

**“PSYCHOLOGICAL AND SOCIO-ECONOMIC FACTORS
INFLUENCING
CLOTHING CONSUMPTION BY EMPLOYED WOMEN IN
A
LIBERALISED MARKET: A CASE OF NAIROBI CITY,
KENYA”**

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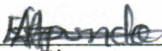
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DECLARATION

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


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DEDICATION

To my husband Andrew Y. Ogongo and our children Grace Nelly Achieng, Marylyne Atieno and Naph Ogongo, whose presence is a great drive.

To my parents, Grace and James Apunda for their love, prayers and encouragement.

To the Almighty God be the glory and honour, Amen.

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Special thanks go to my husband Andrew Y. Ogongo, for his continued encouragement, helpful ideas, financial support and typing my thesis. My gratitude also goes to the government of Kenya ministries and the Private employment sectors, whose permission made it possible to obtain respondents for the study.

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ABSTRACT

Kenya's participation in the global trade as a result of liberalization has been evidently felt by clothing consumers since the year, 1993. Many traders have since been able to import goods at relatively lower costs than before, clothing items being among them. Consequently, consumption of imported clothing items by Kenyans has been enhanced a great deal, a fact evident on the streets of Nairobi city as consumers are dressed in varied clothing fashions and designs. However, problems such as exploitation of consumers by traders, demonstrated in a number of ways still remain. The purpose of this research, therefore, was to identify the psychological and socio-economic factors, which influence the selection and consumption patterns of clothing by women in the liberalized market.

The study focused on the Central Business District of Nairobi City. This study adopted the descriptive survey design. A sample of 233 female employees (156 and 77) was obtained from Government of Kenya ministries and Private Employment Companies respectively. Purposive sampling technique was used. A list of GOK ministries was obtained from the Central Bureau of Statistics, while the Nairobi Stock Exchange office provided the list for the PEC.

Data were collected using "closed and open" ended questionnaire. Frequencies and percentages were used to organize and analyse the data. An attempt to use Chi-square test of relationship was made, but the results were presented and analysed at the cross-tabulation level.

The response rate was 89.6 percent. Results show that the psychological factors, which strongly influenced the respondents' clothing selection/consumption, were: clothing items in which one looked attractive, what was fashionable, the personal values or beliefs of the respondents, the respondents' attitude towards clothing items in the liberalised market, the cost of the clothing item in question, the quality of the clothing item, the colour of the clothing items and the fitting characteristics of the clothing items. The socio-economic factors were the amount of money available to them, the social activities in which they engaged, what was approved by their peers/colleagues and family members, the purpose/ use of the clothing items, and their employment status. The market related problems, which also affected the consumers' clothing consumption, were: uniform style of dressing, rapid rate of fashion change, exorbitant prices on clothing items, which are otherwise unique, sale of imitation clothing for original ones by clothing producers and retailers.

A high proportion of the respondents belonged to the low and middle-income groups with only a few in the high-income group. They preferred imported clothing items to the local ones. The results also show that clothing stores and boutiques selling new clothes were the most preferred outlets from which the respondents selected their clothing items, while the displays formed the most popular source of information concerning clothing. Clothing items worn by other people also formed another popular source from which fashion was copied.

In conclusion, there is a lot of exploitation of clothing consumers by sellers in the liberalized market, which is based on the consumers' strong belief on imported items. It is also clear that economic liberalization has helped Kenyan clothing producers to improve on the standards of textile products. It is, therefore, recommended that the Ministry of Trade and Industry, together with the KCO should constantly check that sales are conducted genuinely, and use these findings to sensitise consumers on the improvements on locally made items.

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LIST OF ACRONYMS

CBD-Central Business District

CBS-Central Bureau of Statistics

DFCK-Development Finance Company of Kenya

GOK-Government of Kenya

ICDC- Industrial and Commercial Development Corporation

IDB- Industrial Development Bank

IMF- International Monetary Fund

KTTWU- Kenya Textile and Tailoring Workers Union

LDCs -Less Developing Countries

NSE- Nairobi Stock Exchange

UHBS - Urban Household Budget Survey

(No.)-Frequency

(%)-Percent DFCK-

CHAPTER ONE

1.0:

INTRODUCTION

1.1: Background Information

It is only recently that trade liberalization was a futuristic concept in many countries of the world, especially the Less Developing Countries (LDCs). Today, liberalization is a reality in many countries, including Kenya. Although international trade is as old as the world history, many countries in the LDCs found it difficult to trade with the developed ones such as the United States, Canada and Japan. The reason being that developed countries placed high controls and quotas on imports as a way of protecting their domestic markets. However, it has been realised that liberalization of trade is one way through which international trade can be enhanced. After the liberalization of trade in Kenya in 1993 most of the tariffs and quotas imposed by the Government of Kenya (GOK) had to be removed (Economic Review, 1995). This has allowed many traders to import goods at a relatively lower fee than before, clothing industry being one of them. If imports are restricted, consumers are affected by limited choices and potentially higher domestic product costs.

Liberalization has enhanced international trade not only in Kenya, but also in many other countries. Cline (1978) reveals that in a liberalized economy, imported products are an average of 10.8 per cent cheaper than comparable domestic products. Kitty (1991) further noted that liberalization offers a greater range of products to consumers. Whether or not the above conditions apply to the Kenyan situation is still to be verified.

Logically, purchasing from a global market offers a far greater variety than is possible from

a domestic market. However, the producers and retailers of textile and apparel products are usually thought of as being disadvantaged. This can occur when the domestic products are of poorer quality as opposed to imports, a situation that is experienced in Kenya today (Ministry of Commerce and Industry, 1996).

Kitty (1991) noted that today's textile and apparel industries are one international sector with one international market. The United States Department of Commerce (1990) observed that by the 1950s, U.S. textile and apparel manufacturers began to feel the impact of increased international activity in the sector, which previously focused on its domestic markets. Several nations especially those in the orient became proficient producers for the international market (Kitty, 1991). Similarly, choices have expanded for retailers as an increasing number of textile and apparel producing countries compete for their orders. As a result, consumers choose from merchandise produced throughout the world, and therefore becoming part of this international economy. Kenyan clothing consumers are not an exception. Studies in the selection of clothing items conducted before the liberalization of trade in Kenya suggest that international trade in the clothing sector had been in existence. Liberalization has only enhanced the practice (Otieno, 1990; Gichuki, 1993; Njororai, 1993; and Nyang'or, 1994).

Many forces from the consumers' environment can affect the patterns and levels of consumption for products such as clothing (Horn, 1975; Sproles, 1979; Paola and Mueller, 1980). Some of the most significant ones are the changing state of the national economy, technological development and socio-economic conditions. One of the forces that have

greatly influenced the consumers' clothing selection and consumption patterns is the liberalized economy. Some of the consumers who have been highly influenced are working class women who use clothing as a visual symbol of change and adjustment within their place of work. Through clothing, the psychological and socio-economic status of the consumers is reflected. Their cultural and religious affiliations, lifestyles and sometimes nationality can also be realised.

According to Friesbee (1995), women working outside their homes generally have larger wardrobes than those who work at home. In this respect, is there any impact in trying to suit the needs of the family and that of the work place through conformity in clothing selection? There is no doubt that liberalization has brought about a variety of fashions and styles that individuals may or may not try to conform to.

Each act of consumer behavior in the selection and use of clothing occurs with some purposeful function and/or satisfaction of needs in mind (Sproles, 1979). Maslow (1954) suggested that humans are motivated to satisfy five basic needs. These are physiological, safety, love, esteem and self-actualization. Clothing contributes towards individual's efforts to fulfill these needs in various ways. Clothing can satisfy physiological and safety needs by providing physical security. For example, the use of hand gloves in harsh laboratory and factory conditions to protect one against injury; the use of nose masks to filter air in theaters; and the use of ear pads in factories to protect the ear drums against sound. Warm clothing protects people from cold and wet weather conditions. Yet, we have to remember that modesty and comfort are functions of clothing that are never left behind as one strives

to fulfill other clothing needs. When clothing is purposefully used to enhance the individual's social identity and interaction with others, it helps to satisfy the love and esteem needs.

1.2: Statement of the Problem

Existing literature reveal that foreign clothing are generally preferred to domestic ones in Kenya (Otieno, 1990; Gichuki, 1991 and Nyang'or, 1994). However, there is very little knowledge on the impact of liberalization on the psychological, social and economic status of the clothing consumers, especially among the working class women. In Kenya, decisions regarding the selection and purchasing of clothes for families is mainly done by women. The factors taken into consideration during selection and purchasing include: conformity to the prevailing style or fashion; identifying with the dressing standards of their colleagues at work and social life; and portraying uniqueness in selection patterns from the variety in the market to enhance their self esteem further.

It is a true fact that liberalization, which has enhanced international trade, will inevitably pose some problems to the consumers. For example, the belief that imported items are superior has caused consumers to buy locally made products with imported labels very expensively. While trying to satisfy their psychological, social and economic needs through clothing selection and buying, the employed women clothing consumers may be affected by the prevailing liberalized clothing market conditions. Not to be forgotten is the fast rate at which fads are replaced. This has subjected the consumers to a situation of constant need for the arising fads. Economically, the liberalized clothing market is creating problems to the

clothing consumers, and this is likely to interfere with their psychological and social well-being. The present research, therefore, is an attempt to bridge this gap by looking at the psychological, economic and social factors that influence the selection and consumption of clothes by employed women in a liberalized market, a case of Nairobi.

1.3: Purpose of the Study

The purpose of this study was to identify psychological and socio-economic factors, which influence the selection and consumption patterns of clothing by women in the liberalized clothing market.

1.4: Research Objectives

The objectives of this research were to:

1. Establish the demographic information of the employed women in Nairobi.
2. Establish the sources of information on clothing selection by employed women in Nairobi.
3. Identify the clothing outlets used by employed women in Nairobi.
4. Determine the psychological factors, which influence clothing selection by employed women in the liberalized market.
5. Determine the socio-economic factors, which influence clothing selection by employed women in a liberalized market.
6. Determine the employed women's attitude towards locally manufactured clothing items.
7. Find out the relationship between selected demographic variables and psychological and socio-economic factors.

1.5: Significance of the Study

- This study will identify psychological and socio-economic factors influencing clothing consumption by employed women in a liberalized market. This identification may be useful to Home Economists and family councilors who assist families in meeting their needs, and among such needs being the clothing acquisition. This can be made possible by donating the thesis to the national libraries for reading by clothing consumers.
- The Kenyan adult clothing consumers who participate in clothing selection and buying can find the results of this study to be very important as it will offer information regarding the clothing sources and outlets, tips or precautions to take as they do their clothing selection from the liberalized clothing market. The information can reach these consumers by donating a copy of this thesis to the Kenya Consumer Organization (KCO) who can then pass the details of the results to the general public via the mass media. Publication of the thesis and putting it for sale can also be another way through which consumers can get access to this information.
- Through the co-operation of the Ministry of Trade and Industry and KCO, the Kenyan clothing manufacturers, designers and retailers can be made aware of the anticipated liberalized market conditions. They can also be sensitised on the need to improve on the quality of their produce and the general merchandize in order to survive in this market and to improve the country's capital gain.
- The findings of this study will also add onto the existing literature in the field of Home Economics, the textile and clothing industry.
- It is also hoped that the results of this study will provide a base for future research in

the department of Textiles, Clothing and Design as well as in the Clothing and Textiles industry in the country.

1.6: Assumptions of the Study

1. This study assumed that every respondent had had an experience in the selection and purchase of clothing, both imported and local.
2. Those who earned low salaries bought cheap clothing whether imported or local while those who earned middle and high salaries bought average to expensive type of clothing such as imported ready-made, imported fabrics for tailor-fitting locally and ready made local clothing which are executive in nature.
3. That employed women were willing to participate in the study.

1.7: Limitations of the Study

1. The study was limited to a sample of employed women in Nairobi and, therefore, generalizations of the study findings to employed women in other areas in Kenya should be done with caution. The clothing markets in the rural and other urban centers may differ in clothing type being sold from the ones in Nairobi. The clothing needs of employed women in other urban set-ups and rural areas may also differ from those of the employed women in Nairobi due to the vast activities and the adverse weather conditions that prevail in the city.
2. The study was limited to employed women found in private employment sectors listed in the Nairobi Stock Exchange and Government of Kenya Ministries. This left out a large number of employed women mainly found in the informal sectors, Non

Governmental Organizations, Religious and Business sectors among others who would provide important information.

1.8: Conceptual Definitions

Trade: This is the voluntary exchange of goods and services between two or more individuals or countries.

Trade liberalization: Free trade or international trade that is not restricted by government measures for protecting domestic industry.

Liberalization: The act of importing and exporting goods and services among nations with very few controls.

International trade: This is the exchange of goods and services among nations.

Market: An environment where there is exchange of goods and services through buying and selling and where there is an atmosphere of free choice by consumers.

Consumer: A person who uses goods and services to satisfy his/her needs.

Fashion: The prevailing style in dress and accessories worn by a group of people at a particular time.

Fad: A very short lasting fashion.

Employed Women: This refers to women who work outside their homes for paid employment.

Textile: This refers to any woven, knitted or bonded fabric made from natural or man-made fabrics.

Apparel: This is any body covering made from a textile fabric and is ready for final use.

Clothing: This refers to the outer and inner garments worn over the human body.

Accessories to accompany these garments are included.

Quota: A limit on the quantity of a good that may be imported in a given time period.

Tariff/duty: A tax on imported goods

CHAPTER TWO

2.0: LITERATURE REVIEW

2.1: Introduction

This section provides a critical appraisal of the works previously done on the subject under study, both on theoretical and empirical bases. Contributions of past researchers will be studied and their valuable aspects, weaknesses and gaps appraised in relation to the present study. This study is, therefore, based on modified valuable aspects and new contributions have been sought in the light of the weaknesses and gaps observed.

The literature reviewed in this section covers the following areas:

1. Psychological, sociological and economic importance of clothing to consumers.
2. Historical perspective of trade liberalization in Kenya.
3. International trade in textile and clothing.
4. The textile and clothing industry in Kenya.
5. Textile and clothing information sources for consumers.
6. Consumers' clothing acquisition outlets.
7. Clothing Consumption Patterns by Kenyan Consumers

2.2: Psychological, Socio-Economic and General Importance of Clothing to Consumers

Clothing refers to any purposeful addition of material and appearance modification made to the human body (Phillips and Stanley, 1961; Craig, 1963; Horn, 1975; Kaiser, 1985;

Storm, 1987). Clothing specifically includes outer garments, headgear, underwear, footwear and accessories (Otieno, 1990; Wingate and Mahler, 1984; Paola and Mueller, 1980). While there are many theories that attempt to explain why man wears clothes or decorates his body, it is still not quite clear when this practice began (Craig, 1963; Buckley and Roach, 1974; Horn, 1975; Sproles, 1979; Kaiser, 1985; Storm, 1987). These authors concluded that many forces influence a person's choice and use of clothing. These forces are socio-cultural, socio-economic, psychological, political, managerial, environmental and technological advancement, among others.

There is more to clothing than just meets the eye. It denotes the individual lifestyle, status, religion, profession, civilization, acts as a "prop" on the stage of human social interaction, a medium for personality or individualistic self expression and a manifestation of a changing socio-cultural environment (Njororai, 1993). Thus, clothing is not only of intimate concern to the individual, but also reflects the values, conditions and development of society as a whole (Horn, 1975; Sproles, 1979; Kaiser, 1985). According to Sproles (1979), clothing may be a purposefully selected object of consumer behaviour to meet personal needs as well as entailing more implications for the broader society. He further explains that a consumer's clothing decisions are influenced by a wide range of forces within the consumer's mind, environment as well as from far and wide.

The importance of clothing to consumers is seen in the several functions it performs. According to clothing analysts (Chambers, 1961; Craig, 1963; Horn, 1975; Sproles, 1979; Kaiser, 1985; Storm, 1987) the following functions have been identified: utility,

convenience, modesty, adornment, sexual attraction, symbolic differentiation, communicative tool, social affiliation, psychological self-enhancement and modernism.

Psychological functions of clothing are personal stimulation, or the use of clothing to create novelty, uniqueness, excitement in life or to escape from boredom (Migunde, 1993). Clothing provides one of the most visual and easily manipulated means for presentation of an individual's personality or self-concept (Kaiser, 1985). Other psychological forces motivating a consumer's choice of clothing include personal values, interests, attitudes, awareness and knowledgeability.

Psychological self-enhancement emphasizes the individualistic use of dress for self-centred satisfactions, especially enhancing one's self-image and self-concept (Nyang'or, 1993). An individual may select clothing that express personal creativity, aesthetic skills and good taste. This positively reinforces the person's effective or emotional state of self-approval and self-worth (Horn, 1875; Sproles, 1979; Kaiser, 1985). According to Sproles (1979), modernism through clothing refers to the new form of dress, which may indicate that their wearer's are up-to-date with a changing social and cultural environment.

Socio-economic factors include demographic and the economic factors of goods in relation to the available money (Nyang'or, 1993). Patterns and levels involved in the consumer demands, prices of clothing, and the incomes in relation to clothing needs and desires all have a bearing on the final decision a consumer makes. Thus, the economic system exerts a substantial degree of control over the forms of clothing a society uses. In

practice, as explained by Sproles (1979), consumers always have a wide range of forms of clothing from which to choose in order to cater for the different economic stabilities of the society's members among other factors. Probably this could be one of the reasons second-hand clothing and new clothing all of which are imported are so popular on the Kenyan markets (Otieno, 1990). The socio-economic forces influencing a consumer's choice of clothing include the amount of money available, presence of dependants, what is appreciated by the family, religious norms and /or beliefs among others.

2.3: Historical Perspective of Trade Liberalization in Kenya

A sizeable body of literature on the relationship between trade and development has appeared over the past two decades and has demonstrated that establishing a liberal trade regime is superior to a restrictive trade regime in achieving development objectives (Athukorola and Rajapatirana; 1977 - 1987). They also discovered that the domestic financial markets play a very significant role in the success or failure of trade liberalization. It is due to the same reasoning capacity that the Kenyan trade regime got liberalized in 1993. The aim of this economic liberalization was to bring the country's economy back on its feet (Kenya Times news paper, 26th April 1993). In the same newspaper of 7th May 1993, the then Minister for Transport and Communication Mr. D. Otieno said that, "liberalization aimed at inducing efficiency through increased competition".

However, this economic liberalization has been, since 1993, criticized for causing a negative impact on manufacturing firms. For example, it was reported that Kenya stood to

lose 40 per cent of the total jobs available in the manufacturing sector if the government forged ahead with its import liberalization policies (Kenya Times news paper, 24th November 1993). The result of a survey conducted by the Federation of Kenya Employers (FKE) in 1990 confirmed this by indicating that almost all companies expressed fears that they would have to declare redundancies as a result of unfair competition from imported goods.

A survey conducted by the Ministry of Commerce and Industry in 1995 revealed that the on-going liberalization in Kenya, like other developing countries has not been spared its adverse effects resulting in the closure of many industries. The effect has been particularly devastating in the textile sector, and twelve garment-manufacturing firms have closed down. Diamond manufacturers Ltd and Allied Industries Ltd, both textile manufacturers, closed down because of the importation of second hand clothes. The reasons cited for the closures are changes caused by liberalization such as change on the line of activity (production to trading) on items of the same being imported; high cost of credit; high tax rate on producers and reduced tax on imports which resulted in a sudden increase of imports; and stiff competition from imports and dumping, all of which have discouraged production.

A general observation of clothing consumers' dressing patterns especially in the urban centres goes ahead to confirm a change in consumer taste from local clothing to imported ones. Most of the clothing outlets today trade on imports. This is the extent to which liberalization of trade in Kenya has affected the textile and clothing industry. The retailers

of local textile and garments have their stock lasting on the shelves for a long time. This further makes the sales more expensive as the cost of storage becomes unbearable.

Much as the local textile and garment producers are very good at initiating and adopting designs from imported items, they cannot compete very well with the imports since the technological advancement in our country cannot compare with that of foreign countries capable of producing highly sophisticated products.

2.4: International Trade in Textiles and Clothing

Textiles and apparel production plays an important role in supporting and sustaining human life around the world. Beyond providing clothing as a basic human necessity, the production of textile and apparel goods provides a means for earning a livelihood for an impressive portion of the world's population. Global trade in textiles and apparel has, therefore, become quite sensitive because of the unique role the industry plays as a major employer. However, the increased global participation in textile/apparel production has led to an over capacity to produce for existing markets, and intense competition has resulted (Kitty, 1991). It is because of this economic importance of the textiles and apparel industry that the World Bank and the International Monetary Fund (IMF) have stressed the need to achieve greater efficiency, economies of scale and foreign earning through exports to most developing countries of Africa, Kenya not being an exception. These goals are basic to the general African economic restructuring which these World bodies have been advocating and financing (Werbeloff, 1987).

In the 1970s and 1980s, the most important influences on global textile trade were the

growing numbers of producer nations and the increased proficiency of the developing country producers. This sector has been particularly important in the economic development of many developing countries. For example, in 1987, Pakistan's combined textiles and apparel industry accounted for nearly 83 percent of the nation's exports of manufactures and nearly 60 percent of all merchandise exports. In some countries, for example, South Korea, textiles and apparel manufacturing has declined as a portion of all exports, while other countries such as Sri-Lanka have experienced substantial increases (Kitty 1991). Indeed, by 1984, textiles industries accounted for 21 percent of the total manufacturing value added in 45 developing African countries and was only second to food [31 percent] (Werbeloff, 1987).

As developing nations expanded textiles and apparel productions, most looked to the industrialized countries where manufacturers focused primarily upon home markets while the less developed countries concentrated on exports. Consequently the volume of global textile and apparel trade has expanded greatly, and producers in both the developed and developing nations compete for the same key markets - those in the more affluent industrialized nations. Labor cost advantages in the less developed countries have favored production and, therefore, trade for the developing countries.

While most of the developing nations are gaining in this textile and apparel global trade, some countries such as the United States' apparel industry has been squeezed by imports over the years (World Bank, 1992), where as the textile sector has done much better. Although the low wages in the developing areas provide important cost advantages to the

developing countries, other factors affect the competitiveness of the textile/apparel industry. Other significant factors include productivity rates, cost of other factors such as raw materials and energy, plus non-cost factors such as quality, styling, and services to customers.

2.5: The Textiles and Clothing Industry in Kenya

Until 1950, Kenya was entirely dependent on imported textiles, but the textile sector developed rapidly in the 1960s and by 1970 there were 12 plants in operation throughout the country. Seven years later, local production satisfied three quarters of the national demand and despite a slump in 1978/79, output exceeded 80 mm² by the end of the decade (Werbeloff, 1987). By 1980 production was distributed over a variety of urban centers. Thus cotton textiles were being produced at Kisumu; rayon textiles and clothing at Mombasa; wool textiles at Nakuru; and cotton and rayon textiles as well as sisal products at Thika. In that year (1980) capital investment in textiles and clothing was estimated at \$113M, while value added in these industries amounted to \$52M and \$9M respectively. In 1982, there were 22,700 employees working in 184 textiles establishments and 6,700 employees in 379 clothing establishments (Werbeloff, 1987).

Way before liberalization of the Kenyan economy, the textile sector was subjected to problems similar to those facing Kenyan industry as a whole. These problems included:

- A local market limited by low per capita incomes and consumption
- Illegally imported textiles, which were sold at informal open air markets in urban centers, such as Nairobi, Mombasa, Kisumu and Nakuru.

- Shortage of skilled local personnel and short production runs resulting in low productivity.
- Reduced sales to Uganda and Tanzania since the collapse of the East African Economic Community in 1977.
- Inadequate foreign exchange allowances. Werbeloff, (1987) established that these factors limited textile production growth to an average of 6.6 percent per annum from 1976 to 1984.

The local textile industry is one of the most important contributors to industrial employment with an estimated one sixth of the current total. Sixteen textile producers have received government support through funds from parastatal organisations. These quasi-government organisations include the Industrial Development Bank (IDB), the Industrial and Commercial Development Corporation (ICDC), and Development Finance Company of Kenya (DFCK).

2.6: Textiles and Clothing Information Sources for Consumers

Consumers receive information on clothing through many channels, which affect their decisions to adopt or reject an item (Horn, 1975; Sproles, 1979; Otieno, 1990; Njororai, 1993;). The information sources include fashion magazines and shows; newspapers (articles related to clothing, advertisement and sales announcements); television or radio advertisements; and observations of other's clothing, including salespersons, friends, community leaders, entertainment stars, and clothing displays. According to Otieno (1990), clothing displays are the most popular sources of information for consumers. About [60

percent] of her respondents were heavily influenced by clothing displays. Fashion magazines were used by very few individuals because they are expensive and mainly featured foreign clothing which are not necessarily suitable for Kenyans. Slightly more than half [57.3 percent] of the respondents never referred to sales persons due to lack of confidence in their information. The findings also revealed that [91.3 percent] of the respondents never used fashion shows because they were held in expensive hotels, thus not accessible to most Kenyans.

2.7: Clothing Acquisition Outlets

Different families acquire their clothing from different sources (Horn, 1975; Winakor, 1975; Sproles, 1979; Otieno, 1990). The sources include outright purchase of ready-made, gifts, used, and made-to-order (Custom-made) clothing. Ready-made clothes are those, which had already been manufactured based on standard measurements. They are available in very many varieties and are sold in different places. The clothes vary in sizes, quality and price, among other things. Such clothing may be found in new clothing stores, boutiques or open-air markets.

Otieno (1990) revealed that the majority of Kenyan adults (81.3 percent of the respondents) preferred purchasing clothing from new clothing stores. The respondents felt that this source offered items of better satisfaction. The researcher attributed this preference to the fact that those respondents lived in urban areas, which had more new-clothing shops available.

Used clothing include: made-over, hand-me-downs and second-hand clothes. Made-over and hand-me-downs are acceptable practices in families with many members (Briton, 1973; Horn, 1975). The term "made-over" refers to clothes made for one size of a person then adjusted to fit another. In this case, it is necessary to consider durability, texture, colour and design of the fabric as well as the wearer's needs. "Hand-me-downs" are those garments worn by one person for a period of time and then passed on to another without adjustments. Second-hand clothes on the Kenyan market are popularly known as "*mitumba*". According to Horn (1975) the purchase of used clothing can be a very satisfying way to obtain garments without investing a great deal of money.

2.8: -Clothing Consumption Patterns by Kenyan Consumers

Clothing consumption patterns are the modes of dressing of the consumers in question. The consumers can be indigenous in their way of dressing / have their own dressing regulations or patterns or styles as is the case with the Maasai of Kenya, the Abaganda of Uganda and the Nigerians, the Somalis of Kenya just to mention but a few.

As for Kenyans, the mode of dressing is not indigenous anymore. Their dressing have been influenced mostly by the Western world such as Great Britain who first colonised Kenya and were later to become the Kenya's source of influence in all aspects of living including the dressing patterns. Apart from the Western world countries, the countries from the Western part of Africa have also been a source of influence and occasionally you see a

Kenyan dressed in a manner suggesting that the design and fabric have been borrowed. Kenya as a Nation has never reserved a National dress for her people and a Kenyan today can wear anything in form of clothing especially Kenyan youths who are in constant pursuit of their identity. Mostly the Black Americans influence the Kenyan youths in their clothing consumption patterns. Movie stars, Music stars and Clothing fashion models form the main sources of information from which fashion is copied among the youth.

With the economic liberalisation of Kenya, the clothing consumers have been sort of encouraged highly to adopt imported clothing items in their daily dressing pattern. One of the reasons being the flooding of the Kenyan market with cheap imported garments according to the Daily Nation Newspaper of (September 14th 1999). The paper also reported that the cost of clothing production in Kenya was too high due to the increased electricity tariffs and the high telephone charges among other production factors. Given that the majority of Kenyans are in the low and middle-income groups according to the last Urban Household Budget Survey (UHBS) of 1992, what other choice do Kenyan clothing consumers have other than to buy what is affordable, that is the cheap imported clothing items? The high cost of production factors experienced in the manufacturing sectors in Kenya does render consumer products expensive.

The same Daily nation Newspaper reported that some countries were dumping

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The same Daily nation Newspaper reported that some countries were dumping

their cheap products in Kenya, in order to save their economies from collapsing. The paper further reported that the manufacturers claimed that the textile situation in Kenya was worsened by the fact that the government did not provide any subsidies, as was the case in countries such as South Africa. These are the conditions that make Kenyan clothing items more expensive than the imports.

The profile of Kenyan consumers has changed over the last decade due to widespread poverty. Upper income groups have fallen from 26 percent of the population to 17 percent. This means that an estimated 83 percent of the population, about 29 million, earn less than KSh.5,000 a month. It is because of this high level of poverty, that most Kenyans go for the cheapest products in the market and these are imports. The paper reported that "Although experts say that labor in Kenya is four times cheaper than in Europe, locally, manufactured goods remain expensive because foreign manufacturers enjoy subsidies from their governments.

Although Kenyan Clothing consumers have been blamed over the years for consuming more imported clothing items than local, the media report that their habits are conditioned by the prevailing economic situations. Retrenchments and lay off of workers have rendered large proportions of Kenyans jobless. This has been very prevalent in the Textile and clothing sectors. According to a Kenyan Textile and Tailoring Workers Union report

contained in the Business Week, textile industries in the country have collapsed since 1990 due to imports. The majority of workers in the textile firms have thus lost their jobs after their factories lost markets for their products.

The Daily Nation of September 14th 1999 also contains an outcry to the clothing consumers from the Kenya Association of manufactures marketing manager, who said that Kenyans need to make some sacrifice by foregoing cheap imports and buying locally made products to promote the country's industrialization efforts. He also warned industries to produce cheaper but quality products to encourage consumers. This is a clear indication that the clothing consumption patterns of Kenyans are highly influenced by the economy. That is the high inflation rate, joblessness, low-income status of the consumers, the cheap imports and the expensive locally - made clothing items. The local business reporter, Evans Ombiro has also advised consumers that buying locally manufactured goods makes a lot of sense, as love for imported cheap products is wreaking havoc with the country's economy. A situation that is now prevalent in Kenya.

The local shoe manufacturing industry has been a major casualty of the flooding of the country with cheap imports. It is tottering on the verge of collapse. This has been blamed on liberalisation of the economy in 1992, which opened the floodgates for cheap imports, which resulted in stiff

competition against locally manufactured shoes and other clothing items.

Whereas Kenyans are influenced more by the imported items as opposed to the locally-made items, what category of the imported clothing items do they consume most? From the media, it is clear that the terms “cheap imports” and “dumped goods” are used a lot to describe the imports. The imported clothing items in this category are second-hand or used goods such as shoes, bags and clothes in general and new, but low quality clothing items produced in mass but similar designs. This has subjected most clothing consumers to a uniform dressing pattern. The used/second hand clothing items have been appreciated for being unique and bearing a perfect workmanship. However, the new and affordable locally made clothing items are being blamed for being too common in designs, the workmanship in some instances are not good and they are more of fads than clothing for times. As soon as you acquire a particular design you start noticing other people in it and within a short span of time the streets of Nairobi and other urban centers are full of it, after a short while a new design is launched. On the other hand the imports are unique, are extremely expensive and only a few clothing consumers, especially those in the high-income group can afford. This uniqueness however, is very highly appreciated.

While imported clothing items define the Kenyan consumer's wardrobe contents, uniforms in general are Kenya made. They range from school wear,

laboratory protective clothing, work clothes for security firms, the Kenyan forces uniforms, hospital and hotel linens and clothing as well as towels and napkins for homes and institutions. One major outcry from uniform consumers especially for school is the high rate at which the items wear out. These are clear indications that the quality is poor yet the prices are very high.

Apart from relying on the media as a source of information regarding the clothing consumption patterns of Kenyans, just a visit to the clothing stores and outlets will tell it all that Kenyans consume more of the imported items than local ones. The major clothing stores in Nairobi such as Deacons, Njiris, Y-fashions, Little Red, Mum's world, Happyland just to mention but a few have almost 100 percent of their stocks imported. Other sale points or outlets like the all purpose sales of today which are commonly found along Ronald Ngala and Tom Mboya streets and Taveta road sales are full of imported clothing items. Garissa Lodge and Gikomba have also majored in the sale of imported fabrics for tailor fitting as well as ready to wear imported garments and other clothing items.

Observation of Kenyans as they walk along the streets of the city leaves one wondering whether Kenya has today industrialized so highly in the production of synthetic fabrics as this is the order of the day to day dressings. It is really rare to find one on the streets of Nairobi wearing the simple flowered cottons produced locally. Even a simple cotton fabric such as *kitenge* worn by a

consumer is very likely to have been imported.

Existing literature and researches carried out in the line of clothing related issues such as Otieno (1990) and Nyang'or (1994) also confirmed that imported clothing items were most preferred to local ones. In order that the Clothing consumption patterns of Kenyans be reversed to local from imports, the quality should be highly improved upon, the prices should be reduced and the producers and retailers to offer genuine information regarding their goods rather than cheat the consumers.

2.9: Summary of the Literature Review

The above literature review reveals that clothing refers to any purposeful addition of material and appearance modification made to the human body. The forces that influence one's choice and use of clothing are socio-economic, psychological, political, managerial and technological advancement. Clothing analysts have identified clothing functions as utility, convenience, modesty, adornment, sexual attraction, symbolic differentiation, communicative tool, social affiliation, psychological self-differentiation and modernism.

Liberalization of trade has been found to be superior to a restrictive trade regime in achieving developmental objectives of any nation so long as the domestic market remains protected to some extent. However, full economic liberalization can cause a negative impact on manufacturing firms and the country's economy as a whole. Cases cited in the literature are those of Sri-Lanka's economy and in Kenya, the clothing and textile industry where

several industries have closed down due to increased importation of textile and clothing items. Through liberalization, the market can offer several alternatives for the consumer to choose from thus making him sovereign. The competition among producers and retailers is another added advantage to the consumers in a liberal market since the manufactures tend to produce items of high quality to gain fame in the market.

The textile and clothing industry in Kenya has grown a great deal. For example, from relying on imported textiles around 1950s and by 1970s there were several operation plants. Consumers' information sources on clothing which influence their decisions on choice and use stem from the mass media through advertisements mainly, observations of others' clothing, from displays and sale points, friends and strangers, community leaders, entertainment stars and boutiques where producers can assist them to come up with suitable designs. Fashion magazines are also used.

CHAPTER THREE

3.0: RESEARCH METHODOLOGY

The main purpose of this study was to identify psychological and socio-economic factors, which influence the selection and consumption patterns of clothing by employed women in the liberalized market. In this chapter, the following objectives were addressed:

1. To establish the background information of the employed women in Nairobi.
2. To establish the sources of information on clothing selection by employed women in Nairobi.
3. To identify the clothing outlets used by employed women in Nairobi.
4. To determine the psychological factors, which influence clothing selection by employed women in the liberalized market.
5. To determine the socio-economic factors, which influence clothing selection by employed women in a liberalized market.
6. To determine the employed women's attitude towards locally manufactured clothing items.
7. To find out the relationship between selected demographic variables and, psychological and socio-economic factors.

Methodological procedures used in this study are outlined. The chapter focuses on:

1. Research Design
2. Study Population
3. Sampling Procedures
4. Data Collection Instruments

5. Pre-testing of the instrument
6. Data Collection Procedures
7. Data Analysis Procedures

3.1: Research Design

A survey design was used for this study. The survey sought to investigate the psychological and socio-economic factors influencing clothing consumption by employed women in a liberalized market. Survey research design was chosen for this study because it is a good method when a large sample size is required. It would yield data derived from self-reports of the respondents in this case. According to Moser and Kalton (1981) and Young (1966), a survey deals with phenomena as it exists in nature or society. The method is used to study social conditions, relationships and behaviour of people. It involves selecting some parts of the population and on the basis of this selected sample, inferences about the population are made. Descriptive survey aims at providing accurate information about the phenomena and allows collection of quantifiable data in a standardized manner from a larger sample (Borg and Gall, 1983). The highly structured data collection process involved yields reliable data, more extensive and elaborate information can be collected, thus facilitating more accurate data analysis and efficient use of the researcher's time, money and labour. A representative sample was drawn partly from the GOK ministries located within the CBD of Nairobi City. Another portion of the sample was drawn from the private employment companies PEC of the CBD too. The list of the private employment sectors was obtained from the NSE office. The data were collected using a questionnaire to meet the seven research objectives. The data were

then analysed to give results upon which recommendations of the study were made.

3.2: Study Population:

The CBD of Nairobi City was chosen as the study area because of the high concentration of the employment sectors, both private and public. Movement of the researcher during sampling and actual research became easier and cheaper. Women were targeted as the study population because their clothing come in a variety of forms such as skirt suits, trouser suits, dress suits or skirts and blouses to match by individuals, dresses without coats, coats for any skirts or dresses as opposed to men's wear which are usually in trouser suits, trouser, shirt and coat to match and shorts only. Men's fashions do not change in form and design as much as women's fashion. Women's clothing tend to incorporate a lot of fads which make them buy clothes so often as opposed to men and children. The CBD was taken to be representative enough since there is a high level of interaction amongst the people, the business is usually at its' peak, fashion from outside appear here first, the number of female employees is high and, there are many sale points.

3.3: Sampling Procedure

Purposeful sampling was used to select the ministries and private employment sectors from which the sample was drawn. This procedure was used because some ministries and private employment sectors could not allow the researcher to access any information concerning their employees. A list of the GOK ministries that existed was obtained from Central Bureau of Statistics (CBS) and there were 21 ministries. The researcher had to move from one ministry to another within the CBD of Nairobi city. Permission to

conduct the researcher was sought from the office of the President [permanent secretaries] in each Ministry. This was a very difficult moment as there occurred lack of co-operation from various officers. Only six ministries agreed to participate in the research process. However, two ministries out of the six could not be involved in the research process because some of their departments were located outside the CBD. The researcher was thus left with a sample of four GOK ministries purposively selected. The same trend manifested in the sampling of study areas from the PEC, which were quoted on the NSE list and were located with the CBD of Nairobi City. Eight companies were selected from the NSE list, which had companies, located within the CBD of Nairobi city. Using stratified random sampling procedure; a sample of 233 female employees was selected to form the total number of respondents from both civil and private sectors [Tables 3.1]. This represents approximately 20 percent of the accessible population.

Table 3.1: -Proportion of respondents by employment sectors

| Employment Sectors | Female employees | Respondent proportion |
|------------------------------|-------------------------|------------------------------|
| | (No.) | (20%) |
| GOK Ministries | | |
| Commerce & Industry | 279 | 56 |
| Energy | 190 | 38 |
| Home affairs & National | 184 | 37 |
| Heritage | 123 | 25 |
| Total | 776 | 156 |
| Private Companies | | |
| Diamond Trust of Kenya LTD | 102 | 20 |
| Nation Printers & Publishers | 102 | 20 |
| Jubilee Insurance Co. LTD | 58 | 12 |
| City Trust LTD | 36 | 7 |
| African Tours & Hotels | 35 | 7 |
| Housing Finance Co. | 30 | 6 |
| Uchumi Supermarkets | 15 | 3 |
| A. Baumann & Co | 11 | 2 |
| Total | 389 | 77 |

3.4: Data Collection Instruments

In this study, a semi-structured questionnaire was used to conduct the survey amongst the respondents. The questionnaire was composed of both closed and open-ended items. The questionnaire was sectionalised into four parts. Section one dealt with demographic information of the respondents. Section two dealt with clothing information sources, outlets and general information on clothing selection. Section three dealt with psychological and socio-economic factors influencing clothing selection and buying

practices in today's liberalized clothing market. Lastly, section four was concerned with the respondents' attitude towards locally manufactured clothing items, problems associated with the liberalized clothing market and suggesting the improvements to ensure consumer satisfaction.

3.5: Pre-testing of the instruments

The questionnaire's validity and reliability was strengthened by pre-testing the instrument on a group of 10 women, (five public employees and five private employees), who qualified to be in the sample but were not included in the study. Pre-testing of the instrument helped check on poor wording of questions, ambiguity, inappropriate sequencing of questions and sensitivity. The researcher, therefore, improved on the instrument accordingly there after. It was noted that longer questionnaires discouraged most participants as they did not want to read.

3.6: Data Collection Procedures

The researcher personally gave out the questionnaires to the respondents in the GOK ministries and in the PEC. By doing this, the researcher had the chance to explain to the respondents the importance of answering the questionnaire, the importance of not losing the questionnaire and the importance of giving true and valid information. The researcher also assured the respondents of the confidentiality of their responses. In order for the researcher to penetrate deep into the offices, a departmental officer introducing the researcher to the respondents and explaining the researcher's purpose of visit aided the researcher. The respondents were then given one week to fill in the questionnaires. It

was during this time that the researcher encountered mixed feelings from the respondents. Some of them did not want to participate in the exercise, while others felt that certain personal details such as income and age were too confidential to be disclosed. They needed to be persuaded further to avail the information. This was the most difficult part of the research, as most respondents had to be visited more than twice and subsequently be waited upon as they filled in their answers. Eventually the response rate was 89.6 percent. By the time of questionnaire collection, some respondents had lost their questionnaires and were unwilling to accept new ones. Some were on leave, some went to work in other branches shortly while others were unwell and were hospitalized.

3.7: Data Analysis Procedures:

The data collected were analysed using SPSS computer package. Descriptive measures were used to organize quantitative data and to describe the psychological and socio-economic characteristics of the sample. These were mainly frequencies and percentages. Proportions in terms of percentages were useful in discussing the data obtained from the sample. Chi-square test of association was used to establish if there were any significant relationship among the low, middle and high-income respondents with regard to clothing selection practices. A few of the open-ended items were analysed qualitatively and the responses were transcribed verbatim and recombined into patterns and themes that addressed the objectives of the study. The final results were used to draw implications and make recommendations to respondents, educationists, relevant ministries, organizations and for future research.

3.8: Operational definitions of the variables

PART ONE

Employed women's background characteristics were established using the following variables:

Age: was operationalised by asking the respondent to tick the box, which showed their age categories. Age categories were: 20-30, 31-40, 41-50, and 51 and above years.

Marital status: was operationalised by asking the respondents to tick in the box which best indicated their marital status. The choices were single, married, widowed, and separated.

Having children: was operationalised by asking the respondents to indicate whether they had children by ticking in the box, which had YES or NO.

Developmental stage: was operationalised by asking those who had children to indicate the stage where their families belonged. The stages were, infant, school going, college going, and working.

Dependants: were operationalised by asking respondents to indicate by ticking in a box which best represented the number of people who depended on their income. The dependants were ranging from: none, one, two-five, six and above.

Relationship with dependants: was operationalised by asking the respondents to indicate their relationship with dependants. Relationships were ranging from children, siblings, nephew, in-laws, and parents.

Education: was operationalised by asking for the highest level of formal education attained. The levels were 'O' level and below, 'O' level plus college training, 'A' level only, 'A' level plus college training, and University education.

Employment duration: was operationalised by asking how long they had been employed. This was categorized as below one year, one-five years, six-ten years, and eleven years and above.

PART TWO

Part two (1) of the instrument contained information regarding clothing selection. The respondents were asked to indicate whether they participated in their own clothing selection, the number of dependants they bought clothes for, and whether they planned their clothing shopping ahead of time.

Part two (2) of the instrument contained information regarding clothing information sources, their effects on clothing selection and where to buy clothing items.

PART THREE

Part three (1) contained the psychological factors, which might influence clothing selection, decision-making process. Psychology is the study of human behaviour, that is, the observable actions and reactions of an individual (Lefrancois, 1980). Psychological factors included indicators of self-concept and self esteem. Some of the psychological factors that influence the decisions regarding clothing selection that were measured included attractive clothing, style/fashion, store/shop, item cost, brand names, popularity of the store/market, own values, interest, own attitude, and purpose. The variables were operationalised by asking the respondents to indicate by ticking from the list given whether they were influenced “always”, “sometimes” or “never.”

Part three (2) contained the socio-economic factors that might influence clothing selection decision-making. Sociology is the study of groups of people and their behaviour

(Gurel, 1975). Socio-economic factors, therefore, are the social and economic influences that might affect an individual's clothing selection practices. These factors include: family members, work place, work status, income, type of items being bought, their costs, shopping points, number of dependants, Religious norms and or beliefs, status held in society, education, social activities, and residence. The variables were operationalised by asking the respondents to indicate by ticking from the list given whether they were influenced "always", "sometimes" or "never."

Part three (3) was concerned with general factors that might influence clothing selection decision-making process. The variables were operationalised by asking the respondents to indicate by ticking from the list given whether they were influenced "always", "sometimes" or "never."

PART FOUR.

Part four was concerned with the people's attitude towards locally made clothing items and imported ones. The variables were operationalised by asking the respondents an open-ended question to explain why they bought locally made items. A series of statements regarding the respondents' attitude towards clothing selection in the liberalized market were also measured by asking the respondents to indicate whether they "agreed", felt "neutral" or "disagreed." The results were reported verbatim and collapsed into categories for analysis.

CHAPTER FOUR

4.0: RESULTS AND DISCUSSION

4.1: Introduction

The purpose of this study was to investigate the psychological and socio-economic factors, which influence the selection and consumption patterns of clothing by women in the liberalised clothing market. To achieve this purpose the following specific objectives were formulated:

- 1) To establish the background information of the employed women in Nairobi.
- 2) To establish the sources of information on clothing selection by employed women in Nairobi.
- 3) To identify the clothing outlets used by employed women in Nairobi.
- 4) To determine the psychological factors, which influence clothing selection by employed women in the liberalized market.
- 5) To determine the socio-economic factors, which influence clothing selection by employed women in a liberalized market.
- 6) To determine the employed women's attitude towards locally manufactured clothing items.
- 7) To find out the relationship between selected demographic variables and, psychological and socio-economic factors.

The results are presented and discussed under the following sub-topics:

1. Background Characteristics of Respondents.
2. Clothing Information Sources and Outlets.
3. Psychological and Socio-Economic Factors which Influence Clothing Selection from

the Liberalised Market.

4. Respondents' Attitude towards Locally Manufactured Clothing Items.
5. Income and its Relationship with Psychological and Socio- economic factors.
6. Psychological and Socio-economic Advantages and Disadvantages associated with the Liberalised Market.
7. Respondents' suggested solutions to problems prevalent in the Liberalised Market.

4.2: Background Characteristics of Respondents

In the first part of the research questionnaire, the researcher intended to find out the background characteristics of the respondents, mainly refers to their age, marital status, whether they had children and other dependants, income, education and occupation. The respondents were consumers of clothing items available in the liberalised clothing market. They consumed both local and imported clothing items, second-hand and new as well as custom- made and ready-to-fit clothing items. These characteristics would help to achieve objective one of the study, which stated to:

- Establish the background information of the employed women in Nairobi.

Tables and discussion methods were used to present the results.

Table 4.1: Respondents by Demographic Characteristics

| Characteristic | (No.) | (%) |
|--------------------------|--------------|--------------|
| Age | | |
| 20-30 | 126 | 60.3 |
| 31-40 | 68 | 32.5 |
| 41-50 | 13 | 6.2 |
| 51 and above | 2 | 1.0 |
| Total | 209 | 100 |
| Marital Status | | |
| Single | 88 | 42.1 |
| Married | 111 | 53.1 |
| Widowed | 6 | 2.9 |
| Separated | 4 | 1.9 |
| Total | 209 | 100.0 |
| Having children | | |
| Have children | 150 | 71.8 |
| No children | 59 | 28.2 |
| Total | 209 | 100.0 |
| Income dependence | | |
| None | 31 | 14.8 |
| One | 25 | 12.0 |
| Two-five | 105 | 50.2 |
| Six | 45 | 21.5 |
| Missing | 3 | 1.4 |
| Total | 209 | 100.0 |

Age and Marital Status

The results revealed that the response rate was 89.6 percent. The findings of this study also revealed that almost all [92.8 percent] respondents were aged between 20-40 years as shown in [Table 4.1]. This majority representation may be because this is the age bracket within which most Kenyans have taken up their employment and are actively engaged in it. These results are consistent with those of Otieno [1990] and Akunga [1991]. About half [53.1 percent] of the respondents were married while slightly less than half [42.1 percent] of the respondents were single.

Number of Children and other Dependants

The results as shown in [Table 4.1] revealed that a higher proportion of respondents [71.8 percent] had children. Children are also clothing consumers and their presence in a family means more money allocation towards clothing budget. Presence of children in a home can also interfere with clothing budget since they often present a lot of emergencies such as sickness given that they are more prone to attacks. When asked to indicate the number of individuals who depended on their income, only 14.8 percent of the respondents indicated none while slightly more than half [50.2 percent] of the respondents had dependants in the range of 2-5. About one fifth [21.5 percent] of the respondents had more than 6 dependants. Respondents with only one dependant were represented by 12 percent. A very low proportion [1.4 percent] of the cases did not answer the question. Dependants varied from own children, siblings, parents and other relatives. However, children formed the majority of the dependants.

Table 4.2: Demographic Characteristics of respondents

| Characteristics | (No.) | (%) |
|--------------------------------------|--------------|--------------|
| Children's' Development stage | | |
| Infant | 31 | 14.8 |
| School going | 103 | 49.3 |
| College going | 12 | 5.7 |
| Working | 3 | 1.4 |
| Not applicable | 60 | 28.7 |
| Total | 209 | 100.0 |
| Education | | |
| "0" Level and below | 27 | 13.0 |
| "0" Level plus college | 99 | 47.6 |
| "A" Level | 7 | 3.4 |
| "A" Level plus college | 34 | 16.3 |
| University | 42 | 19.7 |
| Total | 209 | 100 |
| Years of employment | | |
| Below 1 year | 18 | 8.6 |
| 1-5 years | 70 | 33.5 |
| 6-10 years | 73 | 34.9 |
| 11 years and above | 48 | 23.0 |
| Total | 209 | 100.0 |
| Income | | |
| 0-9,999 | 99 | 47.4 |
| 10,000-24,999 | 96 | 45.9 |
| 25,000 & above | 10 | 4.8 |
| No response | 4 | 1.9 |
| Total | 209 | 100.0 |

Children's' Stage of Development

The children's' stage of development refers to the stage at which children in a particular family belongs. Families that had children who were not yet in school were classified as being in infant stage; the ones with children already in school were classified as school going age. Those families that had children out of school and were in colleges were referred to as college going age. When asked to indicate their family age levels, the results in [Table 4.2] revealed that nearly 15 percent of the respondents were in the infant stage. Slightly less than half [49.3 percent] of the respondents belonged to the school going age, while only 5.7 percent indicated being in college-going age. Almost 30 percent were the respondents without children. As children come into existence, the demands on the family income increase. The clothing budget increases and so are other needs related to children. When the family graduates from the infant stage of development to other stages such as school and college, more money is allocated towards school fees and new forms of clothing, such as school uniforms gain their way into the family wardrobe. It is therefore very important to consider the family development stage as it also influences the clothing acquisition process by the consumers.

Level of Education

The results in [Table 4.2] indicated that in terms of the level of education, the respondents had varied levels of education ranging from secondary school to university. Ordinary level plus college and university education represented higher proportions with 47.6 percent and 19.7 percent, respectively. This is true given their employment status. The least representation of 'A' level could be that this level of education was scrapped off the

Kenyan education system almost a decade ago and. therefore only a small proportion of the graduates would be in the workforce.

Duration of Employment.

The years of employment here refer to the time one was first employed up to the time the data was collected. From data presented in Table 4.2, less than one tenth [8.6 percent] of the respondents had worked for less than one year, while 33.5 percent had worked for between 1-5years. A high proportion [34.9 percent] had worked for between 6-10 years. Those who had worked for eleven and above years were 23 percent. Those respondents who had worked for longer periods had become conversant with the task of clothing selection, while the respondents who were young in the employment had just attained independence hence still learning to adopt in the process of clothing acquisition.

Income Level of Respondents

Salary is one of the strongly cited determinants of the consumption of clothing in the liberalised market. In relation to this it was necessary to find out the respondents' monthly salary. Salary was measured by the amount in Kenya shillings one was earning per month at the time of this research. According to the last Urban Household Budget Survey carried out in 1992 by the Ministry of Finance and Planning, it was reported that the Kenyan household earnings had been fixed as follows:

Low - Income Group Kshs. 0-9,999

Middle -Income Group Kshs. 10,000-24,999

High - Income Group Kshs. 25,0000 and above

According to the results in Table 4.2, almost half [47.4 percent] of the respondents fell in low-income group. A clothing consumer from this income group therefore, has a very limited scope of clothing outlets to choose from and probably buys more of the second hand clothing items. Slightly less than half [45.9 percent] of the respondents fell in the middle-income group. Comparing the middle and lower income groups, one realises that the middle-income respondents have an advantage over the lower income respondents given the same market conditions. Their increased purchasing power allows them to select their clothing from a wider range of outlets such as second hand, local ready to wear, custom-made clothing, imported ready to wear and imported fabrics for tailor fitting. A very low proportion [4.9 percent] of the respondents in this case represented the high-income group. This is the group that has the greatest purchasing power and can exploit any category of clothing from the available clothing outlets.

4.3. Clothing Information Sources and Outlets

This section was meant to address objectives 2 and 3 of the study, which stated: -

- To find out sources of information on clothing by employed women in Nairobi.
- To identify the clothing outlets used by employed women in Nairobi.

Clothing information sources are the written articles and documents from which information regarding clothing items can be obtained. These include fashion magazines, newspaper articles on fashion, newspaper advertisements on clothing sales, the mass media such as the Television programs and radios. Other sources include observations of what others wear, what family members recommend, advice from friends and fashion shows. Clothing display points/sale points and advice from clothing sales people as well

as clothing experts such as manufacturers and tailors also constitute other important sources.

Participation in Clothing Selection

When the respondents were asked whether they participated in their own clothing selection, almost all the respondents [93.6 percent] indicated that they participated in their clothing selection. Only 6.2 percent indicated that they did not. Asked for the number of dependants that they bought clothes for, the results in Table 4.2 showed that almost three-quarters [71.7 percent] of the respondents bought clothes for more than one dependant. Less than one-fifth [14.8 percent] did not buy clothing for anyone, having reported that they had no dependants. However, 12 percent said that they bought clothing for at least one individual. Children and other members of the household are dependants and they obviously influence one's financial allocations. As in the case of clothing acquisition practices, the presence of dependants means more money on clothing expenditure. The more the dependants in a household, the poorer the quality of clothing unless the household's income is on the higher side of the scale that is high income. From own experience, it is expected that those with low levels of education coupled with lack of specialization in their employment areas usually earn very low wages

Budgeting

Budgeting in this study refers to a plan, mental or written and general or specific, that indicates how and when to allocate available resources among various needs and wants (Deacon and Firebough, 1988). The respondents were asked whether they budgeted for

their clothing shopping. Slightly more than half of the respondents (62.7 percent) said yes, [30.6 percent] of the respondents reported that they did not budget while a very small proportion [6.7 percent] reported that they sometimes planned and budgeted for their clothing shopping ahead of time. Among those who budget, the majority probably belonged to the middle and high-income groups. Since they are also more educated, they may understand and appreciate the importance of budgeting. Availability of income may also necessitate its planning. As a matter of fact there are some clothes that have to be planned for. For example, uniforms for work and school. The high response for planning and budgeting for clothing shopping ahead of time could be due to the fact that these are a salaried group who get their income once a month. It is only through proper planning and budgeting that they can meet their clothing and other needs as well. Of the respondents who do not budget for clothing, impulse buying seems to be the clothing acquisition routine. Some of the reasons that prompted this behavior were low income coupled with low educational achievements. Lack of clothing budget may also lead a consumer to acquire clothes by informal credit practices such as taking a garment home and then paying as money comes by. Such practices are common among the low-income people and may lead to having unnecessary clothing items in their wardrobes. The respondents were asked to indicate the clothing sources which they used always sometimes or never so that the highly utilised source could be identified. The results are shown in [Table 4.3].

Table 4.3: Sources of information

| Source | Always use | | Sometimes use | | Never use | |
|----------------------------------|------------|------|---------------|------|-----------|------|
| | No | % | No | % | No | % |
| 1. Fashion magazine | 66 | 31.6 | 113 | 54.1 | 30 | 14.4 |
| 2. Newspaper articles on fashion | 95 | 45.5 | 104 | 49.8 | 10 | 4.8 |
| 3. Newspaper advertisement | 86 | 41.1 | 102 | 48.8 | 21 | 10.0 |
| 4. T. V. or radio advertisements | 106 | 50.7 | 90 | 43.1 | 13 | 6.2 |
| 5. What other people are wearing | 53 | 25.4 | 113 | 54.1 | 43 | 20.6 |
| 6. Family members | 53 | 25.4 | 120 | 57.4 | 36 | 17.2 |
| 7. Friends | 29 | 13.9 | 138 | 66.0 | 42 | 20.1 |
| 8. T. V. & movie stars' wear | 114 | 54.5 | 78 | 37.3 | 17 | 8.1 |
| 9. Clothing displays | 26 | 12.4 | 97 | 46.4 | 86 | 41.1 |
| 10. Sales persons at the shop | 85 | 40.7 | 94 | 45.0 | 30 | 14.4 |
| 11. Fashion shows | 108 | 51.7 | 73 | 34.9 | 28 | 13.4 |

Multiple responses were allowed

The results show that clothing displays were the most popular sources of information concerning clothing. Slightly less than half [41.1 percent] of respondents confirmed this.

The most likely reason is that clothing displays are readily available, the shops are strategically placed by the road sides and are very visible with the clothes displayed attractively, thus very inviting. It also costs nothing to visit and go through the displays.

All the respondents, having been recruited from offices in town, may have been to these displays. These results are similar to those of Migunde (1993). The next popular source of information is what other people are wearing as was confirmed by slightly more than one fifth [20.6 percent] of the respondents. Conformity and identification with the

fashion trend and other peoples dressing pattern has been found to be a very big drive in clothing selection. More than half of the respondents (54.1 percent) also reported that they sometimes used this source and this further reinforces this point. In order to feel accepted, they may have worn what others accepted. Spralls (1979) noted that acceptance of the group style becomes a mechanism of social control that identifies a conforming member and readily differentiates the unconforming lot. This fact was confirmed by about one fifth [20.1 percent] of the respondents according to the results. The fourth source was what the family approves representing 17.2 percent of the respondents who reported positive. These two sources of information still go ahead to support the point that what other people are wearing is always used by others as a source to select and buy ones clothes.

Fashion magazines were found to be unpopular. Only 14.4 percent of the respondents indicated that fashion magazines always influence them. More than one half [54.1 percent] of the respondents also indicated that they were sometimes influenced by fashion magazines. This source of information ranked fifth most important among others and goes far to compare with Otieno's findings (1990) about the Kenyan adult clothing consumers. However, 31.6 percent of respondents indicated that they are never influenced by this source. One reason why fashion magazines may not be a good source of information is because they are imported into our clothing markets and then sold to individual clothing producers who then make the designs customers selected. Sometimes the so produced products end up not comparing with the quality of the selected design and the consumers are thus disappointed. Another reason is that when a tailor produces

designer clothes or garments selected by the consumer, the prices tend to be too high. The least influential sources were the sales persons at the shops and fashion shows where 40.7 percent and 51.7 percent respectively reported that they never used these sources. It could be that most people cannot confide in the sales persons for any advice because they may be out to sell and could recommend their products and tell a lot of lies so that consumers feel trapped. The fashion shows are usually not attended by many, this could be due to lack of interest and / or lack of money since the shows are usually attended at a fee. Again the kind of clothes displayed at the shows or exhibitions are usually non formal and most of these respondents fall in low and middle income groups who cannot afford to stock some of these luxurious clothes meant for specific occasions.

Newspaper articles on fashion was reported as never used by 45.5 percent of respondents while only 43 percent of respondents indicated that they are always influenced by them. Newspaper advertisement on clothing sales was reported to be influential on 10.0 percent of the respondents while 41.1 percent of the respondents never used it. What TV and movie stars wear was reported to 'always' influence 8.1 percent of the respondents only while more than half that is 51.7 percent of these respondents were never influenced. These sources could be unpopular among these respondents and the Kenyan adults in general. The most likely reasons are that newspaper articles on fashion are produced on monthly basis and are very expensive hence not accessible to most people. Newspaper articles on clothing sales are also not very popular because most of the clothing consumers concentrate more on displays and what they see other people wearing. What TV and movie stars wear are not the kind of work clothes that majority of the Kenyan

workforce can buy. Another reason is that most of the casual wear worn by movie stars are very expensive, unpopular and unavailable among Kenyans.

Clothing Outlets used by respondents to select their clothing items.

Clothing Outlets on the other hand are the sale points from which consumers can select and buy their clothing items. These include clothing stores and boutiques selling new clothes, clothing stores and boutiques selling second-hand clothes, open-air, new, ready-made clothing markets, open-air, second-hand clothing markets and. door-to-door or office hawking. The results are presented in Table 4.4.

Table 4.4: Clothing Outlets

n =209

| Outlets | (No.) | (%) |
|-----------------------------------------------------------|--------------|------------|
| Clothing stores and boutiques selling new clothes | 120 | 57.4 |
| Clothing stores and boutiques selling second hand clothes | 100 | 47.8 |
| Open-air-new-ready made clothing markets | 53 | 25.4 |
| Door-to-door or office hawking | 80 | 38.3 |

Multiple responses were allowed.

The result show that clothing stores and boutiques selling new clothes were the most preferred in terms of clothing outlets. This accounted for 54.7 percent of the respondents.

The next preferred outlet was open-air, second-hand clothing market, which represented 52.2 percent. The clothing stores and boutiques selling second-hand clothes was the next preferred outlet, followed by almost half [47.8 percent] of the respondents selecting it.

This is probably due to the fact that open-air markets are usually cheaper than clothing boutiques hence most people would prefer them to boutiques selling second hand clothes. The outlet where people or hawkers sell clothing in places of work or carry out door-to-door sales was the fourth preferred with 38.3 percent of the respondents indicating that they used this source. This source of clothing has been known to be popular among the employed women in Nairobi. Some of the reasons that have encouraged them to use this source is that the clothes are given out on credit and the mode of payment is by installment. The hawkers also bring in clothes of good quality whether second-hand or new. To those who hardly budget and go shopping for clothes, they find it easier to fill their wardrobes using this source. In most cases, it is very convenient to the working class. The least preferred source of clothing was open-air, new, ready-made clothing markets where only 25.4 percent of the respondents indicated that they use this source. More often than not, the clothes sold in such places are locally made, cheaper than others and of low-quality, this could explain why only a small number of the employed women and especially the low -income group go for them.

4.4: Psychological and Socio-Economic Factors Influencing Clothing Selection from the Liberalised Market

This section was meant to address objectives 4 and 5 of the study, which stated: -

- To identify the psychological factors which influence clothing selection by employed women from the liberalised market.
- To determine the socio-economic factors which influence clothing selection by employed-women from the liberalised market.

Psychological factors that Influence clothing selection are personal or those from within the consumer. These factors can cause a consumer to derive personal satisfaction from clothing selection if properly/correctly used.

Table 4.5: Psychological Factors Influencing Clothing Selection.

| Factors | Always | | Sometimes | | Never | |
|-----------------------------------------|--------|------|-----------|------|-------|------|
| | No | % | No | % | No | % |
| One in which you look attractive | 175 | 83.7 | 28 | 13.5 | 5 | 20.4 |
| Uniqueness of the item | 104 | 49.8 | 98 | 46.9 | 7 | 3.3 |
| Prestige / popularity of the brand name | 29 | 13.9 | 98 | 47.9 | 79 | 38.3 |
| Latest styles or fashion | 72 | 34.4 | 98 | 46.9 | 39 | 18.7 |
| The cost of the item | 124 | 59.6 | 68 | 32.7 | 16 | 7.7 |
| Popularity and prestige of the store | 20 | 9.6 | 62 | 29.7 | 127 | 60.8 |
| Your own values or beliefs | 143 | 69.1 | 47 | 22.7 | 17 | 8.2 |
| Your own interest | 173 | 83.6 | 30 | 14.5 | 4 | 1.9 |
| Your own attitude | 165 | 78.9 | 35 | 16.7 | 9 | 4.3 |
| Purpose | 142 | 67.9 | 55 | 26.3 | 12 | 5.7 |

Multiple responses were allowed.

The respondents were asked to respond to the psychological factors in Table 4.5 by ticking which factors influenced them always sometimes or never as they made their clothing selection. The results showed that a high proportion [83.7 percent] of the respondents showed high regard for aesthetic clothing values. They considered clothing items in which they looked attractive as 'always' an important factor in making clothing choices. This result is very similar to the findings of Greek more (1980); Littler (1980);

Lemon (1990); and Migunde (1993). The aesthetic value ranked first as the reason for selecting the clothing items. As noted by Vanderholf (1990) attractive clothing can help create a pleasing appearance. Women always care so much about their appearance and this is the more reason why they considered this factor as a priority in selection of clothing items. Greekmore (1980); Santrok (1988); Lemon (1990) and Migunde (1993) also shared this sentiment. Minority [13.4 percent] of the respondents however, considered this factor as sometimes influential in making clothing choices while a very low proportion [3 percent] of the respondents never considered this factor at all when buying their clothing. This was a little bit surprising since the respondents were women who have been found to care a lot about beauty Craig (1960). This could be attributed to low income, low employment status and probably low social status and lack of self-esteem or poverty in general. Too many dependants on an individual could also cause one to stop considering aesthetics when buying clothing since beautiful clothes are also known to be costly.

One's own interest was considered as a highly influential factor by a higher proportion [83.6 percent] of respondents. In this liberalised clothing market, there is a very wide range of clothing designs and fashions to choose from. This ranges from the African 'Kitenge' prints usually cotton fabrics with a variety of designs ranging from casual wear to formal wear, to the Western formal and casual wear designs. Prices also vary greatly depending on the stores and sources of clothing, as well as the type of clothing being bought. With this in mind, most of these women do try to choose their clothing items with the hope that they are to be pleased by their clothing choices more than anyone else

would be pleased. Therefore, this offers them a very big satisfaction. Another 14.4 percent of the respondents reported that their own interests 'sometimes' influenced them.

However less than 2 percent were never influenced by their own interests, while 1 percent of the respondents felt neutral about this factor. Sometimes there are people who are outward looking and are therefore never satisfied with their own choices, but those of others whom they try to emulate. They have external role models and when they make choices, they try to conform to the choices of such people. This could be the reason behind this response.

The data also showed that just over three-quarters [78.9 percent] of the respondents were 'always' influenced by their own attitude towards clothing items. More than half [69.1 percent] of the respondents indicated that they were 'always' influenced by their own beliefs. An individual's attitude and own beliefs are very important factors in making clothing choices. They can make one feel settled and satisfied with a certain way of dressing and thus set personal standards.

Psychologically, one usually decides that there is a need to buy or acquire a clothing item. The need to purchase a clothing item usually depends on the purpose that the item is going to serve. Some clothing items serve very specific purposes/functions such as school uniforms for those who have children in their households, work uniforms and clothes for general or daily use. The above, mentioned clothing types are conditional and may compel one to operate a clothing budget thus avoiding impulse buying. According to the respondents, the purpose of buying a clothing item is a very important factor as was

confirmed by more than two-thirds [67.8 percent] of the respondents. Some respondents [5.4 percent] however, never considered the purpose of buying the clothing item in question. The most likely reason could be that they do not use uniforms at all. Another reason could be economic factors. People of very low economic status buy clothing items that serve almost all the occasions of their lives. Those who earned high incomes probably bought clothing items with purpose in mind, i.e. protective-clothing, formal/office wear, informal/casual wear and clothing for festivals

Cost of the item was also considered as another highly influential factor in clothing selection. More than a half [59.3 percent] of the respondents reported this factor positively, depicting strong economic values. As noted by Kaiser (1985), people with strong economic values attach greater importance to clothing items on which they spent more money than waste money on clothes just because they are fashionable. They would rather buy some of the expensive clothing items, which are never outdated fashions and are worn year in year out without losing track of the fashion world.

Uniqueness of the item was also highly considered. Almost half [49.8 percent] of the respondents reported it as 'always' important. According to observations, there has been mass production of clothing in the market where creativity also seems to be getting off the track among the affordable items both local and imported. One design can be produced for the different sizes of individuals available and in different colours thus making people dress uniformly. Most consumers are not impressed by this hence the reason why they go for some expensive designer clothes which are produced in very

small quantities and will never appear as uniform when worn. Through selection of unique clothing, some consumers can afford to capture the attention of others. For example, when a dress is too expensive, only a few people especially those in the high-income group can buy it. Such consumers can therefore be seen as rich.

Latest style or fashion was considered as 'always' important by a small proportion [34.4 percent] of respondents. To those who follow fashion very closely, they always evaluated an item on the basis of what was current and always struggled to keep to date with others or to set the pace for others. Almost half [46.9 percent] of the respondents reported this factor as 'sometimes' important while only 18.7 percent of the respondents reported it as never important. It appears that these consumers cared for what was smart, unique and of a reasonable cost. As long as the commodity served the interest of the consumer then they derived greater satisfaction other than following any form of fashion that cropped up in the market. It did not matter to them so much whether they missed a certain fashion, but if they liked it, they would struggle to attain it. Those who never cared about the latest fashion bought the clothes whenever real need arose.

Prestige and popularity of the brand name is a factor that was considered as 'always' important by a low proportion [13.9 percent] of respondents. For example the name Little Red is a fashion shop in Nairobi that sells clothing items very expensively. It doesn't matter how beautiful or how original even if it is just a handkerchief. But most people have associated the shop with high quality due to the high costs involved. Individuals who care for this brand name will always accord high importance to the items

they buy from such stores and they do brag over their shopping points. All the same this happens only with people who are in elevated levels of income. Another 47.9 percent of respondents indicated that they were 'sometimes' influenced by this factor. However 37.8 percent of the respondents said it was 'never' important. All they cared for was the item that they bought not where it was bought or who designed the item. In the current economic situation, where the inflation rate is very high, only a few individuals who have a very sound source of income can consider the stores where items are purchased as they attach a lot of importance to this. Otherwise, most people do care about the item being bought, its price, that is its affordability and beauty, other than who has made it or where it is sold.

Socio-Economic Factors Influencing Clothing Selection

Socio-economic factors that influence clothing selection are the social clothing needs in conjunction with economic forces surrounding the acquisition practices. The respondents were asked to indicate the socio-economic factors which influenced them "always", "sometimes" or "never". Results are presented in Table 4.6.

Table 4.6: Socio-Economic Factors Influencing Clothing Selection

| Type of Information | Always | | Sometimes | | Never | |
|--------------------------------------|--------|------|-----------|------|-------|------|
| | No | % | No | % | No | % |
| 1. Position held at place of work | 83 | 39.7 | 71 | 34.0 | 55 | 26.3 |
| 2. Amount of money available | 153 | 73.2 | 56 | 26.8 | None | |
| 3. Number of dependants | 79 | 37.8 | 94 | 45.0 | 36 | 17.2 |
| 4. Religious norms and/or beliefs | 37 | 17.7 | 87 | 41.6 | 85 | 40.7 |
| 5. Status held in society | 42 | 20.4 | 102 | 49.5 | 62 | 30.1 |
| 6. Education status | 30 | 14.4 | 83 | 39.9 | 95 | 45.5 |
| 7. Types of social activities | 84 | 40.2 | 100 | 47.8 | 25 | 12.0 |
| 8. Locality or residence | 20 | 9.6 | 90 | 43.1 | 99 | 47.4 |
| 9. What is appreciated by the family | 63 | 30.1 | 108 | 51.7 | 38 | 18.2 |
| 10. Price | 161 | 77.0 | 40 | 19.1 | 8 | 3.8 |
| 11. Purpose | 142 | 67.9 | 55 | 26.3 | 12 | 5.7 |

Multiple responses were allowed

The results showed that almost three-quarters [73.2 percent] of respondents considered the amount of money available for clothing expenditure a very significant factor in clothing selection and buying. This may be attributed to one's income as well as other financial commitments. It also relates to the number of dependants in one's family, which according to this study's findings highly influences majority of clothing selection decisions. Frisbee (1985) and Otieno (1990) also had the same findings, which showed a relationship between household clothing expenditure and household income, number and age status of household members and marital status among other factors.

A fair proportion [40.2 percent] of the respondents showed high interest in the social

activities that they engage in [Table 4.6]. They indicated this factor as “always” influencing their decisions when selecting clothing items. This is a finding similar to Migunde’s (1993) where she studied the "Adolescents clothing selection". The reason for this is conformity with the peers or friends or with the group where one is involved. Another 47.08 percent of the respondents indicated that they are “sometimes” influenced by this factor when selecting their clothes. This is a further reinforcement of the respondents’ attachment to the social group. Only 12 percent of the respondents were “never influenced by this factor when selecting their cloths. This could be the group who never consider dressing beyond the basic necessity of covering one’s nudity. To them once this need is fulfilled then nothing else will impress them in the clothing items. A factor that contributes to this Lassies-faire attitude towards dressing could be economic factors such as low salary accompanied by too many dependants. A sizeable proportion [39.7 percent] of the respondents indicated that they were “always” influenced by the position they held at their places of work. Clothing is one way through which our status can be noticed. Due to this, most consumers will try to dress to their best to uplift their social status. For example a sweeper or a cleaner may try to disguise her job status by dressing in suits to make her appear highly placed in the job sector.

More than a quarter [37.8 percent] of the respondents indicated that the number of dependants in their households always influenced them since they also influenced the clothing budget. Another 45 percent reported that the number of dependants in their household sometimes influenced them. Actually individual clothing budget in a given family always depends on the number of dependants on the breadwinner. A large family often has less clothing allocation per person at a given time. Sometimes this may not be

true in families where there is a lot of wealth. However, this could be the reason why 17 percent respondents reported that the dependants in their household “never” influenced them as they made clothing decisions.

A family is a smaller representative of a society. What the family appreciated also became a factor of influence in clothing selection when 30 percent of the respondents reported that they were “always” influenced. More than half [51.7 percent] of the respondents were “sometimes” influenced by this factor. In this case the women are concerned about approval and acceptance by the family members. Sproles (1979) noted that socially, clothing acceptance helps satisfy affiliative needs including acceptance and belonging. He further noted that acceptable clothing style by a society becomes a mechanism of social control that identifies conforming members and readily differentiates deviants. Each society has what it considers as appropriate or acceptable style of dressing and any member who deviates from it is easily identified. However, 18.2 percent of the respondents indicated that the family “never” influenced them as they made their clothing decisions. Probably they see their family members’ dressing standards as too low or too high since there are individual values and attitudes that control ones behaviour.

A sizeable number [40.7 percent] of respondents did not base their clothing decisions on their religions because their religions were permissive to freedom of dress. About 41.6 percent of the respondents indicated that they were “sometimes” influenced by their religions. However, only 17.7 percent respondents admitted that their religions expected

that they met certain standards of decency in clothing they wore such that they sometimes or always selected their clothes with this in mind. This is similar to Otieno's (1990) findings about the same factor.

Educational status was not considered important in influencing peoples decisions about clothing selection, 45.5 percent of the respondents indicated this. This was because most respondents' clothing expenditure decisions were influenced by other factors like financial availability and commitments to one's household. A few respondents, 39.7 percent, however, said that they always considered their educational status when making clothing choices and purchases basically for social approval and prestige especially at their places of work.

Locality of residence was considered as "always" important by a minority [9.6 percent] of respondents. Much as these people lived in urban areas, they felt that if they moved upcountry for holiday or so, their mode of dressing would have to change to suit the new surroundings. However, a sizeable number [47.4 percent] of respondents maintained that it did not matter where one lived. Another 43.1 percent also said "sometimes it was important to consider the locality of residence as you chose your clothes.

A high proportion [77 percent] of the respondents considered price of the item being bought as a very important factor, depicting strong economic values. Kaiser (1985) noted that people with strong economic values attach greater importance to money conservation. They therefore will spend money on clothing items that they felt they

would get more use out of. They will not buy clothes just because they are fashionable. With this value held strongly, consumers are bound to select clothing designs that do not outdate very fast or anytime/ all season dress since there are never any extreme weather differences here in Kenya. Given that most of the respondents belonged to the middle and *low-income* groups here in Kenya, and given that most of them had dependants to take care of, they would not go in for high fashion clothing expenditure. A low proportion [9.1 percent] of respondents said that price influenced them 'sometimes' while only 3.8 percent respondents were never influenced. For this group, probably their financial allocations for clothes were too low such that they selected clothes on the basis for real need or they spent so much money on clothes on the basis of uniqueness and too expensive for others to afford.

More than a half [67.9 percent] of the respondents considered purpose for which they bought the item as 'important'. Another 26.3 percent respondents said that this factor is 'sometimes' important while 5.8 percent respondents said that it is never important. Those who said they sometimes or never considered this factor important felt that the clothes they bought served many purposes and were never meant for specific activities. They felt that they enjoyed this diversity more than they would if they restricted their choices to certain functions.

Table 4.7: General factors considered important in selecting and buying clothing items.

| Factors | Always Important | | Sometimes Important | | Never Important | |
|-----------------------------|------------------|------|---------------------|------|-----------------|------|
| | No | % | No | % | No | % |
| Workmanship | 170 | 81.3 | 30 | 14.4 | 9 | 4.3 |
| Fiber content | 158 | 75.6 | 47 | 22.5 | 4 | 1.9 |
| Care Label | 68 | 32.5 | 87 | 41.6 | 54 | 25.8 |
| Quality of Garment | 186 | 89.0 | 18 | 8.6 | 5 | 2.4 |
| Durability | 174 | 83.3 | 32 | 15.3 | 3 | 1.4 |
| Colour | 150 | 71.8 | 53 | 25.4 | 6 | 2.9 |
| The Fitting characteristics | 170 | 81.3 | 30 | 14.4 | 9 | 4.3 |

Multiple responses were allowed

Results showed that a high proportion [81.3 percent] of respondents considered workmanship as one of the most important factors when buying clothing items. Workmanship is the quality of clothing construction done by a tailor or a dressmaker. The high response for this factor shows how people value good quality construction, which is known to enhance clothes' durability, aesthetic appeal and comfort in wear. However, 89.0 percent respondents also accorded quality of a garment a high value, which also incorporates workmanship. Another low proportion [8.6 percent] of the respondents indicated that they were "sometimes" influenced by this factor. Quality of a garment is a general factor and comprises the general look of a garment in terms of workmanship, fabric type, suitability of the fabric to the design, suitability of the design to the wearer, suitability to the occasion as well as the fitting characteristics.

The durability of any clothing item was also found to be a very popular factor. This accounted for 83.3 percent of the respondents. Durability is important because clothes are expensive and if they are not going to last long then one does not get the satisfaction expected. Durability depends on the workmanship, fabric used and the degree of colourfastness in a garment. Further to this, 15.3 percent of respondents indicated that this factor was 'sometimes' important while less than 2 percent indicated that it was 'never' an important factor.

Fitting characteristics of the garment was considered alongside with the workmanship and the response was the same. While a high proportion [81.3 percent] of respondents valued this factor highly, a low proportion [14.4 percent] of respondents said that they were "sometimes" influenced by this factor while only 4.3 percent were "never" influenced. Good fit of a dress ensures comfort and satisfaction to the wearer. A well-fitted outfit also enhances the wearer's self esteem. This finding is similar to Otieno (1990).

Fibre content as a factor was considered important by three-quarters of the respondents. They said it was always important to know the fibre composition of a garment. This helped them to anticipate the care the garment would require and in determining whether the item bought suited its intended use. Those who said "sometimes" were 22.5 percent and those who said "never" were 1.9 percent. They felt that if detailed care instructions were given then they did not have to know the fibre content of a garment.

Colour was also given high value by almost three-quarters [71.8 percent] of the respondents. Most respondents however viewed this factor from the aesthetic appeal perspective. That is, how attractive they felt a colour was to them. It was noted that most respondents chose certain colours because they are worn by a majority of the people. They were unaware of the function of colour and design in relation to one's physical body structure and physiological comfort enhancement. However correct colour choice enhances physiological comfort and ones' physical appeal.

4.5: Respondents' Attitude towards Locally Manufactured Clothing Items

This was the fourth part of the questionnaire and it sought to answer the 6th objective of the study, which was to: -

- Determine the employed Women's Attitude towards locally manufactured clothing items.

Attitude in this case means a consumer's feelings towards locally manufactured clothing items. In order that the respondents' attitude towards locally manufactured clothing items was determined, the researcher sought to know whether they participated in buying the locally made clothing items.

Table 4.8: Buying locally made clothing items

| Participation | (No.) | (%) |
|----------------------|--------------|------------|
| Buying | 170 | 81.3 |
| Not buying | 39 | 18.7 |
| Total | 209 | 100.0 |

The results in [Table 4.8] showed that majority of the respondents [81.3 percent] confirmed that they bought locally manufactured clothing items while only [18.7 percent] did not. Considering that a good majority of respondents [95.2 percent] belong to both middle and low-income groups, it is not a wonder to discover this fact. Locally made clothing are generally cheaper than imported ones except the second hand imported items which are cheaper in most cases. From the results, it is clear that it is not easy for clothing consumers to rely on imports completely without mixing with the locally made clothing items. For example, the inner clothes such as lingerie and underwear do not have to be imported and so are the school uniforms, socks and work uniforms. The few respondents who relied on imported clothes probably belonged to the high-income group and did not have dependants otherwise they could not afford. According to this finding, it is clear that the respondents' participation in consuming locally made clothing items was based on their socio-economic placements. That is to say, the amount of money available, dictated their choices. Reasons for buying locally-made clothing items are presented in [Table 4.9].

Table4. 9: Reasons for buying locally made clothing items. (N=170)

| Reasons | (No.) | (%) |
|--------------------------------------------------------|--------------|------------|
| Local new clothes cheaper than imported new clothes | 103 | 60.6 |
| Local tailor made clothes are made to customer's needs | 34 | 20.0 |
| Local clothes can be very unique | 40 | 23.5 |
| Aim at promoting the local clothing industry | 22 | 12.9 |

When asked to explain why they bought the locally made clothing items, more than half

[60.6 percent] of respondents admitted that local new clothes are cheaper than imported new ones. Another one fifth [20 percent] of the respondents admitted that local custom-made clothes are usually made to the consumers' taste. Another 23.5 percent of the respondents said that through one's creativity, the local clothes can be very unique, a factor that has been found to be very popular with the designer clothes that are imported. A small proportion [12.9 percent] of the respondents said that they aimed at promoting the local clothing industry by buying local clothing items. Other points, which were said by a few respondents but are good reasons are: -

- Good quality local clothing items are priced very expensively.
- Locally made clothing are simple and easy to maintain.
- Sometimes the imported clothes do not conform to the Kenyan figure types.
- Clothing items such as school informs and work uniforms do not have to be imported.
- Most of the inner clothing is locally made and most people prefer them.

A series of statements/generalisations were presented to the respondents to react to as a further probe towards confirming their attitude towards locally-made clothing items.

Results are presented in [Table 4.10]

Table 4.10 Respondents' Attitude towards Locally Made Clothing Items

| Statement | Agree | | Neutral | | Disagree | |
|--------------------------------------------------------------------------------------------------------------------------------------------|-------|------|---------|------|----------|------|
| | No | % | No | % | No | % |
| • Working women can dress very smartly and expensively depending on the nature of their jobs using locally made garments | 153 | 73.2 | 30 | 14.4 | 26 | 12.4 |
| • Buying a fabric and then have it tailor made locally can be equivalent to buying an imported garment in terms of quality and performance | 98 | 46.9 | 28 | 13.4 | 83 | 39.7 |
| • Stores selling locally made items are reasonably priced. | 100 | 47.8 | 50 | 23.9 | 59 | 28.2 |
| • Locally made garments can be very unique since the tailors usually take care of the needs of the wearers | 102 | 48.8 | 42 | 20.1 | 65 | 31.1 |
| • Locally made clothing items are generally cheaper than imported ones | 146 | 69.9 | 24 | 11.5 | 39 | 18.7 |
| • A consumer who wears locally made clothes feels proud and achieved of her own clothes. | 125 | 59.8 | 64 | 30.6 | 20 | 9.6 |

The generalization, "Working women can dress very smartly and expensively depending on the nature of their jobs using locally made garments". revealed that almost three-quarters [73.2 percent] of the respondents agreed with this statement. Only 12.4 percent respondents disagreed while [14.45 percent] of the respondents remained neutral. From observations of the liberalised clothing market today, the stiff competition that exists

among the clothing items imported from various countries has forced the local clothing producers to also improve on their skills thus producing very beautiful and expensive items that can maintain their quality for long. Due to the high cost of production, the items have got to be priced highly. The high positive response from this statement is a confirmation of this point or fact. Liberalisation therefore is a blessing to the consumers who have the money to spend on various commodities since their availability has improved.

The next generalization, "Having a garment made locally i.e. buying a fabric and then have it tailor made can be equivalent to buying an imported garment of the same category in terms of quality and performance," showed that almost half [46.9 percent] of the respondents agreed with the statement while 39.7percent of the respondents felt neutral. Given that good quality imported fabrics are available here today, when one gets a good tailor, the item produced can even be better than an imported one. The clothes that are produced for export especially to the third world countries are produced under mass production conditions hence the quality at times is low since the degree of keenness is also low. Our individual tailors today have been known to produce good quality clothing items especially if they are paid well, although there are certain imported garments whose aesthetics usually beat the local ones and their quality and performance remain high for a long time. For example, certain pleated skirts have been known to stay permanent for too long even if they are bought as second hand. The locally done pleats fade off after some time of wear. Certain designer suits have also been known to maintain their high quality for long due to high skills of production and better technology although these are not very

common in our markets since only a small clientele can afford them.

The third generalisation was- "Stores selling locally made items are reasonably priced".

The results showed that 47.8 percent of the respondents agreed with the statement". Only [28.2 percent] of the respondents disagreed while [23.9 percent] of the respondents felt neutral. This is true only when the items are not labeled as imports. Clothing stores such as Njiris, Deacons and others in town do sell both local and imported items yet even the local ones are also expensive. Otherwise the stores that sell local clothing items only are actually fair in their pricing,

The fourth generalization: "Locally made garments can be very unique since the tailors usually take care of the needs of the wearers" showed that almost half of the respondents [48.8 percent] agreed with the statement. More than a quarter [31.1percent] of the respondents disagreed with the statement, while a fifth [20 percent] of the respondents felt neutral about the statement. The local tailors took care of an individual's figure type as they made the garments. Individual needs were taken care of and the final product bore resemblance to the prevailing fashion or could be very unique due to the specific needs of the consumer.

The fifth generalisation was- "Locally made clothing items are generally cheaper than imported ones". More than half [69.9percent] of the respondents agreed with the statement [Table 4.10]. This is a clear indication of the fact that local clothes in general are much more affordable than the imported ones. This makes it easier for those in the lower income group to dress cheaply yet smartly with our locally produced clothing

items. This finding is similar to that in statement number one. Only 18.8 percent of the respondents disagreed while 11.5 percent of the respondents felt neutral with the statement. The group that disagreed could be those who bought very expensive imported clothes.

The sixth statement was- "A consumer who wears locally made clothes still feels proud of her own clothes and develops a sense of achievement". The results showed that about half [59.8 percent] of the respondents agreed while only 9.6 percent of them disagreed. A good proportion 30.6 percent of them felt neutral about the statement. From the above responses it has been realised that the Kenyan clothing consumers have begun to accept our local tailors as capable since more than half of the respondents confirmed the statement. Initially, the notion that imported items were better than the local ones highly dominated the market until our local manufacturers were so highly discouraged. Still there is a group that believes that imports are better than local ones although the number has reduced greatly. This is only 9.6 percent of the respondents however, another 30.6 percent of the respondents remained neutral, which still puts our local items in a better position since it appears that to them imported or local clothes make no difference.

In order to exploit the respondents' attitude further, they were subjected to a generalised statement which would tell whether they preferred locally manufactured clothing items to imported ones or otherwise. The generalisation was: Kenyan clothing consumers strive to buy imported items at the expense of local ones, which are also very good. Results are presented in [table 4.11]

Table 4.11: Buying imported items.

| Participation | (No.) | (%) |
|----------------------|--------------|------------|
| Buying | 156 | 74.2 |
| Not buying | 51 | 24.4 |
| Neutral | 3 | 1.4 |
| Total | 209 | 100.0 |

Kenyan consumers often make their clothing selection on the basis of how the item fitted into their demands / needs, the cost, but not on the basis of where the item was made.

The results in [Table 4.11] showed that almost three-quarters [74.2 percent] of respondents bought imported clothing items while almost a quarter [24.4 percent] did not.

A very small proportion [1.4- percent] of the respondents felt neutral. This result is similar to other findings of this study, which have shown that there is a general liking for imported items over local ones despite the efforts to improve the local clothing items.

Due to the consumers' behavior of craving to buy imported items at the expense of the good local ones, the local manufacturers who also want to survive in this market have found their way out by fixing labels. The consumers therefore, should learn to accept and purchase an item on the grounds of its quality and aesthetic looks other than looking for the false labels that make the items too expensive. Some of the reasons they gave for the behavior were:

- Those who purchased the imported clothing were associated with a higher status and that they did this as a show of self-pride and sense of feeling superior.
- They said that the imports were better in quality and some were unique as well.

- The imports were associated with greater durability and better performance in wear.
- The prices of the local new clothes were higher than the prices of imported second-hand clothes, which were therefore preferred.
- Psychologically, the respondents thought of presenting themselves to the social others in a way that their own ego pleased [self-pride] and this is in statement one.
- Socially, the respondents thought of the social groups' perception of them when dressed in imported clothing items. This is also in statement number one.
- Economically, the respondents believed that by dressing in imported clothing items, they automatically belonged to the high social status as gauged by their dressing standards. This is also in statement number one. Given the limited incomes of the majority of the respondents, they considered utilising their income to the maximum without any regrets. This is supported by the second, third and fourth statements. Those respondents who never bought locally made clothing items discredited these items on grounds that these items were of lower quality.

Table 4.12: Not buying locally -made clothing. (N=39)

| Reasons | (No.) | (%) |
|--------------------------------------|--------------|------------|
| Poor quality items | 26 | 66.7 |
| Good quality items are too expensive | 10 | 25.6 |
| Uniform designs too common | 7 | 18 |

Multiple responses were allowed.

When they were asked why they did not buy the local clothes, a sizeable proportion [66.7

percent] of respondents reported that most of the locally made clothing items are poor in quality. More than one-quarter [25.6 percent] of respondents reported that the very good quality local clothing items are priced so highly that they would rather the imported items. Less than one-fifth [18 percent] respondents admitted that locally made clothing items are of common designs subjecting most consumers to a uniform dressing pattern.

4.6: Income and its Relationship with selected Psychological and Socio-Economic Factors

This section addressed objective 7 of the study, which stated: -

- To find out the relationship between selected demographic variables and psychological and socio-economic factors.

Among the demographic variables, which were considered in this study, income has featured as the greatest determinant of the category of clothing items that one selects from the liberalised market. Income has also helped in classifying the respondents into various income groups. Therefore, it was upon this weight that the researcher thought about establishing whether income contributed any significant difference on the psychological and socio-economic factors. The psychological and socio-economic variables selected were those, which influenced more than half the sample positively.

From the cross-tabulation results where chi-square was calculated, it was discovered that the chi-square statistic could not be used to draw conclusions regarding the relationship between income and the selected psychological and socio-economic factors. This was because in almost every factor computed against income, more than 20 % of the cells had

expected values less than 5. The cross-tabulation results were therefore presented and discussions relating to the results followed

Psychological factors influencing clothing selection

Table 4.13: Cross Tabulations for income and Psychological factors

| | | Always | Sometimes | Never | Total |
|----------------------------|-----|--------|-----------|-------|-------|
| Attractive Clothing | | | | | |
| 0-9,999 | No. | 81 | 15 | 2 | 98 |
| | % | 82.7 | 15.3 | 2.0 | 48.0 |
| 10,000-24,999 | No. | 82 | 11 | 3 | 96 |
| | % | 85.4 | 11.5 | 3.1 | 47.1 |
| 25,000 & above | No. | 10 | None | None | 10 |
| | % | 100.0 | None | None | 4.9 |
| Total | No | 173 | 26 | 5 | 204 |
| | % | 84.8 | 12.7 | 2.5 | 100.0 |
| Item Cost | | | | | |
| 0-9, 999 | No | 55 | 68 | 6 | 99 |
| | % | 55.6 | 38.4 | 6.1 | 48.5 |
| 10,000- 24,999 | No. | 58 | 29 | 8 | 95 |
| | % | 61.1 | 30.5 | 8.4 | 46.6 |
| 25,000 & above | No. | 8 | 1 | 1 | 10 |
| | % | 80.0 | 10.0 | 10.0 | 4.9 |
| Total | No. | 121 | 68 | 15 | 204 |
| | % | 59.3 | 33.3 | 7.4 | 100.0 |
| Own belief | | | | | |
| 0-9,999/- | No | 70 | 19 | 9 | 98 |
| | % | 71.4 | 19.4 | 9.2 | 48.3 |
| 10,000 - 24,999 | No | 67 | 22 | 7 | 96 |
| | % | 69.8 | 22.9 | 7.3 | 47.3 |
| 25,000 & above | No | 3 | 6 | None | 9 |
| | % | 33.3 | 66.7 | None | 4.4 |
| Total | No | 140 | 47 | 16 | 203 |
| | % | 69.0 | 23.2 | 7.9 | 100.0 |

Attractive clothing

The cross-tabulation results in [Table 4.13] showed that attractive clothing items influenced selection / buying of all the respondents in the high-income group. A high proportion [85.7 percent] of the respondents from the middle-income group was also highly influenced by this factor and so were the respondents in the low- income group as was indicated by [82.7 percent]. Income therefore appeared to have played a significant role in relation to this factor because a few respondents who earned lower income seemed not to have been influenced.

Cost of the item

The results of [Table 4.13] revealed that there was a significant difference caused by income over this factor. There was a defined increase in the proportion of respondents who were always influenced by this factor as the value of income increased. This was illustrated by more than half [55.6 percent] of the respondents from low-income group, a slightly higher proportion [61.1 percent] of respondents in the middle-income group and well over three-quarters [80.0 percent] of respondents in the high-income group.

Your own beliefs

Results of [Table 4.13] indicated that more than half [66.7 percent] of the respondents from the high- income group, occasionally relied on their own beliefs as a guiding factor in clothing selection, while only 33.3 percent always considered it. More than half [69.8 & 71.4 percent] of the respondents from the middle and low -income groups respectively were always influenced by this factor. Much as respondents from all the income groups were influenced by this factor, it appears that income played a significant role in relation

to this factor. There was a defined decrease in the proportion of respondents who were influenced by this factor as income increased. It appears that high-income respondents bought clothing items with the approval of others in mind. They are far past the basic level of clothing acquisition hence more outward looking, that is, looking for approval from the visible others.

Table 4.14: - Cross Tabulation for income and Psychological factors

| | | Always | Sometimes | Never | Total |
|---------------------|-----|--------|-----------|-------|-------|
| Own Interest | | | | | |
| 0-9,999/- | No | 83 | 12 | 3 | 98 |
| | % | 84.7 | 12.2 | 3.1 | 48.3 |
| 10,000 –24,999 | No. | 78 | 16 | 1 | 95 |
| | % | 82.1 | 16.8 | 1.1 | 46.8 |
| 25,000 & above | No | 9 | 1 | None | 10 |
| | % | 90.0 | 10.0 | None | 4.9 |
| Total | No | 170 | 29 | 4 | 203 |
| | % | 83.4 | 14.3 | 2.0 | 100.0 |
| Own attitude | | | | | |
| 0-9,999/- | No | 82 | 13 | 4 | 99 |
| | % | 82.8 | 13.1 | 4.0 | 48.3 |
| 10,000 –24,999 | No | 73 | 19 | 4 | 96 |
| | % | 76.0 | 19.8 | 4.2 | 46.8 |
| 25,000 & above | No. | 8 | 2 | None | 10 |
| | % | 80.0 | 20.0 | None | 4.9 |
| Total | No | 163 | 34 | 8 | 205 |
| | % | 79.5 | 16.6 | 3.9 | 100.0 |
| Purpose | | | | | |
| 0-9,999/- | No | 66 | 28 | 5 | 99 |
| | % | 66.7 | 28.3 | 5.1 | 48.3 |
| 10,000-24,999 | No | 64 | 26 | 6 | 96 |
| | % | 66.7 | 27.1 | 6.3 | 46.8 |
| 25,000 & above | No. | 9 | 1 | None | 10 |
| | % | 90.0 | 10.0 | None | 4.9 |
| Total | No. | 139 | 55 | 11 | 205 |
| | % | 67.8 | 26.8 | 5.4 | 100.0 |

Own Interest

An individual's interest was an important factor that influenced clothing selection practices of respondents in every category of income as illustrated in [Table 4.14]. However, income did not play a significant role in relation to this factor, as there was no defined trend in the respondents' proportion of decrease or increase as income varied.

Own Attitude

As illustrated in [Table 4.14], one's attitude towards clothing item was highly considered as an influencing factor in clothing selection and buying by more than three-quarters of respondents from every income group. However, income seemed not to have played a significant role in relation to this factor since there was no defined trend in the variation of respondent's proportion as income was varied.

Purpose

The purpose for which an item should be bought was highly considered as an important factor by the respondents from all the income groups as shown in table [Table 4.14]. However, there was a significant difference between high -income and (middle and low-income) put together. The most likely reason for this significant difference could be that the high-income respondents could afford to buy clothing for the different activities and functions in which they participated. Their counterparts might not afford to buy clothing for each and every function and activity due to financial limitations.

Socio-economic factors influencing clothing selection

Table 4.15 Cross Tabulations for Income and Socio-Economic factors

| | | Always | Sometimes | Never | Total |
|----------------|----|--------|-----------|-------|-------|
| Money | | | | | |
| 0-9,999 | No | 72 | 27 | None | 99 |
| | % | 72.7 | 27.3 | None | 48.3 |
| 10,000-24,999 | No | 71 | 25 | None | 96 |
| | % | 74.0 | 26.0 | None | 46.8 |
| 25,000 & above | No | 6 | 4 | None | 10 |
| | % | 60.0 | 40.0 | None | 4.9 |
| Total | No | 149 | 56 | None | 205 |
| | % | 72.7 | 27.3 | None | 100.0 |
| Quality | | | | | |
| 0-9,999 | No | 90 | 8 | 1 | 99 |
| | % | 90.9 | 8.1 | 1.0 | 48.3 |
| 10,000-24,999 | No | 83 | 10 | 3 | 96 |
| | % | 86.5 | 10.4 | 3.1 | 46.8 |
| 25,000 & above | No | 10 | None | None | 10 |
| | % | 100 | None | None | 4.9 |
| Total | No | 183 | 18 | 4 | 205 |
| | % | 89.3 | 8.8 | 2.0 | 10.0 |
| Price | | | | | |
| 0-9,999 | No | 75 | 21 | 3 | 99 |
| | % | 75.8 | 21.2 | 3.0 | 48.3 |
| 10,000-24,999 | No | 73 | 19 | 4 | 96 |
| | % | 76.0 | 19.8 | 4.2 | 46.8 |
| 25,000 & above | No | 10 | None | None | 10 |
| | % | 100.0 | None | None | 4.9 |
| Total | No | 158 | 40 | 7 | 205 |
| | % | 77.1 | 19.5 | 3.4 | 100.0 |

Amount of money

The amount of money available to an individual for buying a clothing item was a very important factor. From the results shown in [Table 4.15], more than half of the respondents from all income groups considered it important. There was a significant relationship between income and this factor. As income increased there was a noticeable decrease in the proportion of respondents. Respondents who earned low salaries considered the amount of money available to them for clothing selection more than their counterparts in the high-income group due to financial limitations. They probably bought clothing items whenever there was a real need.

Quality of garment

The result in [Table 4.15] revealed that all the respondents in the high-income group valued this factor and it highly influenced their decisions in clothing selection. All the respondents in the high-income group showed a greater concern for quality of the items they bought. Quality is usually associated with money. The higher the item quality the more the money needed to purchase the item. This showed that there was a significant difference between high and middle-income groups in relation to this factor. However, the trend reversed between the middle and low-income groups where there was a higher proportion of respondents from the low-income group than in the middle-income group who considered this factor important.

Price

All the respondents in the high-income group considered this factor as very important in influencing their decisions regarding clothing selection, while slightly over three-quarters [76.0 percent] of respondents from the middle-income group also considered this factor as very important. Another slightly more than three-quarters [75.8 percent] of respondents in the low-income group also considered this factor as always important. There was a noticeable trend in the increase in the proportion of respondents as income increased. This showed a significant relationship between income and the price of the item being bought. Individuals who earned a lot of money often bought items of higher prices, which reflected higher economic values.

4.7: - Psychological and Socio-Economic Advantages and Disadvantages associated with the Liberalised Market.

Kenyan clothing market is among the areas where the effects of liberalisation are being felt. Apart from enjoying the variety of clothing available in this market, consumers still encounter some problems. The respondents were given a series of statements to react to so that the good and bad sides concerning clothing selection could be established. One such statement was:- "Location of the shop or clothing outlet has a great effect on the prices of items of the same kind." The results are presented in Table 4.16.

showed that majority [92.8 percent] of the respondents answered in the affirmative. This behavior has been noticed by the majority of the respondents and consumers in general. This is a practice that has come about because of the consumers' behavior of craving to buy imported items. The local manufacturers therefore fix imported labels on local items to survive. Consumers therefore should learn to accept and purchase an item on grounds of quality and aesthetics other than the presence of labels.

Table 4.17: - Satisfaction: Dissatisfaction with Clothing Selection and Buying Practices

| Factors | Highly Satisfied | | Satisfied | | Not Satisfied | | Highly Dissatisfied | |
|-------------------------------------------|------------------|------|-----------|------|---------------|------|---------------------|------|
| | No | % | No | % | No | % | No | % |
| Wide range of items to choose | 76 | 36.4 | 85 | 40.7 | 34 | 16.3 | 14 | 6.7 |
| Availability of affordable items | 76 | 36.4 | 84 | 40.2 | 338 | 18.2 | 11 | 5.3 |
| Quality of items in the market | 51 | 24.8 | 100 | 47.8 | 42 | 20.4 | 13 | 6.3 |
| Availability of credit facility | 16 | 7.7 | 74 | 35.7 | 65 | 31.4 | 52 | 25.1 |
| Uniform dressing pattern | 21 | 10.3 | 40 | 19.6 | 67 | 32.8 | 76 | 37.3 |
| Adoption of foreign designs | 29 | 14.1 | 98 | 47.3 | 55 | 26.6 | 25 | 12.1 |
| Fashion change rate | 18 | 8.9 | 55 | 27.1 | 70 | 34.5 | 60 | 29.6 |
| Consumer protection services | 15 | 7.2 | 53 | 25.4 | 87 | 41.6 | 54 | 25.8 |
| Available clothing information | 24 | 11.7 | 90 | 43.7 | 67 | 32.5 | 25 | 12.1 |
| Knowledge on clothing items | 40 | 19.6 | 83 | 40.7 | 50 | 24.5 | 31 | 15.2 |
| Executive imported clothing priced highly | 85 | 41.3 | 50 | 24.3 | 15 | 7.3 | 56 | 27.2 |

Results of Table 4.17 show that over three-quarters [77.1 percent] of respondents expressed satisfaction with the availability of various clothing items in the liberalized

Kenyan clothing market. Within this variety of items are imported ready-made new clothes from countries such as UK, South Africa, India, China and Korea. Fabrics for construction of clothing items also come from these countries as well as Somalia, Uganda, Tanzania, Ghana and Nigeria. Most of the fabrics from the African countries are cotton based and bear the African prints that are totally different from those from the Western world or countries. There are second-hand readymade clothing items from countries of the Western World, Middle East and African countries too and they are available in open-air markets as well as in individual boutiques. Together with the clothing items are the accessories also new and second-hand. There are also local ready-made clothing items from the famous clothing stores in Kenya such as Njiris, Deacons, Y-fashions, Hugo Boss /a Little Red and other smaller stores. Made to measure or custom fitted dresses are also made available to consumers on demand from individual designer/tailors and or dressmakers. However, 22.9 percent respondents expressed high dissatisfaction with this factor. The most likely reason for this factor is that the new ready-made clothing items tend to be a duplication of the same design of a fashion on a variety of fabrics. This may not impress individuals who wish to be unique in their way of dressing. With this duplication, most people tend to be of the same class as they wear almost similar items. This cannot impress someone who is out for distinction and to portray a unique identity.

Slightly over three-quarters [76.6 percent] of the respondents were satisfied with the prices of the clothing items in the liberalised market in the country. Irrespective of one's income, , there must be a wider range of prices for the various categories of clothing

items in the market that every client can afford. It is therefore easy for consumers to feel satisfied with the prices depending on the type of clothing items that they have settled on. Only 23.4 percent of the respondents expressed some level of dissatisfaction. To some extent, most clothing items that are imported tend to be a little bit too expensive. For example, a child's dress age 1-10 years are sold in the range of one to two thousand Kenyan shillings. The dresses are in duplicate of designs thus looking like uniforms. This is too expensive given that a child is growing up and is thus likely to outgrow an expensive dress too fast, yet if one buys a little bit bigger size, the child does not appear as smart. If someone is out for a unique dress, he or she may pay more money to buy designers' dresses, which are produced in smaller quantities hence too expensive. Second-hand clothes, which are unique, are equally sold very expensively today with the sellers also quoting the same quality "uniqueness".

With the liberalisation at its peak today, a high proportion [72.6 percent] of the respondents expressed high satisfaction with the general quality of clothing in the market. The reason for the satisfaction is that most of the fabrics in today's market are man-made, but improved quality polyester based fabrics as well as highly improved natural fabrics such as cotton, linen, rayon and acetate rayon. There is a higher level of colourfastness and better fabric weaves which have improved the performance and drapability. The general workmanship has been improved over the years since there is a lot and stiffer competition between the local and the outside clothing manufacturers. The designers have improved on their work and there is a high level of creativity. This finding does not agree with Otieno's (1990) where 49.4 percent of the respondents expressed dissatisfaction with

the general quantity of clothing items in the market at the time she undertook her research. This therefore implies that with liberalisation, the Kenyan clothing consumers are now enjoying a lot of benefits such as improved quality, variety to choose from as well as improved consumer protection.

Nevertheless, there is never full satisfaction from everyone or every consumer hence it is not surprising to realise that about one quarter [26.3 percent] of the respondents were “not satisfied” with the quality of clothing products in the Kenyan market. One major reason why a clothing consumer today would feel disappointed with the clothing quality is when she does not identify with a good tailor. There are good dressmakers and tailors who have to be paid well to produce good work. Another reason could be if one’s income is low, she will be forced to spend less money for a poor quality clothing item for example a cheap “Kitenge” which is loosely woven and sheds off colour or any poor polyester item. Even the very good second-hand clothes are being sold expensively today. These are the ones sold in boutiques and are more often than not branded the best second hand clothes.

Whereas a good proportion [43 percent] of the respondents expressed satisfaction with the availability of credit facility from sellers in the liberalised market, more than half [57 percent] of respondents were strongly opposed to this kind of behavior from the consumers point of view [Table 4.17]. The habit of taking clothing items on credit involves paying by installments while the clothes are in use. This is rather costly as sellers must have received the initial minimum profit from these consumers since the type of commitment is only *TRUST*. The credit facility is therefore a very expensive way of

acquiring clothing items or any item unless there is a real need such as an emergency medical attention. The practice of credit taking also encourages over buying or over acquisition of items, which may not be necessary. There is also a lot of unplanned spending rendering a consumer a poor planner. Yet this is a very common practice among the employed women in Kenya especially those who are in the low-income and the lower end of the middle-income group. More often than not the sellers who give away their merchandise on credit are clothing hawkers. They practice what is called door-to-door sale of new and second-hand imported clothing items. Among the 43 percent respondents who expressed satisfaction with this practice, some felt satisfied with what they purchased from these sellers no matter how costly it may be. Contrary to what most clothing stores disregard, these sellers allow the return of unused dissatisfying items. For reasons of dissatisfaction, it has been argued that most of these sellers took advantage of the fact that imported clothes were popular with the consumers and could sell some of the items at unfairly exorbitant prices. Some items that were initially purchased at very cheap prices in their countries of origin because of low quality were still sold expensively here in Kenya. Use of ingenu labels bearing foreign brand names and countries of origin on local clothes and on ingenu imports have been discovered as some unbecoming behaviour among these sales.

In this era of liberalisation, there has been the practice of importation of clothing items produced in mass. If looked into keenly, these clothing items do not match the ones that are produced for normal country sales and their quality is poor. Clothing items from places such as Dubai and Mumbai produced for export and are imported in Kenya bare

this characteristic of uniformity among children's wear especially girls and the unisex wear, Men's jerseys and women's clothing. Due to this, only 29.9 percent of the respondents expressed satisfaction while 70.1 percent of the respondents expressed high dissatisfaction with this factor [Table 4.17]. Due to the production of uniform designs, good dressing qualities such as uniqueness, good workmanship and a sense of belonging to one's own class are lost.

The results of this study have shown that 59 percent of the respondents have expressed satisfaction with the ability of local clothing producers to adopt imported designs using local fabrics [Table 4.17]. Otieno (1990), discovered that imported clothes are preferred to locally made clothing items here in Kenya. Due to liberalisation, the Kenyan consumers are today totally exposed to these clothes since they are easily imported. However, some of the imported designer clothes are actually very expensive. The majority of the people are not able to afford them since the general income for most Kenyans is actually low. As a result, the craze for this type of imported clothes still rages on among the consumers. Due to advancement in technology, knowledge and skills, most artists or clothing designers and manufacturers are now able to imitate these designers and their outcome have been appreciated. No wonder some of the clothing stores such as Njiris can today offer tenders to such people to produce the clothes in mass, but maintaining the standards and putting the foreign labels to sell exorbitantly. Consumers who have identified with such producers have been known to boast of wearing imported clothes and have actually managed to quench their thirst. The prices of such garments though high cannot still match that of the imported items yet the satisfaction is the same.

This adoption of imported design has been made possible because the same fabrics have been imported here in Kenya. The only trouble to the producers is that they cannot be recognised properly since their clients do not admit that their clothes are locally made. The designers / tailors cannot receive recommendations for more work from their clients. However, another 38.3 percent of the respondents were not satisfied with this behaviour of the producers. Those who want to maintain their social class of dressing in a unique and expensive manner are not happy to see their clothing designs flood the Kenyan market. The designers / tailors have also disappointed some consumers when they do not produce the design as intended. However to the tailors who are successful in capturing the market, this is their boomtime.

One of the reasons that triggered this study was the observation of a very rapid rate of fashion change in the Kenyan market since the launching of the liberalised economy. The researcher thought about the very fashionable ladies who would wish to cope with the most current fashion at all times and the kind of economic strain that their family members would be faced with. In relation to this, more than a half [62.2 percent] of the respondents expressed dissatisfaction with rate of fashion change in Kenya [Table 4.17]. Fashion change is sometimes too expensive to cope with especially in the urban areas where a certain status seems to be recognised by one's ability to keep up with the fashion trend. The fashion change rate in Kenya today is therefore uncomfortable to cope with unlike in 1990 when Otieno's research revealed some level of comfort. Fashion change however, breaks monotony of style and appearance and is therefore necessary. The change also creates room for affordability by the lower income consumers at the time

when the fashion loses its appeal or gets to a stage of termination and new ones set in. However 34.9 percent of the respondents felt satisfied with the rate of fashion change in Kenya. Some of the reasons for this comfort could be that these respondents wear designer clothes, which do not outdate fast enough, hence not afraid of the fashion battle. Another reason could be that they import the new fashionable clothes directly from their countries of origin hence they do not pay so much as the people who buy from the local market. Yet, there are others who never care so much about fashion when it comes to dressing, other than dressing to meet the basic needs of covering the body and protection against adverse weather conditions.

In Kenya, there is a body called the Kenya Consumer Organisation. One of the organisation's major aim is to protect the consumer by receiving complaints of various types concerning the quality, quantity and price of all kinds of consumer items and to try and obtain the best solutions possible. The Kenya Bureau of Standards is another body which checks the quality and pricing of items before and after they are delivered into the market thus maintaining a good standard of quality and quantity of items in the market thereby protecting the Kenyan consumers. As far as clothing is concerned, the textile produced in the country should bear certain standards of quality. The clothes produced should also be of certain standards to guarantee the consumer longer service and protection. However, a total of 67.3 percent of the respondents expressed dissatisfaction with the general quality of clothing in the market (Table 4.17). The reasons were that locally-made clothing items which are produced in mass tend to be poor in performance for example, the inner garments such as pants, petticoats and most of the children's wear.

The threads are weak, the fabric quality is poor and the general workmanship is not appealing yet some of these things cannot be imported all the times. The school uniforms are too expensive yet they are poorly done. Locally made shoes and bags are of poor man-made materials and are not durable. Rubber shoes are not colourfast. Cotton based fabrics do shrink a lot yet this could be taken care of at industrial level during fabric construction. Some of the imported garments especially second-hand could have been at sea for too long while in transit and have become rotten hence have a very short lifespan. However, if the design is good the item is sold expensively. Rejects from other countries imported or dumped in Kenya are sold expensively since they bare the imported labels. All the same another 32.6 percent of the respondents felt that they are satisfied with the consumer protection services offered in Kenya in relation to the clothing sector.

Almost half [46.9 percent] of the respondents were satisfied with the clothing information available in the liberalised clothing market (Table 4.17) . However 51.7 percent of the respondents expressed “dissatisfaction” with the clothing information available. In Kenya, there are clothing traders and very few clothing specialists who can give information about fabric type, the care required and suitable uses for the finished products. One visits a fabric shop and the sellers are not able to tell the consumer the name of the fabrics in stock. Likewise in the clothing construction industry, where we have the industrial tailors and individual tailors who practice on their own, their main aim is to produce or make garments from fabrics that have become popular with the consumers. It is because of these reasons that more than a half of the respondents felt dissatisfied. In some instances, brushed cotton/polyester blends and brushed linen fabrics

have been sold very expensively for wool. Today, we are able to get access to fashion magazines that can give information about where to get the best cloths and how to take care of them. It is only unfortunate that Kenyan consumers have no access to such stores since they are foreign. Other clothing information sources such as advertisements and fashion shows are limited to a certain class of consumers especially those in the urban areas and those who follow fashion closely. The shows are also too expensive.

As regards the experience with the items bought previously, the results showed that 54.6 percent of the respondents expressed satisfaction with the clothing items they bought. The rest of the respondents that is 44.1 percent expressed dissatisfaction with the items previously purchased from our market (Table 4.17). Most of the respondents who expressed satisfaction said that they now have a variety to choose from. They said that they relied mainly on imported fabrics available in our market today as they are of good quality. When they have them tailored especially by good dressmakers they experience a lot of satisfaction. The fabrics which are mainly synthetic are easy to care for and cheap to maintain yet very durable. Nobody is now conditioned to buy the Kenya made cottons, which are non-colour fast and shrink a lot. However, the 44.1 percent of the respondents who reported dissatisfaction said that imported clothes that they bought bore a lot of uniformity in design and garment style hence lost the feeling of uniqueness. Sometimes the local tailors disappointed them by doing their garments poorly. Sometimes some imported clothing require dry-cleaning process of clothing maintenance, which is expensive to most Kenyan clothing consumers.

Results also indicated that 2.4 percent of the respondents did not answer the question. More than a half [60.3 percent] of the respondents expressed “satisfaction” with the textile knowledge that they had. However, 38.8 percent expressed dissatisfaction with the textile knowledge. For the people who were well informed about textiles, most of the times they never went wrong as they made their clothing choices. Others also gained their textile knowledge from the experience with the clothing items they bought previously and this helped them to get on well.

More than half [64 percent] of respondents expressed satisfaction with the statement—“Real executive imported clothes are priced very expensively”, while 34 percent expressed dissatisfaction with the statement. The people who felt negative are the group who wish to purchase these clothes but, are unable due to the higher prices charged. They also do not feel at home with the category of the clothing items that they are able to buy. The lot that felt satisfied were well placed financially and were able to dress executive. They derived pleasure and satisfaction from this category of clothes. They could see a clear-cut line between the people who could afford the clothes and those who were unable.

4.8: - Respondents’ Suggested solutions to problems prevalent in the liberalized market

When the consumers were asked to give suggestions on issues that made them unhappy with selection and consumption of clothing items in the liberalised market, the following points were advanced: -

- Over production or mass production of one type of clothing design should be stopped

to void a uniform dressing pattern, especially if it is not a national dress. This would go along way to curb imitation of the original design. The various manufacturing stores should come up with their designer patterns and they should be protected from pattern adoption.

- Most people felt that locally made new clothes were charged very expensively and they suggested a reduction on heir prices. Good quality imported clothing are also too expensive hence their prices should be reduced.
- The local clothing producers and tailors to improve their skills of production to satisfy the consumers' needs. The quality of local textile be improved too by the local manufacturers.
- Locally made items should not bear imported labels, which leads to high pricing and cheating.
- The Kenya Bureau of Standards and the Kenya Consumer Organisation to ensure high standards of clothing items in the market whether local or imported so that consumers are protected against exploitation.
- Detailed information regarding clothing should be given in garment labels for example: - fiber composition, care instructions and garment size.

CHAPTER FIVE

5.0: SUMMARY OF MAJOR FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

Relevant research studies carried out in Kenya have identified the need for Kenyans to identify with the Kenya-made items including clothing in order to boost the country's economy and to discourage the mass importation of clothing items and other goods from foreign countries. It has become evidently clear that Kenyans prefer imported clothing items to locally-made ones and a greater proportion of the clothing items in the Kenyan market today are imported. Kenyan clothing consumers encounter some problems in this market as a result of their behaviour i.e. being cheated by retailers and buying items at hiked prices among others. The purpose of this study therefore, was to identify the psychological and socio-economic factors, which influence the selection and consumption patterns of clothing by employed women in the liberalized clothing market. The study also explored their attitudes towards locally-made clothing items and the current liberalised market conditions with respect to clothing selection and their suggestions about required improvements. The following research objectives were thus addressed: -

- 1) To establish the background information of the employed women in Nairobi.
- 2) To establish the sources of information on clothing selection by employed women in Nairobi.
- 3) To identify the clothing outlets used by employed women in Nairobi.
- 4) To determine the psychological factors, which influence clothing selection by employed

women in the liberalized market.

- 5) To determine the socio-economic factors, which influence clothing selection by employed women in a liberalized market.
- 6) To determine the employed women's attitude towards locally manufactured clothing items.
- 7) To find out the relationship between selected demographic variables and psychological and socio-economic factors.

A survey research design was used in this study. The target population consisted of all salaried female employees in both the public and private sectors in the Central Business District (CBD) of Nairobi City. Using stratified random sampling procedure, a sample of 233 female employees was selected. A total of 209 [89.6 percent] respondents answered the questions.

A semi-structured questionnaire was used to gather the data. Both qualitative and quantitative methods of data analysis were used in this study. The qualitative methods involved the use of frequencies and percentages to quantify the results. Cross Tabulations was also used to strengthen the findings. The quantitative methods of data analysis involved the interpretation of the open-ended information into a meaningful and analyzable data. Tables were also used to present the data into a more simplified and easy to read form.

5.1 MAJOR FINDINGS OF THE STUDY

5.11: Demographic Details

The results revealed that majority [92.3 percent] of the respondents were in age category

20 - 40 years while about half [53.1 percent] of the respondents were married. Almost three-quarters [71.8 percent] of the respondents had dependants. About two-thirds [67.3 percent] of respondents had attained education beyond the ordinary level. A good proportion [63.4 percent] of the respondents had worked for between one to ten years. The results further revealed that almost half [48.3 percent] of the respondents belonged to low-income group. The middle-income group was represented by 46.9 percent of the respondents. A low proportion (4.9 percent) of the respondents represented the high-income group.

5.12 Clothing Information Sources & Outlets

According to the results almost all [93.6 percent] the respondents bought their clothes while about two-thirds [67 percent] of the respondents had dependants whom they bought clothes for. The results also revealed that more than half [62.7 percent] of the respondents planned and budgeted for their clothing shopping a head of time, while a low proportion [30.6 percent] of respondents did not.

Clothing displays were the most popular sources of information concerning clothing selection as was confirmed by a sizable number [41.1 percent] of respondents. What other people wore became the next popular clothing source supported by 20.6 percent respondents, while the third most preferred source of clothing information was what friends wore or accepted as was supported by 20.1 percent respondents.

As for the clothing outlets, the clothing stores and boutiques selling new clothes, were the most preferred outlets where slightly more than half [54.7 percent] of respondents confirmed this fact. The next preferred outlet was the open-air second-hand clothing markets where slightly more than half [52.2 percent] of the respondents confirmed this by rating it second. Clothing stores and boutiques selling second hand clothes became the third outlet as was confirmed by almost half (47.8 percent) respondents.

5.13. Psychological factors influencing clothing selection

Among the Psychological factors influencing clothing selection, a high proportion [83.7 percent] of respondents reported that they preferred clothing items in which they appeared attractive. As the respondents selected their clothing items, they highly considered their interest and they chose the items on the basis of what impressed them most. This was confirmed by the majority, [82.3 percent] of the respondents. The respondents' attitude towards the clothing items bought was also an important factor. Almost three-quarters [73.9 percent] of the respondents admitted. Other psychological factors that contributed significantly towards clothing selection were their own beliefs, the cost of the item and the uniqueness of the item.

5.14 Socio-economic factors influencing clothing selection

The Socio-economic factors influencing respondents' clothing selection were the amount of money available where almost three-quarters [73.2 percent] of

the respondents reported it as being influential. Another influential factor was the social activities that they engaged in as was reported by 40.2 percent respondents. The number of dependants that one took care of also became an influential factor and 37.3 percent respondents considered this factor significant.

5.15 Respondent's attitude towards locally manufactured clothing items

Results confirmed that only a small proportion [18.7 percent] of respondents exclusively bought imported items. However, the majority [81.3 percent] of the respondents bought locally made clothing items. This response however, does not imply that they never bought the imported clothing items. Some of the reasons advanced are:

- New locally made clothing items are cheaper than the new imported clothing items.
- During construction, especially the custom made clothing item, the consumer needs are taken care of thus achieving uniqueness where need be.
- Most of the locally manufactured clothing items are easy to maintain.
- Some of these consumers know that by buying the local clothing items, they are promoting the local clothing industry and their country too.

They maintained that most of the work and school uniforms as well as the inner clothes do not have to be imported. Liberalisation of the Kenyan economy has forced the local clothing producers to improve on the quality of their produce. However, respondents still maintained that imported clothing items are superior over local ones. They reasoned that:

- The imports are associated with greater durability and better performance in wear.

- The general workmanship and hence the quality is better than the local items.
- The prices of the local new clothes are higher than the prices of imported second-hand clothing items, which are better in quality.

5.16. Problems arising from the liberalised economy

From this study, it is evident that there are psychological and socio-economic problems that have featured in the liberalised clothing market that make clothing selection and buying uncomfortable. These are:

- The uniform style of dressing among the clothing consumers, which is as a result of mass production of certain clothing designs.
- The rate of fashion change is too fast for most consumers to cope with.
- Designer clothes, which are unique and executive, are too expensive for most consumers to afford.
- Consumers have discovered that foreign clothing labels are put on locally -made items, the prices are hiked and then the items are sold as imported items. Clothing traders therefore, are not genuine in their practices.
- The use of imitation fabrics and then equating them to good fabrics thus selling the items made from them expensively. This is another form of practice of in genuine sale.
- Clothing items in general have become too expensive for most consumers to afford. Most of the good quality second -hand clothes are today sold in boutiques at very high prices. Very good quality locally-made clothing items are also sold very

expensively. The cost of custom-tailoring is very high, although fabrics are affordable.

- Slightly more than half [52.2 percent] of the respondents felt that the clothing information available from producers and retailers was not adequate enough to lead them to make wise decisions. They also reported that retailers persuaded them a lot into buying their items by giving false information concerning the items.
- Slightly more than half [56.5 percent] disregarded the purchase of clothing items on credit from sellers, as the prices were often too high, yet these are some of the purchasing terms available today.

5.17. Advantages of operating in a liberalised market

- In Kenya today, consumers are enjoying selecting and buying their clothing items from a market that has a wide range of items. More than three-quarters [77.1 percent] of respondents confirmed the finding.
- The quality of the clothing items have improved a great deal due to the competition between the imported and the local clothing items as reported by almost three quarters [73.3 percent] of the respondents.
- The imported items have become more available and all the respondents confirmed this. This availability has made the imported items slightly more affordable unlike before liberalisation.

CONCLUSIONS

- The respondents were fairly young and employed. Therefore the need to look presentable and well dressed. Such a group is likely to spend more money on clothes. The image of the respondents appeared very important to them. This probably improved their self-esteem.
- Majority of the respondents were low and middle-income earners although they had acquired education beyond “O” level. This was the most likely reason for never budgeting for their clothing shopping a head of time. The low economic status subjected them to consumption of cheaper imported clothing items and locally made ones, which appeared uniform in design.
- The most commonly utilised clothing sources were displays, what other people wore and what friends/peers approved of. These sources were easily accessed and were never paid for, a reflection of a low economic status.
- Clothing outlets, which were frequented by the respondents, were the stores/boutiques selling new clothes. Respondents who earned high income and those who earned upper scale of middle income probably used this outlet. Otherwise the open-air and clothing stores /boutiques selling second-hand clothing items were utilised by almost every respondent.
- Generally, women love to appear attractive. This was the most likely reason why majority of the respondents chose clothing items on the basis of how attractive they appeared in it. This, boosted their morale psychologically hence, a strong source of influence in clothing selection.

- The amount of money available to an individual for clothing selection turned out to be a strong socio-economic factor. It is human nature to desire to appear unique, well dressed and expensive looking. Given a chance, every woman would strive to achieve this although, limited income became the drawback in the case of these respondents.
- Psychologically, the Kenyan clothing consumers still believe that imported clothing are superior over local ones and hence the reason why they strive to buy more of the imported items even if it is second-hand in cases where they cannot afford the new imported. This is also one of the reasons why the uniform dressing pattern has persisted since these clothes are produced in mass under cheaper cost of production in their foreign countries then exported to Kenya and sold cheaply compared to designer imported items to attract customers.
- Much as liberalisation of the Kenyan economy has presented several consumer advantages in the clothing market, the consumers have also come to discover that they are highly exploited in this market. They have expressed dissatisfaction with the high costs of the new local and new imported clothing items. This is particularly so with the very good local clothes and the unique imported designer clothes. They also feel that the rate of fashion change is too fast and since most ladies love to identify with fashion, they feel that this is too expensive.
- The other forms of exploitation on the consumers such as in genuine sales of local the produce to consumers and the sale of imitation fabrics has been based on the consumers' psychological trust of imported items. The local clothing traders have discovered that the consumers have no other ways of verifying that an item is imported, unless it has a label given that most of the local items never bear labels.

The producers have therefore introduced the use of imported labels and have also improved on the production skills thus producing very good items and then selling them very highly in the name of imported. Economically, the liberalised market has proved very expensive to the majority of the Kenyan.

- Psychologically and socially, this market does not promote individual uniqueness and creativity as they do their selection and buying of clothing items, apart from those individuals who are in the high-income group and can spend extra money to acquire uniqueness and keep at pace with fashion trend.

5.3: RECOMMENDATIONS

In view of the various issues that have emerged from this study, the researcher has made the following recommendations: -

5.31: From the study, it is clear that there is a lot of exploitation of the clothing consumers by the local clothing sellers and producers. The source of this cheating is based on the consumers' strong belief on imported clothing items. Therefore the Ministry of Trade and Industry together with the Kenya Consumer Organization should use this finding to sensitise the consumers about the improvements that have occurred in the local clothing industry that have led to production of quality clothing items. Labels bearing the words "Made in Kenya" should be put on genuine locally made clothing items by the producers as a confirmation that they are locally made to avoid cheating by sellers and producers.

5.32: The Kenya bureau of standards should also confirm that locally made clothing items do not bear foreign labels as a way of protecting local clothing consumers from exploitation.

5.33: The study has also revealed that the concerned bodies do not effectively offer consumer protection services. The results are the emergence of varied prices on similar clothing items, use of imitation fabrics and the forms of exploitation by sellers and producers. The Kenyan government should see to it that consumers are protected at all costs since exploitation of the consumer's result in the exploitation of entire nation.

5.34: Market related problems that affect the clothing consumers such as uniform dressing patterns, high clothing costs, high rate of fashion change and the general consumer exploitation are factors that should be looked into by the government and corrective measures as suggested by the respondents be put in practice

5.35: To eradicate exploitation and cheating of the clothing consumers, the local producers, traders and sellers need to be educated on clothing related issues. For example, to know the fabrics by fibre content in orders to advice the consumers who do not have any clothing background effectively. The producers be educated on the need to label the items effectively especially the care labels and fibre content as these are very important in care and maintenance of the clothing items. Above all, they should be educated on the need to provide genuine consumer required advice instead of luring the consumers into making irrelevant choices for the sake of their sales.

5.36: From the study, it is also clear that imported clothing items are still preferred to locally- made clothing items. The respondents have also given the reasons behind this act. It should therefore be the responsibility of the Ministry of Industry to make sure that clothing items produced locally meet the required specifications or standards in order to boost the country's economy as well as to guarantee the local clothing industry survival in the competitive market.

5.4: SUGGESTIONS FOR FURTHER RESEARCH

Although research in areas related to clothing issues such as this one has been done in Kenya, there are still numerous openings for further research. The researcher proposes the following: -

- 1) The employed men's views on the current liberalized clothing market conditions need to be assessed since they are also major clothing consumers.
- 2) The views of the unemployed and informally employed Kenyan adults on the prevailing liberalized clothing market conditions given that everyone is a clothing consumer.
- 3) The Kenyan youths being highly ambitious group need to be interviewed on the same issues to find out their position.
- 4) A similar study to this could be carried out in other urban areas and rural settings in order to establish their position. This will help the researcher to establish whether the prevailing market related problems affect the Kenyan clothing consumers equally or not. The results will also assist in making comparison between urban areas and / or rural as well.
- 5) This study could be replicated with a larger sample but at a later date to establish whether any changes shall have occurred.

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APPENDICES

QUESTIONNAIRE

PART ONE

DEMOGRAPHIC DETAILS

1. In which of the following age categories do you belong ? - *please tick your choice*
 1. 20 - 30 years
 2. 31 - 40years
 3. 41 - 50 years
 4. 51 and above years

2. Marital Status
 1. Single
 2. Married
 3. Widowed
 4. separated

3. Do you have children ?
 1. YES
 2. NO

4. If yes, what stages of development are your children ?
 1. Infant
 2. School going age
 3. College going age
 4. Working age.

5. How many people depend on your income apart from yourself ?
 1. None (0)
 2. One (1)
 3. Two - five (2 - 5)
 4. Six and above

6. What is the relationship of the dependants to you ?
 1. Children
 2. Siblings
 3. Nephew
 4. Maid
 5. In-laws
 6. Parents

7. What is your highest level of formal education ?
1. 'O' level (form four) and below
 2. 'O' level plus college training
 3. 'A' level (form six) only
 4. 'A' level plus college training
 5. University Education
8. For how long have you been employed ?
1. Below 1 year
 2. 1 - 5 years
 3. 6 - 10 years
 4. 11 and above years
9. What is your monthly salary (Ksh)?
1. 0-9,999
 2. 10,000-24,999
 3. 25,000

PART TWO: INFORMATION REGARDING CLOTHING SELECTION

10. Do you participate in your clothing selection and buying ?
1. NO
 2. YES
11. If the answer is NO who does the selection and buying of your clothes ?
1. My parents
 2. My husband
 3. My siblings
 4.
12. How many other dependants do you buy clothes for ?
1. None
 2. One
 3. 2 and above
13. Do you plan and budget your clothing shopping ahead of time ?
1. No
 2. Yes
 3. Sometimes

14. Are there occasions or events that usually compel you to buy clothes within the year?

- 1. No
- 2. Yes

15. Which are these occasions? Indicate all those applicable

- 1. Birthday celebrations
- 2. Funerals
- 3. Christmas
- 4. Anniversaries
- 5. Graduations
- 6. Weddings

16. Here are a series of statements describing sources of information considered helpful in keeping one well informed about clothing and where to shop. Indicate if you use them always, sometimes or never, by ticking on the lines appropriately.

| Source of information | Always | Sometimes | Never |
|--------------------------------------------|--------|-----------|-------|
| Fashion magazine | _____ | _____ | _____ |
| Newspaper articles on fashion | _____ | _____ | _____ |
| Newspaper advertisements on clothing sales | _____ | _____ | _____ |
| T.V or radio advertisements | _____ | _____ | _____ |
| What other people are wearing | _____ | _____ | _____ |
| Family members | _____ | _____ | _____ |
| Friends. | _____ | _____ | _____ |
| What T.V. and movie stars wear | _____ | _____ | _____ |
| Clothing displays / open air markets | _____ | _____ | _____ |
| Sales persons at the shop | _____ | _____ | _____ |
| Fashion shows | _____ | _____ | _____ |

17. Where do you usually buy or have your clothes bought? Indicate all those applicable

- 1. Clothing stores/Boutiques selling new clothes
- 2. Clothing stores/Boutiques selling second - hand (used) clothes
- 3. Open air new ready-made clothing markets.
- 4. Open air second - hand clothing markets
- 5. People who sell clothing in places of work door to door sales.

PART THREE

PSYCHOLOGICAL AND SOCIO-ECONOMIC FACTORS INFLUENCING CLOTHING SELECTION

18. Below are some of the psychological factors which may influence people's decisions when selecting clothing items. Indicate whether they influence your decisions always, sometimes or never by ticking appropriately within the columns.

| Types of information | Always | Sometimes | Never |
|-----------------------------------------------|--------|-----------|-------|
| One in which you look attractive | _____ | _____ | _____ |
| Uniqueness of the item | _____ | _____ | _____ |
| Prestige and popularity of the brand | _____ | _____ | _____ |
| Latest style or fashion | _____ | _____ | _____ |
| The cost of the item | _____ | _____ | _____ |
| Popularity and prestige of the store / market | _____ | _____ | _____ |
| Your own values or beliefs | _____ | _____ | _____ |
| Your own interests | _____ | _____ | _____ |
| Your own attitude towards the style | _____ | _____ | _____ |
| Purpose | _____ | _____ | _____ |
| | _____ | _____ | _____ |
| | _____ | _____ | _____ |

19. Below are some of the socio-economic factors that influence people's decisions when selecting clothing items. Indicate whether they influence your decisions always, sometimes or never by ticking appropriately within the columns.

| Type of information | Always | Sometimes | Never |
|---------------------------------------|--------|-----------|-------|
| Position held at place of work | _____ | _____ | _____ |
| Amount of money available | _____ | _____ | _____ |
| Number of dependants in the household | _____ | _____ | _____ |
| Religious norms and / or beliefs | _____ | _____ | _____ |
| Status held in society | _____ | _____ | _____ |
| Educational status | _____ | _____ | _____ |
| Types of social activities engaged in | _____ | _____ | _____ |
| Locality or residence | _____ | _____ | _____ |
| What is appreciated by the family | _____ | _____ | _____ |

20. The following factors may be considered important in selecting and buying of clothing items. Rank them in order of importance by the use of numbers in bracket ().

| Factors | Always | Sometimes | Never |
|-----------------------------|--------|-----------|-------|
| Workmanship | _____ | _____ | _____ |
| Fibre Content | _____ | _____ | _____ |
| Care Label | _____ | _____ | _____ |
| Quality of Garment | _____ | _____ | _____ |
| Durability | _____ | _____ | _____ |
| Colour | _____ | _____ | _____ |
| The Fitting Characteristics | _____ | _____ | _____ |

PART FOUR

Your attitude towards locally made clothing items is a very important factor when selecting and buying clothing items for yourself or for anyone. Please, read the following information and indicate your answer appropriately.

21. Do you participate in buying locally made clothing items?

1. Yes
2. No

22. If yes, explain why you buy clothing items _____

23. You are provided with a series of statements regarding clothing selection in the liberalised market today. Please read them and indicate whether you “agree”, “disagree” or feel “neutral” by ticking in the spaces provided.

| Statement | Agree | Disagree | Neutral |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-------|----------|---------|
| Working women can dress very smartly and excecively depending on the nature of their jobs using locally made garments. | | | |
| Buying an imported fabric, then having it custom made locally can be equivalent of buying an imported garment in terms of quality and performance. | | | |
| Stores selling locally made clothing items are reasonably priced. | | | |
| Locally made garments can be very unique since the client’s needs are taken care of. | | | |
| Locally made clothing are generally cheaper than imported ones | | | |
| A consumer who wears locally made clothing should feel proud of her own clothes and develop a sense of achievement. | | | |

24. Kenyan clothing consumers strive to buy imported garments at the expense of local ones which are also very good.

- 1. Yes
- 2. No

3. In case you do not buy locally made clothing items, can you explain why?

26. Shop location has a great effect on clothing prices.

- 1. Yes
- 2. No

27. In this liberalisation era, local clothing producers tend to cheat consumers by fixing imported labels on their products, then selling the items very expensively branding them imported.

- 1. Yes
- 2. No

28. The following general factors in the liberalized Kenyan clothing market are known to cause satisfaction or dissatisfaction with clothing selection and buying. Indicate by ticking within the columns appropriately to show how you are affected.

| Factor | Highly satisfied | Satisfied | Not satisfied | Highly dissatisfied |
|------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Wide range of items to choose from | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Availability of affordable items | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Quality of items in the market | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Availability of credit facility from sellers | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Uniform dressing pattern | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Ability of local tailors to adopt imported designs using local fabrics | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Rate of fashion change in the market | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Consumer protection service | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The clothing information available | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Experience with previous items bought | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Amount of knowledge you have about textile fabrics | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Real executive imported clothes are priced very expensively. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

29 For the things that make you dissatisfied with the selection and consumption of clothes in the liberalized market, which improvements or corrective measures do you suggest ?

**** END ****

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