

The literature provides an extensive list of potential mediators, such as brand quality, brand prestige, and identity symbolism. Such variables may also act as explanatory mechanisms for the link between positive dispositions and consumer behaviour.

Participants made a strong case for affinity toward local and African brands. Although participants assigned the attribute of superior quality to global brands, they were nonetheless supportive of local products. Global brands symbolised advancement and upward social mobility. Despite this association with global brands, participants' support for local brands shows unity and a sense of community which supercedes the advancement associated with global brands.

This is also addressed by (Ger & Belk, 1996) in their examples from all over the world that involve both the use of Western goods as symbols of modernity and status as well as symbols of preserving or reviving traditional roots We may also use the lens of Appadurai's (1996) five global cultural flows labelled as ethnoscapes (global movements of people as immigrants, tourists, or guestworkers), finanscapes (global movements of money in all its forms), technoscapes (global movements of technologies and information), mediascapes (global movements of media images), and ideoscapes (global movements of ideologies) to understand the concept of brand symbolism.

Thus, shopping centres may be understood and appreciated as they provide the platform where consumers experience these commercial displays which Ritzer (1996) termed cathedrals of consumption. This aligns with Fuentes and Hagberg assertion that shopping, place and identity shows that these commercial spaces are not only arenas were these identities are played out, but can also be spaces in which these identities are actively made and remade (Fuentes & Hagberg, 2013).

6.2 Socio-economic Status

Hudders et al (2013) makes the point that the dialectic of globalisation-localisation cannot be understood unless we begin with how the local experiences that dialectic. They affirmed that the luxury market is no longer the exclusive domain of the elite which is described as the democratisation of the luxury market. This democratisation is changing the nature of luxury because of the exclusive which has become commonplace. The traditional definition of luxury as something that is out of the ordinary in terms of daily living needs is therefore no longer tenable as explicated by phenomenon of conspicuous consumption.

6.2.1 Education

Education emerged as one of the sub-themes that the Participants found pertinent to advance their socio-economic status. As a necessary element toward advancing their socio-economic status. Education was an important factor when describing themselves because of its relationship to financial success and upward social mobility, which is characteristic of consumer profiling.

In Chipp et al (2011), the study on whether the conspicuous consumption of affluent black South Africans is associated with prior experiences of relative deprivation, found that black South Africans were using catch up" consumption fuelled by the fear of failure. Education is thus perceived as a sure-proof conduit by which to increase income levels and thereby attain upward social mobility. The ability to conspicuously consume signals one's success to family and peers.

In South Africa, we may further understand this concept through the lens of postcolonial theory which Varman and Belk's (2012) study showed noteworthy findings in India, also once a British colony. Here shopping malls in India are representative of postcolonial sites where young consumers emulated the West in an attempt to transform their Third World identities. This need to masquerade is satisfied by the consumptionscape of the retail theatre which temporarily disguises and provides relief from social ills.

6.2.2 *Entrepreneurship*

Due to the entrepreneurial benefits that are enabled by supporting local brands, Participants expressed their affinity for local brands and business ventures which contribute to elevated social status for their community.

6.2.3 Role Models (Ubuntu)

Due to the pivotal role that participants occupied in their families and communities, they were assigned defacto role-model status. With this expectation in place, their role extended toward enabling a broader impact for socio-economic upliftment of the family and communities.

6.3 Identity

The participants' strong affiliation toward ethnic/traditional foods is noteworthy on the basis that all expressed preference for their unique traditional foods despite a diverse range of ethnicity that was present. However, it is a significant observation that they did not hold the same sentiment toward traditional clothing, which was viewed more as customary practice rather than incorporated into their daily lives, hence they did not identify strongly with ethnic clothing out of this context.

This aligns to Xie et al (2015) where it was found that in a global environment, consumers adopt behaviour that are part of global culture whilst simultaneously keeping their own cultural values and customs. Participants' retained their traditional affiliations and ethnic expressions within close communities, but opted for more western aspects of expression in their public spheres. This is reiterated by their display of modernity and globalness as cosmopolitans when in the public eye, but rooted in their respective traditions when out of view.

This is of significance to local marketers as Eckhardt (2005) maintains that as marketing activities globalise, most of the focus of the international marketing and branding literature tends to be on strategies for global companies and brands at the expense of local companies and brands.

6.4   Global Connectedness

Participant's expressed that through international travel and social media, they were able to participate on a global stage. These platforms provided them a reach into environments outside of their ordinary reach and this global connectedness helped shape their worldviews.

McLuhans theory of the global village as discussed by Cleveland et al (2014) maintains that the advent of the internet (and social media as an extension) has caused the figurative shrinking of our global borders. The implications for people across borders and oceans to connect for the sake of cultural exchange or business has become virtually effortless. Companies would have to rethink their marketing strategies as information flows across the various landscapes (Appadurai, 1996).

The implications for international new product introduction is that companies that currently use a sequential rollout and typically begin from the West and proceed to the rest of the world would have to rethink their marketing strategy. The repercussions of the global village is that consumers have greater access to global and social media and are now exposed to information about new products instantly, regardless of the launch location (Kravets & Sandikci, 2014)

Cannon and Yaprak (2002) argue cosmopolitanism is not the opposite of localism. Therefore, in their study, they considered that previous conceptions appear to have been oversimplified, and in the process, perhaps misled marketers. What they found was that there was no single cosmopolitan culture and offer insights via their framework of how markets are likely to develop, through what patterns and in what proportions (Cannon & Yaprak, 2002).

It is through this framework that we can understand and explain the paradox of the world moving toward a more cosmopolitan orientation while simultaneously, local cultures appear to be flourishing.

7 CHAPTER SEVEN: CONCLUSION

7.1 Principal findings

The purpose of this study was to explore the phenomenon of creolisation as a consequence of globalisation. Taking a more granular approach to the topic, the focus was on the role of local and global symbols in retail consumptionscapes and the display of self as consumer identity. Creolisation of consumer culture was understood as allowing consumers to express their identity through consumer behaviour in what may be described as a blending of both global and local culture in order to create a new hybrid culture.

The major findings of this study resulting from chapter five and the key points of the discussion in chapter six are highlighted in this chapter. The data was iteratively analysed for emergent themes and the interpretations thereof were confronted with the extant literature. The findings are not intended to represent or claim universal truths but rather are offered as recommendations to management and other stakeholders, as well as to serve as considerations for conducting future analytical work on a much deeper level such that the analysis is more representative.

The consumption issues that manifest from the findings are listed as follows:

7.1.1 Shoppers use global symbols (brands) to signal prosperity and material wellness. Brand quality is a dominant factor in brand choice with global brands associated with superior quality for which shoppers are willing to pay a premium price.

7.1.2 It was found that shoppers view education as a lever to elevate social mobility through income, which facilitates access to global brands, which signals success. These consumption practices are motivated by emancipatory desires to break the cycle of poverty and transcend the current social status.

7.1.3 Linked to the narrative of social status, not only is there evidence for the use of branded products as symbols of consumer identity, but as a passport to global citizenship endorsed with evidence or the aspiration toward international travel.

7.1.4 Despite the level of global exposure, traditional food and associated family and community engagement serves as a grassroots link to ethnic identity.

7.1.5 Support for local content (production, goods and brands) and entrepreneurship, is identified as a conduit to change the country's economic trajectory from one of dependency to self-sufficiency and prosperity for its people. Understanding these brand discourses through the lens of postcolonial identity is particularly relevant for South Africa as the people transition a post-apartheid legacy.

7.1.6 Ubuntu as an ethic of responsibility or care toward others in the community illustrates the understanding of connectedness of the part (the self) to the whole (the community/country). There is an acute awareness of the social and economic inequality that exists (experienced and observed) and a concern for the socio-economic difficulties experienced by others. There is a perception that the aspirational class being desirous of global brands to fulfil superficial esteem needs, leads to financial distress. There is a resultant cautionary disposition toward over-indebtedness.

7.2   Implications for management

The study's implications for management and other stakeholders are listed as follows:

7.2.1   An understanding of consumer identity equips owners and marketers at shopping centres on how to treat their retail consumptionscapes as retail theatre or performative spaces. Therefore, the commissioning of a detailed research approach for each market segment would yield more conclusive results.

7.2.2   An understanding of market segments and their psychographic profiles is useful for guiding the tenant mix at the shopping centres in terms of how to match shopper profiles with their brand preferences, bearing in mind that simple demographics does not have sufficient depth of insights. The tenant mix of shopping Centres provide shoppers with the resources they need for meaning and sense-making. Retailers should thus possess the knowledge and skills on how to improve the levels of consumer satisfaction in the long term.

7.2.3   Brands that are perceived to have a global appeal as well as a local appeal, will have simultaneous identity communication signals. The implication for management is to identify these brands' superior capability to communicate this

desired bicultural identity and build strong relationships with emerging-market consumers.

7.2.4   Brand custodians should consider the value of glocalised strategies so as to create appeal to young consumers of the global world. Companies that operate on a 'one size fits all' strategy across geographies and cultures will face strong competition from those that tailor-make their offerings to have local appeal. In order to be successful in these markets, the roles of local and global brands in the consumptionscape's branding discourse, as well as an understanding of local customs and values related to these identities is crucial.

7.3   Limitations of the research

7.3.1   The study explores creolisation of consumer culture from the one perspective of social constructivism which is interpretivist in its approach and is therefore limited as it seeks to understand current reality rather than generalise the results. The study used non-probability sampling, which means that statistical representivity cannot be inferred or generalised to the entire population (Saunders & Lewis, 2012), nor was it the intention of the study to do so. Rather the intention was to seek understanding from the participant's subjective point of view in order to gain a diverse range of responses.

7.3.2   The study was limited to shopping centres in Johannesburg and the findings may not be generalisable to consumers or shopping centres in other geographic locations, for example, in non-metro areas with a different income or lifestyle profile.

7.3.3   The element of researcher subjectivity in the exploratory qualitative approach is ordinarily a limitation when compared to a positivist stance, and as such is recognised as a limitation. Although in this study, it has been purposively embraced to generate insights that added to the contextual depth.

7.3.4   Access to prospective participants was initially challenging, but those who declined the invitation to participate due to time constraints may have in any event been obstructive to the interview process should they have elected to participate and then not engaged to the full extent. Conversely, the shoppers that agreed to

participate were unexpectedly very engaged and willing to share their personal experiences.

7.4   Suggestions for future research

7.4.1   As the South African consumer's exposure to the international arena expands, it will be necessary to gauge the effects of globalisation on local brand success. This may be further explored in a quantitative study to be able to generalise the findings as well as to ascertain its relationship to entrepreneurship. It is generally accepted that an emerging economy cannot consume itself to prosperity, but that the foundation of productive capital is vital for job creation and sustainable growth. Brand choice in the retail sector thus bears directly on the country's ability to encourage entrepreneurs to sustainably produce and retail local content.

7.4.2   Further explorations through a longitudinal study to track how consumer behaviour and exposure to global brands may influence identity with the effluxion of time will be valuable to marketers, especially those that seek to create customer life-time loyalty with a young customer base.

7.4.3   Another area recommended for future research is the level of exposure afforded to local content by South African shopping centres. It is evident that there is currently little differentiation between the country's shopping centre offerings and that as the retail landscape becomes more competitive, it may be worthwhile exploring the changing role of shopping centres as cathedrals of consumption of the future.

7.4.4   Future work could focus on shoppers who have a preference for local brands, who reject global citizenship on the basis of certain ideological positions held. Shoppers who hold this philosophical outlook may be empowered by their active or benign part of the anti-brand and anti-globalist movement, which is a strong link to this study.

It is evident that further exploration is warranted with regard to global brands attracted to South African retailscapes, as they compete to grow their international footprint and require to understand consumer behaviour in this complex market. That a creolised consumer culture is a consequence of globalisation is widely accepted in academic circles, with highlights from this study's literature review to support it. That it is descriptive of a culture that is simultaneously global and local, in its transition toward commoditisation and all things western whilst still maintaining a unique sense of identity certainly invites further reflection. It is the researcher's hope that this study will generate further interest to open a discussion on the characteristics and aspects of the (transitioning) self and its display in the retail consumptionscapes.

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Appendix 1: Ethical Clearance

Ethical Clearance from the GIBS Ethics Committee was received on 07 September 2016 via Infoed to proceed with the study.

A copy of the Ethical Clearance is attached below for reference.

Dear Ms Linda Moodley

Protocol Number: **Temp2016-01829**

Title: **The self and its display: the role of local and global symbols in retail consumptionscapes**

Please be advised that your application for Ethical Clearance has been APPROVED.

You are therefore allowed to continue collecting your data.

We wish you everything of the best for the rest of the project.

Kind Regards,

Adele Bekker

Appendix 2: Permission Letters from the Shopping Centre Owner

By email:
For the attention of: Yvette van der Merwe
                          Regional Executive – Pretoria Region
                          Hyprop Investments Ltd

13 September 2016

Dear Yvette,

REQUEST FOR PERMISSION TO CONDUCT ACADEMIC RESEARCH

I am a final year MBA student at the Gordon Institute of Business Science, University of Pretoria. We are conducting academic research on the role of local and global symbols in retail environments. The purpose of the study is to explore how globalisation has influenced consumer identity and consumer behaviour in complex markets.

Permission is therefore requested from the Landlord, for access to the shopping centre/s to interview 3 shoppers for approximately 30 minutes each. The shoppers will be approached by myself to voluntarily participate in a semi-structured interview which will be confidential as neither the identities of the participants nor that of the shopping centre will be disclosed. Further, they will not receive any compensation for their participation and may withdraw at any time during the interview or elect not to answer any question without being obliged to give a reason and without any penalty. The participants will be required to sign a consent form acknowledging these terms (see attached).

A tentative date for the interviews is set for either the 17th or 18th September 2016, pending the scheduling of the other 3 participating shopping centres. Should permission be granted by yourself to proceed with the interviews, I will confirm the date beforehand, as well as announce myself at the security office on the day with my student identification card and this letter signed by yourself as proof that I have obtained the requisite permission.

If you have any questions or concerns, please contact myself or my supervisor on the contact details provided below.

Researcher contact details: Research supervisor contact details:
Linda Moodley   Kerry Chipp
082 928 4931   082 330 8759
15388728@mygibs.co.za   chippk@gibs.co.za

Thank you for your kind consideration. I look forward to your reply.

Yours faithfully,

Linda Moodley

Should permission be granted, please sign and return to 15388728@mygibs.co.za

Permission is hereby granted to Linda Moodley as the primary researcher, to conduct academic research at Clearwater Mall on the basis of the above-mentioned terms, toward fulfilment of the Master of Business Administration at the Gordon Institute of Business Science, University of Pretoria.

_____   _____   _____
Regional Executive, or   Signature   Date
authorised representative:
for and on behalf of the Landlord
(Name in Full)

Appendix 3: Respondent Consent Form

Consent Form

Dear Participant,

I am a final year MBA student at the Gordon Institute of Business Science, University of Pretoria. We are conducting academic research on the role of local and global symbols in retail environments, to which you are invited to participate.

The purpose of the study is to explore how globalisation has influenced consumer identity and consumer behaviour in complex markets. The findings from the research will be relevant to marketers for product positioning and branding considerations.

I would therefore appreciate approximately 30 minutes of your time to voluntarily participate in a semi-structured interview, the information of which will be confidential as your identity will not be disclosed. You will not receive any compensation for your participation and may withdraw at any time during the interview or elect not to answer any question without being obliged to give a reason and without any penalty.

If you have any questions or concerns, please contact me or my supervisor on the contact details provided below.

Researcher contact details:
Linda Moodley
082 928 4931
15388728@mygibs.co.za

Research supervisor contact details:
Kerry Chipp
082 330 8759
chippk@gibs.co.za

I hereby confirm that I will participate in the research and agree to be interviewed by the researcher on the basis of the above-mentioned terms. I also give my consent for the interview to be audio recorded for the purpose of the research study only.

_____   _____
Signature of Participant   Date

_____   _____
Linda Moodley (Researcher)   Date

INTERVIEW GUIDE

Interviews to be conducted with 12 consumers across 4 Regional Shopping Centres in the Johannesburg Metropole.

Briefing

I am a final year MBA student at the Gordon Institute of Business Science, University of Pretoria. We are conducting academic research on the role of local and global symbols in retail environments, to which you are invited to participate.

The purpose of the study is to explore how globalisation has influenced consumer identity and consumer behaviour in complex markets. The findings from the research will be relevant to marketers for product positioning and branding considerations

I would therefore appreciate at least 30 minutes of your time to voluntarily participate in a semi-structured interview, the information of which will be confidential as your identity will not be disclosed. You will not receive any compensation for your participation and may withdraw at any time during the interview or elect not to answer any question without being obliged to give a reason and without any penalty.

QUESTIONS AND PROMPTS

QUESTION 1:

Tell me about your visit to the mall today.
How do you view coming to the mall? Is it an outing? Tell me about it.

QUESTION 2:

What are you looking for?   What are your favourite stores?   Where do you like to socialise?

QUESTION 3:

Tell me about who you meet at the mall.
Tell me about what you are wearing. Did you plan it? What do your friends say about it?

QUESTION 4:

What do you think about South African brands? Which ones do you buy?
Tell me about global brands. Which ones do you buy?   Tell me about them.