MILLENNIALS BUYING BEHAVIOUR IN IRELAND TOWARDS A NEW
FASHION (AFRO-WEST FUSION FASHION)

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DECLARATION

Declaration: I, Pereira Olayinka, declare that this research is my original work and that it has never been presented to any institution or university for the award of Degree or Diploma. In addition, I have referenced correctly all literature and sources used in this work and this work is fully compliant with the Dublin Business School’s academic honesty policy.

Signed: Pereira Olayinka

Date: 22nd May 2017.
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Abstract

**Purpose:** This dissertation examines the factors influencing Millennials in Ireland when considering a new type of fashion trend different from the Western fashion dominating Ireland. The Afro-West fusion fashion is the new type of fashion introduced to the Millennials in Ireland to investigate if there is a demand for this type of fashion amongst this age group. Certain variables of the factors that influences consumer buying behaviour were examined such as Lifestyles, Reference groups, Personality and Self-concept to determine the main influencers of the Millennials when considering this type of fashion. Marketers constantly seek to understand the factors that influences consumers purchase because the answers are often in the mind of consumers. Relating with consumers is the best way to discover the answers influencing their purchase. The aim of this research is to understand the important variables influencing the buying behaviour of Millennials when considering a Afro-West fusion fashion. Understanding this will help both old and new marketers of this fashion tailor their brands in a more desirable way for this target group thereby leading to business growth.

**Design/methodology/approach:** The nature of this research design is explanatory and takes a quantitative methodological design. A survey was conducted to collect information on the factors influencing Millennials in Ireland when considering Afro-West fusion fashion using google form to send to questionnaire to participants.

**Findings:** The results of the primary research revealed that reference groups, lifestyle, personality and self-concept influences Millennials purchases when considering the Afro-West fusion fashion. The personality of Millennials was one of the strong influencers when considering this new fashion different from the usual and adaptability to a mixture of different cultures on clothes or shoes. Reference groups such as family, peers, blogs and social media were also important factors and the lifestyles of Millennials which revealed they prefer to shop in a physical store and like to purchase a unique fashion. The findings also indicated that there is a demand for the Afro-West fusion fashion in Ireland.

**Originality/Value:** The results of this research might be of interest to marketers of Afro-West fusion fashion and researchers who want to explore this area of study. This dissertation provides the importance of lifestyles, reference groups, personality and self -concept that influences the buying behaviour of Millennials when considering Afro-West fusion fashion.
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CHAPTER 1   INTRODUCTION

The fashion industry is one of the world’s important industries which is driving a vital part of the world’s economy (Mckinsey, 2016). The fashion industry is known for its innovative styles and consumers interest. Antonio (2016) states that African prints and fabrics have impacted the fashion industry fetching a huge fashion statement with fashion designers such as Roberto Cavalli, Balenciga, Bottega Veneta and Burberry Prorsum, and Stella Jean featuring African print design within their collection. Africa’s fashion brands are breaking out in the globe, as the profile of Africa’s fashion scene is rising and designers are establishing themselves in the Western and European world picking up media recognition and attaining high-profile showings at the most important fashion weeks in the world (Jacobs, 2015). A Nigerian-born fashion designer received a standalone article in American Vogue when he showcased his 2015 Fall collection at the London Fashion Week in February (Jacobs, 2015). The African theme has been labelled to be having a moment in the fashion industry and has created debate on fashion magazines because of loss of cultural appropriation for the prints within the European market (Antonio, 2016). Fashion designers have taken their inspiration from cultural prints, tribal prints, zebra prints from Africa. The noticeable symbols of African style appear predominantly among ateliers of Western designers. The fashion designs and patterns of these western designers reveals more of Africa’s culture in international fashion markets than the clothing made by African designers themselves (Rovine, 2010).

Afro-West fusion fashion is composed of clothing, footwear, and accessories made with mixing African fabrics or prints and Western materials together. Afro-West fusion fashion is the term applied for this type of fashion for this research. The Afro-West fusion fashion is a new type of fashion introduced to Millennials in Ireland to consider the factors that influences their buying behaviour when purchasing this new type of fashion.

Consumer behaviour is a very broad concept, it encompasses a lot of ground such as the learning processes involved when groups of individuals select, purchase, use, dispose products, ideas, experiences or services to satisfy their needs or desires (Solomon, 2014). However, every individual makes decisions daily and the buying decision is the focal point of the marketer’s effort (Kotler and Armstrong, 2012, p.159). Studies have been conducted to gain an insight on
what consumers purchase, how and where they purchase. This is possible because marketers can study what and how consumers purchase but the reason they purchase is not an easy task. The answers are mostly in the mind of consumers except a communication with the consumers can help to understand these factors (Jobber, 2007). Furthermore, since Africa’s brands are breaking grounds and receiving recognition across the globe it is a thing of interest to understand the factors influencing the Millennials when considering this fashion since this study is first of its kind.

1.1 Problem statement

Consumer behaviour covers a lot of grounds, various research has been done to understand the reason, how, where and factors that influences the buying behaviour of consumers in different sectors. Research done on the Afro-West fusion fashion is a relatively new concept which has not been explored. Therefore, the need to understand the factors influencing the buying behaviour of Millennials when considering Afro-West fusion fashion is important. In addition, the result of this research would assess if there is a demand for Afro-West fusion fashion in Ireland, and if venturing into this market is profitable.

1.2 Relevance for research

Consumers make decisions daily, and understanding why they make these decisions is not easy because the answers are often locked in the mind of the consumers. Marketers can study the purchases of consumers to find out how they buy, what and where they buy. However, the factors that influences their buying purchases cannot be understood except an interaction with the consumer. According to Kotler and Armstrong (2016, p.167) consumers themselves do not know exactly what influences their purchases.

Africa’s fashion brands are breaking out as the profile of Africa’s fashion scene is rising and designers are establishing themselves in the Western and European world picking up media recognition and attaining high-profile showings at the most important fashion weeks in the world (Jacobs, 2015).

Understanding the factors that influences Millennials towards Afro-West fusion fashion is very important because this research will help marketers and designers both the ones who have an existing business and those aspiring to open a new business of Afro-West fusion fashion acquainted with the factors that influences the Millennials towards Afro-West fusion fashion.
However, since Millennials share similar characteristics, this research work can also serve as a guide in other countries aside Ireland to understand the factors influencing their decisions when considering Afro-West fusion fashion. The results of this research can also be made use of in another country to examine if the same factors influence Millennials in other part of the world. In addition, understanding these factors can also allow designers make Millennials develop a need for Afro-West fashion even when they might not want the brand. Having an insight on these factors will assist them in marketing their products in a way that will influence this age group. This research work has not been explored and this makes it first of its kind, this will be one vital relevance of the study.

1.3 Research question
Consumer behaviour is an important field of marketing and an insight to the factors that influences the Millennial towards Afro-West fusion fashion is important since this research is first of its kind. However, this will help both old and new marketers of this fashion to tailor their brands in a more desirable way for this target group thereby leading to business growth. According to Saunders et.al (2016) a research question allows you to state the issue or problem that a researcher intends researching on, and what your research project will seek to find out and explain the answer. Thus, the research question for this study:

What are the factors that influences Millennials in Ireland when considering Afro-West fusion fashion?

1.4 Research aim
This research examines lifestyle, reference groups, personality and self-concept factors that influence the Millennials when considering Afro-West fusion fashion in Ireland.

1.5 Research objectives
The research objectives are:

1. To determine how the lifestyles of Millennials in Ireland influences the buying behaviour when considering Afro-West fusion fashion.
2. To examine if personality and self-concept influences the buying behaviour of Millennials in Ireland when considering Afro-West fusion fashion.
3. To determine whether reference groups influences the Millennials in Ireland when considering Afro-West fusion fashion.
4. To determine if there is a demand for the Afro-West fusion fashion among the Millennials in Ireland.

1.6 Research hypothesis
Based on the research question, research aim and research objectives the following hypothesis for this research work are stated below.

**Hypothesis 1**

$H_0 =$ lifestyle influences the buying behaviour of Millennials in Ireland when considering Afro-West fusion fashion

$H_a =$ lifestyle has no influence on the buying behaviour of Millennials in Ireland when considering Afro-West fusion fashion.

The above hypothesis is formed to evaluate the influence of lifestyle on the buying behaviour of Millennials in Ireland when considering Afro-West fusion fashion.

**Hypothesis 2**

$H_0 =$ personality and self-concept influences Millennials in Ireland when considering Afro-West fusion fashion

$H_a =$ personality and self-concept does not influence Millennials in Ireland when considering Afro-West fusion fashion.

The above hypothesis is formed to evaluate the influence of personality and self-concept on the buying behaviour of Millennials in Ireland when considering Afro-West fusion fashion.

**Hypothesis 3**

$H_0 =$ Groups have an influence on Millennials in Ireland when considering Afro-West fusion fashion.

$H_a =$ Groups does not influence Millennials in Ireland when considering Afro-West fusion fashion.
The above hypothesis is formulated to evaluate the influence of groups on the buying behaviour of Millennials in Ireland when considering Afro-West fusion fashion.

1.7 Structure of dissertation

This study is divided into six chapters and a description of what each chapter entails is explained below.

Chapter 1- Introduction

The introduction discusses the background of study and the reason for this research been conducted. In addition, this chapter also entails of the relevance of this research, research question, research aim, research objectives, the research hypothesis.

Chapter 2- Literature Review

The literature review is divided into five sections, the first part discusses the introduction of what consumer behaviour entails, the second section examines the factors that influences the consumer behaviour which selected variables are focused mainly on. The third section discusses the Millennials, the fourth section focuses on the Millennials and fashion trends in Ireland, the fourth section discusses the history of Ankara and the fifth section encompasses of Afro-West fusion fashion in the Western and European World.

Chapter 3- Research Methodology and Methods

The research methods cover several methods and methodologies considered before conducting this research work. Furthermore, this chapter justifies why the research methods and research methodology were being made use of in carrying out this research.

Chapter 4- Data Analysis and Findings

The findings of the research are discussed and a critical analysis of the results obtained after collection of data through survey strategy to understand the factors that influences the buying behaviour of Millennials in Ireland when considering Afro-West fusion fashion.

Chapter 5- Conclusion and Recommendations

The vital points the research finding revealed and recommendations for Afro-West fusion fashion designers both old and new is discussed. In addition, this chapter provides recommendations for researchers who want to explore in this field.
Chapter 6- Self Reflection

This chapter explains the experience of the researcher on the completion of the programme and how it improved the knowledge of the research in the field of interest. In addition, this chapter discusses how the researchers learning styles helped in developing this research and the skill that were used by the researcher during the process of the research.

1.8 Contributions

This research will be a source of guide to other researchers who want to explore this field of study. This research work will also add to the literature of marketing; it will serve as the first empirical evidence for understanding the factors that influences the Millennials when considering Afro-West fusion fashion. The apparel industry in Ireland is comprised with a variety of Irish and overseas designers stores in Ireland. Africa’s fashion is receiving countless recognition globally opening Afro-West fusion fashion stores might be part of the apparel industry in Ireland soon. This study could help in providing an insight and information about a potential kind of distinctive fashion.
2. Literature Review

2.1 INTRODUCTION
Various research has been done in order to identify the factors that influence consumers buying behaviour, which four factors have been identified. The cultural factors, the social factors, the personal factors and psychological factors (Jobber, 2007: Kotler and Armstrong, 2012: Solomon, 2014: Schiffman, 2015). Cultural factors, culture is identified to be the set of basic values, beliefs, way of life, perceptions, wants and behaviours learned by members of a society or group. Every culture comprises of a smaller unit referred to as subcultures, they are individuals who share the same value systems based on life experiences and situations (Kotler and Armstrong, 2012, p.161). The influence of culture on consumers buying behaviour differs from country to country. This is because throughout the existence of an individual he or she is influenced by family, cultural environment, nationalities, religion and racial group.

Furthermore, the social factor consists of groups (reference groups, family, social roles and status. Rani (2014) explains the groups as the outside influences of others on consumer purchases decision either direct or indirect.

However, the personal factor entails variables such as age, life-cycle stage, lifestyle, personality and self-concept. The consumer buying behaviour are influenced by the characteristics of every individual (Rani, 2014).

The last factor, which is the psychological factor, comprises of four major psychological influencers which are motivation, perception, learning and beliefs.

As aforementioned the four factors influences a consumer buying behaviour, but for this research certain variables of the social factors and personal factors will be examined such as lifestyle, personality and reference groups. This is because of the target population chosen for this research work, they are certain individuals within an age group, share similar lifestyles and interests. According to various research conducted on Millennials they were identified as fashion conscious, technology savvy, always sourcing information from peers, they experiment with brands and adapt to new brands (Nickell, 2012 : Gurău, 2013: Valentine and Powers, 2014 : McGrath, 2016). However, the Afro-West fusion fashion is a fashionable type of fashion and
a new brand introduced to the Millennials. Hence, since individuals within this age group are known to be fashion conscious and adapt to a new brand which is related to their age group and their lifestyles which are also variables of personal factors influencing consumer behaviour. This is one of the reasons for choosing personal influencers as one of the factors to be examined and the Millennials as the target population for this research.

Furthermore, the reason for choosing the social factors is also linked with the Millennials. The social factor comprises of groups such as reference groups: opinion leaders (fashion leaders), social media, blogs, friends and family. For a fashion trend, groups and social medias have been said to be influencers of fashion trends (Bailey and Seock, 2013). In addition, Millennials source information from peers, they experiment with brands and adapt to new brands (Nickell, 2012). Therefore, since the individuals within this age group seek information from groups, this is the reason for choosing the social factor because part of the variables of social factor consist of reference groups.

Culture is identified as the set of values, way of life, behaviours learned by members of society from family and other groups (Kotler and Armstrong, 2010, p.161). Culture is learned which sums up to form an individual behaviour (individual behaviour is linked to personality and self-concept and which is a variable of personal factor). According to Khuong and Duyen (2016) when considering personal factors decision are influenced based on culture and background. Therefore, from the explanation of the authors personal factors can be linked to culture. However, since they are both linked this is the reason why culture is not used as for this research work.

The reason why the psychological factors were not made use of for this research work is because the psychological is linked with the personality and self-concept a variable of personal factor. The psychological factors consist of four variables which are motivation, perception, learning, beliefs and attitudes. Motivation is what drives the individual to purchase a product either biological or psychological. Perception is the process which an individual select, interpret and organize information to form a meaningful picture of the world (Kotler and Armstrong, 2012, p.168). Learning defines the changes in an individual’s behaviour arising from experiences. Belief is a conviction that an individual has on something and attitude refers to a person’s reliably favourable or unfavourable evaluations towards an object or idea (Rani, 2014). From the definition of the four variables the motivation, perception, learning and beliefs
sums up to an individual concept which the psychological factor is related to personality and self-concept of an individual which is also a variable of personal factor.

2.1 Consumer buying behaviour

According to Jobber (2007) he posits that consumers are individuals who buy products or services for personal consumption. Consumer behaviour encompasses a lot of ground; this is because it is not easy to get an exact insight on their behaviour, the reason they make certain decisions and why they purchase certain things. Although, an understanding of why they make certain purchases can be understood by interacting with them because it is often in their mind. Similarly, Kotler and Armstrong (2012, p.160) confirm that the study of consumers purchases to understand what they buy, where they buy and how much they buy can be studied but learning about the whys of consumer buying behaviour is not easy. This is because the answers are often locked deep within the consumer’s mind.

Solomon (2015) suggests that consumer behaviour covers a lot of ground and it is the study of the processes involved when individuals or groups, select, purchase, use or dispose of products, services, ideas, or experiences to satisfy their needs and desires. Haghshenas, et.al (2013) explains that consumer behaviour is the combination of psychology, sociology, anthropology and economics studies which tries to understand the buyer decision process either as an individual or group.

According to Kotler and Armstrong (2010, p.160), consumers are often not aware of what influences their purchases because the human mind does not work in a linear way. The author goes further discussing that the mind of an individual is like a computer with various storage sections where different brands are stored in folders that can be accessed by written advertisement simply does not exist. Rather, the mind of an individual is a swirling untidy mass of neurons colliding, bouncing around and consciously producing new ideas, thoughts and relationships inside the brain of every individual.

However, consumers respond to several marketing efforts using the marketing stimuli which are the Four P’s: price, product, place, promotion. Additional stimuli consist of key forces that are in the purchaser’s surroundings: technological, cultural, social and economic. Therefore,
all these enter the black box of the buyer and turn into observable responses which are what
the individual buys, how, why and where they buy.

Figure 1 Kotler's Model of buyer behaviour. Source Shelby Padely.

**Cultural factor** is vital in understanding the needs and behaviour of a consumer (Rani, 2014). In the work of Kotler and Armstrong (2010) the authors explain that human behaviour is largely learned and growing up in a society a child learns perceptions, behaviours, wants and basic values from the family and other vital institutions. Culture and cultural influences on buying behaviour vary from one country to another. Culture is divided into subculture and social class (Durmaz, 2014). Subculture comprises of a certain group of people with shared value system based on situations and life experiences.

**Social factor** consists of groups such as reference groups, family, roles and status. The social factors comprise of outside influences of others on an individual’s purchases decisions either directly or indirectly (Rani, 2014).

**Personal factor** an individual decision is influenced by certain characteristics. The personal factor consists of variables such as age, lifestyle, personality and self-concept, occupation and economic situation (Kotler and Armstrong, 2016)

**Psychological factor** is also another factor influencing a consumer buying behaviour which is divided into four major psychological factors which are motivation, perception, learning and beliefs and attitudes (Kotler and Armstrong, 2016).
2.2 Factors influencing consumer behaviour

Several researchers in marketing have highlighted the major factors that influences an individual’s purchases which are cultural, social, personal and psychological factors. However, it is said that marketers cannot control the listed factors but need to take them into consideration (Kotler and Armstrong, 2010).

![Factors influencing consumer buying behaviour](slide_share)

**Figure 2 Kotler's Factors influencing consumer buying behaviour. Source Slide share**

2.2.1 Personal factors

The decisions of a buyer are influenced by personal characteristics such as lifestyle, and personality concept.

2.2.2 Lifestyle factor

Lifestyle is a person’s pattern of living, Kotler and Armstrong (2010, p.170) discusses about what an individual lifestyle involves which they classified into activities, interest and opinion. Activities refers to the hobbies, shopping, social events and work. However, interest consists of food, fashion, leisure and family while opinion consists of products, business, about themselves, and social issues. Solomon (2011) states that lifestyle is a pattern of consumption that reflects a person’s choices of how to spend money and time. He further explains lifestyle...
in an economic sense as the way an individual allocates income, both in terms of relative allocations to different goods and services and to exact alternatives within these categories.

In a research work done on consumer lifestyles and online shopping continuance intention lifestyles, the research indicates that lifestyles are specific patterns of individuals behaviours and those behaviours result from those individual’s inner values. The research also indicates that lifestyle is one of the most popular concepts in marketing used to explain consumer behaviour when demographic characteristics are not enough (Ahmad, Omar and Ramayah, 2013). The Millennials are strong determinant of online purchasing behaviour which contributes to the highest percentage of online purchasing (Dhanapal, Vashu and Subramaniam, 2015). Every generation has its own unique characteristics that can be linked to their lifestyle that influences their buying behaviour. The Millennials lifestyle is based on their leading technology savvy, great love for social media, they are in search for guidelines from others before making their decisions on how, what and where to buy (Septiari, 2016). According to Yurchisin & Johnson the Millennials are shopaholics and fashion addicts their number one choice for disposing their money is fashion (citied in Kothandaram 2015). The lives of the Millennial consumers are shaped by technology beginning from smartphones- e-commerce to social networks, which has transmuted their buying behaviour and lifestyle (Thau, 2013). The Millennials online population is fairly even by gender (55% male vs 45% female) and almost 95% of Millennials have a social network account and they spend an average of 2.54 hours on social media daily (McGrath, 2016). A research done by Pate and Adams (2013) revealed that there are larger numbers of Millennials on Facebook than any other age groups. The lifestyle of Millennials influences their buying behaviour in terms of fashion, the Millennials are fashion conscious, they like to purchase items that are trendy. According to Euromonitor (2016) the young consumers are referred to as the Instagram generation who feel they cannot be seen wearing an outfit frequently due to the high numbers of pictures posted on social medias. Majority of this young consumers are willing to pay and spend quite a lot on apparel and footwear. According to Ordun (2015) the Millennials are aware of their purchasing power and are likely to spend their money quickly mostly on consumer goods and personal services. This can be related to the lifestyle of the Millennials which influences the buying behaviour of Millennials.

2.2.3 Personality and self-concept

No two consumers are the same, each of them have distinctive personality that influences their buying behaviour (Kotler and Armstrong, 2012). Personality is a major factor widely studied
based on the influencer of consumer buying behaviour. In a recent study done by (Gangai and Agrawal, 2016) the authors state that personality is a unique identification of a person, an individual is different from others not only in the physical aspect but also in personality types. Personal factors that influence buying behaviour of consumers are based on how an individual makes certain decisions, their habits, opinions and interest (Khuong and Duyen, 2016). Furthermore, when considering personal factors decisions are influenced based on the gender, age, culture, personal issues and background. Several research carried out by psychologists into human personality has not been uniform, some emphasized that heredity and early childhood experiences influences an individual’s personality development while other psychologist have stressed broader social and environmental influences (Schiffman and Wisenblit, 2015).

2.3 Social Factors
An individual behaviour is also influenced by social factors such as groups, opinion leaders and family.

2.3.1 Groups and social networks
Majority of consumers mostly use social sources when seeking information, this part of consumer behaviour is either through word of mouth, social media and opinion leadership-seeking (McDaniel, Lamb and Hair, 2013). This entails consumers seeking the views of other consumers about goods, brands and services before purchasing. The online social communities and social networks (Twitter, Facebook, Instagram, Snapchat), has led to an online social interaction where individual’s exchanges ideas and information. In an article written on social media influence on fashion by (Sellors, 2014) the author suggests that social media plays a vital role in the fashion industry, serving as source of inspiration of trends, designs and influences the buying behaviour of consumers. Fashion United (2013) affirms this and adds that social media influences fashion purchases and discussed about a study carried out which reveals Facebook inspires fashion decisions same as Instagram and Pinterest. Therefore, groups and social network influences the buying behaviour of Millennials. According to Trends Magazine (2012) there is a profound reliance on peers, especially those purchasing a product or service for the first time and fifty-three percent of the Millennials utilize social networks for exploring brands. According to Pate and Adams (2013) reference groups influences Millennials when buying a new fashion. Millennials considers views of consumers or peers to be more reliable than traditional media when determining the worth of a product or service (Trends Magazine, 2012: Smith, 2013 : Valentine and Powers, 2013: Lantos, 2014 : Musyoka et.al
In an article on Millennials by Valentine and Powers (2013) the authors suggest that the Millennials are attracted to a wide variety of media, mostly using blogs, social networks to express their opinions, ideas and feelings.

According to McDaniel et.al (2013) posits that reference group are the formal and informal groups that influence the buying behaviour of an individual. Consumers may use goods, brands or services in other to become a member of a group. However, consumers learn from observing how members of their reference groups consume and use the same criteria to make their own decisions. Reference groups are categorized into two which are direct or indirect. The direct reference groups are based on groups that touch lives of people directly. They can be primary or secondary (McDaniel, et.al 2013). Primary membership groups consist of groups with which individuals relate frequently in an informal manner which is mostly face-to-face such as friends, family and co-workers. However, the secondary membership groups are mostly formal such as professional groups, clubs, and religious groups. The indirect reference groups consist of aspirational reference groups an individual would like to join and in joining an aspirational group an individual must at least fit in to the customs of the group.

**Opinion leaders**

According to McDaniel, et.al (2013), they suggest that various consumers seek out the opinions of others in other to reduce their search, evaluate doubt or efforts, for guidance on new products with image-related attributes. In a research work done by (Goldsmith and Clark, 2008) based on an analysis done on opinion leadership and fashion opinion seeking, it states that fashion opinion leaders such as celebrities have been recognized as important for the spread of new clothing fashions for a long time.

In another study done by (Bailey and Seock, 2013) the *dynamics of fashion* examined three theories of fashion discussing its own set of fashion leaders. The downward flow theory, the horizontal flow theory and upward flow theory. In the downward flow theory fashion leaders are wealthy and have access to the media such as political figures, and celebrities. Therefore, having access to media makes sure that the fashion choices of these fashion leaders will be noticeable to the masses and however replicable.

The horizontal flow theory suggests that fashion leaders are individuals whose individual prestige allows them to become leaders within their own circles. Furthermore, the fashion leaders in the upward flow theory are mostly consisted of young members of lower economic groups whose fashion trends motivate other economic groups, generally of higher status and
wealth. Bailey and Seock, (2013), state that the fashion leaders amongst the three groups discussed adopt a fashion trend before other individuals and inspire other individuals or fashion followers to adopt the fashion trend. In a research done by Pate and Adams (2013) on the influence of social media on the buying behaviour of Millennials, it states that fashion trends in the downward flow theory and upward flow theory which either comes from the runway or street influences their buying decisions. In addition, the authors states that Millennials purchase items endorsed by celebrities.

2.4 Millennials
Generational cohort is referred to group of individuals who share similar historical and cultural experiences and distinct common characteristics around these experiences (Eastman, Iyer and Thomas, 2013). The Millennials are part of the generational cohort, various researchers have proposed several dates to be the proposed time period for the Millennial generation which are 1979-2000, 1980-2001, 1981-1999, 1982-2000, and 1982-2003 (Gordon, 2013). The Millennials signify individuals born in the early 1980s until the early 2000s. They are also referred to as Generation y, Generation 2000, Net Generation, Generation XX, boomer babies, NetGen, the generation born with the chip, gadget generation, trophy kids (Gordon, 2013). In an article written on Millennials, it states that the Millennials are referred to as the Net or digital generation because they were the first generational cohort to come in the digital age (Mobolade, 2016). The author goes further to explain that due to the fact the Millennials came during the digital age it indicates a different mindset and way of interacting with the world. The Millennials are the first generation to have spent their entries lives in the digital environment, they are also referred to as digital natives (Bolton et al., 2013).

There are more than 77 Millennials in the world, the Millennial generation is larger than the 46 million who are in Generation X. According to (DeVaney, 2015) the Millennials are nearly equivalent in size of the baby boomer generation who are 76.4 million (Valentine and Powers, 2014: DeVaney, 2015). Generation y are children of the throngs of baby boomers which according to Bergh and Behrer (2013) explains why they are so many despite the declining fertility rate. The lives of the Millennial consumers are shaped by technology beginning from smartphones- e-commerce to social networks, which has transmuted their buying behaviour and lifestyle (Thau, 2013). The Millennials online population is fairly even by gender (55% male vs 45% female) and almost 95% of Millennials have a social network account and they
spend an average of 2.54 hours on social media daily (McGrath, 2016). They are considered as highly educated, matured, individualistic, spend more than the previous generations and stylish (Valentine and Powers, 2014 : Gurău, 2013: McGrath, 2016).

Valentine and Powers (2014) states that generation y is a distinctive and influential consumer group. In the work of Thau (2013) he affirms this and suggests that the Millennials influence the shopping habits of older generations and that they lead and set trends faster than anybody. Valentine and Powers (2014) explains that bulk of their purchases are made on shoes, clothes, food, entertainment, hair and beauty. McGrath (2016) states that almost a third of Millennials are buying clothes online every six months while over a fifth purchase shoes. WARC Trends (2015) suggests that more brands are looking at Millennials and that understanding their buying behaviour is a key concern for a growing rage of brands, including fashion and upscale retail. In an article on Millennials by Valentine and Powers (2013) the authors suggest that the Millennials are attracted to a wide variety of media, mostly using blogs, social networks to express their opinions, ideas and feelings.

According to Viswanathan and Jain (2014) generation y is influenced by western culture, they experiment with and adapt to new brands and products. They are mostly not loyal to brands although highly aware of brands. Millennials considers views of consumers or peers to be more reliable than traditional media when determining the worth of a product or service (Trends Magazine, 2012: Smith, 2013 : Valentine and Powers, 2013: Lantos, 2014).

Millennials are highly resistant to traditional marketing, in a research done on Millennials revealed that they are highly utilitarian (Hayter and Dewdney, 2016). In an article on How to market effectively to Millennials by Mobolade (2016) he states that the Millennials are different in nature from other generations, and that they will become even more important for marketers. The author goes further to state that marketers should reflect diversity beyond traditional multicultural casting which is a Millennial target strategy that is likely to boost potential for success. In addition, the author suggest brands should try to communicate effectively a more meaningful purpose of their business and leverage social media and digital content efficiently. The work of Bergh et al. (2014) affirms this and adds that Millennials do not have boundaries for place and time as technology permits them pursue their interests wherever they are. According to Serota ( 2016) the Millennials have different tools and portals to navigate them through the retail environment, they see what is in trend through myriad applications and sites. The author goes further to state that this accelerated pace commences
with the seasonal fashion shows instead of waiting for fashion magazines to hit newsstands, to view the collections. Millennials love fast fashion, they are also watching what their favourite celebrities are wearing and there is a huge devotion to fashion bloggers among the Millennials (Serota, 2016).

In the work of Albiniak (2015) on Millennials, the author explain this generation to be the largest generation with the most powerful purchasing power. Donoughe (2016) affirms this and adds that Millennials are keen to try a new product when it is covered by a media outlet they trust. Price is an important factor to Millennials compared to other generations, they compare prices and get reviews before buying a product or services (Urcelay, 2016). They also can buy everything they want online because of their high technology savvy.

2.5 Fashion trends in Ireland and Millennials

In Ireland, the apparel and footwear industry also includes fast fashion, these are brands identified as low cost clothing collections that mimic current fashion trends (Oijala, 2017) Millennials love fast fashion (Serota, 2016). These fashion trends change extremely fast, mostly causing new styles and fashion trends to become outdated in few weeks. Fast fashion apparels are usually produced out of lower-quality materials and the apparels are cheap. In the work of Fashion Theory Journal article on ‘Fast Fashion, the demographic that frequently purchases fast fashion are the younger generations, they are normally more fashion conscious of catwalk trends and want to imitate high looks without spending so much (Oijala, 2017).

According to Sull and Turconi (2008) fast fashion retailers have replaced the traditional designer-push model- in which a fashion designer dictates to an opportunity pull approach in which retailers responds to market shifts in few weeks versus an industry average of six months. Several research done on fast fashion have identified fast fashion brands such as Primark, H & M, Next, New Look, Zara, Forever 21, River Island, Topshop and Gap (Sull and Turconi, 2008, Cortez et al., 2014: Joung, 2014). In Ireland, the aforementioned fashion brands are topping the apparel and footwear industry such as Primark which according to Euromonitor (2017) Primark also known as Penneys is in Ireland is the leading apparel footwear specialist retailer in 2016 with a value share of 30%. According to Euromonitor (2016) the young consumers in Ireland are referred to as the Instagram generation who feel they cannot be seen wearing an outfit frequently due to the high numbers of pictures posted on social medias. Majority of the young consumers are willingly to pay and spend quite a lot on apparel and footwear. According to Gaffey (2017) the spring/summer 2017 fashion trends in Ireland are bright colours. Almassi (2017) also affirms this, and listed the most saturated colour palette are
scarlet, heliotrope, fuchsia, hazmat and more fuchsia. The see-through dresses are also amongst the latest trends, ruffles on shirts, sleeves are in fashion this season (fluted, cuffed, super sleeves), floral prints dresses and shirts, bomber jackets, jumpsuit/ playsuit, off the shoulders dresses and tops, kimonos, statement stripes (thick and thin), embroidered and embellished denims both ripped and frayed (Jones, 2017: Gaffey 2017: Independent.ie, 2017: Rosemary, 2017: McQuillan 2017: Almassi, 2017). In addition, the listed fashion trends are seen in stores of the apparel retailers in Ireland and is a current trend amongst Millennials.

According to FashionBeans the spring/summer 2017 fashion trends which are common amongst the male Millennials are matching two-piece tracksuits with vintage bomber jackets. Checks have also been said to be constant in the wardrobe for centuries, Cuban collars, printed T-shirts, vertical stripes, floral print shirts, wide-leg trousers, embroidery or embellished jeans and jackets and retro-sportswear’s (O’Connor, 2017).

The fashion style newsletter from Independent.ie (2017) states that this season, a global nomadic vibe comes through in the cultural horizon trend- from Japan comes the obi belt, from Spain layered ruffles and lastly from Africa and Peru the tribal touches. The Afro-West fusion fashion is filled with vibrant colours and a mixture of cultures which can commence as a type of fashion trend in Ireland, since presently the fashion trend is inspired by certain cultures.

The apparel and footwear retailers moved online due to the high internet retailing trend, although physical store is still in demand as the consumers also want the shopping experience that is associated with apparel and footwear shopping. According to Euromonitor (2017), the Irish consumers are driven by trends in fashion choices and they also seek for classic and timeless pieces. Furthermore, it is posited that they are eager to spend more on these products and are likely to spend less on changing trends. In Ireland, blogging is playing a progressively vital role in driving fashion trends mostly among young consumers in their teens and twenties (Euromonitor, 2015).

2.6 HISTORY OF ANKARA

African print is a common term employed by European textile firms in Africa to classify fabrics which are machine-printed using wax reins and dyes in order to achieve batik effect on both sides of the cloth (Akinwumi, 2010). The African print is also used for the clones of the wax type effects and bears names such as Ankara, Dutch Wax, Guaranteed Dutch Java Hollandis
and Real English Wax. According to Akinwumi (2008) the label names for all aforementioned is tolerable only for the manufacturers and marketers, he suggests that the term is a wrong inaccurate name which according to him the origin and most features are not African. Therefore, Jefferson (1974) disregarded the prints as genuinely African but rather European “African Cloths” (cited in Akinwumi, 2008).

The initial wearable African products originated from Cameroon, Egypt, Nigeria and Sierra Leone with some evidence dating back to 2000 BC and beyond (Jennings, 2011). In Africa, fabrics served as identity, communication, sign of power, dowry and spiritual protection. These fabrics were made out of raffia, bark, woven, wax-printed, tye-and dye (Anonymous, 2008).

The four various fabrics are the textiles seen in Africa woven textile is amongst the oldest in the world and also in Africa, the tye-dyes are indigo cloth, the batik which are made by cotton material and creating motifs on the textiles using wax procedure and the industrial prints which are made by machine in Europe (Anonymous, 2008).

The symbols on this fabrics have a general meaning, Jennings (2011) posits that are over 400 identifiable patterns which are either stencilled or hand painted onto the cloth before it is constantly immersed in the blue dye. The aboriginal fabrics have lasted and adapted to the mechanically made fabrics and imported fabrics.

In the 19th century, Dutch textile manufacturers entered the market with a fabric that imitated Indonesian batik fabrics. Tolulope and Babatunde (2013) affirm the imitation of the batik in Holland by the Dutch textile manufacturers and states that the Javanese batik are made by hand-drawing patterns on cloth and involved the use of wax and resist dye plate. The Dutch colonial masters introduced the Indonesian batik to Holland and other parts of Europe. The fabric was made in mass production in Europe using roller print machine and dye resistance in other to create motifs on the fabrics. However, during production the Dutch producers experienced certain issues which created several lines, cracking effects from the dye used and seeped on the other colours that was on the fabric. Therefore, due to this incidence the fabric was rejected and not accepted by the Indonesian market which was a waste. In addition, the unaccepted fabric was brought by the Dutch to Gold Coast where the textile was then spread to several African markets.

Akinwumi (2010) gives an in-depth insight of the origin of African prints, although similar to aforementioned but explains further about the various producers of African prints and their meaning. African print was gotten from batik which was spread from India to Indonesian
Islands and Japan although its perfection was done by the Javanese prior to the thirteen centuries. The batik had sacred significance which related to initiation, death, marriage, women’s birth and clan identification. The batik was influenced by some Chinese tradition certain themes were combined and copied in their batik. The Indian Chintz was also incorporated to the batik and during the 17th century Java was colonized by the Dutch leading to the introduction of the Javanese Batik to Holland and afterwards other parts of Europe. Nevertheless, due to the motifs on the batik it was not fully accepted in Europe and in the late 19th century the Dutch directed their textile mills in Leyden to produce the wax print for the African markets. Therefore, the wax print became popular in central Africa and western Africa companies tailored their motifs to fit the African market. The production for European market ended in 1981 thereby focusing solely on Africa and for a long time the distribution in African region was controlled by UAC presently known as Unilever (‘Vlisco’, 2013)

Vlisco wax prints is the market leader of Wax Holland Fabric, it is made in Netherlands, their designs and pattern are inspired from Africa and incorporates it to create each collections (Jennings, 2011). Vlisco is the only remaining producer of Dutch Wax, in 1973 it launched an upper wax brand that helped differentiate from its competitors (‘Vlisco’, 2013). Vlisco has opened a chain of boutiques in Africa selling its fashion patterns and designs, it is claimed that 75% of wax prints in the market are produced by Vlisco (‘Vlisco’ 2013). Vlisco’s prolonged existence as the distributor and producer of African wax print has cemented their dominance and influence as the main supplier for African textile consumers. However, they have manufactured a vast majority of symbolic African prints used by Africa and non-African designers for their collections (Pearce, 2016). The wax print has been embraced by the young and trendy for its retro-pop appeal, worked in with contemporary fashion trends with the motifs becoming symbolic of the new self-confidence of the continent eager to embrace the modern world.

2.7 Afro-West fusion fashion in the western and European World.

The noticeable symbols of African style appear predominantly among ateliers of Western designers. The fashion designs and patterns of these western designers reveals more of Africa’s culture in international fashion markets than the clothing made by African designers themselves (Rovine, 2010). The existence of Africa in Western fashion motifs has taken several forms. Although, not all the designs, styles and images are copied from Africa but through the settings and story surrounding the garments may link the clothing to the idea Africa.
According to an anthropologist Ted Polhemus, he identified two forms in which garments convey identities and ideas which are the semiotics of brand and style. Brand means the information that surrounds the clothing as part of their marketing, while style is the noticeable part of fashion. Any effective, successful brand projects its own mythical sense of geography (Polhemus cited in Rovine, 2010). Hence, Africa is being revealed amongst these brands which can linked to the fact that Africa has been in western imagination. Bold geometric motifs, beads, animal prints, bangles and pictures of animals all indicated Africa.

According to (Rovine, 2009) in her work Colonialism’s Clothing: Africa, France and the Deployment of Fashion, she suggests that clothing offers a medium that is used to absorb distant cultures into familiar frameworks, highlight differences between cultures, and frequently in order to support cultural identity through the contrast of the other. Fashion role in cultural discussions between African culture and Western cultures is focused in the 1920s and 1930s when the colonies of France were spending effort to support and preserve the colonial enterprise at home. Africa is a continent with rich fashion history production that has served as subject adopted and absorbed by Western and European countries for innovation and inspiration (Rovine, 2009).

Africa’s fashion brands are breaking out on the international, as the profile of Africa’s fashion scene is rising and designers are establishing themselves in the Western world picking up media recognition and attaining high-profile showings at the most important fashion weeks in the world (Jacobs, 2015). African designs and forms have stirred the creativity of European fashion designers for eras, which have been used as inspiration for jewellery, clothing designs and fashion accessories (Loughran, 2009). According to Bloem (2016) Yves Saint Lauren set the African inspired trends with his African collection and since then Africa has become a recurring theme both national and international. In 1900s Yves Saint Laurent produced an African collection for both male and females. For the males, he created a Saharienne also known as Safari jacket which fashion designers use till date. In the female collection some of the dresses were made of plaited raffia, ebony beads and flax (White, 2011). His collection gained so much attention in the fashion press of the January and March 1967 French fashion magazine. L’Officiel featured the dresses of Yves Saint Laurent collection with the captions ‘Inspired by African Art’ (L’Art Nègre) and ‘Black Magic, alongside text about Africa “Africa, this old continent where ancestral myths take refuge in the shadow of baobab trees, on the banks of large, swampy rivers has inspired most of all our major designer” (Rovine, 2010).
In the year 1984, Kenzo Takada a Japanese designer who is the founder of Kenzo, a French luxury design, he designed boubou dresses and in the years 1990 and 1991 he also designed shirts and jackets inspired by Bògòlanfini designs (Loughran, 2009). However, Bògòlanfini or Bologan is a Malian cotton fabric. Furthermore, Gilles Rosier the style director of Kenzo states that African influence is a modern one which is noticeable in graphic designs, volumes, materials and forms (Loughran, 2009). In addition, the year 1999 and 2000 various magazines and articles published in European magazines laid emphasis on styles inspired by Africa.

African fabrics have impacted the fashion industry and thereby becoming a huge fashion statement with designers such as Roberto Cavali, Burberry, Prorsum, Bottega Venetta and Balenciaga revealing the wax print motifs among their collections (Antonio, 2016). Fashion designers have taken their inspiration to another level with zebra prints, tribal prints, cultural prints and various pictures on their collection. Antonio (2016) states that the traditional African prints have inspired the catwalk with animal prints and Balenciaga brought modernity to the look with safari collection featuring techno sheen. Works of Jean Paul Gaultier’s 2005 ode to Africa, which was about a five to six years’ wave of African influences broke over the fashion scene. Junya Watanabe made use of African prints which was amongst Vlisco’s Dutch’s wax print and in the 2009 collection of Hermes and Ralph Lauren had a colonial touch (Bloem, 2016).

Frowijn Liselore a Dutch designer in the recent Amsterdam Fashion week was inspired by the Igbo culture which is an ethnic group in Nigeria. According to Frowijn he said the Igbo garment is very traditional, I saw it as a challenge trying to produce something out of it and bringing a different meaning to classic (Bloem, 2016). Frowijn teamed up with Royal Flora Holland and Vlisco in other to form ‘Afropolitan’ floral splendour and colourful print fabrics. Furthermore, John Galliano shows African patterns and print which have inspired their designs in his 1997 debut couture collection at Dior, he featured Maasai warrior costumes (Bloem, 2016).

African fashion designers such as Seidnaly Alphadi and Xuly Bet who work in Africa and Europe use African designs to place Africa in international fashion. Henri Clouzot states that African fabrics serves as vital sources of inspiration for every era because designers use them as muse. Rabelais also affirms that there is something always new about Africa (Rovine, 2009).

According to Oke-Lawal the African fashion industry is showcasing itself to the world and its voice is irresistible, extremely profitable which the world is recognizing (Toesland, 2016). In the work of Hume (2010) on Africa’s influence in the fashion industry, Diane Von Furstenberg
who is a Belgian-American fashion designer known for her widely recognized wrap dress created a tribal tattoo desert sugar wrap dress for summer.

Toesland (2016) states that African fashion is recognized globally with various celebrities wearing African prints such as Beyonce, Solange, Michelle Obama, Rihanna. African prints are also seen on top brands such as Nike and Adidas. Laolu Senbanjo, Nigerian-born based in Newyork a visual artist draws inspiration from his global travels and Yoruba tradition, for Nike Air Max he creates art and incorporates on Nike Air Max (Nike, 2017). According to Otieno (2016) Laolu Senbanjo was selected by the American sportswear company Nike, to create art-inspired Air Max at the Air Max Con 2016.

In the work of Jacobs, (2015) he also affirms that celebrities are boosting Afro-West fusion fashion brands into limelight, Beyonce wore a jumper by Wale to the Super Bowl. The label was on the radar of fashion hunters worldwide. Furthermore, Plange who is an African designer born in Accra although raised up in California studied fashion before relocating to New York where she worked with Rachel Roy and Patricia Fields. Plange launched her brand which was formerly called Boudoir d’Huitres for luxury women’s wear inspired by her African culture and Victorian fashion (White, 2011). Nomi by Naomi is a unique fashion brand created by Spieker Naomi she became popular after her successful launch of hooded scarfs, she also created a complete wardrobe collection. She combines Afro-Western styles and fabrics are collection is known as urban chic (White, 2013)

Duro olowu is a born out of Nigeria fashion designer in London received a standalone article in American Vogue when he showcased his Fall 2015 collection at London Fashion Week in February 2015 (Jacobs, 2015). He incorporates vintage couture and silhouettes with African prints. According to Duro Olowu what is exciting for him is the level of sophistication which reflects the way African people have always combined European fabrics with native African culture and thus, there was a belief that it was just restricted to Africa but now it has become worldwide (Humes, 2010). He goes further to say that the fashion world is becoming more global and that the influence of Africa is more than a trend now it is part of the melting pot.
2.8 Conclusion
The consumer buying behaviour was examined, and the selected factors influencing consumers buying behaviour. The lifestyles of the Millennials were examined, the fashion trends worn by Millennials, was reviewed, the history of the Ankara fabric was also discussed and the Afro-West fusion fashion in European and Western world.
Chapter 3: Research Methodology and Methods

3.1 Introduction

Saunders et.al (2016) defines research as something that people undertake to find out things in a systematic way thereby increasing and widening horizons. The authors go further to examine the importance of two phrases from the definition of research which are ‘systematic way’ and ‘to find out things’. Systematic suggests that research is based on logical relationships and not just beliefs. Therefore, this suggest the need for this research to have an explanation of the methods which are the techniques and procedures use to obtain and analyse data and the methodology which refers to the theory of how research should be taken (Saunders, et.al, 2012).

This chapter provides information on the methods and methodology used to gather the data required for the primary research. This chapter discusses in-depth about the research design made use of in carrying out the research. The research onion is divided into different sectors: research philosophy, research approach, research strategy, research choice, time horizons, techniques and procedures. In figure 6, the various onion ‘s layers are shown, which structures the research methodology for this work.
This research made use of an explanatory studies because of the nature of the research question (what are the factors influencing Millennials in Ireland when considering Afro-West fusion fashion?). This research work made use of selected variables of factor that influences consumers buying behaviour. An explanatory study establishes casual relationships between variables, it studies a situation to explain the relationships between variables (Saunders, et.al, 2016, p.176). Therefore, this research studied the factors influencing Millennials towards Afro-West fusion using variables of factors influencing buying behaviour of consumers. Furthermore, the research philosophy is positivism, following a deductive approach and the methodological choice is quantitative research design.

3.2 Research Design

A Quantitative research design was adopted for this study.

“Quantitative research examines relationships between variables, which are measured numerically and analysed using a range of statistical and graphical techniques...” (Saunders et al, 2016, p.166).

The research design was chosen because of the philosophical approach adopted for this research to justify the research question. According to Saunders et.al (2016, p.174) research can be designed to fulfil either explanatory, descriptive, exploratory and evaluative purpose or a combination of these.

This research adopted an explanatory study which Saunders, et.al (2016) suggests the purpose of an explanatory research is to study a situation to explain the relationships between variables. Afro-West fusion fashion is a type of fashion that is not popularly adopted in Ireland among the Millennials. This research work aims to understand the factors influencing Millennials when considering this fashion and to determine if there can be a demand for this type of fashion among this age cohort.
3.3 Research Philosophy

According to Saunders, et.al (2016) research philosophy refers to beliefs and assumptions about the development of knowledge. There are five major philosophies in which are positivism, interpretivism, critical realism, postmodernism and pragmatism. The author defines critical realism as explaining what we see and experience, in terms of underlying structures of reality that shape the observable events.

Chowdhury (2014) defines interpretivism to the approaches which emphasise the meaningful nature of people’s character and participation in both social and cultural life. Postmodernism emphasises the role of language and of power relations seeking to question ways of thinking and give voice to alternative marginalised views (Saunders, et.al, 2016). Pragmatism states that concepts are only significant where they support action. Finally, positivism which is the research philosophy adopted for this work, relates to the philosophical stance of the natural scientist and involves working with an observable social reality to produce law like generalisations (Saunders, et.al 2016). The reason for choosing positivism as the research philosophy for this research work is because of the nature of the research question. What factors influences the Millennials in Ireland towards Afro-West fusion fashion? There are four major factors which have been identified by researchers to be the factors influencing the consumer buying behaviour. Therefore, this research work made use of certain variables from the social factors and the personal factors to examine which of the variables influences the buying behaviour of this age cohort when considering Afro-West fusion fashion. In addition, from the factors that influences buying behaviour of consumers, three hypotheses were developed:

**Hypotheses 1**

Ho= lifestyle influences the buying behaviour of Millennials when considering Afro-West fusion fashion.

Ha= lifestyle has no influence on the buying behaviour of Millennials when considering Afro-West fusion fashion.

The above hypothesis is formed to evaluate the influence of lifestyle on the buying behaviour of Millennials when considering Afro-West fusion fashion.

**Hypotheses 2**
Ho= personality and self-concept influences Millennials buying behaviour when considering Afro-West fusion fashion

Ha= personality and self-concept does not influence Millennials buying behaviour when considering Afro-West fusion fashion.

The above hypothesis is formed to evaluate the influence of personality and self-concept on the buying behaviour of Millennials when considering Afro-West fusion fashion.

**Hypotheses 3**

Ho= groups have an influence on Millennials buying behaviour when considering Afro-West fusion fashion.

Ha= groups does not influence Millennials buying behaviour when considering Afro-West fusion fashion.

The above hypothesis is formulated to evaluate the influence of groups on the buying behaviour of Millennials when considering Afro-West fusion fashion.

Another reason for choosing positivism as the research philosophy for this work is because out of the five major philosophies of research, positivism is best suitable for this research work because it allows casual explanation and prediction as contribution. The results obtained are observable and measurable facts. Positivism allows the researcher to be detached and independent of what was been researched. This means this research is not biased of the researcher during data analysis, it was based on numerical data collected which was interpreted. Since positivism philosophy is linked with a quantitative research design numerical data is obtained which allows a large respondent. The reasons for not using the four other philosophies are because interpretivism is mostly associated with qualitative method of analysis, it focuses on narratives stories, perceptions and interpretations (Saunders et.al 2016, p. 136). The realism philosophy, researcher acknowledges bias of cultural experience and environment and the researcher tries to reduce errors and bias (ibid). The researcher for this research work wanted to be detached from what was researched, this is the reason for not adopting this philosophy. Pragmatism the research is value driven and the research is started by the researcher’s doubt and belief therefore, therefore this philosophy was not adopted for this research. Postmodernism is a value constituted research therefore it was not adopted.
3.4 Research Approach

Every research makes use of a theory, and this theory is explicit in the design and nature of the research work. There are three types of theory development which are deductive and inductive approach. According to Saunders, et.al (2016) if a research work commences with a theory, mostly developed from studying an academic literature and you design a research strategy (hypotheses) in order to test the theory this means you are making use of a deductive approach.

![Diagram of Deduction and Induction](image)

*Figure 6 Deduction and Induction, Source: Research Methods Knowledge Base, Trochim (2006)*

Trochim (2006) refers to the deductive research approach to a top-down approach, a research that start with a theory, narrowed down to hypotheses that can be tested. As aforementioned this research begins with specific factors the social and personal factors (theories) influencing consumer buying behaviour and hypotheses were developed which the researcher tested, by using questionnaires to collect data from Millennials in Ireland. This research work has adopted a quantitative research design, Saunders, et. al (2016) states that quantitative research is generally associated with a deductive research approach where the focus is on using data to test theory.

In contrast, inductive research approach is different from the deductive this is because it works the other way around, inductive research approach begins with specific observations to broader theories and generalizations and it is also referred to as the bottom up (Trochim, 2006). Inductive approach is not suitable for this research work because this research work begins with theories and develops hypotheses to be tested. Inductive is mostly associated with qualitative research design. Therefore, deductive is best suitable for this research.
Abductive approach is where data is collected to study a phenomenon, identify themes, explain patterns to produce a new or modify a theory that is already existing which subsequently tested through additional data collection (Saunders et.al 2016, p 145). The reason for not using this is because this research approach is not suitable for this research based on the structure of the research question and this research has a time frame to submit this research. Therefore, this approach is not suitable.

3.5 Research Strategy

A strategy is a plan or action to achieve a goal, while a research strategy is defined as a plan of how the researcher will go about answering his or her research question (Saunders, et.al 2016). There are various types of research strategy such as Archival and Documentary Research, Experiment, Case study, Action Research, Narrative Inquiry, Ethnography, Grounded Theory and Survey.

Narrative inquiry is related to a qualitative research, it involves personal account which interprets an event (Saunders, et.al 2016, p.197). This research adopted a quantitative research therefore, narrative enquiry cannot be adopted. In addition, the nature of the research question does not involve narrative enquiry. Therefore, this type of research strategy is not suitable.

Experiment is a method of research that owes much to natural science and the purpose of an experiment is to study the probability of a change in an independent variable causing change in another dependent variable (Saunders, et.al 2016). Experiment research strategy has certain limitations, which one of them is it must adhere to certain ethical standard, time consuming and slow (Chatterji et al., 2014). This is the reason for not using experiment research strategy.

Case study is defined as an empirical inquiry that examines a contemporary phenomenon within its real-life context particularly when the boundaries between phenomenon and context are not clearly obvious (Wedawatta, 2011). According to Noor (2008) case studies have been criticized by some as lack of scientific reliability and rigour and they do not address the issues of generalizability. Hence this research strategy cannot be adopted for this research.

Action Research is mostly referred to as participatory action research, it consists of exploring how an organization can develop systems to improve the quality of it works (Asiamah and Patel, 2009). The authors go further to explain that there are ethical issues relating to action research, especially when there is conflict of interest between the action researcher and organization being studied. Hence this is one of the reason for not adopting this method also
this research work is to understand the factors influencing the buying behaviour of Millennials and not an organization. Therefore, this research strategy cannot be made use of.

Ethnography is made use of to study the culture of social world of a group, it is the earliest of qualitative research strategy with its origin rooted in colonial anthropology (Saunders, et.al 2016, p. 187). According to Nurani (2008) ethnographic research has one main drawback which is related to reliability. The author goes further to state that it is difficult to replicate ethnographic research because an event in natural setting cannot be reproduced. This research adopted a quantitative research design while ethnographic research is linked with qualitative research strategy and it has to do with the study of culture of a social world of group of people. Therefore, this is different from this research work and cannot be adopted.

Grounded theory can be defined as a method of inquiry and the result of a research process, it is mostly inductive in nature (Saunders, et.al 2016, p.192). this research adopted a deductive approach therefore, this strategy cannot be adopted.

A survey provides a quantitative description of trends, attitudes, ideas of a population by studying a sample of that population (Creswell, 2013). Survey is mostly associated with deductive research approach, the survey strategy allows the collection of quantitative data and data collected with survey strategy can be used to suggest possible reasons for a relationship between variables and to produce models of these relationships (Saunders, et.al 2016).

This research work adopted a survey research strategy, because it best suits this research. Moreover, this research adopted an explanatory study which it establishes casual relationships between variables, it studies a situation to explain the relationships between variables (Saunders, et.al, 2016, p.176). Therefore, this is related to survey research strategy. Questionnaires were made use of for the collection of data, which enabled analysis of the result in chapter four. In addition, because of the scientific nature of this research and time limit therefore survey research strategy was adopted.

3.6 Research Choice
The research choice is guided by the purpose of the research which is explanatory. An explanatory research requires the researcher to study a situation or a problem to explain the relationships between variables (Saunders, et.al, 2016). The author goes further to explain that quantitative data is made use of when conducting an explanatory research.
Therefore, from the purpose of the research, the methodological choice – quantitative research may use either a single data collection technique which is known as mono method quantitative study. It can also make use of more than one quantitative data collection technique and corresponding analytical procedure. This is known as multi method the researcher might decide to collect quantitative data using both questionnaires, structured observation analysing this data using statistical procedures (Saunders et.al, 2016, p.166).

The technique used for the research was a mono method quantitative study. Surveys were used to administer the questionnaire to the Millennials through google forms to reach many of this age cohort. The mono method for research choice is suitable because the collection of data is fast, data analysis is not time consuming and, result is not biased or influenced of the researcher. The reason for not making use of multi methods is because it is more time consuming because the researcher must carry out both qualitative and quantitative research study and this research work time frame would not allow this method.

![Figure 7 Research Choice, Source: Research Methods for Business Students](image)

3.7 Research time horizon

According to Saunders et.al (2016) there are two types of time horizon which are longitudinal and cross-sectional. Longitudinal studies is defined as data gathered during the observation of subjects on a number of variables over time (Ruspini, 2002). One limitation of longitudinal studies is the long term follow up of the observation it tends to observe, it is time consuming. Therefore, this is the reason it was not adopted for this research work. Cross- sectional study
involves the study of a phenomenon at a particular time, most dissertation for academic courses are time constrained (Saunders, et.al 2016, p.200). Since this research work has a time frame, and the research is about the study of a phenomenon for a period therefore this is the reason why it was adopted for this research work and it is suitable for this research.

3.8 Data Collection

In quantitative data, it consists of data collection techniques such as (questionnaire) or data analysis procedure that generates or uses numeric data (Saunders, et.al 201, p.165).

There are two main types of data collection techniques in research which are primary data and secondary data. In primary data, there are several ways in which data can be obtained such as interviews, observations and questionnaires (Saunders, et.al 2016).

Primary Data

Primary data used for this research work was questionnaire which Saunders et.al 2016 defines as a general term to include all methods of data collection in which participants are asked to respond to the same set of questions in a predetermined order. Questionnaires provides a well-organized way of collecting responses from a large sample. Questionnaires can be administered through various way such as face-to-face questionnaire, internet questionnaire, mobile questionnaire, postal questionnaire, delivery and collection questionnaire and telephone questionnaire. For this research work the self-completed questionnaires were distributed through the internet, questionnaires were formulated through google forms. In addition, google forms allows the sending of questionnaires through emails and the links can be copied and sent through mobile which were sent to participants. The questionnaire consisted of 18 questions, a combination of open and close questions was used, the questionnaire was divided into 3 sections such as general question, factors that influences Millennials buying behaviour, and questions relating to the Afro-West fusion fashion.

Furthermore, the internet and mobile questionnaires are delivered through weblink. Google form helps analyses data obtained from participants instantly and generates an excel spreadsheet of data analysed which makes it easy to interpret data.

Secondary Data
Secondary data provides good starting point for research and often help to define research objectives and problems (Kotler and Armstrong, 2012, p.133). Secondary data provides the main source to answer research questions and address research objectives (Saunders et.al, 2016, p.318).

The secondary data for this research was obtained from document secondary data published items such as journals and books. This research obtained secondary literatures from marketing textbooks, e-books, journal of marketing, articles and newspapers. Database such as ProQuest, WARC, Emerald insight, Ebscohost, and Euromonitor. Secondary data has certain disadvantages such as lack of relevance to research, lack objectivity (Saunders et.al, 2016). Therefore, secondary data made use of were relevance to the research and up-to-date.

3.9 Pilot study

According to Saunders et.al (2016, p.473) before using your questionnaire to collect data it should be pilot tested with respondents who are like those who will eventually complete it. A pilot testing is a mini-version of a full-scale study or a trial run done in preparation of the complete study (Calitz, 2009). Furthermore, the purpose of a pilot test is to help improve the questionnaire so that respondents will have no issues in answering the questions, it also assists in finding out from participants which question was unclear or ambiguous and whether the lay out was clear and attractive (ibid). It also helps the researcher ensure no problem interpreting the data. The pilot testing of the questionnaire was done among few close friends with 24 feedbacks collected. Suggestions were made by participants which assisted in the proper structuring of the main questionnaire. Certain suggestions such as adding more general questions relating to fashion before asking questions concerning Afro-West fusion, a space to fill in personal comments, and more options in certain questions.

3.10 Sampling

Sampling techniques allows you to reduce the amount of data you need to collect by considering only data from a sub group rather than all possible cases or elements (Saunders et.al, 2016, p.272). Sampling technique is divided into probability sampling and non-probability.

Probability sampling is mostly common with survey research strategies where the researcher needs to make inferences from your sample about a population to answer the researcher’s
research questions. In contrast non-probability does not attempt to select a random sample from the population of interest (Battaglia and Michael, 2011). For this research work, a non-probability self-sampling technique was made use of to find out about factors influencing Millennials when considering Afro-West fusion fashion. The volunteer sampling comprises of two techniques which are the snowball and self-selection sampling. Snowball sampling is made use when it is hard to identify members of the desired population. The self-selection sampling occurs when individuals identify their interest to take part in the research. According to Saunders et.al (2016, p.303) in the case of self-selection sampling the researcher advertises the questionnaires through appropriate media asking them to take part in the survey. Questionnaires were shared using the internet, the survey was publicised on various Facebook groups in Ireland asking Millennials to self-select and click on the link to the questionnaire. Participants who clicked the link were taken to the google form questionnaires. Furthermore, Dublin Business School Masters in Business Students were contacted through certain groups created by these students and those who were within this age participated. The reason for not using snowball sampling is because of the problems of bias as participants are likely to find potential participants who are like themselves leading to same sample (Saunders, et.al 2016).

**Target population**

Millennials are the target population for this research work, due to certain characteristics associated with their age group. Therefore, this is the reason for choosing this target population. They are individuals born between 1980-2003 (Gordon, 2013). They are considered as highly educated, matured, digital natives, individualistic, spend more than the previous generations and stylish (Valentine and Powers, 2014 : Gurău, 2013: McGrath, 2016).

**3.11 Research ethics**

Ethics is a vital aspect that should be taken into consideration for the success of any research project (Saunders et al., 2016, p.221). business and management research almost inevitably consists of human participants therefore, ethical concerns are greatest where research involves human participants (ibid).

This research was conducted through quantitative approach therefore, questionnaires were issued out to participants through the internet-mediated access which involves the use of computing technologies to deliver questionnaires. Furthermore, the internet allows access to research participants and its use also raises ethical issues such as scope of deception, informed consent, confidentiality of data and anonymity of participants (ibid).
Google form was adopted to issue out the questionnaires, a clear account of the purpose of the questionnaire was explained at the beginning of the form. Participants were ensured confidentiality of data provided, and anonymity of participants. Name, address, phone number and emails were not included in the questionnaire form and safety of the participants was guaranteed explaining the research is solely an academic research and for the completion of a degree program.

3.12 Research limitations
No matter how a research is well conducted it still has limitations. Therefore, limitations can be defined as issues that arises in a study that is uncontrollable by the researcher (Simon and Goes 2013). The survey was done through the internet, and only 100 responses was received which the data analysis was done based on the responses received. Furthermore, since the survey was done online the researcher was not able to explain questions that respondents might not understand properly to participants even though the questions were easy to understand. The participants might have answered questions in a different way probably if there was an interaction with the participants.

3.13 Conclusion
The methods and methodologies used for this research was critically discussed and the reason for using them was justified.
CHAPTER 4 Data Analysis

4.1. Introduction
This chapter is based on the findings of the primary research, which was done through google form to send out questionnaire to participants. Google form helped analysed the data into diagrams which helped simplifying data analysis. A total of 100 ques was received for this research, the findings and the hypothesis is discussed to verify the hypotheses.

4.2 Descriptive Statistics

General Questions

![Pie Chart](image)

*Figure 8 Gender Analysis*

The total participant for this survey was 100. The total number of female 50% and male 50% which is shown in the pie chart.
Figure 9 Age Analysis

From the above pie chart, it indicates that 36% were between age 18-24.

Male-12
Female -22

41% were between age 25-30

Male- 23
Female-18

23 % were between age 31-37

Male-13
Female-10

However, the age group with the highest number of participants was age 25-30 and the lowest participants were individuals who fall between ages 31-37. In addition, the age analysis helped in cross-sectional analysis of findings.

Total participants for this survey was 100, 50% male and the other 50 % female.
As indicated in the chart the count of status with the highest responses is participants studying full-time with 38%, followed by working full-time with 37%. Studying part-time had the lowest count of 12. Although some participants picked two options.

Lifestyle Questions
Out of the 100 participants, 96 % have a social media account while only 4% do not have a social media account. The purpose of asking this question was to evaluate if all the Millennials make use of a social media. From the chart majority of them have a social media account.

Figure 12 Frequently Used Media

Facebook shows to be the frequently used media with 79% followed by Instagram with 57%, Snapchat 38%, twitter 26% and only one participant chose none.
This question was asked because Millennials are believed to be following fashion bloggers and celebrities on social media for current fashion trends. From the above pie chart, it reveals that only 56% of the participants follow bloggers and celebrities on social media, while 36% participants do not follow and only 12% possibly follow.

**Figure 13 Celebrities Analysis**

**Figure 14 Lifestyle Analysis**
Like to shop in a physical store has the highest value of 52%, followed by like to shop online with 33%, like to purchase unique fashion 32 %, fashion conscious 30%, trendy 28% like to buy a type of fashion seen in various stores at a cheap price 23%, like to purchase luxury fashion 10%, others 3%. This question was asked in other to describe the lifestyle of Millennials, if it tallies with what was discussed in the literature. Although focusing more on shopping online and fashion addicts.

**Analysis of Lifestyle**

From the age analysis, with the help of excel it revealed that 36 participants were Millennials born between age 18-24. The male participants were 14 participants, only 3% like to shop in online store, while 9% prefer to shop in a physical store and 2% did not choose either like to shop in a physical store or shop online. A total number of 22 females within this age group, only 10% like to shop online while 13% prefer to shop in a physical store. Although 4 participants chose both the online and physical store while only 3% did not choose any of them. In comparison of the online preference the females in this category prefer to shop more online than the male. Both sex prefer to shop in a physical store. The male participants were more than the females.

41 participants were individuals between age 25-30, the male participants were 23 in total, only 5% prefer to shop online, and 9% prefer to shop in a physical store and the other 9% did not choose either they like to shop online or prefer to shop in a physical store. A total of 18 participants within this age group were females and 11% of the female participants like to shop online, while 9% like to shop in a physical store, 5% prefer to shop both online and a physical store and only 3% did not choose any of them. The online preference is preferred more by the females in this category compared to the male and the physical store preference is same in both sexes. Although the male participants in this section were more than the females.

The total number of participants of the Millennials born within the age 31-37 were 23 participants. For the male participants between age 31-37 were 13 in total and only 1 % prefer to shop online while 6 % prefer to shop in a physical store and the other 6 % did not choose either like to shop online or a physical store. The total participants of females were 10 and only 3% like to shop online and 7% prefer to shop in a physical store, although a participant choose both the physical store and online store. This category reveals both sexes prefer to shop online.
From the analysis of the ages and comparison between both sex only the females within age 25-30 prefer to shop online more rather than a physical store. A total number of 18 females and only 11% prefer to shop online. However, based on the general analysis of the age groups it indicates that the Millennials prefer to shop in a physical store rather than shop online. The total numbers of Millennials that do not shop online was not concentrated to one age group but rather it was a spread among the age categories. Although the Millennials are known as digital natives but that does not mean they prefer shopping online which can be proved based on the research findings of the primary research.

Another question asked to investigate the lifestyle of Millennials which was based on having a social media account, which the result findings of this research proved to be true because out of the 100 participants, 96% have a social media account while only 4% do not have a social media account. All individuals between age 18-24 have a social media account, the Millennials between 25-30 only a female participant and male participant do not have a social media account and Millennials between age 31-37 one male and female participant. From the findings, it shows that majority of the Millennials have a social media account just a few that do not use social media frequently.

In addition, a question related on the lifestyle of Millennials relating to fashion conscious. The participants between age 18-24 were 36 in total, and 14 participants were male and 8% are fashion conscious while 6% not fashion conscious. On the other hand, the females were 22 participants with 8% fashion conscious while 14% not fashion conscious. From the findings of this research it shows that the male participants within this category tend to be more fashion conscious than the female participants.

The participants between age 25-30 were 41 participants in total with 23 male participants, 13% are fashion conscious while the other 10% are not. The female participants for this group were 18 in number and 6% are fashion conscious while 12% are not fashion conscious. The male participants in this age group also have a higher score compared to females in this age group.

The total number of participants of the Millennials born within the age 31-37 were 23 participants. The male was 13 in total only 5% are fashion conscious while the other 8% are not. The total participants of females were 10 only 4% are fashion conscious the other 6% are not. Based on the general overview on fashion conscious the male participants tend to be more
fashion conscious compared to the female Millennials. A total of 44% out of 100% revealed to be fashion addicts, male 26% and female 18%.

**Personality Questions**

![Personality Analysis](image)

*Figure 15 Personality Analysis*

81 participants are open to try a new fashion different from the usual, while 19 participants are not open to try a new fashion. The reason for asking this question was because personality influences buying decisions of individuals as no two individuals are the same. Therefore, personality plays a big impact on the buying behaviour of Millennials and can influence their buying behaviour.
79% of the participants can adapt to a new fashion with a mixture of different cultures on clothes and shoes. Only 21% cannot adapt. This question is still linked to personality, which was to evaluate if the personality of Millennials allows the adaptation of different cultures on clothes and shoes. The result indicates that personality of Millennials influences their buying behaviour for new clothes and shoes.

**Analysis of age for personality**

Based on Millennials personality and self-concept, 81% out of the 100% participants are open to try a new fashion different from the usual while the other 19% participants are not open to try a new fashion different from the usual. Comparing the ages for individuals between age 18-24 sums up to 36 participants, 14% were male and only 3% do not agree to their personality openness to try a new fashion different from the usual and 11% agree to their personality openness to try a new fashion different from the usual. 22 females with 3% that do not agree to openness of a new fashion different from the usual and 19% that approves. Both sexes have the same result for no.

Furthermore, Millennials born between 25-30, the male participants were 41 participants in total with 23 male participants with 20% personality open to adapt to a new fashion different from the usual while the other 3% not open to adapt to a new fashion. The females in this category were 18 participants and 15% of the females are open to adapt to a new fashion while the remaining 3% are not open to adapt to a new fashion different from the usual. Both sexes have the same result for no there is not a difference.

For the Millennials between the category of 31-37 was a total of 23 participants with 13 male participants and 4% not open to try a new fashion different from the usual and 9% open to try. The females in this category were only 10 with 7% open to try a new fashion and only 3% not open to try a new fashion.

Another question was asked based on the personality and self-concept of this age group. This was to examine the adaptability of the Millennials to a mixture of different cultures on shoes and clothes and the result revealed that 79% participants counted yes out of the 100% participants and only 21% participants counted for no.
In comparing with the different age category Millennials in the category of 18-24 were 36 participants with 14 male participants. 2% cannot adapt to a mixture of different cultures on shoes and clothes while the other 12% can adapt to a mixture of different cultures on shoes and clothes. Although the result of the primary research revealed that only one male participant chose no in both questions for personality and the other male participant chose yes in this category. The female in this category were 22 participants and only 3% cannot adapt to a mixture of different cultures on shoes and clothes and 19% can. The participants that chose no in both sexes is low compared to the participants that chose yes.

In the category of 25-30 the Millennials were 41 participants in total with 23 male participants. 16% can adapt to a mixture of different cultures on shoes and clothes while 7% cannot adapt with only 2% that picked no in both questions related to personality. The female participants were 18 in total and 15% can adapt while the other 3% cannot adapt. In addition, only one female participant chose no in both questions related to personality.

The category for Millennials between age 31-37 a total of 23 participants with 13 male participants. 9% of the Millennials can adapt while the other 4% cannot adapt. In addition, only 2 chose no in both questions related to personality. The female participants were 10 and 6% of them can adapt to a mixture of different cultures while 4% cannot.

From the age categories of the Millennials it reveals that the number of Millennials that chose no is not just concentrated to one age category only it spread across the age categories. The numbers of participants not open to try a new fashion different from the usual is only a minority compared to the Millennials open to try which is a majority.
Reference Groups Questions

Figure 17 Reference Group Analysis

46% of the participants are influenced by friends, colleagues and college friends when buying new clothes and shoes. 37% are not influenced while 17% are possibly influenced. This question was asked to examine if social influences such as reference groups of friends influences buying behaviour of Millennials. Peers of Millennials influence their purchase of new apparel and footwear.

Figure 18 Reference Group Analysis 2

45% of participants consider customer reviews before buying clothes and shoes why 45% do not consider and 10% possibly considers. This question was asked in other to examine if the
reviews of customers concerning shoes and clothes influences the buying behaviours of Millennials. The number of participants that said yes and no is equal and can imply a low level of influence on their purchase of new apparel and footwear.

Figure 19 Reference Group Analysis 3

53% of participants are influenced by their family when considering clothes and footwear, 37% do not consider and 10% possibly considers. This question was asked to examine if family influences the buying behaviour of Millennials. This reveals that family influences the purchase of new shoes and clothes of Millennials.
43% participants consider blogs and social media when buying new clothes and shoes while 36% participants do not consider and 21% possibly considers. This question was asked to examine if social medias and blogs influences the buying behaviour of Millennial because it is also a part of reference groups. The findings revealed that social media influences their purchasing of new clothes and shoes.

42% participants are not influenced by celebrities/fashion bloggers when considering clothes and shoes, 41% participants consider celebrities/ fashion bloggers when considering clothes and shoes and 17% participants possibly considers. This question was asked because it is also related to reference groups, celebrities and fashion bloggers influence Millennials when considering new apparel and footwear. The result reflected a low level of celebrities and
bloggers influence on their purchase. Although the margin between the yes and no answers is just 1%.

**Age analysis of Reference groups**

Based on the research findings related to reference groups, friends and colleagues also influences the buying behaviour of Millennials when considering new clothes and shoes. 46% are influenced, while 37% are not influenced and 17% are possibly influenced.

For the age category, of 18-24 a total of 36 participants. 14 participants were male and 6% of them are influenced by peers 5% are not influenced and 3 are possibly influenced. The female was 22% and 14% of them are influenced by friends, 4% are not influenced and 4% are possibly influenced. The females in this category are more influenced compared to the male participants.

The Millennials born between 25-30 were 41% in total with 23% male. 11% of them are influenced by peers, 8% are not influenced by peers and 5% of them are possibly influenced by peers. The female participants in this category were 18% while 7% of them are influenced and only 2% are possibly influenced.

The participant between 31-37 was a total of 23% with 13% male only 3% are influenced by peers, 7% are not influenced and 3% are possibly influenced. The females in this category were 10%, 5% are influenced by their peers while 4% are not influenced and only 1% is possibly influenced. The females are still more influenced in this category compared to the male participants.

Family is another question asked related to reference groups, based on the result it revealed that members of the family influences the buying behaviour of Millennials when considering new shoes and clothes. 53% participant counts for yes and 37% believe that family does not influence their buying behaviour when considering new clothes or shoes and only 10% possibly thinks it influences.

The participants between ages 18-24 were 36 %, 14% were male and 6% are influenced by family members when considering new clothes and shoes. 6% are not influenced and 2% are possibly influenced. The female participants in this category were 22%, 15% are influenced by
family members when considering new shoes and clothes while 5% are not influenced and 2% are possibly influenced. The female participants are more influenced by family members.

The Millennials participant born between ages 25-30 were 41% with 23% male, 14% are influenced by family members when considering new shoes or clothes while 8% are not influenced and only 1% is possibly influenced. The female Millennial participant between this age category were 18%, 12% are influenced by family members when considering new shoes or clothes while 3% are not influenced and 3% are possibly influenced. Both sexes proved to be influence by family.

The participants between age 31-37 was a total of 23% with 13% male. 3% are influenced by family when considering new clothes or shoes while 9% are not influenced and 1% is possibly influenced. The female Millennials in this category were 10%, only 3% are influenced by family members when considering new shoes or clothes while 6% are not influenced and 1% is possibly influenced. Both sexes revealed not to be influenced by family.

Blogs and social media another group that influences the buying behaviour of consumers, the result of the primary research revealed that 43% are influenced by blogs and social media when considering a new type of fashion. 36% are not influenced while 21% are possibly influenced by the blogs and social media.

The participants between ages 18-24 were 36%, 14% were male and 7% of them are influenced by blogs and social media. 3% are not influenced and 4% are possibly influenced. The female participants were 22%, 11% are influenced by blogs and social media while 8% are not influenced and 3% are possibly influenced. Both sex reflected to be influenced by blogs and social media

The participants between ages 25-30 were 41% with 23% male, 12% are influenced by blogs and social media. 7% are not influenced and 4% are possibly influenced. The female participants in this category were 18%, 5% are influenced by blogs while 6% are not influenced by blogs and 7% are possibly influenced. Both gender revealed to be influenced by blogs and social medias.

The Millennial participants between age 31-37 was a total of 23% with 13% male. 5% are influenced by blogs and social media while 7% are not influenced and only 1% is possibly influenced. The females in this category were 10 %, 3% are influenced by blogs and social
medias while 5% are not influenced and 2% are possibly influenced. Both gendered revealed not be influenced by blogs and social medias.

Fashion opinion leaders are celebrities and bloggers, the result of the primary research revealed that 41% are influenced by celebrities and fashion bloggers when considering a new fashion and 42% are not influenced by the fashion opinion leaders while 17% are possibly influenced.

For the age category, of 18-24 a total of 36%. 14% were male and 6% them are not influenced by fashion leaders, 6% are influenced and 2% are possibly influenced. The female participants in this category were 22% and 12% are influenced by fashion leaders while 7% are not and 3% are possibly influenced. The females are more influenced compared to the male participants.

In the category of 25-30 the Millennials were 41% in total with 23% male. 10% of them are influenced by fashion leaders, 9% are not influenced and 4% are possibly influenced. The female participants in this category were 18 in total, 7% are influenced, 8% are not influenced and 4% are possibly influenced. Both gender is influenced by fashion opinion leaders.

The participant between age 31-37 a total of 23% with 13% male. Only 3% are influenced by fashion bloggers, 7% are not influenced and 3% others are possibly influenced. 10% female in this category, 3% are only influenced, 5% are not influenced and 2% are possibly influenced. Both gender is not influenced by fashion leaders.

Afro-West fusion fashion
69% participants can purchase Afro-West fusion fashion based on their lifestyle, 9% participants cannot and 22% possibly can. This question was asked to know if the lifestyle of Millennials can allow them to purchase the Afro-west fusion fashion. The result showed their lifestyle can allow the purchase of the Afro-West fusion fashion.

Figure 22 Afro-West fusion Analysis 1

Figure 23 Afro-West fusion fashion Analysis 2

85% participants consider the Afro-West fusion fashion to be a unique kind of fashion, 11% possibly think it is unique and 4% participants do not consider the Afro-West fusion fashion to be a unique one. The reason this question was asked is to know if the Millennials consider the Afro-West fusion fashion to be a unique fashion. The result revealed that the Millennials consider the Afro-West fusion fashion to be a unique type of fashion.
39% participants believe they cannot be influenced by celebrities to purchase Afro-West fusion fashion, 28% participants believe they can be influenced by celebrities and 33% possibly can. This purpose of asking this question was to examine if celebrities start to wear Afro-West fusion fashion if it can influence the Millennials to purchase. This indicates that the influence of celebrities on the purchase of Millennials towards Afro-West fusion fashion is low.

![Figure 24 Afro-West fusion fashion 3](image)

61% participants can purchase Afro-West fusion fashion if it is displayed in stores, 7% participants believe they cannot purchase Afro-West fusion fashion and 32% possibly might purchase. This question was asked to know if stores begins to sell Afro-West fusion if it would be purchased by Millennials. The result revealed that the Millennials would purchase the Afro-West fusion if available in stores.

![Figure 25 Afro-West fusion fashion Analysis 4](image)
42% participants can be influenced by friends, colleagues and college friends to purchase Afro-West fusion fashion. 32% cannot be influenced while 26% might be influenced. The reason for asking this question was to know the influence of peers amongst Millennials buying behaviour. The result revealed that peers can influence the purchase of the Afro-West fusion fashion.
35% participants cannot purchase Afro-West fusion fashion if fashion bloggers recommend it, 33% can purchase while 32% might purchase. The reason for asking this question was to examine if Millennials can purchase Afro-West fusion fashion if it is being recommended by fashion bloggers. This reveals that bloggers have a low influence on Millennials in purchasing Afro-West fusion fashion.

![Pie chart showing the responses to the question: "Have you seen Afro-West fusion fashion?"
(74% Yes, 24% Maybe, 2% No)](image)

*Figure 28 Afro-West fusion fashion Analysis 7*

74% participants think there can be a demand for the Afro-West fusion fashion, 24% participants possibly think there can be a demand and 2% participants thinks there can be no demand for Afro-West fusion fashion. The reason for asking this question was to discover Millennials think there could be a demand for Afro-West fusion fashion in order to decide if the business is viable. This implies that there is a demand for Afro-West fusion fashion.
60% participants believe that their personality can make them purchase Afro-West fusion fashion, 29% participants possibly think they can purchase Afro-West fusion fashion and 11% participants believe their personality cannot influence them to purchase this type of fashion. The reason for asking this question was to understand how the personality of Millennials could influence them in buying the Afro-West fusion fashion. This means the personalities of Millennials can influence their purchase of Afro-West fusion fashion.

4.3 Hypotheses Discussion
The researcher formed three hypotheses to be tested from the findings obtained from the survey.

Hypothesis 1
Ho= lifestyle influences the buying behaviour of Millennials when considering Afro-West fusion fashion.
Ha= lifestyle has no influence on the buying behaviour of Millennials when considering Afro-West fashion.

According to Solomon (2011) lifestyle is a pattern of consumption which reflects an individual’s choices of how to spend money and time. He further explains lifestyle in an economic sense as the way an individual allocates income, both in terms of relative allocations to different goods and services and to exact alternatives within these categories. The lives of
the Millennial consumers are shaped by technology beginning from smartphones- e-commerce to social networks, which has transmuted their buying behaviour and lifestyle (Thau, 2013). One major lifestyle of Millennials according to Dhanapal, Vashu and Subramaniam (2015) the authors suggest that this age group are strong determinant of online purchasing behaviour which contributes to the highest percentage of online purchasing which was stated in the academic research. Although, based on the research findings it revealed that only 33% out of the 100% participants prefer to shop online, and 52% prefer to shop in a physical store. Even though they are digital natives this does not mean they love to shop online based on the results from the primary research. This might be due to certain experiences they might have had during shopping online.

A research done by Pate and Adams (2013) revealed that there are a larger number of Millennials on Facebook than any other age group. From the research finding this proved to be true because Facebook indicated to be the frequently used media with 79% followed by Instagram with 57%, Snapchat with 38%, twitter 26% and only one participant chose none. Although the research was focused solely on Millennials, Facebook still received the most frequently used media.

According to McGrath (2016) almost 95% of Millennials have a social media account, which the result findings of this research proved to be true because out of the 100 participants, 96 % have a social media account while only 4 % do not have a social media account.

In addition, another question related to lifestyle was asked which was based on fashion conscious. According to Yurchisin & Johnson, the Millennials are described to be fashion addicts (citied in Kothandaram 2015), The result findings of the research revealed that only 30% out of the 100% participants tends to be fashion conscious. Furthermore, another question was asked based on fashion addicts it revealed that only 28% of the Millennials seemed to be trendy. Although some participants chose both trendy and fashion conscious which was counted as just one count. Fashion conscious and trendy are still linked together but the reason for asking the questions separately was to have a wider range of answers to determine their level of fashion. Most Millennials did not seem to be fashion conscious just only a few.

This research cannot base the entire lifestyle as an influencer of the buying behaviour of Millennials as false but the aspect of this age group as strong determinant of online purchasing behaviour which contributes to the highest percentage of online purchasing can be proved false which can be proved based on the findings of this research. Even though this group are digital
natives, this does not mean they enjoy shopping online. Although they could be very active online, source information about products they are interested about but rather go to the physical store to purchase items sourced online.

From the four categories of lifestyle analysis, only two proved true which was based on the primary research findings of this research and the other two did not seem to tally with the literature. This research cannot say that lifestyle as a factor that influences buying behaviour of Millennials is false but certain lifestyle which is believed to be accustom to that of Millennials is did not prove to be true. In addition, the lifestyles of shopping pattern they prefer can be related to their individual lifestyle. Based on the question of Afro-West fusion fashion asked, if the lifestyles of Millennials could influence their purchase of the Afro-West fusion fashion. Majority of them said yes 69% 22% possibly can be influenced and 9% said no. This means lifestyles of the Millennials can influence their purchase of this fashion which is good.

Therefore, the null hypotheses (Ho= lifestyle influence the buying behaviour of Millennials when considering Afro-West fusion) is true.

**Hypothesis 2**

Ho= personality and self-concept influences Millennials buying behaviour when considering Afro-West fusion fashion

Ha= personality and self-concept does not influence Millennials buying behaviour when considering Afro-West fusion fashion.

Every individual has distinctive personality which influences their buying behaviour (Kotler and Armstrong 2012), the personality of an individual influences certain decisions, interests and opinions which this research proved to be true. From the primary research carried out the result indicated that personality and self-concept of Millennials influences their buying behaviour. The findings indicated a high number of Millennials openness to try a new fashion different from the usual and their adaptability of to a mixture of cultures on apparel and footwears. This can imply that they experiment and adapt to new brands and products which corresponds with what Viswanathan and Jain (2014) suggested concerning Millennials. In addition, a question was asked based on the personality of the Millennials to be able to consider the Afro-West fusion fashion. This was also true because majority of the Millennials agreed to their purchasing the Afro-West fusion
Therefore, the null hypotheses (Ho= personality and self-concept factor influence the buying behaviour of Millennials when considering Afro-West fusion fashion) is true.

**Hypothesis 3**

Ho= reference groups have an influence on Millennials buying behaviour when considering Afro-West fusion fashion.

Ha= reference groups does not influence Millennials buying behaviour of Millennials when considering Afro-West fusion fashion.

Groups and socials networks influences the buying behaviour of consumers (Kotler and Armstrong 2012). The groups can be divided into reference groups, fashion opinion leaders, (celebrities and bloggers), family, customer reviews, and social media. According to Trends Magazine, (2012) there is a profound reliance on peers, especially those purchasing a product or service for the first time and fifty-three percent of the Millennials utilize social networks for exploring brands. Millennials considers views of consumers or peers to be more reliable than traditional media when determining the worth of a product or service (Smith, 2013 : Lantos, 2014). This indicated to be true based on the findings of the research. Family members influences this age group when considering a new fashion, friends was the second highest followed by blogs and social medias. Celebrities also influences the Millennials and most of them follow celebrities on their social media account. In relation with the Afro-West fusion fashion peers seemed to be a vital influencer of reference group for the purchase of this type of fashion although celebrities and fashion bloggers revealed low influence of the Afro-West fusion fashion.

Therefore, the null hypotheses (Ho= reference groups influence the buying behaviour of Millennials when considering Afro-West fusion fashion) is true.

**4.4 Conclusion**

The result of the primary research was analysed, the hypotheses was discussed in this chapter. The hypotheses tested proved to be true only certain attributes of the lifestyles of Millennials was not same which was discussed above.
Chapter 5 Conclusion and Recommendation

5.1 Conclusion

Based on the findings and discussion, the research aim was to examine the lifestyle, reference groups, personality and self-concept factors that influence the buying behaviour of Millennials when considering a new fashion. From the primary research findings, the results revealed some fascinating conclusions that show some correspondences with the literature review. It was evident that certain factors influenced the buying behaviour of Millennials when considering Afro-West fusion fashion. The conclusion is written based on the objectives of the research.

To determine if reference groups have an influence on Millennials in Ireland when considering Afro-West fusion fashion.

Reference groups play a vital role in influencing Millennials in Ireland when considering Afro-West fusion fashion most especially family members, friends, blogs, social media and celebrities. Therefore, the viewpoints of reference groups can be used to influence the Millennials in Ireland towards purchasing Afro-West fusion fashion and should be taken into consideration.

To determine how the lifestyles of Millennials in Ireland influences the buying behaviour when considering Afro-West fusion fashion

The lifestyles of Millennials also influence their buying behaviour as most of them seem to prefer shopping more from a physical store compared to an online store even though they are digital natives. Furthermore, majority of the Millennials have a social media account, with a high usage of Facebook and Instagram. In addition, awareness of Afro-West fusion fashion can be done on social medias especially Facebook because it revealed that most Millennials are frequent on Facebook. Millennials have social media accounts which can assist in the growth of Afro-West fusion fashion among this age group and thereby influencing their buying behaviour. The aspect of lifestyle known to this age group to be a strong determinant of online purchasing behaviour which contributes to the highest percentage of online purchasing mentioned in the literature did not tally with the findings of the primary research as most Millennials seemed to prefer shopping in a physical store compared to shopping online. Physical stores need to be established to grow the Afro-West fusion fashion as well as an online store presence.
To examine if personality and self-concept influences the buying behaviour of Millennials in Ireland when considering Afro-West fusion fashion.

The personality and self-concept of Millennials influences them towards the openness to try a new fashion different from the usual and their adaptability to a mixture of different cultures on clothes and shoes. Hence, since Afro-West fusion fashion is a unique type of fashion different from the usual and reflects diversity in the mixture of African materials with Western materials can boost the growth of Afro-West fusion fashion among this age group. Therefore, personality and self-concept of Millennials influences their buying behaviour when considering Afro-West fusion fashion.

To determine if there is a demand for the Afro-West fusion fashion among the Millennials in Ireland.

Based on the research findings, there seem to be a demand for the Afro-West fusion fashion amongst the Millennials in Ireland if it is available in stores. The Afro-West fusion was regarded as a unique type of fashion different from the usual, most of them referred the Afro-West fusion fashion to be unique, colourful, bright colours, trendy, innovative, creative, amazing, fashionable and attractive. Marketers who want to venture into the Afro-West fusion fashion should consider the use of reference groups (family, friends, blogs, social media, celebrities) to influence the growth of this fashion. Social media should also be used to target the Millennials in marketing the Afro-West fusion fashion. Based on the lifestyles and personalities of this age group, it would influence the purchase of the Afro-West fusion fashion.

5.3 Recommendation of study

For future researchers, large numbers of data should be obtained when exploring this field, the Generation Z (Post-Millennials) should be made use of as the target population when accessing the factors that influences the buying behaviour of the Afro-West fusion fashion.
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Appendix 1 Self-Reflection on Learning

6.1 Introduction
This chapter examines the overall learning experience throughout the masters program and particularly about the dissertation process. This chapter also discusses the skills and knowledge acquired during the masters program and also an action plan is discussed.

6.1 Learning Styles
According to Kolb in his learning styles model of 1984 he defined learning as the process whereby knowledge is created through the transformation of experience (McLeod, 2013). Kolb experiential learning theory works on two levels: a four-stage cycle of learning and four separate learning style.

The four learning styles through which a person can apply him-self to knowledge are diverging (feeling and watching), assimilation (watching and thinking), converging (doing and thinking) and accommodation (doing and feeling). An individual may be part of these categories and move or develop into any of the categories at any given point in time.

Out of the aforesaid styles, the learning style I felt comfortable with is diverging. Although, I cannot totally say diverging is my learning style because the process of knowing oneself is through experience.

Divergence learning style allows individuals to be able to observe things from different viewpoints. They gather information and use imagination to solve problems, they prefer to observe rather than do. Individuals with the divergence learning style have a broad cultural interest, they enjoy working in groups, strong in arts, they tend to be emotional and imaginative.

According to Kolb’s whatever influences the learning style choice preference of an individual is the product of two variables which he presented as lines of axis (McLeod, 2013). The east-west axis is called the processing continuum (how we approach a task) and the north-south is referred to as the perception continuum (our emotional response, or how we feel about it).
My learning style is between the concrete experience and reflective observation which shows my learning style to be feeling and watching. Feeling is under concrete experience and watching is under reflective observation. From the table above the two continuums form a diverging learning style.

6.2 Self-Appraisal
My choice to have a Master degree in Business Administration can be linked with my passion for having a successful business that will be known worldwide. During my undergraduate days, I studied history and international relations which is totally different from business administration. This new interest began after the completion of my national youth service in my country I began studying about successful business people the likes of Steve Job, Bill Gates and Warren Buffet. I started a business and I was able to achieve a lot for a beginner. Therefore, I decided to widen my horizon and obtain a Master degree in Business Administration.

My experience with majority of the coursework was sort of new, asides international management and the reason was because I have done certain topics that was taught in my first degree. Asides that the rest of the courses were very new to me and the style of learning was different from the way I was taught during my undergraduate days. There were courses I found interesting which I performed well, while some I found it a little bit difficult although with the help of group assignment I could get good scores. Even though some did not meet my
expectation but I still passed. One thing I learnt was how vital group work is, I realized no individual is an island on its own. Areas I was not so good at other group members had wider knowledge and this helped us to complete certain group assignments.

One important thing I learnt during my masters program was to understand exactly what the lecturers requires of us. I cultivated the habit of interacting with lecturers to gain deep insight to what is excepted, and the lecturers were very helpful.

One issue I had was time management this was because I was working and schooling at the same time. This affected me when I had several deadlines for assignments, I found myself rushing to finish up assignments before the time of submission. Although I had to learn how to plan which assisted me in meeting up with deadlines. Learning how to manage my time properly helped me during my research because I set days I had to complete certain parts of my dissertation. I could meet up with the deadlines I gave myself despite my busy schedule, I was glad.

Furthermore, based on my reflective process this assisted me in constantly researching, discussing and making enquiries with my lecturers and course mates.

6.3 Learning Approach to Research and Problem Solving
As aforesaid, the style of learning that assisted me the most is diverging, during the period of my research I observed more and reflected on what I observed. At the initial stage of constructing my proposal I had to observe the works of my course mates during presentation and reflected on what I observed. In addition, I made use of the guidelines provided by the research methods lecturer.

Finding a topic was a great challenge for me, because I was not certain about what I wanted to research. I had different research questions for both my research methods 1 and 2. During my research methods 1, I wanted to focus on a company but the protocols were rigorous. Hence, I decided to settle for another research topic during my research methods 2. I was still not satisfied with the research topic I choose until after the results were released and we were assigned to our various supervisors.

I spoke with my supervisor concerning my area of interest and then I decided to finally do something related to culture and fashion. The research topic I decided to focus on was a thing
of interest for me because it is an area I want to focus on majorly after my masters program in Dublin business school.

Although, this research topic is the first of its kind, because no research concerning Afro-West fusion fashion has been carried out. Therefore, getting materials was a bit difficult but I could find quite a few materials which were very helpful. Furthermore, as I researched on my topic I discovered certain things I was not aware about and this helped widening my horizon. I was able to gain various ideas on the Afro-West fusion fashion. Although if I find myself in a situat

6.4 Summary of Added value
The Masters program has assisted me in gaining new experiences and skills which will be of great help in my future career. In aspects such as how to do a proper research, leadership skills and learning how to do business internationally.

6.5 Research skills
During the program, the assignments allowed me to do thorough research on questions assigned to us to solve. This helped me thoroughly on how to go about getting the right materials, and how to structure my work properly. This also assisted me during my dissertation because it was the same research skills I learnt that I administered when doing my dissertation.

6.6 Leadership skills
My leadership skills experienced great change during my masters program. The changes began from doing group assignments and presentations. In some cases, I took the lead role of assigning various part of the group work among members of my group and at the end I structured the work properly after group members answered their various questions. Results from the assignments made me happy because we always got good grades.
6.7 Communication skills
Communication skills is one vital skill I acquired during my program, interacting with colleagues from different part of the world was kind of difficult at the onset. This was because I was not familiar with behaviour of people from other cultures. I came from an African country during the beginning of the program I liked communicating more with Africans, but after a while I started communicating properly understanding their behaviours. The group assignments really helped because most times it was a mixture of people with different cultures. Eventually, my group members and I turned out to be good friends and I realized we were all the same and had similar culture traits.

6.8 Doing business internationally
During my program, I learnt various criteria for doing business internationally. This is going to be of great help for me because one of my goals in life is to have my business in various parts of the world. Therefore, with what I have learnt this will assist me in achieving this goal.

6.9 Action Plans
From the skills acquired during my dissertation process, this will assist me in my business. Being the boss of my company, the leadership skills learnt will help me strategically communicate with my staffs. The communication skills will also play a vital role both in relating to my staffs and the business world. The research skills will help me in conducting research critically when planning on how to do business in certain countries. The doing business internationally skills will also assist me when doing my business in foreign countries certain factors to be considered.
Questionnaire Results

Age
100 responses

- 18-24: 35 (35%)
- 25-30: 41 (41%)
- 31-37: 23 (23%)

Gender
100 responses

- Male: 50 (50%)
- Female: 50 (50%)
Status (select all relevant options)

- Working full-time: 37 (37%)
- Working part-time: 24 (24%)
- Studying full-time: 38 (39%)
- Studying part-time: 12 (12%)
- Not working: 9 (9%)

Do you have a social media account?

- Yes: 96 (96%)
- No: 4 (4%)
Which social media do you use frequently? (select all relevant options)

- Instagram: 57 (57%)
- Facebook: 79 (79%)
- Snapchat: 38 (38%)
- Twitter: 25 (25%)
- None: 1 (1%)
- Other: 0 (0%)

Do you follow celebrities/fashion bloggers on social media?

- Yes: 38%
- No: 12%
- Maybe: 50%
How would you describe your lifestyle (Select all relevant options)

100 responses

- fashion conscious
- trendy
- like to shop
- like to shop in local stores
- like to purchase
- like to purchase from online sources
- like to buy at sales
- Other

How does your personality influence you when considering clothes and footwear.

- Openness to try a new fashion different from the usual
- Adaptability to a mixture of different cultures on clothes and footwear
How does reference groups influence you when considering clothes and footwear.

Based on the Afro-West fusion fashion images above, what is the first thing that comes to your mind?

100 responses

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Based on your lifestyle can you purchase Afro-West fusion fashion?
100 responses

Would you consider Afro-West fusion fashion to be a unique fashion?
100 responses
If you see Afro-West fusion fashion on celebrities would it influence your purchase?
100 responses

If you begin to see Afro-West fusion fashion in stores would you purchase it?
100 responses
Can friends, colleagues, college friends influence you to purchase Afro-West fusion fashion?
100 responses

If fashion bloggers recommend Afro-West fusion fashion would you purchase it?
100 responses
From the above pictures you have seen of Afro-West fusion do you think there can be a demand for this type of fashion?

100 responses

Based on the type of person you are would you buy Afro-West fusion fashion

100 responses
Any comment?

2 responses

- Nice concept
- Style changes ... you must change it ... Blessings
- I would definitely buy a high hill shoes)))
- Nice survey
- Nice idea
- It would depend on the individual item, due to my conservatism. Thank you
- Besides from fashion blogs and celebrities what other ways can Afro west fashion fashion be marketed so as to have a high demand?
- Nice fashion ^^
- N/A
- Good to know about the Afro-west fusion fashion.
- I think the Afro-west fashion is less entrenched in the west in western Europe and better quality products and

Questionnaire
MILLENNIALS ATTITUDES TOWARDS AFRO-WEST FUSION FASHION

Dear Participant,

This questionnaire is part of a research work to examine the factors influencing Millennials towards Afro-West fusion fashion in Ireland. Afro-West fusion fashion is composed of clothing, footwear, and accessories made with mixing African fabrics/prints and European/Western materials together.

The answers provided will assist this research in having an in-depth insight of the factors influencing the buying behavior of Afro-West fusion fashion. This is just an academic research, for the completion of my Masters program, I kindly request your support in terms of time and response to the questions below. Your responses will assist in achieving the aims and objectives of this research.

The questionnaire would take up to five minutes to complete. Information provided will be confidential. Names, email and other personal information are not required because this is just an academic research, participants must fall in between the year 1980-2003.

For any queries, you can contact me:
Email: 10SG2177@myths.ie
Oluyinka Poreira.

Thanks very much for your time.

Age

- [ ] 16-24
- [ ] 25-30
- [ ] 31-37
Gender

- [ ] Male
- [ ] Female

Status (select all relevant options)

- [ ] Working full-time
- [ ] Working part-time
- [ ] Studying full-time
- [ ] Studying part-time
- [ ] not working

Do you have a social media account?

- [ ] Yes
- [ ] No
Which social media do you use frequently? (select all relevant options)

- [ ] Instagram
- [ ] Facebook
- [ ] Snapchat
- [ ] Twitter
- [ ] none
- [ ] Other:

Do you follow celebrities/fashion bloggers on social media?

- [ ] Yes
- [ ] No
- [ ] Maybe

How would you describe your lifestyle? (Select all relevant options)

- [ ] fashion conscious
- [ ] trendy
- [ ] like to shop online
- [ ] like to shop in a physical store
How does your personality influence you when considering clothes and footwear.

Row 1. Openness to try a new fashion style
Column 1. yes
Row 2. Adaptability to a mixture of different
Column 2. no

How does reference groups influence you when considering clothes and footwear.

Row 1. Do friends, colleagues, college friends
Column 1. yes
Row 2. Do customer reviews concerning do
Column 2. no
Row 3. Do members of your family influence
Column 3. maybe
Row 4. Do blogs, social media influence you
Row 5. Do celebrities/fashion bloggers influence

Afro-West fusion Nike

![Afro-West fusion Nike](image)
Afro-West fusion heels

Afro-West fusion shoes
Afro-West fusion sneakers

Based on the Afro-West fusion fashion images above, what is the first thing that comes to your mind?

Long answer text

Based on your lifestyle can you purchase Afro-West fusion fashion?

- Yes
- No
- Maybe
Based on your lifestyle can you purchase Afro-West fusion fashion?

- Yes
- No
- Maybe

Would you consider Afro-West fusion fashion to be a unique fashion?

- Yes
- No
- Maybe

If you see Afro-West fusion fashion on celebrities would it influence your purchase?

- Yes
- No
- Maybe

If you begin to see Afro-West fusion fashion in stores would you purchase it?

- Yes
- No
Can friends, colleagues, college friends influence you to purchase Afro-West fusion fashion?

☐ Yes
☐ No
☐ Maybe

If fashion bloggers recommend Afro-West fusion fashion would you purchase it?

☐ Yes
☐ No
☐ Maybe

From the above pictures you have seen of Afro-West fusion do you think there can be a demand for this type of fashion?

☐ Yes
☐ No
☐ Maybe
☐ Other...