

A Study on Apparel Buyer Motivations

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Abstract: The Botswana apparel market is facing tremendous challenges and upheavals due to vis a vis competition from South Africa, Zimbabwe and the recent collapse of major textiles companies in Botswana. Apparel consumers in Botswana choose from an array of brands and varieties both from South Africa, USA and Western Europe. In addition to these brands, several local brands have been developed that provide the local market with a variety of choices, both in terms of retail shopping and cloth selections. The aim of this research was to determine the factors that affect consumer-buying motivations of clothing especially in Botswana. What factors do the buyers consider most when buying the clothes? How often do they buy their clothes? Where do they buy them and why? A total of 200 questionnaires were received from respondents out of which 185 were finally used for analysis. Out of the total questionnaires used for analysis, 87 were from male and the remaining 98 were female of different age groups, with the age group 20 to 29 forming the highest number of the respondents. The researchers found out that although fashion is important in Botswana, it does not play the major role on the buying of clothing. Parents play a vital role in the clothes buying behavior especially among female shoppers. It was further established that the main buying influence is from the family rather than from the advertisements and fashion designers. African women prefer African designs or clothing designed with the African women configuration in mind, which indicates that there is available market for the local designs and brands.

Key Words: Buyer Motives, Apparel, Retail, Botswana

Introduction

An Overview of Botswana Apparel Market: The aim of this research was to determine the factors that affect the consumer buying motivations of clothing especially in Botswana. Factors addressed included what buyers consider most when purchasing clothing, how frequently they buy, where they buy them and why. Most recent multi-country studies of consumers' clothing behavior have focused on the investigation of purchase criteria in the global market place. This research made a study of the apparel buyer motivation in Botswana, which has not been carried out to date. Information about the apparel buyer motivation is not available to marketers and practitioners in Botswana. From this research study it will be possible to bring out the buyer motivations in the apparel market hence aiding wholesalers and retailers develop appropriate selling and marketing strategies that will address these issues. It was observed that during the month-ends, public holidays and festive seasons a lot of shoppers cross the borders to South Africa and Zimbabwe to do their shopping. Botswana retail market has a conspicuous lack of local retailers but has a big share of branches and franchisees of South Africans retailers such as Mr. Price, Patrick Daniels, Denim, Woolworth's, Ackerman, Topics etc yet the buyers would leave one *jet* in Gaborone and travel to Mambatho in South Africa to do their shopping at *jet*. The pertinent questions were, what are the motivating factors? What segments of the buyers have the tendency of buying across the border and what are the local retailers missing that make the buying segment cross to neighboring countries? What product attributes is the segment

looking for? Is it brand, service or the price? (Mitchell, 2000)

The Botswana apparel market has faced tremendous challenges and upheavals due to stiff competition from South Africa, Zimbabwe and the recent collapse of major textiles companies in Botswana such as Haltech and Algo Textiles. The consumers in Botswana are faced with an array of brands and varieties both from South Africa, USA, China and Western Europe. These brands provide local market a variety of choice, both in terms of retail shopping and cloth selections. In addition to these brands several local brands have been developed that provide sufficient competition to these foreign established brands. Most of the western brands occupy the high quality/high prestigious market segment while brands from China dubiously branded "*Fong Kong*" of low price /low quality and second hand clothes (flea market) occupy the low market segment with brands from South Africa and the local brands such as *Kangol*, *Diesel*, *Alkasi* occupying the middle segment.

There is a sharp contrast between the behavior of consumers in developed countries and those in developing countries. Consumers in developed countries play a very active role in the exchange process: they exert a very significant impact on every competitive firm's marketing mix, ultimately deciding on which product/service specifications should be designed to suit their preferences. This behavior has greatly catapulted the growth of marketing in developed countries while developing countries still lag behind. It is imperative to examine critically those factors that affect the consumer apparel buyer behavior in Botswana, which may be responsible for

this situation, and devise means by which this scenario can be changed.

Importance of the Study: Given the importance of retail industry in the contemporary societies it is natural for marketing scholars and practitioners to seek to understand how the market operates, what motivates consumers to buy in the targeted segments, to check if the consumer trends are changing and how better to serve these new segments and meets the emerging needs in the market. Marketing in the 21st century goes beyond just selling to customers, it relates to the networking between various organizations within and outside the company, exchanging the information of consumer needs (Kotler 1999).

Textiles materials are not like steel, plastic or concrete, they are very diverse, highly deformable, non-linear, visco-elastic and are to some extent time dependent. Therefore a solution for one material is not necessarily the same one for another material, and hence generic approaches to future development have to be specialized and interdisciplinary. (Stylios 2001) Textile and fashion products have a short market life cycle and their demand is dependent upon perception on fashion, styles, prices etc., consequently flexibility and quick response in design and production is paramount.

Objectives of the Study: The Primary objective of the study was to determine the factors that motivate buyers especially in *Gaborone* to buy clothing that they buy, at the place they buy either in the country or outside and the services or products that the consumers look for when they buy the clothes. The Secondary objectives of the study were three-fold:

- To determine the role of fashion in the country's retail clothes market and the influencers in this market.
- To determine customer level of satisfaction towards the services and pricing of the clothing in the retail industry. This enabled us to determine the Marketing effectiveness of retailers and gauge the satisfaction level of the consumers.
- To determine customers' expectation of service quality provided by the retailer, thus determining the factors that shoppers look for when shopping outside the country especially in South Africa, enabling the local retailers to benchmark themselves against other competitors.

Assumptions and Hypotheses: The following are some of the implicit and explicit assumptions and hypotheses of the study,

- Given better service in the local retail industry, customers would not buy clothes in the neighbouring countries.
- Women did most of apparel shopping in Botswana.
- That most non-Batswana bought their clothes outside the country.
- There is under utilization of available facilities and capacity in the country.

We endeavor to prove or disapprove the following hypotheses;

- The consumers in Botswana as in other African countries are influenced by the brands from Western countries.
- They prefer to buy the Western brands to the locally manufactured brands e.g. *kangol*, *Diesel*, *Allkasi*, etc due to perceived superior quality and class that is alleged to accompany such brands even when they are not the main target.
- Price and *lay-buy* services play a major role in the apparel buying behavior than do other factors.
- Buying clothes from across the border is more of a prestige consideration than cost savings for the buyers in Botswana.
- The movie and sports stars in the developed world rather than the buyer's parents model the behavior of the consumers in Botswana as in many African countries.
- The most effective source of information about the clothing is gained from the advertisements in the TV and movies especially among the young segments.

Motivating Factors In Buying: There are several different factors that influence buying behaviour and determine what to buy, where to buy, when and what the process undergone before the actual sale is closed. These factors could mainly be divided into three general categories viz;

- **Marketing Factors:** These include product, price, promotion, place that are controllable by the retailer and can be manipulated to suit the target segment in the market.
- **Environmental Factors:** These are non-controllable factors, which a retailer has to adapt to. They include economic, technological, political and socio-cultural, which a retailer has to adapt. Although these factors affect both the retailer and the buyer they do not affect the relationship between them as long as they adjust at the same rate on the factors. However if the adjustment is not equal then the relationship is affected and the buyer may be dissatisfied with the products or services offered necessitating a change of retailers.
- **Buyer Characteristics:** Demography, situation, psychological, social and personality make the final category, which a retailer has to learn or study so as to better service the target segment as well as the individual customers. The better the retailer understands the buyer characteristics the easier it will be for him or her to adjust the retail offering to the customers' satisfaction which would result to a continuous re-buy and good relationship

Most recent multinational studies of consumers' clothing behavior have focused on the investigation of purchase criteria in the global market place. Results of these studies have been mixed. In the study by Hsiao and Dickerson, on selection criteria used by Taiwanese and US students, it was shown that the two groups had similar purchase criteria. Wagner and Ettenson, comparing the purchase criteria of Chinese and US consumers, also found no differences between the

groups. Conversely, some studies showed significant differences between the nations studied. Lee and Burns investigated differences between Korean and US female consumers in respect to self-consciousness and purchase criteria. They found that Korean females showed a greater perception of importance to brand name whereas US females were more concerned about fissionability and attractiveness. In the study by Forney *et al.* more New Zealand than US university students were able to recall the country of origin of purchased clothing. Several other studies found both similarities and differences between nations. A study on clothing acquisition behavior in Canada and England showed similarities in selection criteria. Among 21 selection criteria, only three attributes were significantly different between the two groups. The Canadian group perceived *'suit my personality'*, *'wardrobe co-ordination'* and *'prestigious image'* as more important criteria than the English group. Forney studied Canadian and US female consumers' evaluative criteria and found that Canadians had unique preferences for colors, fibers, care, fashion and garment details, although both groups had similarities in their perceptions of importance of quality, fit and price. In addition to apparel selection criteria, some researchers studied other cross-national clothing behaviors. Delong *et al.* examining university students' perceptions of meaning of jeans in Korea and the US, found that although both groups indicated that jeans were worn for comfort and versatility, the perceptions of the meaning of jeans were different. For US students, jeans symbolized American culture, whereas for Korean students, jeans symbolized participation in youth/student culture. Van De Velde *et al.* 1996 investigated the criteria of store selection between Canadian and English consumers and found that the Canadian group perceived fashion styles, store displays and store advertising/promotion as more important criteria than the English group. Hafstrom *et al.* studied young Korean consumers' decision-making styles and then compared the results with those of young US consumers identified by Sproles, and Sproles and Kendall. The authors found that young Korean and US consumers had similar decision-making styles. In both countries, brand-conscious and perfectionist styles were among the top three decision-making styles. One study was found to examine consumer behavior at the product consumption stage. Jasper investigated consumer dissatisfaction with apparel products and complaint behavior across nine member countries of European communities and found significant differences in the degree of dissatisfaction among the countries studied. The highest percentage of dissatisfaction was reported in Italy (16.0%), and the lowest was in Belgium (3.2%). Differences in complaint behavior were also found. More than half of dissatisfied French respondents (54.3%) decided to boycott the shop, but less than one-tenth of Northern Ireland's dissatisfied respondents (8.8%) made the same decision. Instead, they were more likely to ask for replacement or full refunds (47.0%). More dissatisfied

respondents in Denmark (36.8%) than in Luxembourg (4.3%) complained to the sales assistant. More dissatisfied respondents in Germany let friends and acquaintances know about their experiences with the shop and/or the product (32.7%) than did dissatisfied respondents in Belgium (3.1%). (Chen-Yu *et al.* 2001)

Growth in marketing in many countries has meant that consumer's needs and wants are of great concern to companies. Companies in developed countries are embarking on resources and taking into consideration customer complaints so that they can fully satisfy them. But the adoption of marketing by many organizations in most developing countries and especially Botswana has not resulted in consumers being involved. Organizations and companies tend to employ a push strategy, in marketing their products.

According to McGregor, (McGregor2000), a country's national character and cultural values have much to do with the values that will develop among consumers in that culture. Indeed, marketers contend that the central premise of social value monitoring is that, if one understands people's values, one can better predict how they will behave in the market place. Consider that the popular Yankelovich Monitor provides a *social values perspective* to help American marketers develop tactics and strategies for their consumer products and services. Although some argue that understanding underlying social value shifts contributes to understanding current and future consumer behavior, the practice of using social values as a proxy for consumer behavior needs to be questioned.

Values are mental pictures of important needs and goals and affect how one thinks about and sees oneself, what one wants out of life and what one is willing to trade off to get something in return. Some values reflect preferred states of being or feeling while other values reflect preferred ways of behaving. Consumer values relate to *individual or cohort* behavior before, during and after market transactions. Social values reflect the core of an *entire culture's* mindset shared by a society. They are related in that social or cultural values are seen to act as justification for acquiring goods and services and to stimulate interest in, desire for, acceptance, patronage of or the actual purchase of goods and services. The two value systems are related but not mutually inclusive - one relates to individuals or cohorts in their consumption role while the other pertains to the collective behavior and character of an entire culture or society. Customer value reflects the personal values of individual customer. It is a level of returns in the product benefits for customer's payments in a purchase exchange.

A number of customers could be increased by delivering more customer value than the competitors (Normann 1993) thus the concept of customer value underlying the competitive analysis in the field of retailing, creating more customer value than the customer perceived value. Customer perceived value has been defined as perceived utility a customer receives after purchasing a product.

Customer value normatively focuses on buyer evaluation at the time of a product purchase while customer value descriptively emphasize individual evaluation of a product consumption and possession. Consumer researchers argue that consumers buy product not for the sake of its transactional value but products benefits that will satisfy their needs or/ and personal values (Hubber, 2001). However in an exchange environment, products benefits alone do not completely explain consumer product choice. Often consumers may find product desirable and though the buyer has the financial capability to make the purchase, the purchase may not follow due to environmental factors (Normann, 1993).

According to Hubber (Hubber, 2001) several factors affect the consumers' behavior. These factors are buyer characteristics which are modeled by cognitive traits (personality or attitudes) the emotional predisposition and their demographics. These characters form the background of customer's perception, as the perceived benefits are manifest of personal values, the buyers evaluation of a product begins at this point. A product benefits based on consumption or use of the product may not be sole benefits that a consumer realizes. It also includes the buying activity environments, convenience of the purchase and after sale service in addition to the transactional product benefits. (Strassmann1990)

The learning processes especially from the role model of a consumer strongly affect the buying behavior. A research carried out in the United States by Skinner (Carruth 2001) indicates that mothers were of middle/upper Strategically Equivalent Segment (SES) and had 2.3 children/family, and 64% were in paid-employment, used Mother-child co-shopping and mothers' role modeling as major means of teaching consumer goals/skills. Children were to learn about getting the best buy and quality for the money, cost/unit comparison, being knowledgeable about products and avoidance of impulse buying. Mothers were consciously consumer training their children who in turn taught their children.

Perceived customer value is also derived from the cost of purchasing. This includes the monetary costs, time costs, service costs and cognitive and physical efforts coupled with financial, social and psychological risks. Customer value is a consequence of subjective evaluation which in turns results from summing up of various elements contributing to the perceived fulfillment of the value, benefits, and attitudes level and perceived cost taking into account subjective weighting factors. Thus a customer value benefits and costs are defined in terms of consumer perception in the activities of acquisition, consumption and maintenance as well as consumer expectation of personal value before purchase.

According to Michael Levy (Levy 2000), women make the majority of purchasing decisions and influence most of the rest. For instance, they purchase about 80 percent of men's merchandise in department stores and over 50 percent of merchandise bought at Home Depot. Women now head almost 30 percent of

American households and every generation appear to have less need and interest in apparel. In general, older women are less swayed by fashion trends.

The researchers wanted to find out if this change is much felt in Botswana as in the developed countries, and whether it is possible to sway the purchases by change of fashion or not. It was also imperative to find out if trends and fashion affect the purchases. What is the major source of information that influences the buyer's trends? The most critical step in providing good service is to know what the customer wants. Retailers can reduce the knowledge gap and develop a better understanding of customer expectations by undertaking customer research, increasing interactions between retail managers and customers, and improving the communication between managers and employees who provide customer service. When customers' expectations are greater than their perceptions of the delivered service, customers are dissatisfied and feel the quality of the retailer's service is poor. Thus, retailers need to reduce the service gap - the difference between customers' expectations and perceptions of customer service -- to improve customers' satisfaction with their service. Four factors affect the service gap:

Knowledge Gap: The difference between customer expectations and the retailer's perception of customer expectations.

Standards Gap: The difference between the retailer's perceptions of customer's expectations and the customer service standards it sets.

Delivery Gap: The difference between the retailer's service standards and the actual service provided to customers.

Communication Gap: The difference between the actual service provided to customers and the service promised in the retailer's promotion program.

These four gaps taken together add up to the service gap.

According to Walt (Walt, 2000) retailers in South Africa have been undertaking segmentation, according to consumer buyer behavior. More specifically, this segmentation identifies the number of consumers who are brand driven, in contrast to those who are price driven in their brand choice - a classification obviously of key importance to the marketer.

The retail trade in South Africa has almost a strangle hold on some packaged consumer goods markets. It is an open secret that sectors of the retail trade strongly believe that price is a major motivator in brand choice.

In contrast, many market researchers and marketers believe that the importance of price has been exaggerated in South Africa, when it comes to brand choice. Thus, it is clear that a segmentation that quantifies the size of the truly price conscious segment will be of key interest to the marketing community. The retailer's objective is to reduce the service gap by reducing each of the four gaps thus retaining the

Mburu et al.: A Study on Apparel Buyer Motivations

customers and ensuring a re-buy. The researchers' intention was to find out if the magnitude of the above gaps in the local market and to find if they contributed to buyers shopping their apparel outside the country.

Materials and Methods

Research Design: A survey was be used to obtain self-reported information about the attitudes, beliefs, opinions, behaviors or other characteristics of a population. Explorative research was carried out covering both citizen and non-citizens in *Gaborone* city since this population represents the overall clothing shopper picture in the country having the highest density of apparel retailers and the highest per capita shopper area. (C. S.O 1998)

To get the best representation the researchers decided to distribute 300 questionnaires at various places like factories, offices, schools and the university targeting students, the staff and employers. A total of 200 questionnaires were returned but only 185 were finally used for analysis out which 87 of the respondents were male and the remaining 98 were female of different age groups. The researchers managed to get 7 respondents above the age of 40 years 4 of who were above the age of 50 years while the rest did not respond to the questionnaire. The inability to interview respondents in the age group 50 years and above is due to the fact that most of these respondents cited lack of time as a reason for declining to answer the questionnaire. The male respondents between the ages of 20 to 29 years formed 70% of the total respondents while the female in the same age bracket comprised of 68% of the respondents. This group makes the highest brand conscious in the apparel market. The age group 30-39 is the second brand conscious group, comprising of 23% of male respondents and 14 % of female respondents. Few respondents were of the age group 40 - 49 years and above 50 years as indicated by Fig. 1.

		Sex		Male	Female	Total
		Male	Female			
Age	Less than 20	2	2.3	14	14.3	16
	20-29	61	70.1	67	68.3	128
	30-39	20	22.9	14	14.3	34
	40-49	2	2.3	1	1.02	3
	50-59	2	2.3	2	2.04	4
Total		87	100	98	100	185

Fig. 1: Gender and Age of Respondents

Instrument of Data Collection: The principal data collection instrument was the questionnaire. The questionnaire was composed of both unstructured and structured questions. It was a two- paged questionnaire entitled 'Retail Clothing Shopping Survey Questionnaire'. While subjects were encouraged to complete the questionnaire they had the option not to. A pilot study was carried out to develop an effective and relevant questionnaire.

Data Analysis Procedures: The data was analyzed using a number of data analysis methods relevant to a multi-variant nature of this study. Histograms, Pie charts, Tables and Graphs were used in the analysis of data. In addition Correlation and Regression analysis was used.

Data Analysis and Inferences: 76 % of the citizens respondents indicated that they did their shopping in Botswana while 74% of the foreigners did their shopping in South Africa and other countries like Zimbabwe and Zambia. From the above we can safely conclude that the slogan *Reka Botswana* meaning buy Botswana goods has been embedded firmly in the minds of the citizen shoppers.

The country of origin where people came from had a strong correlation with where the people shopped for their clothing as indicated by Fig. 2. The *Batswana* shoppers preferred to do their shopping within the country compared to foreigners who preferred to shop in South Africa or their country of origin. However the number of shoppers who did their shopping outside Botswana was not as significant, comprising of about 20% of the total respondents.

The shoppers who did their apparel shopping out of the country considered price factor as the main reason followed by service. They indicated that it is easier to get same clothing products from South Africa at a cheaper price than in Botswana at the branch of the same retailers in the South Africa and when shopping for a big amount of clothes it is possible to recover the cost of travel. Comparing prices across retailers is easier where there is more concentration of retailers at one location. (Clarke 2000) This is not applicable in *Gaborone* where retailers are widely spread. The respondents indicated that retailers outside the country offered better services than the ones in Botswana especially retailers located in big malls like *Mambatho* in South Africa

		Country where shopping is done	Country of origin
Country where shopping is done	Pearson Correlation	1.000	.134
	Sig. (2-tailed)	.	.072
	N	184	182
Country of origin	Pearson Correlation	.134	1.000
	Sig. (2-tailed)	.072	.
	N	182	183

Fig. 2: Correlations: Relationship between Buyers' Country of Origin and Place of Shopping

where shoppers could get all the items required under one roof.

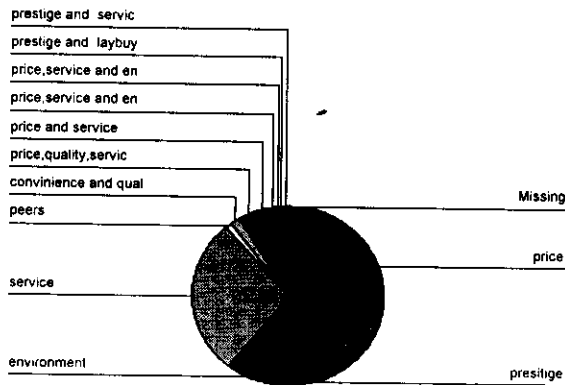


Fig. 3: Values sought in a Retailer

The third reason cited for shopping outside the country was prestige. The shoppers felt that it was more prestigious to do their shopping outside the country. Factors like the quality of the merchandise; convenience, *lay-buy* and the peer pressure had insignificant importance as to where the shopper did their shopping as indicated in Fig. 3. The rest of the factors were the combination of the first three attributes and were given almost equal importance. Other important factors that the shoppers looked for is the environment of the retailers location which included the ease of getting into the mall or the shop, parking convenience, safety, conducive environments within the shopping mall and the shop itself such as cleanliness, ease of locating the merchandise, entertainment and others.

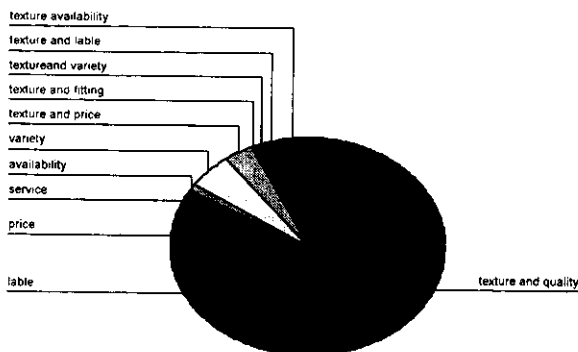


Fig. 4: Values Sought in Apparel

Texture and quality together are the main attributes that the consumers look for when selecting clothes. From this it can be inferred that most of the consumers in Botswana look at brands being sold. As indicated by

the Fig. 4 consumers will not just buy any brand available. To them brand signifies texture and quality. Another important attribute that was stated by the respondent was the variety. Respondents indicated that variety was an important feature in the selection of their clothes and shops.

The preference of clothes by the country of origin was rated, 1 being the least preferred and 5 being the most preferred designs. The outcome of T test at 95 % confidence level was as shown in Fig. 5, which indicates that *Botswana* preferred the Botswana designs and South African designs rather than the brands from America or any other country followed by the African designs such as *Mandela shirt*, *Kaunda suit*, *kitenge* etc. Some respondents (both male and female) indicated that they found it difficult getting clothes designed for African bodies when outside Africa and thus have to travel or send someone to buy for them back in Africa and especially the country of origin.

Country of Origin	N	Mean	Std. deviation	Std. error
Local /south African designs		3.44	3.45	.37
American designs		2.93	1.55	.17
European designs		2.66	1.40	.15
Asian designs		1.89	1.30	.14
Other African designs		2.96	1.43	.16

Fig. 5: Designer preference

However when divided between male and female respondents the outcome was as shown in Fig. 6 which indicated that the mean rating for African designs on male is higher than for female. While the male prefers American designs to other African designs the female respondents preferred other African designs to American outfits "because they are simple and elegant, easily capturing their strong personalities. And that the wearing of such clothes expresses their personality and individuality" (Tollo 2002) while Asian designs are insignificant in both genders though higher in male.

The researchers wanted to find out the main influence of buying decision making for clothes within a certain age group. This would enable the marketers to know the most effective marketing tools for the sale of their clothes. The respondents were divided into five age groups as in depicted in Fig. 7. Parents played the highest role in modeling the decision of buyers with a mean rate of 2.70 out of 5 followed by TV and movie stars with a mean rate of 2.60. Sports heroes/stars and bosses played an insignificant role in the decision making with 2.28 and 2.35 respectively. However age wise the age group 40-50 had sports heroes as the highest influencer of their apparel buying decisions while over 50 had parents and TV as the highest, which could mean that parents tend to

Mburu et al.: A Study on Apparel Buyer Motivations

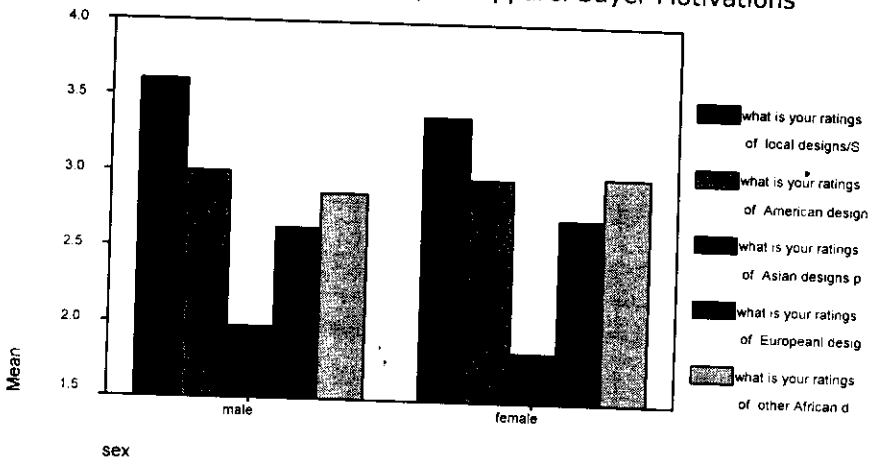


Fig. 6: (Rating of Designs by Gender)

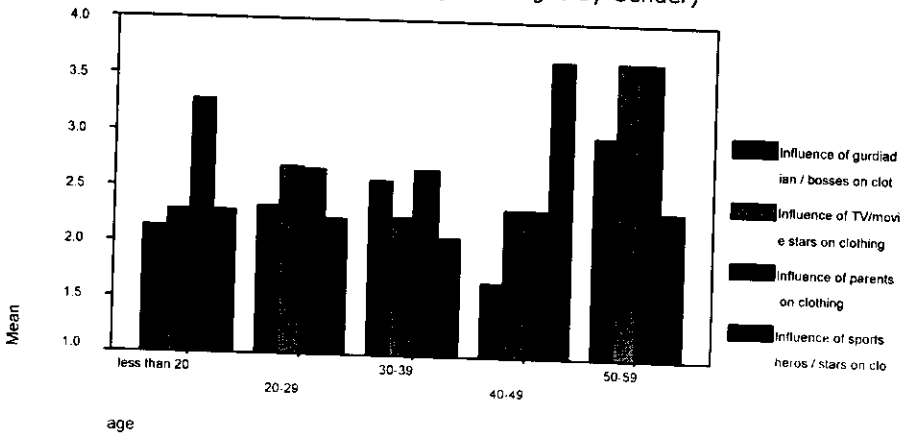


Fig. 7: Influence on Buyer Decision

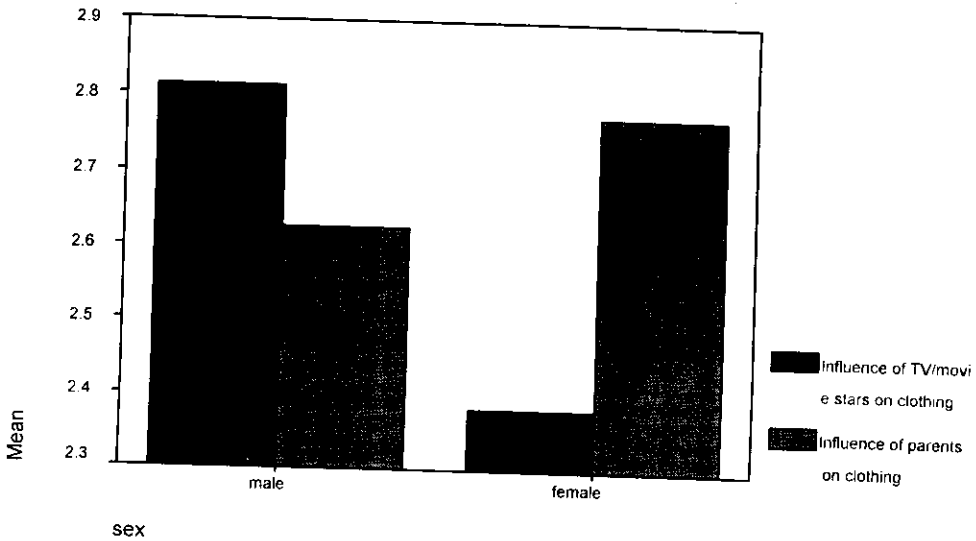


Fig. 8: (Influencers By Gender)

Mburu et al.: A Study on Apparel Buyer Motivations

Table A (Types of Retailer Preference for Inner Clothing)

Where do you buy inner clothing's			Low price /quality shop	Low price modest quality shops	Modest price/prestige shops	High price/quality and prestige shops	Prestige shops
Sex	Male	Row %	27.4	22.6	27.4	13.1	9.5
	Female	Row %	21.5	15.1	29.0	20.4	14.0

Table B (Types of Retailer Preference for Outer clothing)

Where do you buy outer clothing's			Low price /quality shop	Low price modest quality shops	Modest price/prestige shops	High price/quality and prestige shops	Prestige shops
Sex	Male	Row %	19.5	11.5	21.8	24.1	23.0
	Female	Row %	13.3	14.3	27.6	22.4	22.4

have a very high impact on the decision making of person even after they are long gone. Another thing to note is the recurring nature of fashions, which tends to reappear after some time thus this age group, would buy these fashions as a reminder of good old days (e.g. Pin stripped suits). These indicates that parents in African cultures play a very important role in influencing the types and designs of the clothes and the behavior of the consumers irrespective of their age unlike in the Western countries.

When comparing the two highest influencers of clothes buying decision between male and female respondents, men are influenced more by the TV stars than women whose decisions are more guided by the parents as indicated by Fig. 8.

Buying inner clothing might be one of the most embarrassing things one can do especially when the shop attendant happens to be of the opposite sex in Africa. The researchers wanted to find out whether they could make any inferences from this. They also wanted to find out how important inner clothing is to male and female respondents. From the Table A it can be inferred that most of the male respondents indicated that they did their inner clothing shopping in low price/low quality shops unlike the female respondents who bought their inner clothing in modest price/ prestige shops and in high price/high quality prestige shops. The layout of the high price/high quality prestige shops provided more privacy and some of them have different checkout points for different departments thus making it easy for the consumer to buy the exclusively private wear without feeling embarrassed.

From this analysis it can also be concluded that women attach more importance to their inner clothing as indicated from the places they did their shopping, as most of the female respondents bought their clothing from modest price/ prestige shops comprising 27.6% while 24.1% of the male respondents did their shopping in high price /high quality, prestige shops as indicated by Table B.

But in general most of the male respondents tended to do their shopping for both inner and outer clothing in a low price/ quality hops. Does this mean that clothing is

not so important to men "as long as it fits" it's okay?

Future Research: There is a need to conduct future research on the brand perception among the consumers in the country and the role of the brand in the modeling of consumer behavior. At the same time it is also important to know who the decision maker is in the purchase of consumer products for the family as a buying unit so as to enable easier and better usage of available marketing resources.

Conclusion

Although fashion in Botswana is important, it does not play the major role on the buying of clothing .In targeting the market, sellers have to develop effective strategies that will be directed to the key influencers who in this country were identified as the parents.

The market for the local designs is viable, as most *Batswana* consumers tend to be patriotic with the "*Reka Botswana*" slogan firmly embedded in their minds. However there are insufficient local brands available thus forcing some shoppers to buy across the borders or imported brands. It would be important to encourage local designers to join the market in order to develop their own brands that can compete with brands from South Africa and Western countries.

African women prefer to wear African designs or clothing designed with the African shape and body in mind. The development of local brands will go a long way in satisfying the needs of these segments by creating a market for local brands. These could also include men's clothing if properly designed and marketed locally and abroad.

The design of African clothes would create a market for both Africans in their countries and for those living abroad. The buying preference of inner and outer cloth is different between men and women in Botswana. From the research it is evident that the buying of inner clothing tends to be quite an embarrassing experience for both men and women with women being more affected. With this in mind retailers should try to reduce the dissonance.

Parents play a vital role in the cloth buying behavior especially among female shoppers and the main influence is from the family rather than from the

Mburu et al.: A Study on Apparel Buyer Motivations

advertisements, fashion designers. Unlike in the developed countries where we have an individualistic culture African culture is very communal (collectivism) and decisions are still being made with respect of the whole extended family's opinions.

The shoppers are patriotic and thus buy clothing from their country of origin to portray their identity. This is evident by the national dress that is worn at home and outside their own countries, hence the famous *Kaunda* suit of Zambia, the recent emergence of the Mandela shirt, the Nigeria attire etc among others. There is need for marketers to develop suitable market brands with these designs in their mind.

Brand or label denotes the quality in the shopper's perception, which makes some class of shoppers especially women to patronize particular class of retail shops and discard others, which did not carry the particular labels. Retailer offering price service and prestige as their marketing tools stood a better chance of getting patrons than those who used only one or two of the above.

In conclusion the above research will go along way in enabling marketers and other practitioners to develop appropriate marketing strategies in Botswana. In today's world consumers now make consumption decisions in a global marketplace. Slowly, the society is collectively gaining painful awareness of the impact of these decisions. Contemporary consumerism is the product of long-term historical changes and, by implication, can be further changed. This research paper develops the position that enriching our conventional understanding of our local markets is one way that family and consumer scientists can impact the future direction of modern consumption in a global market. By adopting this role within civil society, members of the profession can contribute to the process of resocializing the existing generation, and socializing entire new generations, of consumers who are globally conscious of the different segments. By implication, business and governments' trade, production and foreign policies will be challenged as well, leading to an even more profound change in consumption patterns around the world.

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