Clothing Benefits Sought: The Case of British Muslims

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Abstract

The purpose of this study is to explore British Muslims' clothing benefits sought. Qualitative research was conducted through interviews to explore British Muslims' clothing consumption. Following this, quantitative research was undertaken by means of a web based survey questionnaire with 30 items referring to clothing benefits sought. The usable questionnaire consisted of 222 respondents. Data analysis includes descriptive analysis, reliability and exploratory factor analysis. Six factors derived underpinned the clothing benefits sought among British Muslim consumers: "self congruity", "social status", "modesty", "conformity", "uniqueness" and "personal identity". This study is the first one to explore clothing benefits sought among Muslim consumers in particular in the UK. This research was exploratory in nature and employed a non probability sampling method. The study provides a useful source of information, which can be used by UK high street fashion retailer regarding clothing benefits sought among British Muslim consumers in the UK.

Keywords: Clothing Benefits Sought, British Muslim, Consumer Behaviour

Introduction

This exploratory study will focus on British Muslims as they have been recognised as one of the fastest growing ethnic minorities and the group makes the second largest population in the UK after Christian (UK National Statistics, 2001). Muslims also have the youngest age profile of the entire religious group in the UK. About a third of Muslims (34 per cent) were under 16 years of age, 37 per cent of the population were between 16 and 34 years of age in 2001 and only 6 per cent of the Muslims population aged over 60 compared with 21 per cent for the population as a whole (UK National Statistics, 2001). The population is growing fast over the last five decades from 21,000 to 1.6 million and likely to be doubled by 2021 to around 3 million (Lewis, 2007).

The choice of British Muslims is partially one of convenience and also because no studies have done to understand the British Muslims consumption although the population have been identified as untapped market and estimated to have spending power of at least £20.5 billion (Salzman, 2007). According to the UK National Statistics (2001), three quarter of Muslims (74 per cent) were from an Asian ethnic background, predominantly Pakistani (43 per cent), Bangladeshi (16 per cent), Indian (8 per cent) and other Asian (6 per cent). To many ethnic consumers, religion is a central part of their life, dictating many aspects of consumption from product types, decision making, to time and places of shopping (Cui, 2001). In addition, Sirkeci (2009) argued that it is necessary that ethnicity should be considered with religion and ethno religious as it will provide finer and more meaningful categories for marketers.

While a substantial amount of research has studied the clothing consumption among various different consumer groups (e.g. Park & Sullivan, 2009; Piacentini & Mailer, 2004; Shim & Bickle, 1994), the present study fills the gap by investigating British Muslims' clothing benefits sought. The paper begins by reviewing literature on clothing benefits sought. This is followed by a description of methodology used in data collection. Then, results and findings are presented. A final section provides the conclusions, limitations and recommendations for future research.

Literature Review

Product is viewed as a 'bundle of benefits', or a combination of attractions that all give something of value to the customer (Hooley, Saunders, & Piercy, 1998, p. 26). In particular, consumers seek a variety of benefits from clothing (e.g. Park & Sullivan, 2009; Shim & Bickle, 1994). According to Foxall et al. (1998), benefits are whatever products provide consumers and represent the reason they want them. Benefits that consumers seek in product can be any kind of benefits including personal identity, body appearance and impression, social status/prestige and individuality (e.g. Park & Sullivan, 2009; Shim & Bickle, 1994). The benefits that the firm believes the product offers may not be the same as the ones the customers believe they get (Hooley, et al., 1998, p. 26). Therefore, it is essential for marketers to understand benefits that consumers seek from their product offerings.

Benefits sought from clothing have been studied for many years (e.g. Aiken, 1963; McKinney, Legette-Taylor, Kincade, & Holloman, 2004; Park & Sullivan, 2009; Shim & Bickle, 1994). For instance, a study by Shim and Bickle (1994) found nine clothing benefits sought including self improvement, social status/prestige, sex appeal, fashion image,functional/comfort, role identification, figure flaws compensation and individuality. In another study, Park and Sullivan (2009) have identified six factors; fashion, body appearance and impression, brand value, personal identity, price and comfort as the main clothing benefits sought. Kinley (2010) identified four factors of benefits sought by consumers; fashion forward, sexy, reputation, and individualist. In a qualitative study conducted by Piacentini and Mailer (2004), the authors found that clothes act as signals that the wearer is similar to other people who wear similar clothes. Other studies have demonstrated that clothes have been used to gain approval and acceptance from peers (Cox & Dittmar, 1995), as direct expression of one's self concept (Goldsmith, Flynn, & Moore, 1996; Goldsmith, Moore, & Beaudoin, 1999), personality, occupational status, and affiliation with a group (Horn & Gurel, 1981). Results from these studies suggest that consumer seek different types of benefit from purchasing clothing from functional benefit or utilitarian purposes (i.e. price and comfort) to expressing consumers' personality, social status or affiliation or to fulfil their psychological and emotional needs.

In this regard no research has been found on the clothing benefits sought for Muslim consumers. Muslims are required to dress in certain ways according to Quran (the divinely – revealed Scripture of Islam) and Sunnah (the practice of the Prophet, consisting of what he himself did, recommended or approved of in others) (Haneef, 1996). In particular, Muslims are required to dress modestly whereby clothing should not be worn for the purpose of attract attention or to be show off, clothing must be loose and cover the entire body; only the hands and face may remain visible for women, material used to cover the body parts are thick so that no one can see through it, the woman's clothing must not resemble the man's clothing, nor should the man's clothing resemble the woman's and Muslim should not wear clothing to look like a non Muslim (Badawi, 1980). It is thus of interest to conduct an investigation with Muslim consumers. Therefore, this study examines clothing benefits sought among British Muslim in the context of clothing purchase of young British Muslim in the UK.

Research Methodology

This study involves both qualitative and quantitative research in data collection. Qualitative research was conducted for the purpose of exploring British Muslims' clothing consumption. Based on the qualitative findings, a survey questionnaire was developed to identify British Muslims' clothing benefits sought.

Qualitative research

The qualitative research involves interview method. The purpose of conducting interviews is to explore clothing consumption among young British Muslims. In total, 12 (7 males and 5 females) participants were interviewed. As the focus of this study is on young British Muslims, the selected participants were born and raised in the UK, Muslim and aged between 18 and 30 years old. These participants were recruited using a combination of convenience and snowball sampling. Participants were asked few topics on clothing consumption including places they frequently buy clothing, opinion on clothing available in the high street fashion retailer (i.e. Next, Primark, Oasis, and New Look), important criteria in purchasing clothes and reasons for buying clothes. Interview time varied in length from 30 minutes to an hour. Before the interview began, participants were asked to sign a consent form and permission was asked from them to record the interviews. After the interview has been carefully typed, transcripts were reviewed so that the researcher becomes familiar with the flow of dialogue. All transcripts were merged and then move all the answers to question one from all the interviews to the same spot. From the master document which contains all the relevant responses, patterns, trends or theme across responses were examined.

Quantitative research

The results of the qualitative research guided the construction and phrasing of the structured questionnaire used in the quantitative research that refers to the clothing benefits sought. Clothing benefits sought was operationalised from a combination of items used by Sirgy et al. (1997), Gurel and Gurel (1979), Park and Sullivan (2009), Summer et al. (2006) and Eastman et al. (1999). The questionnaire consisted of 30 questions. All items were measured on a seven point Likert scale ranging from '1' (strongly disagree) to '7' (strongly agree) and respondents were asked to state the degree of agreement for each statement given.

The data collection process for quantitative research was conducted over a period of six weeks. For the purpose of this study, web based questionnaires was used as the main data collection method. The respondents were selected using a non probability sampling; a combination of self selection and snowballing. These individuals were approached in social network (Facebook) either through personal invitation or group invitation. It must be noted that sampling frames were collected from members of group of interest located in the online social network (Facebook). The decision to construct a sampling frame from social networking was made because young people in the UK is actively involved in using the internet (UK National Statistics, 2007). Furthermore, social networking has become a mainstream online activity among all age groups in the UK and the penetration was highest amongst 25 to 34 year olds (89%) and 15 to 24 year olds (86%) (comScore, 2009).

Results and Findings

Results of the qualitative research

The first part of the interview requires the participants to tell their opinions and views about clothing available in the high street fashion retailer. In general, participants felt that the high street fashion retailer provides a selection of clothes. Specifically, participants seem to agree that there are variety of clothes, designs and styles available in the high street fashion retailer. Although most of the participants agreed that the high street fashion retailer provide a variety of clothes, some of them were sometimes frustrated with the style and design of clothes available. Some of them find that the design or style of clothing available in the high street fashion retailer was too tight or too short which are not suitable for them as a Muslim. Other than that, participants have also experienced difficulties in terms of finding clothes that fit their sizes (i.e. too small or too big).

When the participants were asked important criteria in purchasing clothes, both male and female participants place importance on choosing modest clothing. Female participants mentioned that they seek clothing that are comfortable and covers their body parts. On the other hand, male participants avoid purchasing clothes that are tight fitting or trousers that are too short and not covering their legs sufficiently. This finding reflects the importance of choosing modest clothing among the participants.

Participants were then asked reasons for purchasing clothes from the high street fashion retailer. Most participants stated that they purchase clothes that express their personality and image. For instance, a male participant mentioned that he bought clothing that able to express his 'sporty' image while another respondent choose clothing that shows his 'individuality' so that he can be different and stands out from others. Others have also mentioned the importance of clothing to reflect the social status of the wearer. Some participants view clothing as one of the main tools of expressing one's identity. One of the participants mentioned that he carefully choose clothing to reflect his identity as a student while another participant believes that by wearing scarf as part of her clothing, she was able to reflect her religious identity. Previous research shows that consumers tend to purchase a particular clothes as it has been able to express an individuals' affiliation to a particular social group as well as differentiation from peers (e.g. Piacentini & Mailer, 2004). From the interviews, some of the participants choose clothing that allows them to fit in or to be associated with certain group.

Statistical data analysis of the quantitative research

The statistical analysis included descriptive analysis which includes frequency, reliability and exploratory factor analysis (EFA). EFA was employed to determine how and to what extent the items are linked to their underlying factors (Pallant, 2005).

Respondents' profile

The net number of usable survey questionnaire was 222. As illustrated in Table 1, 82.6% of the respondents were female while 17.4% were male. There were high numbers of female respondents because this study focuses on clothing as the product category. According to Weekes (2001), 92% of young adults women in UK tend to place more emphasis on clothes shopping. Therefore, this could be the reason that contributed to the high number of respondents among females compared to male respondents. The information on marital status of respondents demonstrated that more than half (78.2%) were single, followed by married/living with partner (19.9%) and divorced (1.9%). With regards educational background, majority of respondents obtained undergraduate degree (53.4%).

Regarding the respondents occupation, the largest group comprised of student (62.3%), followed by professional/senior management (14.5%), unemployed (5.8%), housewife/husband (5.8%), clerical staff (3.9%), self employed (2.9%), technical staff (2.4%), and others (2.4%). With regards educational background, majority of respondents obtained undergraduate degree (53.4%). While others attended at least high school and obtained qualifications to GCSEs/O Level (5.4%), A Levels (17.6%), professional qualification/diploma (10.3%), and postgraduate degree (13.2%).

Table 1: Demographic Profile of Respondents

Demographic Variables	Category	Sample (N=222)	
		Frequency	(%)
Gender	Male	36	17.4
	Female	171	82.6
Marital Status	Single	161	78.2
	Married/Living with partner	41	19.9
	Divorced	4	1.9
Occupation	Student	129	62.3
	Housewife/husband	12	5.8
	Professional/senior management	30	14.5
	Clerical staff	8	3.9
	Technical staff	5	2.4
	Self employed	6	2.9
	Unemployed	12	5.8
	Other	5	2.4
Education	GCSEs/ O Level	11	5.4
	A Levels	36	17.6
	Professional Qualification/Diploma	21	10.3
	Undergraduate degree	109	53.4
	Postgraduate degree	27	13.2

Descriptive Analysis

Table 2 shows the descriptive analysis (percentages and means) of all benefits for purchasing clothes. It is noted that items which were negatively stated were reverse coded. These items are "I am comfortable when my clothes are different from all others at a party", "The social status of clothing is irrelevant to me" and "I do not make an effort to wear clothes that can reflect my identity". Based on the mean scores, the three items that reflect the main benefits for purchasing clothes are "I would like to buy clothes that can reflect my personality or image well", "Unlined sheer dresses, blouses, or shirts reveal too much of the body", and "I place much value on my own personality when buying clothes". Out of 30 items, ten items mean scores were ≥ 4.5, implying that respondents tend to slightly agree, agree or strongly agree with these items.

Table 2: Clothing Benefits Sought

No.	Statements	Response Scale (%)							Mean
		1	2	3	4	5	6	7	
1.	I am comfortable when my clothes are different from all others at a party (negatively worded)	11.5	20.7	14.3	18.9	13.8	11.1	9.7	3.75
2.	I am interested in new clothing with social status	23.5	22.6	13.1	18.1	8.6	10.9	3.2	3.11
3.	I can identify with those people who prefer to shop at my main retailer over those who shop at other retailers	10.0	16.1	15.6	23.7	19.0	11.4	4.3	3.77
4.	I check with my friends about what they are wearing to a gathering before I decide what to wear	25.3	21.7	12.0	9.2	17.5	10.1	4.1	3.19
5.	I choose clothing that is conservative in style	2.8	2.8	6.9	19.7	19.3	29.8	18.8	5.15
6.	I choose clothing that is very unusual	17.6	24.4	12.2	17.2	16.3	9.5	2.7	3.29
7.	I choose clothing that makes me feel distinctive	6.4	14.5	16.8	18.6	19.1	17.3	7.3	4.10
8.	I choose clothing with small prints, even though a larger design looks equally good on me.	7.2	10.9	10.4	40.7	12.2	11.3	7.2	4.03
9.	I do not make an effort to wear clothes that can reflect my identity (negatively worded)	4.3	10.4	10.0	21.3	20.9	23.2	10.0	4.54
10.	I feel embarrassed when I see someone in clothes that are too tight	4.5	8.6	5.4	13.1	19.8	29.3	19.4	5.00
11.	I feel embarrassed when I see someone in too low cut a dress	4.1	6.4	4.1	9.1	18.3	32.0	26.0	5.31
12.	I feel more a part of the group if I am dressed like my friends	28.9	25.7	11.0	12.8	12.4	6.4	2.8	2.84
13.	I hesitate to associate with those whose clothes seem to reveal too much of their body	6.4	9.5	11.8	14.5	14.5	23.6	19.5	4.70
14.	I place much value on my own personality when buying clothes	2.4	3.8	5.3	13.9	19.1	34.0	21.5	5.32
15.	I prefer the clothes that make me an ideal figure	3.8	8.5	9.5	20.4	17.1	24.6	16.1	4.77
16.	I try to dress like others in my group so that people will know we are friends	33.8	28.3	16.0	11.4	6.8	2.7	0.9	2.41
17.	I wear clothes that everyone is wearing even though they may not look good on me	45.2	35.0	9.7	6.0	2.3	1.4	0.5	1.91
18.	I wear very different clothing even though I attract attention from others	20.5	27.4	18.7	16.9	5.5	8.2	2.7	2.95
19.	I would buy clothing just because it had social status	24.3	28.4	13.1	15.3	8.6	8.6	1.8	2.88
20.	I would like to buy clothes that can reflect my personality or image well	2.4	1.4	3.3	8.6	18.2	41.1	24.9	5.62
21.	I would like to show my own personality by selecting unique clothes that people hardly wear	11.9	21.0	8.7	20.1	17.8	11.9	8.7	3.81
22.	I would pay more for particular clothing if it had social status	26.9	26.9	9.6	15.5	10.0	10.0	0.9	2.89
23.	My clothes represent my personal identity	3.8	4.7	5.6	19.7	15.5	25.8	24.9	5.15

No.	Statements	Response Scale (%)							Mean
		1	2	3	4	5	6	7	
24.	People similar to me shop at my main retailer most of the time	7.2	15.9	13.9	23.6	20.7	14.9	3.8	3.95
25.	People who shop at my main retailer are more like me than those who shop at other retailers	8.1	14.7	13.7	25.6	18.5	13.7	5.7	3.96
26.	The image of the typical shopper at my main retailer is highly consistent with how I see myself	10.1	17.8	20.2	23.1	14.9	11.1	2.9	3.6
27.	The image of the typical shopper at my main retailer reflects the type of person I am	12.8	19.4	17.1	23.2	14.7	10.0	2.8	3.49
28.	The social status of clothing is irrelevant to me (negatively worded)	23.5	25.3	12.2	14.9	10.4	6.3	7.2	3.11
29.	Unlined sheer dresses, blouses, or shirts reveal too much of the body	2.8	2.8	7.8	12.9	18.4	24.4	30.9	5.38
30.	Wearing prestigious clothing is important to me	22.3	17.7	12.7	21.4	13.6	8.6	3.6	3.27

Reliability and factor analysis

All 30 items of Clothing Benefits Sought were subjected to EFA with Varimax rotation. Item 1 was removed as the item shows low communalities (<0.5) while item 8 and 9 were deleted as Hair (2010) recommended that a factor needs to consist of at least three items. As illustrated in Table 3, EFA identified six factors and the results revealed that the data are appropriate factor analysis. First, most of the correlation coefficients were above 0.3. Secondly, the Kaiser-Meyer-Oklin Measure of Sampling Adequacy (KMO) value was higher than the recommended value of 0.6 (0.818). Finally, the Bartlett's Test of Sphericity achieved statistical significance ($p<0.00$) confirming the suitability of the data for factor analysis (Pallant, 2005). Furthermore, all items had factor loadings >0.5 on the factors (ranging from 0.538 to 0.841), illustrating the validity of items used in the survey questionnaire (Straub & Carlson, 1989).

The total amount of variance explained was 65 per cent. Factor 1 was composed of the items related to wearing clothes which have images compatible with their perception of self and was therefore labelled as "Self Congruity". Variance for the factor was 12.44 per cent. Factor 2 explaining 11.71 per cent was labelled as "Social Status" since the factor was consisted of items related to purchasing clothes for social status reasons. Factor 3 was labelled as "Modesty" as items related to purchasing clothes for dressing modestly. Variance for this factor was 11.26 per cent. Factor 4 was labelled as "Clothing Conformity" since the factor was consisted of items related to wearing clothes to conform with other people. The variance for the factor was 10.24 per cent. Factor 5 was labelled as "Uniqueness" as items reflect the tendency of purchasing clothes associated with individuality or uniqueness benefit. Variance for the factor was 9.74 per cent. Factor 6 composed of items related to expressing personality through clothing and was labelled as "Personal Identity". Variance for the factor was 9.54 per cent.

The reliability value for each factor was examined through Cronbach Alpha Value. As shown in Table 3, the Cronbach Alpha values achieved the recommended value of 0.7, ranging between 0.786 and 0.874, demonstrating the acceptable internal consistency reliability (Hair, et al., 2010).

Table 3: Factors Extracted for Clothing Benefits Sought

Factors	Items	Factor Loading	Cronbach Alpha
"Self Congruity" 12.439% of the total variance explained	The image of the typical shopper at my main retailer reflects the type of person I am	.809	**0.874**
	People who shop at my main retailer are very much like me than those who shop at other retailers	.803	
	I can identify with those people who prefer to shop at my main retailer over those who shop at other retailers	.798	
	The image of the typical shopper at my main retailer is highly consistent with how I see myself	.772	
	People similar to me shop at my main retailer most of the time	.766	
Social Status 11.708% of the total variance explained	I would pay more for particular clothing if it had social status.	.824	**0.832**
	I would buy clothing just because it had social status.	.824	
	I am interested in new clothing with social status	.818	
	Wearing prestigious clothing is important to me	.538	
	The social status of clothing is irrelevant to me (negatively worded)	.533	
Clothing Conformity 11.262% of the total variance explained	I feel more a part of the group if I am dressed like my friends	.841	**0.814**
	I try to dress like others in my group so that people will know we are friends	.791	
	I wear clothes that everyone is wearing even though they may not look good on me	.755	
	I check with my friends about what they are wearing to a gathering before I decide what to wear	.724	
Modesty 10.241% of the total variance explained	I feel embarrassed when I see someone in too low cut a dress	.827	**0.833**
	I feel embarrassed when I see someone in clothes that are too tight	.819	
	I hesitate to associate with those whose clothes seem to reveal too much of their body	.794	
	Unlined sheer dresses, blouses, or shirts reveal too much of the body	.718	
	I choose clothing that is conservative in style	.654	
Uniqueness 9.738% of the total variance explained	I would like to show my own personality by selecting unique clothes that people hardly wear	.801	**0.798**
	I choose clothing that is very unusual	.759	
	I choose clothing that makes me feel distinctive	.750	
	I wear very different clothing even though I attract attention from others	.727	
Personal Identity 9.544% of the total variance explained	I place much value on my own personality when buying clothes	.813	**0.786**
	I would like to buy clothes represent my personal identity	.797	
	My clothes represent my personal identity	.774	
	I prefer the clothes that make me an ideal figure	.543	

The first factor labelled as "Self Congruity" explains 12.44 per cent of total variance and composed of five items. Items loaded on this factor show that respondents purchase clothing as a consequence of matching between his or her image with the typical image of high street fashion retailer shopper. This factor indicates the extent to which British Muslim consumers are aware of their own self image and use image of typical high street fashion retailer shopper as a criterion in their purchase decision.

Thus, marketers may use this factor as an important element in their advertising campaign to target this population.

The second factor labelled as "Social Status" explains 11.71 per cent of total variance and is composed of five items. These items are: "I would pay more for particular clothing if it had social status", "I would buy clothing just because it had social status", "I am interested in new clothing with social status", "Wearing prestigious clothing is important to me" and "The social status is irrelevant to me (negatively worded)". Results of this study suggest that respondents place importance on gaining social status through the purchase of clothing. Thus, high street fashion retailer may include the element of 'prestigious' and 'status' in their advertising campaign to capture this population.

The third factor labelled as "Modesty" explains 11.26 per cent of total variance and is composed of five items. Items loaded on this factor referred to the items that show the importance of choosing modest type of clothing. Certainly, clothing that are more modest will be more effective at attracting this population. In other words, the need to have modest clothing should be taken into account while designing clothing to Muslim consumers. Understanding the concept of modesty among British Muslims consumers could help clothing companies to produce clothes that will meet the demands of the consumers thus ensuring the British Muslims clothing needs are fulfilled.

The fourth factor labelled as "Clothing Conformity" explains 10.24 per cent of total variance and composed of four items. The importance of this benefit in clothing benefits sought among British Muslims indicates that high street fashion retailers may consider using a conformity theme in their advertising. For instance, message sources may be delivered by an expert or highly credible or celebrities in order to exert influences.

The fifth factor labelled as "Uniqueness" explains 9.74 per cent of total variance. Specifically, items loaded on this factor are related to the importance of clothing to express individuality or the need to be different from others. The item with the highest factor loading (0.801) is "I would like to show my own personality by selecting unique clothes that people hardly wear" followed by "I choose clothing that is very unusual (loading on 0.759)", "I choose clothing that makes me feel distinctive (loading on 0.750)" and "I wear very different clothing even though I attract attention from others (loading on 0.727)". This indicates that high street fashion retailer may advertise their clothing that emphasises individuality and uniqueness of the wearer.

Finally, the sixth factor explaining 9.54 per cent of total variance is composed of four items. The items loaded on this factor are related to purchasing clothes that enhances one's personality and identity. Items such as "I place much value on my own personality when buying clothes" and "I would like to buy clothes represent my personal identity" clearly shows purchasing clothes to express the wearer's personality and identity. Consequently, this factor was labelled as "Personal Identity".

Conclusions, Limitations and Recommendations for Future Research

This study aims to explore clothing benefits sought by British Muslims in the UK. This was realised through qualitative and quantitative research. British Muslims' clothing consumption was first explored through interviews. Then, a survey questionnaire was developed to investigate factors defining clothing benefits sought. This was accomplished through exploratory factor analysis. Six factors derived underpinned the clothing benefits sought: "self congruity", "social status", "modesty", "conformity", "uniqueness" and "personal identity". In sum, this study is a useful source of information for high street fashion retailer. It is considered important in terms that it is the first to explore clothing benefits sought among British Muslims in the UK.

The results obtained from this empirical work must be interpreted in the light of the study's limitations. Firstly, snowball sampling method was used to recruit respondents in this study for quantitative research. This sampling method requires the existing respondents to recruit future respondents from among their families and friends. If the respondents distributed the survey to friends or families with similar values, this may have caused a potential bias. In this study, data was collected through web based questionnaire whereby respondents were asked to complete the questionnaire on their own. This method was employed because errors in the coding of answers can be avoided (Bryman & Bell, 2007) but on the other hand, it is hard to measure the response rate, and the respondents may fill out the questionnaire arbitrarily. Generally, the results generated from this study should be interpreted carefully with consideration to limitations. Future studies involving a representative sample from different countries and demographic profile, as well as additional questions, would improve the validity of results.

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