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**Professional South African women's adoption of the internet for apparel  
purchasing**

by

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*Soli Deo Gloria! All glory to God.*

*Dedicated to Almero, my soul mate.*

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## OPSOMMING

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**Professionele Suid-Afrikaanse vroue se aanvaarding van die Internet vir  
kleding aankope  
deur**

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Internasionaal is e-handel tans besig om vinnig te groei in omvang en grootte as gevolg van verbruikers wat al hoe meer aanlyn begin koop. Oorsee verteenwoordig kleding aankope 'n opmerklieke gedeelte van hierdie aanlynaankope en beklemtoon verskeie navorsers die belangrikheid van kleding as 'n produkkategorie op die Internet. Ten spyte hiervan is baie verbruikers in Suid-Afrika nog steeds huiwerig om die Internet te aanvaar vir spesifiek kleding aankope. 'n Leemte in terme van studies en modelle wat binne 'n Suid-Afrikaanse konteks beplan en uitgevoer word en fokus op vroulike verbruikers se aanvaarding van die Internet vir kleding aankope, hulle komplekse kledingverbruikersgedrag en – besluitneming oor die Internet asook die sosiaal-sielkundige aspekte van hierdie besluitneming, is geïdentifiseer. In die lig van die leemte met betrekking tot kennis oor spesifiek vroulike verbruikers se aanvaarding van die Internet vir kleding aankope in Suid-Afrika, is daar ondersoek ingestel na: Watter rol bepaalde geïdentifiseerde faktore naamlik, verbruikers geskrifte, die dimensies van kledingprodukte en die eienskappe van die innovasie in professionele vroue se aanvaarding van die Internet vir aanlynkleding aankope, speel.

'n Verkennend-beskrywende navorsingstudie is onderneem om die rol van bepaalde geïdentifiseerde faktore in professionele vroue se aanvaarding van die Internet vir kleding aankope te ondersoek. Die navorsingsdoelstelling van hierdie studie was verkennend-beskrywend van aard. Die oogmerk van hierdie studie was eerstens die



verkryging van insig en begrip ten opsigte van die spesifieke verskynsel, asook die beskrywing van dié domeinverskynsel eerder as om verteenwoordigende/veralgemeende data te verkry. Tweedens was die doel van hierdie studie om 'n konseptuele raamwerk te ontwikkel waarvolgens professionele vroue se aanvaardingsproses van die Internet vir kleding aankope beskryf kan word.

'n Sosiaal-kognitiewe perspektief is as oorkoepelende benadering vir die studie gekies. Die perspektief het onder meer 'n raamwerk verskaf wat die studie gerig het, gepaste metodologie voorgestel asook maniere waarop nuwe kennis bekom en verduidelik kon word. Rogers (1983, 1995) se diffusie van innovasieteorie is as bykomende teorie gekies, omrede Suid-Afrikaanse verbruikers se aanvaarding van die Internet as medium vir kleding aankope as 'n nuwe en innoverende praktyk beskou is. Rogers (1983, 1995) se innovasie besluitnemingsproses model is as vertrekpunt gebruik vir die ontwikkeling van die skematiese konseptuele raamwerk en ook om inhoud aan die konseptuele raamwerk te verskaf. Konsepte van 'n sosiaal-kognitiewe- en kledingverbruikersgedrag teorie is daarby geïnkorporeer ten einde 'n omvattende raamwerk te verskaf waarvolgens die verskynsel beskryf kon word.

Professionele vroue is as eenheid van analise vir die onderhawige studie geselekteer. 'n Doelbewuste steekproeftrekking is vir die doeleindes van hierdie studie gebruik. 'n Vooraf insluitende kriteria het die doelbewuste steekproeftrekking vir die studie gerig. Agt geskikte deelnemers, wat deur middel van informante geïdentifiseer is, was bereid om deel te neem aan die onderhawige studie. Kwalitatiewe data-insamelingsmetodes is gebruik om die verskynsel vanuit die verbruiker se oogpunt te ondersoek. 'n Drie fase, in diepte, fenomenologiese onderhoudvoering benadering is gevolg. Twee ongestruktureerde individuele onderhoude (aan die hand van 'n skedule en gebruik van 'n stimulus tegniek) en een semi-gestruktureerde individuele onderhoud is met elk van die agt deelnemers gevoer. Data-analise is volgens Miles en Huberman (1994:10) se data-analiseproseses gedoen.

**Sleutel woorde:** Verbruikersgedrag en -besluitneming, aanlynkleding aankope, die Internet, verbruiker geskrifte, persepsies, verwagtinge, dimensies van kleding, diffusie van innovasieteorie, aanvaardingsproses, eienskappe van die innovasie: risiko persepsie, relatiewe voordele en versoenbaarheid.

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