

AN ANALYSIS OF FACTORS INFLUENCING BLACK SOUTH AFRICAN MILLENNIALS WHEN CONSIDERING AFRICAN ANKARA FABRIC FASHION

Tendai Mbumbwa

University of Cape Town

E-mail: trmbumbwa@gmail.com

Joel Chigada

University of Cape Town

E-mail: joel.chigada@uct.ac.za

The evolution of fashion has been based on the designs from the fashion capitals of the world (Tidjani, 2013). Novelty and expression have been determinants of leading fashion. African fashion portrays both these elements through the vibrant fabric and culturally inspired pieces of clothing (Eicher and Ross, 2010). The term Ankara, though a name for a specific African fabric, has been used in reference to African fashion generally (Peters, 2014). With Western fashion dominating South African shopping centres, whether the younger and significant black South African Millennial cohort members ascribe any value to African fabric fashion is of interest. The objective of this study is to explore, investigate and ascertain what factors black South African Millennials consider to be influential to their consideration of African Ankara Fabric Fashion. The adoption of fashion is behaviour which is preceded by a consumer holding the intention to so act. It is of interest to see what factors black South African Millennials consider influential when considering African Ankara fabric fashion. An exploratory research design was used and will provide insights regarding the factors which are considered to be influential by the target population. The Theory of Planned Behaviour (TPB) composed by Ajzen (1991) is a basis theory for the study. The African fashion industry is growing and is becoming increasingly acknowledged across the globe. The popularity of the fashion among the millennial generation in Africa is duly questionable. The sample was knowledgeable and expressive African fabric fashion. Positive perceptions are held regarding the fashion based on African pride. Many influential factors arose. The cohort holds noteworthy passion for African development together with a desire to educate the world of black excellence and the capabilities of Africans. Musical artists were the opinion leaders acknowledged by the sample and Instagram was the most cited website referenced. Conclusively, the Ankara fabric fashion is acknowledged by this cohort and there is a desire to wear the fashion with pride so as to communicate African capabilities and pride. The generation has stated desires to focus on African productions. The fashion The preliminary findings show that fashion houses should include Ankara fashion. The generation which is entering the working world and whose fashion selection is become increasingly under their own control desire the fashion at affordable prices. Companies that target the cohort should recognise the pride which the cohort holds toward being African. Their pride must be recognised and acknowledged to them and even supported so as to appeal to this generation. Musical celebrities should be used in marketing campaigns and social media should be a channel utilised as much interest in the medium has been shown.

REFERENCES

- Ajzen, I. 1991. *The theory of planned behavior. Organizational behavior and human decision processes*, 50(2):179-211.
- Peters, B. 2014. *New Fashion Trend what is Ankara?* [Online] Available: <http://www.ankcara.com/new-fashion-trend-what-is-ankara/> [2016, 11 June].
- Ross, D.H. and Eicher, J.B. eds., 2010. *Africa [Dress and Fashion]*. Berg Publishers.
- Tidjani, A. 2013. *The Business of African Weeks.* [Online] Available: <http://www.africafashionweekny.com/2013/11/adiat-disu-iafrica-fashion-week-director-in-forbes-africa-october-issue/> [2016, 11 June].