

During adolescence, teenagers exhibit various characteristics. These include the search for identity, whereby they are involved in trying out different behaviours and self-images in an attempt to discover their own selves. They also attempt to establish a personal autonomy. In these endeavours, clothing is used as a means of declaring independence by the adolescents. The purpose of this study was to investigate the influence of selected clothing-physiological factors on clothing selection and purchase among adolescents in Nakuru district. A cross-sectional survey was used to collect data from 667 respondents by use of a self-administered questionnaire. Descriptive statistics were used to analyze the data. Results indicate that garment fit, the colour and design of the fabric are the most influential factors, while the ease of garment care is the least influential factor considered by the adolescents. The study concludes that adolescents value attractive, good quality clothing. This study recommends that local tailors and clothing manufacturers need to produce a variety of good quality, fashionable clothing to encourage Kenyan adolescents to purchase locally produced goods.