FACTORS INFLUENCING PROFESSIONAL WOMEN'S LIKELIHOOD TO ADOPT CLOTHING FASHION: A CASE OF NAIROBI CITY.

BY

ISIKA JULIET KAINDI

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A thesis submitted to the department of Textile, Family and Consumer Sciences for the degree of Master of Science Kenyatta University.

JANUARY, 2006
DECLARATION

Declaration by student

This thesis is my original work and has not been presented for a degree in any other University or for any other award.

Signature: __________________________ Date: ____________

Isika Kaindi Juliet

Declaration by Supervisors

We confirm that the work reported in this thesis was carried out by the candidate under our supervision.

Signature: __________________________ Date: ____________

Dr. Keren Mburugu
Senior lecturer,
Department of Textile, Family and Consumer Sciences,
Kenyatta University.

Signature: __________________________ Date: ____________

Prof. Olive M. Mugenda
Professor, Department of Textile, Family and Consumer Sciences,
Deputy Vice-Chancellor, Finance, Planning and Development,
Kenyatta University.
DEDICATION

To my selfless parents; Mr. & Mrs. Isika who have enabled me to reach this far in life; may you be in Gods’ favour always.
ACKNOWLEDGMENTS

I wish to express my sincere appreciation to all whose contributions made the completion of this thesis possible. I wish to thank my supervisors Dr. Keren Mburugu, and Prof. Olive Mugenda, for their diligent and scholarly guidance throughout all the stages of my work. Special thanks to all the professional women at the selected service institutions in Nairobi City who spared some time to fill in the questionnaires. My sincere gratitude goes to Mr. A. D. Bojana for editing and proofreading the final work.

My sincere gratitude goes to my parents for their financial, moral and spiritual support throughout my study period. I also acknowledge the valuable contribution made by my family members and close friends.

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ABSTRACT

The influence of fashion on clothing is as old as the custom of wearing clothing. The changing social attitude of many women has changed their attitude towards fashion as they buy clothes to satisfy themselves. This has resulted to a dilemma of sorts due to factors influencing them to adopt clothing fashion that ‘connect or click’, due to pressure to augment their occupational status. The purpose of this study was to investigate factors influencing the professional women’s likelihood to adopt clothing fashion in Nairobi City. The objectives of the study were to; establish the socio-demographic characteristics of the professional women, determine information sources influencing clothing fashion adoption; identify the socio-cultural and psychological factors influencing clothing fashion adoption, establish the professional women’s likelihood to adopt clothing fashion, establish factors that influence satisfaction with clothing fashion adoption and determine the relationship between satisfaction with clothing fashion adoption and selected independent variables.

A descriptive survey was conducted using a self-administered questionnaire in four service institutions in Nairobi’s central administrative division. A sample of 117 professional women was randomly selected to participate in the study. Both qualitative and quantitative data were collected and analyzed.

The findings show a majority of professional women in Nairobi city are unmarried and well educated that is holding bachelor degrees. Most of them held middle level job positions and earned between Kshs. 20,000 - 30,000. However, most of them have three to five dependants. These factors may influence their clothing selection and buying practices, a factor considered in clothing adoption.
Most of the professional women frequently adopt a range of clothing styles and pay in cash. They use clothing displays and fashion magazines as their main source of information. They are highly influenced by clothing styles that look beautiful and suit their figure types; this highly depends on their social activities and clothing that is accepted at work.

The study concluded that the professional women’s satisfaction with clothing fashion adoption practices results in having the likelihood to adopt clothing fashion and is the interplay of various factors. Some of the factors found to be associated with satisfaction in clothing fashion adoption are occupation level and socio-cultural factors. These issues should be addressed by those who manufacture and sell clothing fashion for professional women. The study recommended that a similar study be done among different age groups, such as pre-school, adolescents, and the elderly.
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CHAPTER ONE

INTRODUCTION

1:1 Background information

Clothing is any material or tangible object connected to the human body. Clothing fashion may be defined as a style of dress that is temporarily adopted by a discernible proportion of members of a social group because that chosen style is perceived to be socially appropriate for the time and situation (Sproles 1979). Fashion consists of slight alterations in the way the cloth is shaped. The market for complicated and elaborate clothing styles in temperate and warm climates developed first among the wealthy, both for themselves and for ceremonial wear such as for temple dancers (Lewenhak, 1992).

According to one view, men and women dress and change style in their effort to recapture what was lost in the process of evolution to the human level. Unconsciously, women search for the ‘absolute’ freedom in comfort, suitability and beauty of attire displayed elsewhere in nature. Both the skilled and unskilled female worker in Kenya and elsewhere in the world adapts different styles in order to fulfill this human desire.

Studies show that they are more men involved in employment compared to women. Working women are those who participate in paid employment in the wage labour market. The Women’s Bureau (2000), Indicates that there are more unskilled women workers than skilled women workers. Skilled women workers must be well educated trained and qualified for the job to become professionals. Professional women are those engaged paid occupations for which they are knowledgeable, trained and
qualified. These women need to dress to suit their occupational status as they represent the organizations ideals. Therefore, they are more concerned about being respectable and are in front stage jobs such as a secretary. They have to be careful about what they adopt in clothing fashion as they are in first line organizational self-presentation.

The number of professional women entering the workforce has steadily increased over the past decade. The popular press and some empirical research in regard to clothing consumption of female employees have addressed this phenomenon. Women's Bureau (2000) indicates that in trade and restaurants the number of women is double that of men. It is observed that change has been experienced in some employment sectors due the increasing percentages of professional women in the workforce.

As a social animal, the consumer has an intense desire to be accepted by his or her group. Previous research has indicated that consumers prefer current and classic apparel to the newly introduced and outdated ones (Bond, 1988). This phenomenon has been carried over to the 1990s and the twenty-first century. The fashion industry however, moves at a fast tempo. The intensity with which people follow changes in fashion everywhere on all levels of society is evidence of its social significance and its impact on human behaviour. To be 'out of fashion' is indeed to be out of this world (Jarnow and Dickerson, 1997). Thus, clothing fashion to the professional woman gives her the freedom to adopt her clothing preferences and to be accepted by her reference group(s).
Clothing has been an important factor in image perception of the professional women. Clothing fashion functions to satisfy the individuals' needs. It is generally accepted that women tend to be more interested in clothing and shopping for clothing items than men. Special focus on the professional woman is because research has revealed that full-time employed women had higher clothing interest levels, due to their greater tendency to be employed in occupations where continuous contact with the public would require appropriate dress. Professional women have had the need to spend more on personal clothing to meet the standards acceptable for employment dress. It was therefore important to conduct a study on the factors influencing the professional women's likelihood to adopt clothing fashion in Nairobi city.

1.2 Statement of the problem

Career dress selection by professional women is a problem encountered worldwide (Njeru, 2002). This may be due to frequent clothing fashion changes, especially in Europe with Kenyan women consumers following the fashion trend. For instance, minis (short skirts or dresses) were fashionable and acceptable here in Kenya in 1960s and 1970s, but are now regarded suspiciously as they are associated with moral degradation. Thus, what is appropriate in clothing items at one time may be unacceptable at a later period. Among the many factors that may influence a consumer in their clothing selection: fashion, income and age have been identified as significant (Sproles, 1979).

At any rate, professional women have very limited options in expenditure patterns on basic needs. Jarnow and Dickerson (1997), explain that a woman, for example, does not merely choose between one dress and another; she may choose between a new
dress and a new household appliance. This depicts that professional women have family commitments such as food, clothing and shelter that may limit the amount of money allocated to clothing needs.

Over 90 per cent of women are unhappy with their body shape. At one stage or other, they have spent considerable time and effort trying to change in order to achieve what the fashion industry dictates as the ideal (*Daily Nation*, November, 1998). The limited amount of time available for shopping activities may explain why full-time employed women had a greater tendency to be impulse buyers (Tweten, 1980). Therefore, wise decision making is essential for professional women when selecting clothing fashion given the limited time.

The areas of enspousing fashion are one not much researched on in Kenya. While many studies on clothing fashion and women have been conducted elsewhere (Tweten 1980, Sproles, 1979 and Rosencraz, 1949), it has not received special attention in Kenya. Studies have been done on factors considered in clothing selection for female teachers (Njeru, 2002), professional woman (Nyangor, 1994), adolescents (Migunde, 1993) and adults (Otiendo, 1990). No study appears to have addressed the professional women’s likelihood to adopt clothing fashion and the extent to which professional women are satisfied with clothing fashion adoption as this contributes to their likelihood to adopt fashion. Review of literature indicates that females are more interested in fashion; whereas clothing interest has been classified as feminine behaviour in our culture. Moreover, clothing adversely affects one’s job performance and effectiveness. In view of this, the researcher sought to find out factors that
influence the professional women’s likelihood to adopt clothing fashion in Nairobi City.

1.3 Purpose of the study

The purpose of this study was to investigate the factors influencing the professional women’s likelihood to adopt clothing fashion in Nairobi City.

1.4 Objectives of the study

The study sought to:

1. Identify the socio-demographic aspects of the professional women.
2. Determine information sources that influence professional women as they adopt clothing fashion.
3. Identify the socio-cultural factors that influence professional women as they adopt clothing fashion.
4. Identify the psychological factors that influence professional women as they adopt clothing fashion.
5. Establish the professional women’s likelihood to adopt clothing fashion.
6. Identify factors that influence the professional women’s satisfaction with clothing fashion adoption.
7. To determine the relationship between satisfaction with clothing fashion adoption and socio-demographic, socio-cultural and psychological factors.

1.5 Theoretical background of the study

The theoretical background on which this study is based is the Collective Selection Theory by Blumer (1969). Blumer’s Theory of Collective Selection revolves around the effort of individuals in numbers to choose from among competing styles – those
that ‘click’ or ‘connect’ (Blumer, 1969). The professional woman has to adopt clothing styles that would ensure that she is viewed as being as competent as her colleagues. The professional women therefore would have to choose styles that ‘click’ so as to be accepted by their reference group(s).

Research supports the idea that fashionable attire is perceived as socially desirable. Individuals wearing current fashionable clothes seem to evolve favourable responses in perceivers (Kaiser, 1990). Storm (1987), indicates that the clothing a woman wears reveals her self-identity and that a woman dressed in the latest fashion is viewed as part of the fashion elite. Therefore, if a professional woman does not wear current styles, she may be rejected or labeled as ‘different’ before having a chance to prove her worth as an individual at her workplace. Storm (1987), explains that different roles have different dress expectations that result in successful performance. The consumption of clothing fashion assists the professional woman to effectively perform her acquired roles. Blumer (1969), indicated that fashion performs an important socialization function at the societal level as well as a socio-psychological purpose at the individual level. Hence, clothing fashion gives the professional woman something to hold on to; it can provide an anchor enabling her to connect with the time.

Kaiser (1990), noted that collective selection does not necessarily contradict individual selection in the realm of fashion. The professional woman would experience interplay between individuality and conformity or identification and differentiation while adopting different styles of clothing. Therefore, the factors influencing the professional women’s likelihood towards clothing fashion adoption should be investigated.
1.6 Significance of the study
The findings of this study are considered to serve as contributions to the areas of clothing and textiles, home economics education, clothing and textiles consumer behaviour and for general knowledge. The findings are expected to increase the professional women’s knowledge and attitude on the importance of the factors that influence their clothing fashion adoption behaviour. This will improve the consumers’ attitude towards proper self-presentation in dress. Suggest practical solutions to underlying problems resulting to dissatisfaction with clothing fashion adoption in the Kenyan market. The study will provide useful information to the Kenyan clothing industries to ensure that designers and manufacturers are able to satisfy the clothing needs of this consumer group. The study is expected to contribute to the field of knowledge and act as a basis for future research in clothing and textiles and its related fields.

1.7 Limitations of the study
1. The study was limited to professional women in formal employment sector; therefore generalization to other professional women should be done with caution.
2. The study was carried out in Nairobi City, therefore generalization to other cities and towns should be done with caution.

1.8 Assumptions of the study
1. Respondent’s clothing fashion adoption behaviour is a patterned, consistent and rational behaviour.

1.9 Definition of terms
**Clothing:** A covering of the human bodies to include garments and accessories.
**Dress:** The process of covering the body with clothing and accessories

**Fashion:** A form of collective behaviour that is socially approved at a given time and is subjected to change (Kaiser 1985).

**Clothing fashion:** A style of dress that is temporarily adopted by a discernible proportion of members of a social group because that chosen style is perceived to be socially appropriate for the time and situation (Sproles, 1979).

**Clothing fashion adoption:** It's the respondents' regular taking up of fashionable garment and accessory.

**Satisfaction with clothing fashion adoption:** A feeling of contentment that arises when one's needs and desires in garment and accessory are fulfilled.

**Likelihood:** This is one's natural inclination or preference towards adopting of clothing items.

**Working women:** These are women who participate in paid employment in the wage labour market.

**Professional women:** This refers women who are engaged in specified activity at ones main paid occupation. They must are well educated trained and qualified for a certain occupation.
CHAPTER TWO
LITERATURE REVIEW

2.1 Introduction

The relevant literature has been reviewed under: functions of clothing; clothing fashion; clothing and social construction of gender; socio-economic (demographic) factors; socio-cultural factors and psychological factors influencing the professional women to adopt clothing fashion.

2.2 Functions of clothing

Clothing satisfies several needs concurrently. The urge for self-adornment has always been compelling. Even before men and women discovered materials to fashion into some form of apparel, they enjoyed decorating their bodies (Paola and Mueller, 1980). By exposing some parts of the body and covering other parts, women have been able to emphasize their desirable physical qualities and to hide their flaws. In doing so, professional women fulfill their need for self-beautification.

Modesty is defined as behaving properly in dress ... (Paola and Mueller, 1980). Otieno (1990) noted that clothing modesty is determined by one’s culture. For instance in the Daily Nation dated 22nd June 1999, it was reported that some secondary students in Kiambu rioted against manual labor and women teachers’ indecent dress-miniskirts. Further in the streets of Nairobi and other urban center, women in such attire have been molested by a religious sect to the extent of being stripped naked and incurring physical injuries. It is feared that the general public may attack professional woman for alleged indecent clothing items. Paola and Mueller
(1980), state that, if certain apparel is accepted as suitable for one occasion or place; then wearing it other times is inappropriate. Among many factors that influence consumers in their clothing selection are: fashion, income and age have been identified as factors (Sproles, 1979). According to Horn (1985), the needs of each specific age group should be considered when clothing selection is made. This research on factors influencing professional women’s likelihood to adopt clothing fashion is therefore essential.

2.3 Socio-demographic factors that influence clothing adoption

Socio-economically clothing has been known to serve as a symbol of role and status of the individual in society, factors that are displayed by the life patterns of lifestyles one leads (Horn 1975, Sproles 1979). Since people’s lifestyles differ so do their clothing choices vary in accordance with these lifestyles. The socio-economic (demographic) variables identified by the researchers were; age, marital status, education level, occupation, employment, income and number of dependants. This could be supported by Rosencranz (1949) study on women’s interest in clothing in which he identified age, occupation, income, education, marital status, number of children, number of organizational membership and rural or urban background as clothing interest factors.

2.3.1 Age

Age is known to have some influence on clothing selection practices by consumers. Individuals tend to select clothing sizes and styles that are in line with their age category in their lifecycle. Age categories are distinct such that there are clothes appropriate for infants, children, teens, adults and the aged. For example, an elderly person might purchase clothing that offers more physiological comfort as opposed to
an aspect such as fashion. However, a teenager would pay greater attention to the latest fashion and have less regard for physiological comfort. Professional women would tend to purchase clothing styles that will offer decency and make them appear well-groomed. Frisbee (1985), found that age has a significant influence on the amount of money spent on clothing by a household; such that a household with persons of teenage and young adults spent more money on clothing as the clothing demands of these age groups were higher than any other.

2.3.2 Marital status and household size

Marital status and household size are significant factors that affect an individual’s clothing fashion adoption behaviour. Married persons may have financial commitments and clothing fashion may not be a priority in expenditure as opposed to some single persons. Depending on the stage of the family’s lifecycle they may spend more money on clothing needs. Large households’ sizes with a high number of dependants may affect the clothing expenditure patterns depending on the family’s current lifecycle stage. The professional women in such families have to stretch their income to meet both clothing requirements and other family needs. Frisbee (1985), found that households with more persons in the teenage bracket and young adults’ bracket had a remarkable increase in clothing expenditure than were households with children below age 15 and adults above 65. This indicated that families composed by middle aged members may spend more on clothing as this age category tends to purchase clothing more often. Therefore, depending on the professional women’s marital status and number of dependants, their clothing adoption behaviour may vary greatly.
2.3.4 Education

Clothing consumption behaviour patterns are also affected by one’s level of education. This is because ‘increased education gradually results in a cultural sophistication that would make a more discriminating shopper out of the average consumers’ (Horn 1975). Therefore, professional women with higher levels of education may have better taste in clothing choice. This enhances their discriminative behaviour during the clothing adoption process. Kaiser (1985), concluded that education levels accelerated the rate of fashion change in a given society since the lesser educated people were less aware of fashion trends. Professional women who are more educated also tend to earn more and therefore have more money to spare for clothing expenditure. Highly educated professional woman are also more informed than their counterparts on clothing matters. Kundel (1976), on her study on clothing practices and preferences of blue collar workers and their families found that higher levels of education correlated with the use of more formal clothing by husbands to work and preference for quality over quantity by their wives. These results were a clear indication that education level has a significant impact on clothing adoption behaviour.

2.3.5 Occupation

Occupation has a significant impact on the clothing fashion adoption by professional women. In society, certain clothing styles have tended to be traditionally associated with specific occupations and job positions in certain occupations. According to Kaiser (1985), white-collar workers have tended to purchase and conform to a certain pattern of work clothes in an attempt to gain the prestige associated with the particular clothing style on job. This clothing behaviour is also evident in Kenya as professional
women dress to suit their occupational status. For example, white-collar workers (those employed in salaried positions in offices) identified with classic business suits and ties for men, while the women adopted conventional styles. Tweten (1980), found that full-time employed women had higher clothing interest levels, due to their greater tendency to be employed in white-collar occupations where continuous contact with the public would require appropriate dress. Professional women in Kenya adopt clothing fashions that are permissive to people's use of clothing patterns from other foreign cultures.

2.3.6 Income

Income plays a very vital role in one's clothing adoption patterns. This is because decisions made for clothing expenditure basically depend upon the funds available or the consumers' financial ability. Families with high-income levels are for instance able to spare more money for clothing as opposed to those with low-income (Frisbee, 1985). Income spent on clothing may also be affected by other family needs that are more urgent. The professional women may consider health, food or shelter as being more important and allocate a smaller percentage of their income to clothing compared to the other needs. Other factors like family size, lifecycles stage and composition also affect the income allocated to clothing needs such that larger families with more teenagers and adults spend more on clothing compared to small families with older persons. This could be attributed to the fact that young adults at this stage have interest in clothing fashion whereas the teenagers are outgrowing their clothes.
2.4 Clothing fashion

The term fashion varies with different fields of study, but in general, fashion can be referred to as a form of collective behaviour that is socially approved at a given time and is subjected to change (Kaiser 1985). Clothing fashion may be defined as a style of dress that is temporarily adopted by a discernible proportion of members of a social group because that chosen style is perceived to be socially appropriate for the time and situation (Sproles 1979).

Until the end of the 18th century, clothing fashion had been created for and set by the court circle. In the middle ages, certain colours and fabrics had been restricted to the noble, rank and wealth merely shown through dress. The 19th century industrial revolution created the powerful middle class hence clothing fashion began to cater for this new market and by the beginning of the 20th century prosperous middle class and aristocratic dressing had emerged into a general upper class style (Bond, 1998). Therefore, what in the past was the privilege of few wealthy women has today become an everyday necessity of all women even in Kenya. Professional women therefore, find it difficult to differentiate themselves from the non-employed women by dress.

Although fashion is an ever changing force especially in the Western societies, change in specific social settings may be affected by various economic, social, political and technological influences (Greenwood and Murphy 1978). Society could for example not adapt clothing fashion change due to conformity to traditional clothing style through which membership to the society is identified with despite the technological changes that promote fashion change. For instance, some ethnic groups
like the Turkana, Maasai and Samburu may not easily conform to fashion change due to the strong bond they seem to attach to their culture and clothing styles. Thus, the extent to which an individual adopts fashion change will differ with one’s value systems that are often influenced by one’s self-concept within the social setting to which one belongs. For example, a Samburu news reporter stationed the rural area may feel comfortable and acceptable in her traditional Samburu costume but if in an urban area like Nairobi may feel comfortable in Western clothing fashions due to permissiveness created by modern technology and diverse cultural associations in the urban areas.

Fashion is a dynamic collective process yet it influences individual lives in a distinctively personal way. It is through the process of fashion that new styles are created, introduced to a consuming public, and popularly accepted by that public (Kaiser, 1990). Fashion moves in a circle that is called the arch of fashion. This means that when a fashion enters the market, it does so as high fashion and is sold at exorbitant prices and accepted by fashion leaders. If it moves up, it is sold as one of the medium to high priced goods and accepted by early followers. Later, it moves further up and reaches the peak level and is accepted by the largest and sold in most shops in lower prices. Depending on the professional woman’s value, she will adopt clothing items at any of the above level.

Examples of clothing fashion are: convectional (familiar classic styles), upbeat (new but not outrageous), directional (innovative with disregard to price, fantasy (attract establishment) and dead beat (old or outdated look) (Perna, 1987). Clothing items are created that are distinct enough from the fashions of the previous season to satisfy the
almost insatiable appetite of most women for the new clothing. Chamber and Moulton (1961), noted that what is new in clothes each season is of primary interest to women of all ages and occupations. Otieno (1990), found that fashion receives the highest consideration by female subjects. Tucker (1964), states that apparently no woman is more ill at ease than the one who is clearly dressed out of fashion. This is a clear indication that professional women have high likelihood towards clothing fashion adoption.

Evident throughout the twentieth century has been the increasing role of women at the workplace. Barnes and Eicher (1962), explain that when females have entered this traditional realm of males, they have generally been accustomed to wearing a pre-shaped form in dress. This depicts that more professional women are adapting patterns of dress that resemble those of their male colleagues in order to fit in their work places. Adoption of clothing fashion thus becomes immensely a strong alley, which enables professional women to change their appearance year in, year out.

2.5 Clothing and the social construction of gender

Gender is a social construction. According to Newman (1999), gender designates psychological, social and cultural aspects of maleness and femaleness – that is masculinity and femininity. Accordingly in everyday life, appearance becomes a medium with which we can shape our impressions of what it means to be male or female. Some cultural beliefs about male and female endure despite dramatic alterations in the realities of everyday life, (for example, the growing population of women in the workforce). The professional women are therefore faced by this dilemma as they adopt clothing.
Dress is a powerful means of communication and makes statements about the gender of a newborn child soon after birth (Barnes and Eicher, 1962). A common finding is that these gender stereotypes of males and females are very different from one another, with males usually viewed as dominant, independent, and adventurous and females as emotional submissive and weak. The desire to conform to the set pattern of dress is strong from childhood and compels even the professional women in Nairobi to-date.

Marcionis (1998), observes that gender roles have changed gender ideology in the twentieth century. Notably; evident throughout the Twentieth century has been the increasing role of women in the workforce. In the late 1970s and early 1980s career women seemed to shift their emphasis from aesthetic in appearance management to one of strategy (that is to be taken seriously in the business world). Perhaps this shift could be attributed to the ever-increasing number of professional women. The professional women have found that their position calls for their being expressively well-dressed. Much stress has been placed upon the importance of dress for success to this woman.

In the twenty-first century, female clothing has changed with remarkable rapidity. Fashion offers a way to visibly express one’s personality, role and desired status in society. Some forms (fabric, colour in clothing) of gender symbolic difference have endured. Men have come to be assigned as highly restricted dress codes, whereas women continued to be immense in an elaborate code that had been evolving for them for centuries. Nevertheless, cultural conceptions of gender can change, as can the appearances associated with being a man or woman. By following clothing fashion,
women purchase immunity from criticism for the time being. Professional women in Nairobi have somehow overcome gender stereotyping by purchasing clothing items on fashion. Kaiser (1990), noted that in the midst of a contradiction between old ideas and new realities, fashion often captures the essence of the resulting tensions by bringing them to the surface. The professional woman has, therefore, to consume clothing fashion in order to fit in her multiple roles as wife, mother and worker.

2.6 Socio-cultural factors influencing clothing adoption

Sociology is the study of groups of people and their behaviour. Culture has been defined, as the beliefs, values, behaviour and material object shared by a particular people (Marcionis, 1987). Socio-cultural factors therefore include the professional women’s reference groups that are the family, religion, work place and clothing information sources.

2.6.1 Reference groups

A reference group is a group of people one may want to identify and interact with on an on-going personal basis. Members of a group usually share values, norms and ideas. Reference groups include family members, church and community, peer and colleagues. Depending on which group influences the professional women’s likelihood to adopt clothing fashion; they would try to wear what is worn by that particular group.

Women are concerned about their approval and acceptance by society. Women in our culture probably learn early to take stock of strength and weakness of their appearance and to take whatever steps possible to bring their appearance up to established standards (Kaiser, 1990). Professional women would therefore consume
fashion, to make them more acceptable to others in their social groups. According to Sproles (1979), socially clothing helps to satisfy affiliative needs including acceptance, social approval and a feeling of belonging. Although good looks are an asset for both males and females, for women they are likely to be a major concern throughout a woman’s life. The professional woman in Nairobi is not an exception and maintains high interest in fashion even as they enter the work force.

Too often our clothes express our friend’s taste, the life we lead, and the goals of the family next door. Chamber and Helen (1961), state that the desire to conform to dress is strong from childhood onwards. The professional woman has, therefore, to dress according to her peer so that she is accepted in her social group. For example Storm (1987), explains that dress will be selected to impress the public as well as fellow workers.

As women entered the business world, they began to adapt the business suit to a skirted vision. The result was a simple, practical style that ultimately resulted in short skirts and trousers. Therefore, conformity in dress is reinforced with social approval and group acceptance. Research reveals that social pressures to conform can dramatically influence style choice. This becomes a major force propelling fashions to widespread acceptance. Therefore, those persons with whom the professional woman interacts on a personal basis have greater influence upon their clothing selection.

2.6.2 The family

Socialization and preparation, for life in the society begins in the family (Migunde, 1993). It is widely believed that a woman’s place is in the home and a man’s is the world outside the home. Kaiser (1990), observes that identities tend to be constructed,
revised and reconstructed in the social transactions. Women work all the time, regardless of their social position. Gakuo (1984) states that the women who hold a formal office employment also work double duty, the office one which she is paid for and that of taking care of the family after she leaves office in the evening. This applies even to the Kenyan professional women.

The nature of family life, needs and values has altered; further complicating choices and attitude regarding clothing worn by the professional women. Activities connected with work occupy a greater proportion of the professional woman’s waking hours than any other segment of her life. The professional woman actually does not have as much time to spend in selecting clothes or even buying them due to family responsibilities.

Clothing expenditures rise fairly steadily as family size increases. The older the child, the more expensive their clothes become. As expense for food, clothing and education gradually move up, pressures are put on the parents for a higher level of living to meet the standards of peer groups, both their own and those of children. Nuss Baum and Sen (1993), explain that clothing, automobiles, toys, have symbolic value for the family as a whole though they may be used by only one member of the group. Professional women are therefore under pressure to meet their family members' perceived expectation in dress. A sense of belonging and security is ideally achieved through these interactions with family members.

2.6.4 Religion

Religions are social structures reflecting people's relationships with the supernatural and organizing the ethical codes, philosophies and natural conduct (Storm, 1987).
Each religion embraces its own unique set of beliefs and practices, some of which entail choice of clothing worn by its followers. According to Paola and Mueller (1980), religion relies on traditional customs and habits and in general resists change or, at best, accept it slowly.

The amount of influence religion exerts on professional women usually affects their attitude toward clothing fashion. Religion has standards of modesty in dress for its followers, thus staunch followers strictly adhere to religious standards when adoption clothing items. For instance, an Akorino or Muslim professional woman may select maxi (ankle-length) clothing fashion irrespective of fashion demands. Individuals are, therefore, influenced by one or more values that are inter-related as they adopt clothing fashion.

The church inculcates strong feelings of guilt and shame in connection with the body, but it fought a losing battle with the forces over fashion (Horn, 1975). The wearing of clothing as an expression of modesty of clothing is not universal throughout the world. It is a function, determined by the culture, learned by individual and not very likely fundamental in nature although most religious organizations stress on modesty in dress. The professional woman may adopt fashionable clothing that is acceptable within her religious boundaries. As religious influence in a society wanes, an attitude toward clothing fashion and change becomes more positive. One careful and detailed research project on degree of interest which different people have in religion, found that religious interest varied with sex (women were more interested). The professional women are not an exception and follow religious practice(s) which may influence some of their clothing choices greatly.
2.6.5 The working environment

An increasing number of women have entered the workforce, especially in the twentieth century; a dilemma of sorts has become evident. In the first impression context that becomes so critical in large organizations, both women and men want to make good impressions on others especially those who have control over their future (Kaiser, 1990). This is a very important aspect to the professional woman because she works at a man’s domain. This ideology has further increased the complexity when professional women are adopting clothing fashion. Kaiser (1990), states that in terms of appearance perception, occupation becomes a critical parameter due to its impact on daily awareness of certain appearance cues. The professional woman has, therefore, to adhere to the given appearance cues as she adopts clothing fashion. The fashionable clothing that professional women choose should suit their occupational status.

The Women’s Bureau (August 2000), states that in Kenya the number of skilled public women workers are 190,864 compared to 495,460 men; whereas skilled private women workers are 123,790 compared to 606,740 men. Therefore, more men are employed compared to women. There are few women in the higher-grade job echelons. The attitudes of men and sometimes of women to an enlarged presence of women in managerial, professional and senior positions often depends on prejudice, belief myths which are hard to disentangle. Konig (1973), suggests that every woman in a job that is considered part of a male tradition has to work out for herself an image that will be both socially acceptable and will avoid misunderstanding with her male colleagues. The professional women’s attire must enhance a positive relationship with colleagues at the work place and avoid developing conflicting messages.
Vitisia, (July 2001), observes that the most important consideration for a professional woman is the underlying symbolism of clothing. The professional woman should therefore adopt clothing fashion that will convey the message that she is competent, able, ambitious, and self-confident, reliable and authoritative. This conflicts with the social codes whereby, the woman is expected to be feminine and submissive in manner of dress and behaviour. In the office, the professional woman dresses not to express personal taste but to have an impact on colleagues and bosses. These factors make the professional woman psychologically motivated to adopt some particular clothing fashions and not others.

2.7 Clothing information sources

Information sources are vehicles that introduce individuals to new ideas, knowledge, ideals and skills (Stamper et al, 1986) and if used skillfully, may be powerful motivating factors to clothing fashion adoption. The use of these sources and their influence on adoption of clothing fashion depends on their availability, affordability, adaptability to climate, culture and reliability among others. Professional women are highly influenced by these information sources and thus need accurate information for wise decision-making when adopting clothing items.

Konig (1973), noted that fashion disports itself in public to the maximum extent, and accordingly makes very early and direct use of all mass media (daily papers, journals, illustrated weeklies, film, television) to parade before the eyes of the whole country and ultimately the whole world. Otieno (1990), noted that such communication is used to disseminate information to consumers about the location of shopping outlets which stock certain items, their prices, sizes, functional characteristics and latest
fashion styles. Most Kenyan professional women are highly influenced by these information sources during their selection of fashionable clothing.

Most information and advice seem to move within class lines rather than across them. Therefore, the professional women would use their colleagues as fashion determinants other than superiors. Advice on new clothing fashion by the professional women is therefore not sought from social superiors but from social equals.

2.8 Psychological factors that influencing clothing adoption

Psychology is the study of people and their behaviour as individuals, which are the observable actions and reactions of individuals (Arnold and Gurney, 1984). These factors may influence the professional women’s likelihood to adopt clothing fashion in different ways depending on one’s interest, attitude and personal values.

2.8.1 Self-concept

Self-concept is the sum total of the views which an individual has of himself or herself. Self-concept is the individual’s mental system of organizing his or her perceptions and concepts about self. Also involved are individuals’ attitudes or appraisals of self (Storm, 1987).

Clothes are linked to the way we view and evaluate ourselves. Clothing is a significant force in the enhancement of the self and when used positively, it contributes to one’s feelings of self-acceptance, self-respect, and self-esteem. Kaiser (1990), suggests that a desire to be accepted by others is generally a motivating factor to conform with others’ appearance.

Some research has shown females who are very clothes-conscious tend to be inhibited, loyal and conforming. Thus, the professional woman may conceptualize
keeping up with the latest trends in fashion in terms of acceptable deviance from the norm. Professional women differ in their level of involvement with fashionable objects or in the extent to which they keep abreast of fashion trends. Hence, they need to adopt fashionable clothing items. Fashion clothing may be used by professional women as a way to gain recognition as well as assert one’s belonging to groups outside the family. Professional women may therefore conceptualize keeping up with the latest trends in fashion as an acceptable deviance from the norm.

2.8.2 Self-esteem

Clothes may be used to boost or enhance one’s self-esteem. Self-esteem involves feelings of self-worth which are based upon cognition and self-concept (Kaiser, 1985). Regardless for whom people dress; clothing is an expression of the person, reflecting his personality, way of living, way of thinking and especially, pride in self or family. Fashion therefore itself is a reflection of what people are thinking and doing. The professional woman’s need for social approval motivates them to pay attention to feedback that others have to offer.

Clothing fashion offers a way to visibly express one’s personality, role and desired status in society. Clothing styles tell the outside world something about the individual personality. The professional women’s clothing styles are influenced by how they would like others to see them. For instance, if a professional woman wears clothing styles that are too feminine and body hugging; her colleagues would perceive her as not being a serious worker or wants to use her female charm on her male superiors. Therefore, professional women are not always perceived in the same manner, as they would like it to be. Since others tend to perceive clothing in terms of their own self-
concepts and expectations, individuals may lack knowledge of the meanings conveyed through clothes.

**2.8.3 Clothing interest**

Interest in clothing can be measured in terms of the amount of time, energy, money and personal commitment one applies to selection and use of clothing (Sproles, 1979). Those with higher levels of clothing interest have characteristics of younger age occupation as housewives, reside in urban areas, and have high incomes. The professional women have some of the above characteristics and therefore, they have some interest in clothing fashion.

When we occupy a new position with a different role we alter our behaviour to conform to the new role. Fashion to the professional women has become even more important than it previously had been. The variety of social roles has increased and marked distinctions emerged between private and public life (Marcionis, 1997). The interest in adopting fashionable clothing items is, therefore, necessary for the professional woman so that she’s able to play all her social roles adequately.

According to Migunde (1993), interest can also be measured by how well one is informed about current fashion trends and the extent to which personal wardrobes are maintained in an up-to-date manner. However, Manslow’s Hierarchy of Needs is thought to influence every individual’s fashion interest. For example, if professional women need to meet their esteem needs, they are likely to be more interested in clothing whose function is to impress others. If they are involved in their need for love and belonging, they would probably be most interested in clothing that conforms to their social group look. These needs are typically important to professional women
and are associated with high fashion interest. Storm (1987), noted that all humans appear to have interest in and attitudes about fashion.

2.8.4 Attitude towards clothing

According to Sproles (1979), attitudes are predisposition’s to behave in a certain way with respect to a specific object like styles of clothing. An individual may have either positive or negative attitude towards a particular style, brand name, or social appropriateness of clothing.

Professional women have their social norms, desirable to certain boundaries of appropriate clothing for different social situations and roles. An individual woman’s attitude toward these boundaries affects how much she conforms to or deviates from the norm. Nonetheless, it cannot be denied that, many people feel better dressed in a manner they think is attractive. In addition, many, people feel better when they think they are dressing in a manner that identifies them to the rest of society as belonging to a particular social class. Approval of the professional women’s dress choice by her associates helps her to develop a feeling of belonging. Therefore, by following a fashion, the professional woman purchases immunity for criticism for the time being.

Studies on the emphasis that women as groups and individuals give to clothing have found that; clothing choice reveals attitudes most of which are related to conformity, self-expression, aesthetic, satisfaction, esteem, comfort and economy. As the professional women adopt clothing fashion, their attitude is an influencing factor to the choice. Attitudes and interests are, therefore, behavioral manifestations of values.

2.8.5 Values

Values are one’s basic beliefs or ideas about what things are important, desirable and good (Storm, 1987). They determine our interest, choices, judgments, and social
conduct. Culture provides many values for us, who we are socialized to accept, yet values *per se* are ascribed to individuals (Kaiser, 1990). Clothing fashion is, therefore, an integral part of the professional women’s life. Most often, their values in clothing begin to reflect the values of their peer or colleagues.

Fashion reflects popular values of society and as these values change so does fashion. Many values are taught in institutions such as churches, workplaces, and homes that are responsible at least in part for socialization and acculturation. Mass media and groups such as peers also informally teach them. Mass values serve as the cohesive element of a society and therefore, facilitate the social order and its functioning by conformity. The adoption of clothing fashion by professional women therefore enhances social order.

One of the major human dilemmas is the desire to belong or to be integrated and at the same time wanting to be unique or differentiated. It is not unnatural for example to find professional women who lead similar lives dressing alike, since they are likely to go to the same places and have the same activities and interest. The desire to avoid total similarity in dress sparks experimentation with new clothing styles. People seek for some difference after conforming themselves to others so as to be unique.

Clothing can reveal essential beliefs, interests and attitudes, personality, characteristics including self-concept, and creativity and the need for social acceptance. It also reveals the essential beliefs or values of a society towards certain fashions. In some instances; one’s value could outplay another in importance. As adoption of clothing item takes place, values may change resulting from influence by factors related to clothing fashion adoption.
CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter gives a description of the study area, study design, population, sample size and sample selection, data collection instrument, data collection procedure, data analysis and presentation and operational definition of variables.

3.2 Study design

This was a descriptive survey research seeking to investigate which factors do influence the professional women’s likelihood to adopt clothing fashion. The researcher also investigated factors that cause satisfaction and dissatisfaction with clothing fashion adoption among professional women. The survey method was used to address the research problem, as it is a more appropriate method to use in deriving extensive data from a large sample of respondents within a short period of time.

3.3 Study area

The study took place in Nairobi City, Kenya. The area is divided into eight administrative divisions namely: Kasarani, Parklands, Embakasi, Kibera, Dagoretti, Makadara, Pumwani and Central (Central Bureau Statistics, 1994). The central administrative division was purposively selected because it has a large proportion of professional women and it’s a hub of clothing fashion. The Women’s Bureau (August, 2000) shows that in Kenya skilled women public workers are 190,860 whereas skilled women private workers are 123,790. A majority of these women work in the trade, service and industry sectors to earn a living. The area was also selected because of the
well-developed transport and communication network which are major contributing factors in fashion diffusion.

3.4 Population and sample

The target population consisted of all Kenyan women working in Nairobi City. This group was chosen because it forms the population subgroup that is susceptible to clothing adoption behaviour and has the purchasing power. These women could therefore provide required information on the likelihood to adopt clothing fashion. The accessible population was professional women from four institutions namely; Barclays Bank Ltd., The Grand Regency Hotel, The Nation Media Group and The Kenya Polytechnic. The professional women in this area had heterogeneous cultural and socio-economic backgrounds hence representing different social classes.

3.5 Sampling procedure

Selection of institutions

Four institutions were selected purposively. This was from a list of twenty-two community, personal and educational service institutions. Purposive sampling allows a researcher to use cases that have the required information with respect to the objectives of the study (Mugenda and Mugenda, 1999). Selection of institutions was therefore done on the following basis to ensure that;

- The community, personal and educational service institutions located at the central administrative division area selected.
- Professional women are represented as opposed to self employed or business women.
A preliminary survey done indicated that the largest population of females fifty eight point five percent (58.5 %) is employed in community and personal service sectors, while education institutions take twenty seven point one percent (27.1 %) of the total number of employed female workers.

**Selection of the sample**

Simple random sampling involves giving a number to every subject of the accessible population (Mugenda and Mugenda, 1999). Random sampling gives all cases equal chance of being selected for inclusion in the final sample.

The sampling frame consisted of a list of all professional women in each of the four institutions purposively selected. The accessible population consisted of 1,170 professional women from the employees registers from the four selected institutions. From each institution, equal percentage of participants was selected. The total sample size was 117 professional women which was approximately ten percent of the accessible population. According to Gay (1981), ten to twenty percent (10%-20%) of the population in a survey research is acceptable as a sample.

**Table1.1: Institutions purposively selected.**

<table>
<thead>
<tr>
<th>INSTITUTIONS</th>
<th>POPULATION</th>
<th>SAMPLE SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nation Media Group</td>
<td>314</td>
<td>31</td>
</tr>
<tr>
<td>Barclays Bank</td>
<td>211</td>
<td>21</td>
</tr>
<tr>
<td>Kenya Polytechnic</td>
<td>445</td>
<td>45</td>
</tr>
<tr>
<td>Grand Regency Hotel</td>
<td>202</td>
<td>20</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1170</strong></td>
<td><strong>117</strong></td>
</tr>
</tbody>
</table>
3.6 Data collection instrument

The instrument used for data collection was a self-administered questionnaire. A questionnaire is a list of items that is administered to the respondents by the researcher. The questionnaire was used because a lot of information can be collected within a short time and it is less expensive in terms of time, energy and money. The questionnaire was developed to address the objectives of this study. The questionnaire had open and close-ended questions. A Likert scale is used to rank intangible components in research such as attitude and values. It uses matrix questions. This makes it possible to use quantitative analysis. It was used to measure sources and factors considered in clothing fashion adoption. The questions were designed to fall into four categories: socio-economic (demographic) factors, clothing information sources, socio-cultural factors and psychological factors, likelihood to adopt clothing fashion and satisfaction with clothing fashion adoption.

Pre-testing

The instrument designed was tried on 17 respondents that are ten percent (10%) of the total number of the respondents in order to determine reliability of the instrument. In case the instrument was not understood, they were modified before they were used to collect data. In that case, reliability of information gathered was enhanced and hence the instruments were valid since all respondents understood them.

3.7 Data collection procedure

Having sought permission with the human resources department in the various institutions, the researcher personally explained the purpose of the study to the professional women and administered the questionnaires to the respondents. The respondents were assured of confidentiality of information conveyed. The
questionnaires were collected back after one week to give ample time to the respondents.

3.8 Data analysis and presentation

Data were analyzed both qualitatively and quantitatively to address the objectives. Qualitative data were coded according to certain words, patterns, and phrases then they were explained in themes. They were later used to supplement, explain and interpret quantitative data. Quantitative data were analyzed using the computer statistical package for social sciences (SPSS). Descriptive statistics such as frequencies, and percentages were used to organize, describe and summarize the data. Further analysis was done using inferential statistics. Spearman’s rank order correlation coefficient ($p \leq 0.05$) was used to measure the strength and direction of the relationship between categorical variables. The results were presented in form of tables, pie charts and graphs.

3.9 Measurement of the variables

Dependent Variables

Satisfaction with clothing adoption practices

Responses were obtained from a series of statements seeking respondents' satisfaction with various aspects of the clothing adoption practices. These aspects included:

(1) Quality of items in the market.  
(2) Experience with item previously adopted.  
(3) Consumer protection services.  
(4) Rate of fashion change.  
(5) Availability of clothing items.  
(6) Clothing information sources.

The responses were recorded on a three-point Likert scale categorized into:
(3) always", (2) "sometimes" and (1) to "never". For inferential statistics, the whole scale was used, and all the six items summed up, to obtain a clothing adoption satisfaction index, (reliability coefficient \( \alpha = .81 \)). A reliability coefficient of 0.80 or above implies that there is a high reliability of the data (Mugenda and Mugenda, 1999).

**Likelihood to adopt clothing fashion**

This was measured by asking the respondents whether they were likely to adopt clothing fashion or not.

**Independent Variables**

**Demographic factors**

**Age:** The respondents were asked to indicate the appropriate age categories to which they belong by ticking from the list given.

**Marital status:** The respondents were asked to indicate the appropriate marital category to which they belong by ticking from the list given.

**Income level:** The respondents were asked to indicate which income category they belong to, by ticking from the list given.

**Education Level:** The respondents were asked to indicate from the list given the highest level of education acquired.

**Occupation:** The respondents were asked to indicate their job position; this was later categorized for analysis purposes.

**Number of dependants in the household-** the respondents were asked to tick from the list given the number of persons they take care of in the household.
Sources of information

They included: video, television, internet, catalogues, and clothing displays, fashion magazines, printing media adverts, family members and sales personnel. The respondents indicated from the list given whether they use or do not use the given information sources when adopting clothing fashion.

Social-cultural factors

Social-cultural factors refer to the social influences that affect the individual’s adoption of clothing fashion. These factors include what clothing is accepted by friend, authority, religion, society, job position, workplace and the social activities one attends. The responses were recorded on a three-point Likert scale ranging from 1 = never, 2 = sometimes to 3 = always. For inferential statistics, the whole scale was used and items summed to obtain a socio-cultural factor index.

Psychological factors

Psychological factors included indicators of self-concept and self-esteem that influence decisions on clothing adoption. Some of the psychological indicators used for this study were:

1. Style that looks beautiful. 6. Unique outfit.
2. Cost of item. 7. One’s own beliefs and values.
4. Popularity of the item. 9. Clothing that suits figure.
5. To impress others. 10. Clothing of latest fashion.
The responses were measured on a three-point Likert scale ranging from 1 = never, 2 = sometimes to 3 = always. For inferential statistics, the whole scale was used and items summed to obtain a *psychological factor index*.
CHAPTER FOUR
AND DISCUSSIONS

4.1 Introduction

This chapter contains detailed presentation and a discussion of the results of this research. It covers demographic and socio-economic characteristics, sources of information, socio-cultural and psychological factors. Satisfaction with clothing fashion and the likelihood to adopt clothing fashion. The relationship between satisfaction with clothing fashion adoption and other selected variables. The total sample was 117 but this was later reduced to 112 because there was missing information from five professional women.

4.2 Socio-economic and demographic profile of respondents

4.2.1 Age

The age of women is a crucial factor in determining the professional women’s clothing fashion adoption behaviour. In this study, the overall age of professional women ranged between 20 - 50 years. The age distribution of the respondents is shown in Table 4.1.

<table>
<thead>
<tr>
<th>AGE (YEARS)</th>
<th>FREQUENCY</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 – 29</td>
<td>54</td>
<td>48.2</td>
</tr>
<tr>
<td>30 – 39</td>
<td>45</td>
<td>40.2</td>
</tr>
<tr>
<td>40 – 49</td>
<td>12</td>
<td>10.7</td>
</tr>
<tr>
<td>&gt; 50</td>
<td>1</td>
<td>0.9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>112</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>
In this study, forty eight point two percent (48.2%) of the respondents' were aged between 20 and 29 years followed by forty point two percent (40.2%) aged between 30 – 39 years. This could be due to the fact that most professional women usually complete formal education by the age of 25 years and engage themselves in gainful employment. Studies have indicated that clothing expenditures of most women were highest during the 25-35 year age range (Tweten, 1980). The least represented age bracket was ages 45–49 years by ten point seven percent (10.7%) of the respondents. This may be due to the fact that retrenchment and early retirement plus other job-related factors have been experienced by women aged 40 years and above. Age was of importance in that among many factors that influence consumers in their clothing selection fashion, income and age have been identified as key factors (Sproles, 1979).

4.2.2 Marital status

This refers to the social position in relation to marriage. The marital status contributes to one's expenditure pattern and ultimately has an impact on clothing fashion.

Figure 4.1: Pie chart showing distribution of the respondents marital status

- Unmarried: 54%
- Married: 46%
As figure 4.1 shows, the highest numbers of professional women fifty three point six percent (53.6%), were unmarried. These included those widowed, divorced or separated. Studies have revealed that single women adopt clothing fashion more often because may have fewer responsibilities. A total of forty six point four percent (46.4%) of the respondents were married. Tweten (1980), found that full-time employed married women reported higher annual family incomes, and therefore may have had the means with which to spend more on personal clothing. This information was sought because marriage increases dependants and responsibilities especially in the African context (extended family). This finding concurs with Konig (1973) that clothing expenditure rises fairly steadily as family size increases.

4.2.3 Education level

The level of education is crucial as it determines job opportunity and income level as well as aid in decision-making on clothing selection and buying behaviour. The level of education of the respondents is shown in Figure 4.2.
In this study, majority of the professional women fifty seven percent (57.0%) held bachelor degrees. Those who attained a master’s degree were only five point four percent (5.4%) respondents, while only zero point nine percent (0.9 %) of respondents had PhD. The high number of women with a bachelor’s degree maybe due to the observation that the study sample comprised of occupations that needed one to be
highly qualified to be liable for employment. Education determines ones income level, which is a key factor in purchasing clothing.

4.2.4 Occupation level

The job position held by each individual determines their income levels, which in turn, determine the clothing fashion adoption pattern. The occupation of the respondents is shown in Figure 4.3.

From the data, it is clear fifty point nine percent (50.9%) of the respondents held middle level management positions. These included head of departments, plant managers, area sales managers, office managers, chief accountants and purchasing officers. This may be attributed to the fact that fifty seven percent (57.0%) of the study sample held bachelors degrees. Operating management positions were mentioned by twenty eight point six percent (28.6%) of the respondents these
included front hire supervisors, sales officers and accountant officers. Top-level management positions were held by nineteen point six percent (19.6%) of the respondents they included managing directors, general managers, and president of companies and chairpersons of departments. According to Kaiser (1985), white-collar workers have tended to purchase and conform to a certain pattern of work clothes in an attempt to gain the prestige associated with the particular clothing style on job. Occupation level has an influence on how one should dress.

4.2.5 Income level

The level of income is crucial in determining the quality and quantity of clothing the professional woman can purchase for herself. This is especially so in view of the fact that there are other household expenses such as food and shelter. The employment income ranged between Kshs 20,000 and 40,000 and above. Figure 4.4 shows the various income levels as reported by the respondents.
A total of thirty eight point four percent (38.4%) respondents indicated they earned between Kshs 20,000 to Kshs 30,000 while thirty one percent (31.0%) of the respondents reported earning Kshs 20,000 and below. Given that the study sample included respondents from the private sector, the high income is expected. The difference in the data could be due to the different occupation levels in the study sample. Interestingly, seventeen point three percent (17.3%) of the respondents earned Kshs. 40,000 and over. This result could be because nineteen point six percent (19.6%) of the study’s sample is in top-level management jobs hence are likely to
earn this much. There are more men who are employed in the formal sector compared to women in Kenya. According to the Women’s Bureau (2000), the income category that most women fall is of Kshs, 8,000 – Kshs 25,000. Well-paying jobs are found in the higher income echelons where few women work. Review of literature has documented that income levels increases with rise in job position, which may act as a motivator in clothing adoption behaviour.

4.2.6 Number of dependants

The number of dependants and composition play a crucial role in determining the clothing consumption pattern of the professional woman. The Table 4.2 shows the distribution of the number of dependants among the respondents.

<table>
<thead>
<tr>
<th>DEPENDANTS</th>
<th>FREQUENCY</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>27</td>
<td>24.1</td>
</tr>
<tr>
<td>1-2</td>
<td>14</td>
<td>12.5</td>
</tr>
<tr>
<td>3-5</td>
<td>56</td>
<td>50.0</td>
</tr>
<tr>
<td>&gt; 5</td>
<td>15</td>
<td>13.4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>112</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

From the data, it is clear that majority of professional women had a large number of dependants. This finding is in contrast with the 1998 demographic survey in which it showed that Nairobi has the smallest household sizes of three persons (Kenya Demographic and Health Survey, 1998). Fifty percent (50%) of the respondents had a large number of dependants ranging from three to five while fourteen percent (14%) had one to two dependants and thirteen point four percent (13.4%) with more than
five dependants. The finding could be attributed to the observation that forty six point four percent (46.4%) of the study’s sample are married hence are likely to have families to cater for. Moreover, Kenya is experiencing a high number of Aids orphans with women taking the heavier burden of nurturing and care. The results also show that twenty four point one percent (24.1%) of the respondents had no one else apart from themselves depending on their income. This group of respondents is likely to have less financial commitment since results also indicate that forty four point six percent (44.6%) of the study sample had never been married before. Kaiser (1990), ascertains that the increase in number of women entering the workforce, especially in the twentieth century has resulted to a dilemma of sorts being evident. This is especially so in the clothing context with women working in what is believed to be a man’s domain.

4.2.7 Types of clothing acquired

The type of clothing acquired contributes to what clothing the respondents adopt and ultimately what influences their kind of selection. The results are presented in Table 4.3.

Table 4.3: Type of clothing fashion acquired by respondents

<table>
<thead>
<tr>
<th>Clothing acquired</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Locally ready-made</td>
<td>9</td>
<td>8.0</td>
</tr>
<tr>
<td>New imported</td>
<td>11</td>
<td>9.8</td>
</tr>
<tr>
<td>Second hand</td>
<td>22</td>
<td>19.7</td>
</tr>
<tr>
<td>Tailor made</td>
<td>31</td>
<td>27.7</td>
</tr>
<tr>
<td>&gt;1 type of clothing fashion</td>
<td>39</td>
<td>34.8</td>
</tr>
<tr>
<td>Total</td>
<td>112</td>
<td>100.0</td>
</tr>
</tbody>
</table>
A total of thirty four point eight percent (34.8%) of the respondents reported that they adopted more than 1 type of clothing from the list given. This could be attributed to the fact that professional women do not have ample time to shop and purchase what they like where they find it. The findings agree with Tweten's (1980) study that a limited amount of time available for shopping activities may also explain why full-time employed women may have a greater tendency to be impulse buyers.

Further, twenty seven point seven percent (27.7%) of the respondent's adopted tailor made clothing. This is due to quality fabrics available in the Kenyan market today. The table shows that only nine point eight percent (9.8%) of the respondents purchased new imported clothes, compared to eight percent (8.0%) respondents who adopted locally -made clothing. The findings are in contrast with Nyangor's (1994) study in which ninety two point two percent (92.2%) of the professional women were reported to buy imported clothing only as few as twelve point two percent (12.2%) preferring local clothing. This may be occasioned by the local clothing products being of very low quality therefore forcing the women to adopt new imported clothing. This clearly shows that the professional women's clothing behaviour has changed in favour of what suits them and not where it is made from. Therefore, professional women apply the collective selection theory by choosing those styles that 'click' so as to be accepted by their reference group(s).

4.2.8 Rate of purchasing clothes

In this study, rate of purchasing clothing refers to how often the professional women bought clothing items. The rate of purchasing clothes has been known to contribute to fashion trends.
Table 4.4 below shows that sixty point seven percent (60.7%) of the respondents ‘frequently’ purchased clothing items, while thirty five point seven percent (35.7%) professional women reported that they ‘rarely’ purchased clothing items. The difference in the data above is expected because forty four point six percent (44.6%) of the respondents’ are single with fifty seven percent (57.0%) of them holding bachelor’s degrees. This agrees with Kaiser (1990) who found that individuals with higher education levels are expected to be more discriminate shoppers than those with lower qualifications. This is due to cultural sophistication brought about by education. Jarnow and Dickerson (1997), noted that the intensity with which people follow changes in fashion everywhere on all levels of society is evidence of its social significance and its impact on human behaviour. This is a clear indication that professional women have to adopt clothing fashion. Other rates of purchasing indicated in this study were very rare and very frequent.

<table>
<thead>
<tr>
<th>Rate of purchase</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rarely</td>
<td>40</td>
<td>35.7</td>
</tr>
<tr>
<td>Very rarely</td>
<td>4</td>
<td>3.6</td>
</tr>
<tr>
<td>Frequently</td>
<td>68</td>
<td>60.7</td>
</tr>
<tr>
<td>Very frequently</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>Total</td>
<td>112</td>
<td>100.0</td>
</tr>
</tbody>
</table>
4.2.9 Mode of payment

The mode of payment greatly influences the rate of purchasing clothes. When purchasing clothing, respondents are guided by the mode of payment that is convenient for them. Table 4.5 shows the modes of payment used by the respondents.

Table 4.5 Respondents’ mode of payment

<table>
<thead>
<tr>
<th>Mode of payment</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash on the spot</td>
<td>76</td>
<td>67.8</td>
</tr>
<tr>
<td>Cash by installment</td>
<td>18</td>
<td>16.1</td>
</tr>
<tr>
<td>Credit cards</td>
<td>4</td>
<td>3.6</td>
</tr>
<tr>
<td>All the above methods</td>
<td>14</td>
<td>12.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>112</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Results show that majority of the respondents sixty seven point eight percent (67.8 %) paid cash on the spot for clothing purchased. This could be attributed to the fact that cash payment is the most common way of making payment in Kenya. In addition, personal cheques are not accepted in most clothing stores and credit cards are not common to many Kenyans.

4.3 Information sources used by the respondents’ to adopt clothing

The results in Table 4.6 indicate that clothing displays, fashion magazines, television, family members and sales personnel were the most popular sources of information used by the professional women to adopt clothing fashion.
Table 4.6 Distribution of information Sources used by the respondents

<table>
<thead>
<tr>
<th>Information sources</th>
<th>Use (2)</th>
<th>Do not use (1)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Video</td>
<td>29.5</td>
<td>70.5</td>
<td>100</td>
</tr>
<tr>
<td>Television</td>
<td>58.0</td>
<td>42.0</td>
<td>100</td>
</tr>
<tr>
<td>Internet</td>
<td>11.6</td>
<td>88.4</td>
<td>100</td>
</tr>
<tr>
<td>Clothing display</td>
<td>77.7</td>
<td>22.3</td>
<td>100</td>
</tr>
<tr>
<td>Catalogues</td>
<td>34.5</td>
<td>65.5</td>
<td>100</td>
</tr>
<tr>
<td>Fashion magazines</td>
<td>73.2</td>
<td>26.8</td>
<td>100</td>
</tr>
<tr>
<td>Printing media adverts</td>
<td>33.0</td>
<td>67.0</td>
<td>100</td>
</tr>
<tr>
<td>Family members</td>
<td>57.1</td>
<td>42.9</td>
<td>100</td>
</tr>
<tr>
<td>Sales personnel</td>
<td>54.5</td>
<td>45.5</td>
<td>100</td>
</tr>
</tbody>
</table>

* Multiple responses allowed

The majority of professional women seventy point seven percent (77.7%) used clothing displays as their major source of information on clothing fashion. Perhaps this is because clothing displays look attractive and real. In addition, they offer the consumer a chance to window shop. This finding is similar to that of Otieno (1990) in which this factor received highest consideration by female respondents. This was followed by seventy three point two percent (73.2%) respondents who used fashion magazines because they were accessible, relevant and offered a variety of options in clothing fashion in the market. Most professional women, fifty eight percent (58.0%) used television when adopting clothing fashion. This was attributed to the fact that the study sample was made up of only urban women of whom a majority owned television sets. The results are in agreement with Migunde’s (1993) study in which it
was considered one of the most important information sources that influenced clothing selection of the respondents. Another possible reason given was because television gives the respondents clothing information from the whole world and is cheap to use. A further fifty seven point one percent (57.1%) used their family members as sources of information. This is expected given that fifty percent (50.0%) respondents had 3-5 dependents. Most respondents mentioned that family members were sincere and ready to give information on clothing fashion. About half the study sample fifty four point five percent (54.5%) of the respondents used sales personnel to gather information on clothing fashion. The reason being that they understood their clothing needs best and had comprehensive information on the clothing fashion available.

The results further shows that the information sources with the least number of respondents were, video with twenty nine point five percent (29.5%) of the respondents and internet with eleven point six percent (11.6%) professional women. Perhaps this could be attributed to the fact that they are expensive to access and are not readily available.

4.4 Socio-cultural factors influencing clothing fashion

These are factors related to the society as a whole and one’s cultural background. Socio-cultural factors have been found to influence the clothing consumption behaviour patterns of individuals such as interest differently. The degree of influence that socio-cultural factors have on the respondents influences their clothing fashion adoption. A three-point rating scale ranging from always (1), sometimes (2), and
never (3) was used. Table 4.7 shows a summary of how socio-cultural indicators influenced the respondents.

Table 4.7 Social-cultural factors considered in respondents’ clothing adoption

<table>
<thead>
<tr>
<th>Socio-cultural factors</th>
<th>Always (3)</th>
<th>Sometimes (2)</th>
<th>Never (1)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is accepted at work place</td>
<td>49.0</td>
<td>42.9</td>
<td>8.0</td>
<td>100</td>
</tr>
<tr>
<td>Social activity engaged in</td>
<td>58.9</td>
<td>37.5</td>
<td>3.6</td>
<td>100</td>
</tr>
<tr>
<td>Position held at work</td>
<td>34.8</td>
<td>46.4</td>
<td>18.8</td>
<td>100</td>
</tr>
<tr>
<td>Religious norms or belief</td>
<td>25.0</td>
<td>52.7</td>
<td>22.3</td>
<td>100</td>
</tr>
<tr>
<td>What is accepted by society</td>
<td>27.7</td>
<td>57.8</td>
<td>20.5</td>
<td>100</td>
</tr>
<tr>
<td>What is accepted by friends/others</td>
<td>38.4</td>
<td>50.0</td>
<td>11.6</td>
<td>100</td>
</tr>
<tr>
<td>What is accepted by authority</td>
<td>42.0</td>
<td>42.0</td>
<td>16.1</td>
<td>100</td>
</tr>
</tbody>
</table>

*Multiple responses

The results indicate that the social activities one engaged in were ‘always’ considered by fifty eight point nine percent (58.9%) of the respondents. These results concur with Freedle’s (1968) study which found a significant relationship between clothing interest and social participation. This may be due to the nature of family life, needs and values that further complicate choice and attitude regarding clothing worn by the professional women. Kaiser (1990), observed that identities tend to be constructed, revised and reconstructed in social transactions. Therefore, clothing plays a very important role in social transparency.
Forty nine percent (49.0%) of the respondents considered it ‘always important’ to adopt what is accepted at the workplace. This is perhaps due to the fact that activities connected to work occupy a greater proportion of the professional woman’s working hours than any other segment in her life. Kaiser (1990), adds that both women and men want to make good impressions on others especially those who have control over their future.

This was followed by forty two percent (42.0%) of respondents who considered it ‘always important’ to adopt clothing that would be accepted by the authority. Konig (1973), pointed out that every woman in a job that is considered part of a male tradition has to work out an image for herself that will be both socially acceptable and to avoid misunderstanding with her male colleagues.

4.5 Psychological factors influencing clothing adoption

Psychological characteristics of an individual have varying effects on clothing selection and buying practices. In Cities where clothing fashion is adequately available, psychological factors are key determinants of how clothing fashion is adopted. A three-point rating scale ranging from always (1), sometimes (2), and never (3) was used. Table 4.8 shows a summary of how psychological indicators influenced the respondents.
Table 4.8 Psychological factors influencing clothing fashion adoption

\[ N = 112 \]

<table>
<thead>
<tr>
<th>Psychological factors</th>
<th>Always (3) %</th>
<th>Sometimes (2) %</th>
<th>Never (1) %</th>
<th>Total %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prestige and popularity of store</td>
<td>4.5</td>
<td>37.5</td>
<td>56.3</td>
<td>100</td>
</tr>
<tr>
<td>Prestige and popularity of items</td>
<td>16.5</td>
<td>54.5</td>
<td>33.0</td>
<td>100</td>
</tr>
<tr>
<td>Latest clothing fashion</td>
<td>25.0</td>
<td>59.8</td>
<td>15.2</td>
<td>100</td>
</tr>
<tr>
<td>Cost of item</td>
<td>53.6</td>
<td>42.9</td>
<td>3.6</td>
<td>100</td>
</tr>
<tr>
<td>Clothing that suits figure</td>
<td>76.8</td>
<td>23.2</td>
<td>0.0</td>
<td>100</td>
</tr>
<tr>
<td>Authoritative look</td>
<td>15.2</td>
<td>57.8</td>
<td>33.0</td>
<td>100</td>
</tr>
<tr>
<td>Style that looks beautiful</td>
<td>76.8</td>
<td>21.4</td>
<td>1.8</td>
<td>100</td>
</tr>
<tr>
<td>Own belief and values</td>
<td>68.8</td>
<td>24.1</td>
<td>7.1</td>
<td>100</td>
</tr>
<tr>
<td>To impress others</td>
<td>4.5</td>
<td>30.4</td>
<td>65.2</td>
<td>100</td>
</tr>
<tr>
<td>Unique outfit</td>
<td>45.5</td>
<td>45.5</td>
<td>8.9</td>
<td>100</td>
</tr>
</tbody>
</table>

* Multiple responses

Clothing that suits one’s figure was ‘always important’ to a majority of seventy six point eight percent (76.8%) of respondents. This finding agrees with Nyangor’s (1994) study on selection of imported over local clothing in which it was ranked fourth. Interestingly, seventy six point eight percent (76.8%) of respondents indicated it was ‘always important’ to adopt clothing styles that look beautiful. This finding concurs with Otieno’s (1990) that found Kenyan consumers to have a high aesthetic value in clothing.
A majority of sixty eight point eight percent (68.8%) respondents indicated they were 'always' influenced by their belief and values when they adopted clothing fashion. The results are expected given that fifty seven percent (57.0%) of the study sample have bachelor's degrees. Research indicates that individuals with higher education levels are more discriminate shoppers than those with lower qualification. Therefore, their belief and values ranked highly when adopting clothing fashion.

The cost of items was 'always important' to fifty three point six percent (53.6%) of the respondents. This finding is in contrast with Tweten (1980), that garment cost was more important to non-employed and part-time women than full-time employed women. This is clear indication that majority of the study sample had other financial commitments hence had to bear in mind the cost of clothing adopted.

Results show that forty five point five percent (45.5%) respondents were always' and 'sometimes' influenced 'by uniqueness of the outfit. These results are similar to those of Otieno (1990) in which this factor received highest consideration by female respondents. The other reason could be one of the major human dilemmas that is the desire to belong to be integrated and at the same time wanting to be unique. This indicates that the most influential psychological factors when adopting clothing fashion are: clothing that suits figure, fashion that looks beautiful, own belief/values, cost of item and uniqueness of item. It is, therefore, apparent that professional women are highly influenced by some of the psychological factors.

4.6 The likelihood to adopt clothing fashion

The likelihood to adopt clothing fashion by professional women refers to the possibility of them acquiring clothing fashion. Review of literature indicates that what
is new in clothes each season is of primary interest to women of all ages and occupations. It has been found that fashion receives the highest consideration by female subjects. This indicates that professional women have a natural inclination towards clothing adoption but other prevailing factors may change this behaviour. The respondents were asked how likely (probable) they were to adopt clothing fashion and to give a reason for their answer. Figure 4.5 shows the distribution of the respondents’ likelihood to adopt clothing fashion.

![Pie chart showing the respondents likelihood to adopt clothing fashion](image)

An overwhelming majority of seventy four point one percent (74.1%) of the respondents indicated there had been ‘No’ likelihood to adopt clothing fashion, while twenty five point nine percent (25.9%) respondents indicated ‘Yes’ they were likely to adopt clothing fashion. This finding can be supported by Blumer’s Collective Selection Theory, which revolves around the effort of individuals in numbers to choose from among competing styles – those that ‘click’ or ‘connect’ (Blumer, 1969). This indicates that the professional women adopted only what suited them and their occupational status among clothing fashion available to them. Reviewed literature
indicates that white-collar workers select clothing that impresses the public as well as the fellow workers. Greenwood and Murphy (1978), explain that change in fashion in specific social settings may be affected by various economic, social, political and technological influences. Any of these factors may be contributing factors to the above results.

Reasons for likelihood to adopt or not adopt clothing fashion

The responses were categorized into four groups for discussion purposes. Those reasons mentioned included; clothing fashion not decent, not interested in clothing fashion, fashion not of any age, am not informed on what is latest, clothing not of my taste, latest fashion does not suit me, clothing not professional, fashion looks like ‘Kenya uniform’ (not unique), don’t have time to shop and fashion not of importance to me. Table 4.9 shows the distribution of the respondents’ reasons for not adopting clothing fashion.

Table 4.9 Respondent’s reasons for not adopting clothing fashion

<table>
<thead>
<tr>
<th>Reasons for not adopting</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing not of my taste</td>
<td>53</td>
<td>47.3</td>
</tr>
<tr>
<td>Have no time to shop</td>
<td>30</td>
<td>26.8</td>
</tr>
</tbody>
</table>

* Multiple responses

A total of forty seven point three percent (47.3 %) of the professional women did not adopt clothing fashion as it did not to suit their taste in clothing preferences. The professional woman adopts clothing styles that would ensure she is viewed as being competent as her colleagues not just for the sake of being fashionable. Further, twenty
six point eight percent (26.8%) respondents indicated they had ‘no time’ to buy clothing fashion. This may be attributed to the fact that professional women have busy schedules, which do not allow them ample time to generate interest in clothing fashion. These findings agree with a survey conducted by McCall (1977), investigating the shopping behaviour of employed and non-employed women. Time was recognized by McCall as probably the most important factor influencing the employed women’s buying behaviour. These may contribute to the professional women being unlikely to adopt clothing fashion.

Table 4.10 Respondent’s reasons for adopting clothing fashion

<table>
<thead>
<tr>
<th>Reasons for adopting</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be up to date</td>
<td>14</td>
<td>12.5</td>
</tr>
<tr>
<td>Have Interest</td>
<td>15</td>
<td>13.4</td>
</tr>
</tbody>
</table>

* Multiple responses

As shown in Table 4.10, those who had ‘no likelihood’ of adopting clothing fashion were twenty five point nine percent (25.9 %) of the respondents, while those who reported they wanted to look updated in clothing styles were twelve point five percent (12.5%). This may be attributed to the fact that fifty seven percent (57.0%) of the respondents had bachelor’s degrees and therefore wanted to portray themselves as fashion elites. Additionally, thirteen point four percent (13.4%) of the respondents indicated that they had interest in clothing fashion. This is perhaps due to forty eight point two percent (48.2%) of the respondents being between 20 and 29 years. Rosencraz (1972), pointed out that those younger in age are more aware of clothing
and fashion than the older ones. From the findings, it is evident interventions should be put in place to enhance their likelihood to adopt clothing fashion.

### 4.7 Satisfaction with clothing fashion adoption

The satisfaction with clothing fashion adoption is influenced by numerous factors. This sways the professional women’s likelihood to adopt or not clothing fashion in the market. Table 4.11 highlights factors that underlie the respondents’ satisfaction or dissatisfaction with clothing fashion adoption.

**Clothing adoption satisfaction index**

To derive the clothing adoption satisfaction index, the whole scale was used, and the six items summed up, to obtain a clothing adoption satisfaction index.

<table>
<thead>
<tr>
<th>Table 4.11: Aspect of satisfaction with clothing fashion Adoption</th>
<th>N = 112</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aspects of Satisfaction</td>
<td>Always (3)</td>
</tr>
<tr>
<td>Quality clothing item</td>
<td>11.6</td>
</tr>
<tr>
<td>Experience with item bought</td>
<td>40.2</td>
</tr>
<tr>
<td>Consumer protection services</td>
<td>13.4</td>
</tr>
<tr>
<td>Rate of fashion change</td>
<td>54.5</td>
</tr>
<tr>
<td>Availability of clothing items</td>
<td>53.6</td>
</tr>
<tr>
<td>Clothing info. available</td>
<td>20.0</td>
</tr>
</tbody>
</table>

* Multiple responses
4.7.1 Quality of items in the market

The data showed that fifty eight point nine percent (58.9%) of the respondents were never satisfied with the general quality of clothing in the market. Some reasons for dissatisfaction were that most items did not have good fitting quality. This was mainly in terms of style of garment and its drape of the fabric. Some of the clothes clung to the body when worn due to static electricity and resulted in a great deal of discomfort. The workmanship displayed on some of the mass produced clothing was of very poor quality. This rendered the garment less useful for the purpose intended in a short while.

4.7.2 Experience with items previously adopted

Table 4.11 shows that forty point two percent (40.2 %) of the respondents indicated they were always satisfied with clothing items previously adopted. However, fifty five point four percent (55.4%) respondents were never satisfied with this factor. Some respondents for instance, said they were dissatisfied with cotton items not being colour fast to washing, ironing or sunshine. Some synthetic garments were shrinking and discoloured after a few washings. Fiber composition representations on labels was said to have been misleading. Therefore, the consumer gets disappointed due to the fabric behaving contrary to cotton characteristic in use.

4.7.3 Consumer protection services

The results show that a majority of eighty six point six percent (86.6%) respondents were never satisfied with this service. Some of them felt that consumer protection service was not practical when one was addressing clothing related issues. This was
mainly because consumers were unable to return dissatisfying items, get replacement or refund. Purchase receipts perpetuated the situations further by indicating that ‘goods once sold cannot be returned’. Most respondents were therefore dissatisfied due to lack of awareness about the existence of the consumer protection service.

4.7. 4 Rate of fashion change

The results also show that fifty four point five percent (54.5%) of the respondents felt always satisfied with the rate of fashion change in the Kenyan market. In Kenya, the consumer is not faced with very rapid fashion changes like in the Western countries. Literature review indicates that fashion change breaks monotony of style and appearance and is therefore necessary. The change also creates room for those consumers in low-income levels to adopt clothing at a later stage but before it gets to the termination stage. The rate of fashion change in Kenya is adequate in that only a few styles are introduced at a time.

4.7. 5 Availability of items

Results indicate that sixty percent (60.0 %) of the respondents were always satisfied with the availability of clothing items in the local market. One of the reasons given for satisfaction was that clothes were available in various types: second-hand, imported, locally ready-made, tailor-made and African designs. This gave the respondents the freedom to choose and adopt what they could afford. The mushrooming of boutiques and hawkers being at designated areas has ensured the professional women can acquire clothes readily, without having to allocate a lot of time to shop around.
4.7. 6 Clothing information available

The results in Table 4.11 show that twenty percent (20.0%) of the respondents were always satisfied with the kind of clothing information available. However, more than half of the respondents sixty three percent (63.0%) indicated they were never satisfied with this factor mainly because information given on the clothing especially in terms of care instructions was very limited. Another cause for dissatisfaction was that most of the information on latest clothing styles was available in magazines published in Europe. Therefore, most of the clothing items were not available locally. The clothing information sources did not adequately inform the professional woman on where to get what was available in the market and at what price. This was mainly because majority of fashion houses in Kenya cannot afford to hold fashion shows and advertise regularly.

The results in table 4.11 show that factors that satisfied highly caused satisfaction when adopting clothing fashion were; rate of fashion change, availability of items and experience with items bought. The least satisfying factors were consumer protection services, clothing information available and quality of items in the market.

4.8 Spearman’s rank order correlation coefficient results

Spearman’s rank order correlation coefficient was computed at ($p \leq 0.05$) alpha level to determine whether there were relationships between selected variables and clothing adoption satisfaction index. Spearman’s rank order correlation coefficient test of significance was used because the data collected were categorical in nature. Generally, results show that all the dependent variables (except ‘occupation level’ and
‘socio-cultural factors’) did not have any significant relationship with the dependent variable.

**Table 4.12: Spearman’s Rank Order Correlation Coefficient Results**

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Marital status</td>
<td>.511*</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Occupation</td>
<td>-.189*</td>
<td>-.250**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Income</td>
<td>.164</td>
<td>.095</td>
<td>-.180</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 Education</td>
<td>-.208*</td>
<td>.039</td>
<td>-.074</td>
<td>-.053</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 Dependents</td>
<td>.584**</td>
<td>-.405**</td>
<td>-.183</td>
<td>-.026</td>
<td>-.139</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 Psychological index</td>
<td>-.243*</td>
<td>-.090</td>
<td>-.125</td>
<td>-.024</td>
<td>.195*</td>
<td>-.152</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 Socio cultural index</td>
<td>-.049</td>
<td>-.043</td>
<td>-.229*</td>
<td>-.196</td>
<td>.095</td>
<td>-.035</td>
<td>.333*</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>9 Clothing adoption satisfaction index</td>
<td>.062</td>
<td>.109</td>
<td>-.255*</td>
<td>-.011</td>
<td>-.130</td>
<td>.089</td>
<td>.145</td>
<td>.364**</td>
<td>1</td>
</tr>
</tbody>
</table>

* : $p \leq .05$

** : $p \leq .001$

**Relationship between satisfaction with clothing fashion adoption and socio-demographic, psychological and socio-cultural factors**

Table 4.12 shows that there was a significant negative relationship between satisfaction with clothing fashion adoption and occupation level ($r = -.255**$, $p = .011$). These results indicate that those at high occupation levels were dissatisfied when adopting clothing fashion. This can be explained by the fact that those at high occupations are highly educated and are choosy shoppers. The finding concurs with Horn (1975), that individuals with high levels of education gradually results in a cultural sophistication that makes a more discriminating shopper out of an average
consumer. This could highly have contributed to dissatisfaction with clothing fashion adoption.

There was also a significant positive relationship between satisfaction with clothing fashion adoption and socio-cultural factors \( (r = .364^{**}, p = .000) \). This result indicates that those who highly considered these factors when adopting clothing fashion were satisfied. This may be attributed to the fact that the reference group one uses as they adopt clothing gives them a sense of belonging and eventually satisfaction. The findings agree with Sproles (1979) that, socially clothing helps to satisfy affiliative needs including acceptance, social approval and a feeling of belonging.

**Relation between Psychological, socio-cultural factors and Socio-demographic factors**

The psychological factors had a negative significant relationship with age \( (r = - .243^{**}, p = .011) \) and positive relationship with education level \( (r = .195^{*}, p = .042) \). This depict that those who highly considered this psychological factors were young in age and highly educated. This may be because they wanted to make good first impression especially on those who have control over their job advancement. Solomon (1985) noted that dress acts as a symbol of occupational success. Dress affects job advancement and is used to make good impressions on others.

Results indicate that there was a negative significant relationship between occupation level \( (r = -.229^{*}, p = .016) \) and socio-cultural factors; whereas there was a positive relationship with psychological factors \( (p=.333^{**}, r = .000) \). This probably indicates that those who highly considered socio-cultural factors were at low occupation levels and they highly considered psychological factors when adopting clothing fashion. In
context with Maslow Hierarchy of needs, those at low occupations could have been at the self-esteem stage and therefore highly considered the psychological factors. Horn (1975) explains that, the deficit need that an individual is attempting to satisfy may be reflected in his or her dress. Therefore, regardless for whom people dress: clothing is an expression of the person, reflecting his personality, way of living, way of thinking and especially, pride in self or family.
CHAPTER FIVE
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary

*Purpose and objective of the study*

This study was carried out among professional women in Nairobi central administrative area of Nairobi City with the purpose of investigating the professional women’s satisfaction with clothing fashion adoption, issues related to it and the part in plays in the likelihood to adopt clothing fashion among professional women. The study was guided by the following objectives:

1. Identify the socio-demographic aspects of the professional women.
2. Determine information sources that influence professional women as they adopt clothing fashion items.
3. Identify the socio-cultural factors influencing the professional women as they adopt clothing fashion.
4. Identify the psychological factors influencing the professional women as they adopt clothing fashion.
5. Establish the professional women’s likelihood to adopt clothing fashion.
6. Identify factors that influence the professional women’s satisfaction with clothing fashion adoption.
7. To determine the relationship between satisfaction with clothing fashion adoption and socio-demographic, socio-cultural and psychological factors.
Methodology

A descriptive survey design was used in collecting data. Purposive sampling was used to select four service oriented institutions. Simple random sampling was used to select one 117 respondents. Data were collected using a questionnaire to meet the specific objectives. Data were analyzed using the SPSS computer package. Descriptive statistics such as frequencies and percentages were used to analyze data. Spearman’s rank order correlation coefficient test was performed to determine the relationship between satisfaction with clothing fashion adoption and selected independent variables. The results of statistical data were presented in tables, histograms and pie charts.

5.2 Major findings

The results indicate that majority of the professional women were single and aged between 20-29 years. Fifty seven percent (57.0%) of the respondents had attained a bachelor’s degree whereas; fifty one percent (51.0%) held middle level job positions. Moreover, half the study sample fifty percent (50.0%) had between three to five dependants.

Information channels that were most popular with professional women were clothing displays followed by fashion magazines, television, family members then sales personnel. The least popular sources of information used by professional women were video and internet.

The study showed that the most influential psychological factors were clothing that suits figure, style that looks beautiful and own beliefs and value. ‘To impress others’ had the lowest influence on clothing fashion adoption. On socio-cultural factors, results showed that respondents considered more the social activities they were
engaged in, what is accepted at work, by friends and by authority. The least influential socio-cultural factors were type of clothing expected by society and religion norms and beliefs.

A majority of seventy four point one percent respondents (74.1%) had no likelihood to adopt clothing fashion, while twenty five point nine percent (25.9%) of the respondents were likely to adopt clothing fashion. The results show that respondents were highly satisfied by rate of fashion change, availability of items and experience with items bought as they adopted clothing fashion. The least satisfying factors were consumer protection services, clothing information available and quality of items in the market.

The Spearman’s rank order correlation coefficient test of significance revealed significant relationships between satisfaction with clothing fashion adoption and occupation plus socio-cultural factors. Psychological factors correlated significantly with age and education. Socio-cultural factors had a significant relationship with occupation.

5.3 Conclusions

Based on the findings of this study, the following conclusions are made:

Unmarried professional women in Nairobi City irrespective of their age education levels, income levels, occupation levels and number of dependants frequently adopt clothing and pay by cash. These factors may influence their clothing selection and buying practices an important factor in clothing adoption and clothing satisfaction.

The professional women have a common clothing consumption pattern characterized with adopting clothing fashion that looks beautiful and suits ones figure. They are influenced by the suitability of the clothing to occupation and social activities
undertaken. They also use clothing displays and fashion magazines as their source of reference for fashionable clothing.

The professional women are dissatisfied with the quality of clothing items, consumer protection services and clothing information available. Therefore, it can generally be concluded that the professional women’s dissatisfaction with clothing fashion adoption practices results in having the likelihood to adopt clothing fashion. Thus, the likelihood to adopt clothing fashion is the interplay of various factors implicated in the satisfaction with clothing fashion adoption among the professional women.

5.4 Recommendations

In view of the various findings that emerged from this study, the following recommendations are made.

- The clothing sellers should maximize on popular information channels preferred by professional women such as clothing displays, fashion magazines and television, thus ensuring high sales.

- Clothing fashion in the market should be made suitable in terms of design, utility, pricing and availability in outlets to increase the number of respondents likely to adopt clothing fashion.

- Inadequate finances and limited time to shop were factors that highly inhibited the professional woman’s likelihood to adopt clothing fashion; therefore these resources should be available to them.

- Factors that are a source of dissatisfaction such as consumer protection services, availability of clothing information and quality of items should be addressed by the Kenya Bureau of Standards and other related bodies. This would lure this important consumer group to adopt clothing fashion.
• Clothing designers and manufacturers are encouraged to have fashion stylists to advise professional women on suitability of style to the wearers figure type.

5.5 Suggestions for further research

It is recommended from the finding of this study that further research could be carried out as follows:

1. Similar study among different age groups, e.g. Pre-school, adolescents and elderly.

2. Similar study among different groups of women, such as unemployed, employed part-time or full time.

3. Similar study in other Kenyan cities such as Mombasa and Kisumu.

4. Studies should be carried out on the attitude of employers on professional women's clothing behaviour characteristics.

5. A preliminary survey should be carried out on the women's body size in relation to clothing fashion adoption behaviour in Kenya.

6. A study should be conducted on fashion innovation and diffusion among the working class in Kenya.
REFERENCES


Correspondent. (1999, June 22) "Rioting Students to go Home". *Daily Nation*, p.5.


APPENDIX I

APPENDIX I: COVERING LETTER

Juliet Kaindi Isika
Kenyatta University,
Textiles, Family and Consumer Sciences,
P.O Box 43844,
Nairobi.

RE: RESPONDENT CONSENT REQUEST.

I am a post-graduate student at Kenyatta University and currently carrying out a research to establish factors influencing the professional women’s likelihood to adopt clothing fashion in Nairobi City. Your institution was purposively selected as part of the sample size. I would therefore be grateful if you could avail time to fill in the questionnaire.

I assure you that the information provided will be held in strict confidence and used only for the purpose of this study. Your commitment and co-operation is highly appreciated.

Yours faithfully,

Juliet Kaindi Isika.
APPENDIX II

APPENDIX II: QUESTIONNAIRE

INSTRUCTIONS

Clothing in this study means covering of human body to include garments and accessories. Please tick where applicable [ ] or fill in the space provided.

SECTION I: Socio-economic and demographic characteristics

1. How old are you (yrs)?
   [ ] 20 – 29
   [ ] 30 – 39
   [ ] 40 – 49
   [ ] Above 50

2. Are you?
   [ ] Unmarried
   [ ] Married

3. What is your highest level of education?
   [ ] Certificate
   [ ] Diploma
   [ ] Bachelors Degree
   [ ] Masters Degree
   [ ] PhD

4. What is your job position at the institution?

5. How much is your monthly income (Kshs.)?
   [ ] Less than 20,000
   [ ] 20,000 – 30,000
   [ ] 30,000 – 40,000
   [ ] Above 40,000

6. What is the total number of individuals dependent on your income?
   [ ] None
   [ ] 1 to 2
   [ ] 3 to 5
   [ ] > 5
7. What type of clothing items do you adopt regularly?
   [ ] Locally ready made
   [ ] New imported
   [ ] Second-hand (Mtumba).
   [ ] Tailor-made
   [ ] > 1 type above

8. How do you pay for the clothes purchased?
   [ ] Cash on the spot
   [ ] Cash by installments
   [ ] Credit cards
   [ ] > 1 method above

SECTION II: Sources of information considered in clothing adoption
9. The following are some of the sources of information that influence individuals when adopting clothing items. Indicate whether you use or do not use them when adopting clothing fashion.

<table>
<thead>
<tr>
<th>Source of Information</th>
<th>Use (2)</th>
<th>Do not use (1)</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Television</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clothing displays</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Catalogues</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fashion magazines</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printing media adverts</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family members</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales personnel at stalls/store</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SECTION III: Social-cultural factors considered in clothing fashion adoption

10. Below are some of the socio-cultural factors that are thought to influence people’s decisions when adopting clothing items. Indicate whether they influence you **Always**, **Sometimes** or **Never** as you adopt clothing fashion.

<table>
<thead>
<tr>
<th>Socio-cultural factors</th>
<th>Always (3)</th>
<th>Sometimes (2)</th>
<th>Never (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is accepted at the workplace</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social activities one is engaged in</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Position held at workplace</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Religion norms and beliefs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What is accepted by society</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What is accepted by friends</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What is accepted by authorities</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Psychological factors considered in clothing fashion adoption

11. Below are some of the psychological factors that may influence individuals’ decisions when adopting clothing items. Indicate whether they influence you Always, Sometimes or Never as you adopt clothing fashion.

<table>
<thead>
<tr>
<th>Psychological factors</th>
<th>Always (3)</th>
<th>Sometimes (2)</th>
<th>Never (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prestige and popularity of store e.g. Deacons.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Popularity and prestige of the item brand name e.g. Marks and Spencer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clothing of latest fashion</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of item</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clothing that suit your figure</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Authoritative look</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Style that looks beautiful</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Own beliefs and values</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To impress others</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unique outfit</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (Specify)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SECTION IV: Likelihood to adopt clothing fashion

12.(a) Are you likely to adopt clothing items on fashion?

[ ] No
[ ] Yes

(b) Give reasons for your answer above.

13. How often do you acquire clothing items?

[ ] Rarely
[ ] Very rarely
[ ] Frequently
[ ] Very frequently
Satisfaction with clothing fashion adoption

14. The following are statements related to factors that cause respondents' likelihood to adopt clothing fashion. Indicate whether you're satisfied with them Always, Sometimes or Never.

<table>
<thead>
<tr>
<th>Satisfaction variables</th>
<th>Always (1)</th>
<th>Sometimes (2)</th>
<th>Never (3)</th>
<th>Reason</th>
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</thead>
<tbody>
<tr>
<td>Quality of item in the market</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Experience with items bought previously</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumer protection services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rate of fashion change</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of clothing items</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clothing information available</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Thank you for participating,

Juliet Isika.