

**ASSESSMENT OF FASHION MERCHANDISE PACKAGING UTILIZED BY  
FASHION OUTLETS IN NAIROBI CITY COUNTY, KENYA.**

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H60/ 37703/2016**

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SCIENCE IN FASHION DESIGN AND MARKETING IN THE SCHOOL OF  
LAW, ARTS AND SOCIAL SCIENCES, KENYATTA UNIVERSITY.**

**NOVEMBER, 2025**

## DECLARATION

This study project is my original work and has not been submitted for a degree in any institution of higher learning

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**DEDICATION**

This thesis is dedicated to my husband Mr. Joel Murimi, our two sons Ethan Imani and Austin Baraka, and daughter Juliet Sifa whose love, support and encouragement have enabled me this far.

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I would like to acknowledge the Almighty God in my life. He gave me good health, grace, perseverance, and guidance throughout the study period.

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## DEFINITION OF TERMS

The following terms were defined as follows:

- Accessories** These are items that complement the look of a garment, mostly used for aesthetic purposes. In this study, they will be composed of jewellery, shoes, bags, belts, hats, ties, caps, and hair clips.
- Consumers** Users of fashion clothing and accessories mainly for personal use. It refers to people who purchase products within outlets in malls in Nairobi County.
- Eco-friendly** These are items that aid in a cleaner living in the environment and assist in the conservation of resources like water and energy. In this study, it refers to packaging retailers used to package consumers merchandize that can be recycled and reused or is made of biodegradable materials.
- Fashion Retail** This is the selling of apparel and accessories to the final consumer. In this study, it refers to the selling of clothing and accessories to consumers in fashion outlets.
- Marketing** It includes all the activities a brand undertakes to promote the buying and selling of a product or service. In this study, it refers to activities like advertising, promotion, packaging, branding, and pricing geared towards getting a product to a consumer.

**Fashion outlets:**

These are shops that deal with the sale of apparel and accessories to the final consumer. In this study, they comprise shops within the malls that sell apparel and accessories.

## DEFINITION OF OPERATIONAL TERMS

The following terms were defined as follows:

**Challenges:** This refers to something new and difficult which requires great effort and determination to solve.

**Environmental awareness:** This is having a deep comprehension of the surrounding, the influences of human behaviours on it, and the significance of securing it.

**Fashion Merchandize:** This refers to apparel and accessory that can be bought or sold. In this study, it will comprise clothes of all types and accessories defined in this study that consumers can buy.

**Merchandizing:** This is a strategy that facilitates to the sale of goods and services by arousing interest among the consumer e.g. promotional deals or discounting methods. In this study, it refers to how retailers package goods in attractive and eco-friendly packaging to attract consumers.

**Packaging:** This is a material used to wrap or protect goods and present a product to the final consumer in an attractive way. In this study, it refers to materials like cartons, paper bags, sisal bags and pouches that retailers use to wrap and present apparel and accessories to consumers.

**ABBREVIATIONS AND ACRONYMS**

<b>KEBS</b>	Kenya Bureau of Standards
<b>NACOSTI</b>	National Commission for Science, Technology and Innovation
<b>NEMA</b>	National Environment Management Authority
<b>NCC</b>	Nairobi City County
<b>SPSS</b>	Statistical Package for Social Sciences

## ABSTRACT

Packaging serves a critical function in the safeguarding and logistical distribution of fashion merchandize. Within the retail sector, packaging materials are strategically employed as marketing tools to enhance consumer attraction and drive sales. Historically, fashion outlets in Kenya have utilized materials such as cartons, paper, meshed bags, and plastic thin-film. However, the recent enactment of stringent governmental regulations on environmental sustainability has compelled a sector-wide shift, with retailers and consumers grappling with adapting innovative packaging solutions. This purpose of the study was to assess the fashion merchandize packaging utilized by fashion outlets in Nairobi City County. The objectives of the study were: to determine the impacts of packaging design on fashion merchandizing sales in fashion retail; to establish the level of environmental awareness on packaging by consumers and retail as well as to determine the challenges faced by retailers and consumers of fashion merchandize in regard to fashion merchandize packaging. The study adopted mixed method research design. The target population for the study was all consumers and fashion outlets managers in the 32 shopping malls in Nairobi City County. The study comprised 2 fashion outlets in each of the 18 selected shopping malls housing more than one fashion outlet of similar brand. The researcher purposively sampled 36 fashion retail outlets managers and randomly sampled 385 consumers visiting fashion outlets in the 18 shopping malls. The total sample size for the study was 421 respondents. Questionnaires and interview schedule were employed to collect the data. The research instruments were pre tested in fashion outlets not participating in the study using Cronbach's Alpha Coefficient. Coefficients of 0.896 and 0.770 were realized for consumer questionnaire and retail manager questionnaire respectively, indicating high internal consistency. Data analysis involved descriptive statistics and inferential analysis using Spearman's Rank Correlation at a 95% confidence interval, processed with SPSS Version 26. The presentation of data was in the form of frequency tables, bar graphs and pie charts. Among the findings it was established that there was high consumer preference for men's wear, non-woven packaging and a retail reliance on imported fashion merchandize to align with global trends. It also established there was a positive relationship between packaging design and consumers purchasing decision of fashion merchandize in fashion outlets in NCC. In addition, the study found out that attractive, eco-friendly and quality packaging plays a crucial role in facilitating purchase of fashion merchandize. The study found that among the strict government policies and poor-quality packaging forms major challenge affecting fashion merchandize retailers and that there are of high cost and little sensitization on new packaging materials. The findings of the study may help consumers in choosing appropriate packaging that are recyclable, user-friendly and eco-friendly to ensure guaranteed satisfaction as well as providing alternative packaging following the ban of plastic bags. The study concluded that packaging plays a greater role on the dispensation of fashion merchandize and that consumers preferred a secure and adaptable packaging. The study therefore recommends that the government of Kenya should standardize packaging materials that are environmentally friendly for retailers and consumers to ensure a clean environment for all. In addition, producers of Packaging materials should educate consumers on the new packaging materials as well as provide training on waste disposal to ensure a clean environment. Further research should be carried out to establish the impact of ban of plastic bags ban by the government of Kenya on local fashion retailers in Kenya.

## **CHAPTER ONE: INTRODUCTION**

### **1.1 Background to the Study**

In the modern fashion landscape, packaging has risen above its traditional protective role to become a critical part of brand communication and consumer appeal. Albala (2015) viewed that effective packaging must be attractive and fascinating to consumers, economical, communicative, convenient and re-usable. Advances in technologies have led to production of better and improved packaging (Sen & Das, 2016), making it important for fashion retailers to create clear brand image that aligns with consumers perception (Steenis, Van Herpen, Van der Lans, Ligthart, & Van Trijp, 2017). As Russels (2015) explains, packaging functions as a ‘silent salesperson’ where strategic merchandizing displays leverage its appeal to influence purchase decisions among consumers.

Globally, the fashion industry is a major economic driver, generating significant revenue and employment (Rita & Mahamud, 2016). This economic significance boosts competition, compelling retailers, as seen in South Africa, to compete for consumer attention by providing appealing and user-friendly packaging that facilitates and stimulates apparel shopping (Hefer & Nell, 2015).

Conversely, inadequate packaging deters consumers, a challenge noted in Nigeria where poor packaging dissuaded purchases (Chukwu & Enudu, 2018). To address this, companies invested significant time and money in stunning packaging that drew consumers’ attention and communicated product details (Imiru, 2017). Maende (2018) posited that packaging design and colour display enhanced and exhibited notable features and invisible attributes of a brand. Since consumers perceived goods

and services in many designs, companies established, devised and issued packaging materials that were of great value to consumers (Dent & Sherr, 2015). Consequently, an innovative packaging design could change how consumers viewed a product and created a new market position (Meyer, 2018). Despite its importance, a gap remains in the literature regarding the specific influence of packaging designs on consumers, a gap this study sought to address

The packaging standard is also shifting towards sustainability. In the preceding years, packaging had been the leading pollutant; now, packaging faces pressure to adopt eco-friendly alternatives (Seo, Ahn, Jeong & Moon, 2016)). This shift is underscored by global initiatives, such as the commitment made at the World Economic Forum in Davos by leading packaging companies to make 100% of their packaging reusable or recyclable by 2025 (Godfrey, 2019). Consumer preferences reflect this trend, with two-thirds of U.S. consumers favouring products and services from firms engaged in eco-friendly practices (PwC, 2024). In the fashion industry, where plastic packaging has long been dominant, sustainable protocols now recommend paper, biodegradable plastics, and glass (Singh & Kaur, 2023; UNEP, 2018).

This global context had direct implications for Kenya. The nation's 2017 ban on thin plastic carriers forced a significant operational adjustment across all sectors, including fashion retail (Kuo, 2017). Businesses had to substitute low-cost plastic bags with alternatives like paper bags, cartons, and reusable fibre bags. The ban was enforced with severe penalties, including substantial fines or imprisonment (Houreld & Ndiso, 2017), highlighting the urgency of the transition. The societal impact was vividly captured when a primary school pupil in Eastern Kenya, in response to the ban, fashioned a bag from dried banana that left an image that circulated widely on social

media (Musambi, 2017). For fashion retailers previously reliant on branded plastic bags, finding viable and appealing alternatives became an immediate necessity.

The merging of factors like the role of packaging, global sustainability urgency and Kenya's unique regulatory environment creates a critical research segment. The personal needs of consumers on packaging can often conflict with manufacturers' desires, yet packaging remains the unique medium that links them at the moment of purchase, shaping brand perception (Chukwu & Enudu, 2018). Therefore, this study aims to assess the fashion merchandize packaging utilized by fashion outlets in Nairobi City County, Kenya. It seeks to provide crucial insights into how the local fashion retail market is adapting to the evolving developments in packaging materials and sustainability demands, filling a distinct gap in the literature concerning the Kenyan consumer.

## **1.2 Statement of the Problem**

Fashion marketing and merchandising relies on the use of proper packaging as a sales channel and as a key part in communicating sustainability. A proper packaging offers form to a product, establishes a secondary role of popularizing the product, protects and enhances the product, and enables products to be easily identified (Imiru, 2017). The major challenge facing the fashion retail industry is the introduction of alternative secondary packaging following the light plastic bag ban in Kenya (The Guardian, 2017). The Government of Kenya has given possible alternatives of non-plastic materials, biodegradable bags and cloth like bags but they have not fully addressed the subject of quality packaging, availability, costs, and providing consumer rights to packaging (Enge, 2018). Little is known about the alternative packaging making it a glaring gap and thus the need to investigate on recyclability and consumers

perceptions on such packaging, and their overall effect on consumption of fashion merchandise.

A review of literature on plastic packaging indicated that though the light plastic bags are cheap, effective and light, they pose a greater risk to the environment since they are not recyclable (Enge, 2018). In addition, the new packaging and Kenyan Government regulation on non-plastic packaging have resulted in both consumer and fashion retailers' complaints as a gap that the research addressed. The challenges include: cost of the secondary packaging, quality of the material used to make the packaging, durability of the packaging, little consumer awareness on the alternative packaging and the designs of the packaging (Oyake-Ombis, 2017). All these factors play a critical role in helping the consumer make decision on the right packaging and brand (Imiru, 2017). These factors also help the fashion retailers to design and procure appropriate packaging for their consumers and thus guaranteeing the success of the business (Karedza & Sikwila, 2017). In addition, a gap on the need to inquire how fashion retailers are able to meet the conflicting personal needs of consumers in regard to packaging was addressed in the study.

Research shows that for a successful fashion retail business, the fashion retailers need to offer customers a packaging that meets their expectations as well as establishing a clear contact with them (Subramanian, 2017) and providing an aspect of eco-friendliness to the consumer and the environment. There was a conspicuous gap on the role of packaging and hence the need to investigate on the packaging used by fashion retailers for their clothing and accessories, and how different packaging designs and packaging materials affects the purchasing decision of the consumer.

Therefore, the research aimed at assessing the fashion merchandize packaging utilized by fashion outlets in Nairobi City County.

### **1.3 Purpose of the Study**

The purpose of this study was to assess the fashion merchandize packaging utilized by fashion outlets in Nairobi City County.

### **1.4 Objectives of the Study**

The objectives of this study were:

- i. To determine the types of fashion merchandize in fashion outlets in Nairobi City County.
- ii. To determine the types of fashion merchandize packaging in fashion retail outlets in Nairobi City County.
- iii. To establish the role of packaging in fashion merchandizing in fashion retail outlets in Nairobi City County.
- iv. To determine the impacts of packaging design attributes on fashion merchandizing sales in fashion retail outlets in Nairobi City County.
- v. To establish the level of environmental awareness on packaging by consumers and retail managers in Nairobi City County.
- vi. To determine the challenges faced by retailers and consumers of fashion merchandize in regard to fashion merchandize packaging in Nairobi City County.

### **1.5 Hypotheses**

The study tested the following null hypothesis.

H<sub>01</sub>: The type of a packaging has no significant effect on fashion merchandizing in fashion retail outlets in Nairobi City County.

H<sub>02</sub>: The design of a packaging has no significant effect on fashion merchandizing in fashion retail outlets in Nairobi City County.

### **1.6 Significance of the Study**

The study of fashion merchandize packaging holds significant value for consumers, fashion retailers and academic research. For consumers, the findings empower more informed decisions on the sustainability, recyclability and reusability of their packaging. For the fashion retailers, it provides critical insights into evolving consumer packaging preferences and identifies viable, eco-friendly alternatives in response to plastic bags ban, enabling strategic operations adjustments. Academically, the research establishes a foundational framework for understanding modern fashion packaging which acts as a catapult for future investigations into sustainable retail methods.

### **1.7 Scope of the Study**

The research was carried out in shopping malls in Nairobi City County. Nairobi is the capital city of Kenya and comprises a variety of fashion outlets with different fashion merchandize. The different outlets target different social classes as well as offering different types of fashion merchandize.

### **1.8 Limitations of the Study**

This study involved Nairobi City mall managers and consumers who shop in the fashion outlets, therefore, generalization to other fashion retail stores and consumers was done with caution.

### **1.9 Assumption of the Study**

- i. The study assumed that the fashion retailers have complied with the new packaging regulations of Kenya following the plastic bag ban.
- ii. The consumers and fashion retail managers are knowledgeable on the different types of packaging that exist for fashion merchandize in Kenya.
- iii. The consumers cooperated in giving right information.

### **1.10 Theoretical Framework**

This study applied the theory of attractive quality. According to Kano Seraku, Takahashi and (Tsui, 1984), the proponents of this theory are Professor Kano and his colleagues. This theory aims to expound on the various aspects of the manner in which a consumer assesses and perceives good attributes (Dadras, 2015).

Zheng et al. (2025) developed a model explaining how product quality influences consumer satisfaction. The model illustrates the connection between the distinctiveness of product quality and the resulting satisfaction. Not all positive quality attributes are identical, and they may evolve over time. Instead of a one-size-fits-all approach, good quality traits are categorized into five types: appealing aesthetics, consistent reliability, strong return performance, universal fit, and adaptable sizing.

Shahin and Akasheh (2017) cite quality attributes that appeal to consumers when deciding to purchase and use a product such as those that can be resealed and recycled. Same-dimension of quality attributes lead to satisfaction when they are fulfilled and can lead to dissatisfaction when they are not fulfilled. Strong quality indicators such as the absence of leaks and content announcements are also considered. Indifferent quality attributes where products have none of the positive or negative aspects and therefore do not lead to consumer satisfaction or consumer dissatisfaction.

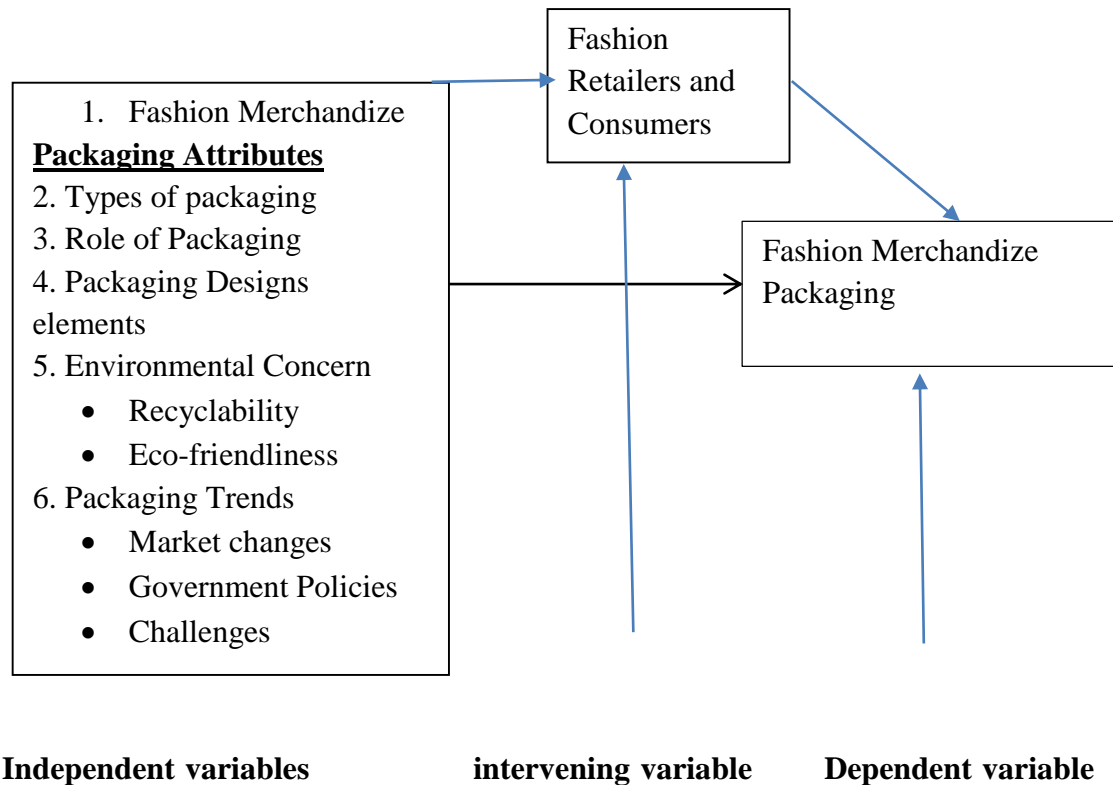
On the other hand, reverse quality attributes refer to high degree of attainments that lead to dissatisfaction or low levels of profits leading to dissatisfaction and to the fact that rarely all consumers are the same. Consumers can check the quality of a product when they buy it, or when they utilize it. This signifies that quality assurance is made at the time of one is buying the product and at the time of use.

Packaging evolves alongside consumer expectations, as buyers seek the benefits that products and services provide—essentially looking for solutions that align with their own value creation processes (Preston Packaging, 2025). Quality attributes tend to follow a typical life cycle. At market introduction, these qualities may initially seem unremarkable to consumers, who often feel indifferent toward the new features. Therefore, packaging should extend beyond mere containers like boxes, bottles, or pots, exploring how it can enhance perceived quality and attract more consumers (Smith & Lee, 2023). Packaging plays a crucial role in influencing consumer choices, so it must be user-friendly, fit storage requirements, and be recyclable.

Mazhar, Daud, Arz Bhutto, and Mubeen (2015) noted that packaging creates a lasting impression on consumers and influences their purchasing decisions based on the product's packaging. Attractive colours and symbols in packaging enhance the appeal of any product. Packaging that is honest and efficient draws many consumers and motivates them to buy the product (Johnson and Martinez, 2022). The demand for innovative packaging has grown and continues to rise as fashion companies use packaging not only to protect their products but also to promote environmental protection and awareness (Wyrwa & Barska, 2017). Additionally, packaging materials and wrappers are crucial in product packaging, as they must be distinctive and stylish to impact consumers (Mazhar et al., 2015).

### 1.11 Conceptual Framework

The figure 1.1 indicates the relationship of the variables of the study.



Source: Author (2019)

**Figure 1.1: Elements of Packaging Impacting on Fashion Merchandizing Framework.**

An independent variable is one that controls the dependent variable. In this study, the independent variables were packaging attributes which included: type, design, quality, functionality and Eco friendliness of a packaging which when altered controls perceptions of consumers and retailers towards a particular packaging. This in turn affects the merchandizing of fashion merchandize in the fashion retail outlets.

## **CHAPTER TWO: LITERATURE REVIEW**

The literature review for this study focused on the following areas: Packaging, methods for packaging for fashion merchandize, role of packaging, eco-friendly value on packaging and challenges of packaging in Kenya. This was important in understanding the existing literature on packaging for the fashion retail market and bring out the gaps that exist on the same.

### **2.1 Packaging**

Kent and Omar (2003), as cited by Maende (2018), describe packaging as encompassing all activities related to the design, evaluation, and production of packaging. Packaging serves a dual purpose: protecting the product from damage and attracting consumers through its visual appeal. It plays a crucial role in marketing strategies, especially in retail settings where packaging facilitates self-service by making products easily identifiable and accessible.

Additionally, packaging is important for capturing consumer attention and enhancing brand recognition. According to Lifu (2012), referenced by Chukwu and Enudu (2018), effective packaging increases consumer interest by focusing on convenience and appearance. Innovative packaging designs can set firms apart by offering unique aesthetics (Farooq, Habib, & Aslam, 2015). Key features of good packaging include ease of use in terms of size and weight, product security, consumer prestige, adaptability, and attractive design, all of which contribute to a successful packaging strategy (Sedlacekova, 2017).

Packaging has attracted attention in recent time's regulation and has been recognised as a silent salesperson (Imiru, 2017). The increasing demand and interest in packaging

as an instrument of sales promotion and stimulator of purchasing power is speedily growing (Imiru, 2017). Chukwu and Enudu (2018) add that packaging should be appetizing and unique as compared to other brands. Packaging imposes value to product and stimulates consumers' buying behaviour which in turn guides their future behaviour (Garg, 2025). A packaging also attracts the consumers' attention and increases product's functionality (Farooq et al., 2015).

The size of a packaging depends on the retail market and the features of a given product. Large pack sizes convey better quality and increase random buying off items (Singh, 2025). Packaging design increases value of the packaging and to the product respectively (Ksenia, 2013). Also, attractive packaging scales up the value by helping consumer purchasing decision process (Mazhar et al., 2015). It also reduces advertising costs since consumers can see them to attract their attention. Chukwu and Enudu (2018) also argue that commodities with attractive packaging create market for companies rather than being promotional activities. Pictures on the packaging inform of attractive situations can assist in triggering lifestyle aspirations on the consumer (Juárez et al., 2023).

## **2.2 Materials for Fashion Merchandize Packaging**

Paper and cardboard are very popular packaging material in the apparel industry since they depict items in colourful and enticing ways (Karia, 2015). Other packaging materials include: plastic packaging that are durable and air tight; glass packaging allows consumers to see the quality of the products due to its transparency and non-woven fabric materials that have revolutionized the industry since they are 100% recyclable. In addition, the non-woven packaging technology provides alternative

protective packaging for the clothing and apparel industry (Devadiga, Thomas, Shetty & Setia, 2015). They are cheap and provide a barrier against water, oxygen and light.

Mason (2025) notes that packaging materials account for a significant portion of costs in the apparel industry. There are various types of packaging materials available in markets and industries, each serving different purposes. Corrugated boxes, made from layers of paper fibre, provide strength and are used to carry heavier products like wines, fruits, and vegetables. Besides transportation, corrugated boards are also crafted into bulk bins, furniture, and partitions. In contrast, boxboard or paperboard cartons are thin and lightweight, designed for single items such as shoes, cereals, and toys. These cartons are recyclable and can be repurposed into children's toys and display boards.

Other packaging types include paper bags and sacks, divided into those used for retail items and multi-wall sacks for heavier contents like flour and cement, sometimes repurposed as waste bins. Anti-corrosive packaging protects metal surfaces in high-risk environments using materials like VCI bubble film and paper. Pharmaceutical packaging includes blister packs and features for timed dosing and counterfeiting prevention. Flexible packaging, made from materials that can be sealed easily, maintains the freshness of its contents, making it popular for various products.

### **2.3 Role of Packaging**

Packaging plays a role of building relationships with consumers as well as affecting their purchasing decision, and inculcating a sense of difference among the many products (Magnier & Schoormans, 2015). Packaging imparts positively on consumer attitude in regard to recycling, and on the packaging lifecycle assessment of a product

(Wikström, Williams & Venkatesh, 2016). Karia (2015) indicates that a good packaging increases the sale for a product and emphasizes that it is important to take care of the packaging for any fashion product. Dellis (2016) concurs that new marketing practice requires one to understand the market and respond appropriately to the needs. In today's highly competitive business environment, a well-designed packaging may be the last chance a seller needs to change purchasing decision of consumers (Mazhar et al., 2015).

Moreover, packaging plays a role in selecting and giving support to a business product strategy. Kristie (2018) notes that the key roles of packaging are: Shipping and storage roles to guard the main product during distribution and sale; The information transmission role showing the details about the structure, use of the product, country of origin, etc.; The service role is to enable the use of the product, e.g. using built-in transmission; the protection and guarantee of physical protection of the product and the quality of the guarantee; The role of sales is to attract the attention of consumers and influence the decision to buy; The dividing role offers different prices to meet the needs of different consumers; and Regulatory role to ensure that the product complies with the rules governing branding, hygiene and pricing.

Lydekaityte and Tambo (2020) emphasize that packaging serves multiple essential functions: it protects the product, enables its effective display and storage both on and off the shelf, and helps it stand out through features like division, direction, and advertising. Action point (2025) highlights that packaging consists of four main components. Primary packaging keeps the product secure and clean, while secondary packaging presents the product to consumers. Shipping packages facilitate storage and

transportation, and labels provide crucial printed or packaged information, as noted by Kristie (2018).

In marketing, labels are key strategic elements influencing consumer decisions through a combination of information and visual appeal, even though they occupy only a small part of the overall packaging design. Other factors such as packaging size, design, colour, and graphics enhance attractiveness by allowing convenient product arrangement, ease of use, and portability. Oubdi and Ouazzani (2024) further stress the importance of colour in shaping consumer perception, advising marketers to recognize its strong impact on purchasing behaviour.

Without packaging, the country's Great Gross Domestic Product (GDP) could fundamentally decrease value (Singh, 2014). Packaging gives chance for the products to be transported from producer to manufacturer to supplier through the chain of supply (Saghir, 2004). Packing bags should be constructed from a variety of particular materials, shape and texture, to fit the product and prevent damage during travel, increase product shelf life, which has contributed to the country's GDP (Lydekaityte & Tambo, 2020). It is also good to note that product packaging works as the best marketing tools companies utilise to sell products since the consumer is faced with so many options. Imiru (2017) adds that visual elements of a packaging have a stronger influence on purchasing.

#### **2.4 Eco- friendly Value on Packaging**

Holzer (2018) defines the term "eco-friendly" to include activities that lead to healthier and better living. Eco-friendly products considers the environment and human safety in mind (Mustafa et al., 2022). It includes the use of continuous or

recommended ingredients, which are produced in environmentally friendly ways. "Recycled" products consist of glass, wood, metal or plastic extracted from waste products and processed into a new products. Eco-friendly precisely means being friendly to the environment or being or less harmful to the environment (Holzer, 2018). According to Dictionary.com, eco-friendly products refers to those that leads to environmentally friendly practices that help save resources hence preventing water, air and land pollution. Perishable products rot through natural decay, which is less friendly to landfills and the environment in general.

Woo and Kim (2024) points out that packaging is positioned as a major component of successful marketing of eco-friendly fashion. It is important for consumers to understand how their products are packaged and what materials are used to create.

According to Dellis (2016), Packaging has an important social and economic function and is subject to various legal neccessities about the quality, safety and hygiene of products that is packaged: the requirements for the transport of hazardous goods; rules regarding food-related packaging; measures against environmental factors for packaging and waste disposal at European level

Angwenyi (2017) notes that amongst the approved packaging by the Kenya Bureau of Standards (KEBS) include: Woven plastic bags (bags with guns); every bag manufactured from non-plastic materials such as Papyrus, Paper, jute / sisal, fabric; non-woven plastic polypropylene bags (bags such as fabrics); attached polypropylene bags; Polyolefin fibre bags and 100% perishable bags (starch and cassava bags). Wangui (2017) in a newspaper article indicates that KEBS has provided eco-friendly alternative to plastic bags to include biodegradable materials that include canvas, polypropylene and cloth. This is with an aim to get rid of uncertified products and

ensure consumers get products of the best quality eliminating the low-quality packaging products. Angwenyi (2017) stated that the development of standards will rely on specific information, measurement, tensile strength, the product's application potency and toxicity, as well as safety for use.

Zhang and kim (2025) observed that the most effective way towards environmentally friendly apparel goods is through highlighting areas where they sell such as brand name, comfort, quality and low price, rather than engaging a single eco-product strategy. Ahmed, Hwang, & Saeed (2024) add that a product attitude, eco-fashion engagement, and environmental commitment are strong predictions of the purpose of buying a clothing brand. Clothing retailers, therefore, need to create a more positive attitude towards products; they should provide information on products which are conducive and friendly to the environment in their marketing chains. This could serve as a strategy for retailers to draw in consumers interested in environmentally friendly products, even if they are not primarily concerned with health. Tran (2021) suggests that retailers can appeal to those who are hesitant to buy eco-friendly products by increasing awareness about the products and their advantages, which may contribute to building a lasting eco-fashion industry.

## **2.5 The Challenges in Fashion Merchandize Packaging**

The packaging industry in Kenya has played a significant role in contributing to the country's social, political, and economic development. However, it has also faced several challenges, particularly the lack of technical and innovative skills coupled with heavy reliance on imported packaging materials. Kenya depends largely on imports of substances such as paper, plastics, boards, fibre, glass, and tin plates. According to Schaefer and Cheung (2018), local manufacturing often fails to meet the

required technical standards and quantity, which increases the need for imports. Additionally, regional pressures sometimes expose weaknesses in materials like paperboard and synthetic paper, further complicating the situation.

Despite the crucial role materials like glass, plastics, and tin plates play in the packaging sector, there has been no significant move to produce these materials domestically in Kenya. This heavy dependence on imports drains scarce foreign exchange and favours foreign production over local resources. The constant importation not only strains the country's finances but also risks underutilizing Kenya's own resources, manpower, and technological capabilities, ultimately hindering sustainable growth in the packaging industry.

Wang and Sheng (2014) posit that the absence of product standardization leads to constraints in packaging when dealing with export trades. Packaging Gateway (2024) concurs that packaging industry has become depressed in the past one year causing increased price of materials used in packaging as well as a reduction in the amount sold. NEMA ban on production and usage of plastic bags in Kenya. This was implemented as from 28<sup>th</sup> August 2017 has led to a dilemma and new developments and practices for the industries and business community in the Kenyan market. The ban specifically involved production and use of plastic bags used for commercial and household packaging (Kenya Gazette, March 2017). Angwenyi (2017) clarifies that the bags banned include the plastic flat bags exempting Producer/User Responsibility and/or effective Take Back Schemes and duty-free shop bags.

Godfrey (2019) notes that one challenge to waste management is the single use plastics leaking to the environment. Geyer, Jambeck and Law (2017) observed that litter from packaging was of significant concern since it choked the environment. Boniface (2017) concurs that Kenya has joined over 40 countries which include Rwanda, China, Italy and France that have banned, partially banned or taxed single usage of plastic packaging. Moreover, the consumers in the Kenyan society have had to cope with expensive packaging and alternative carrier bags following the recent ban on plastics, with the new bags costing between Shs. 8 and Shs. 100 (Boniface, 2017).

Additionally, there was insufficient data and therefore little know-how concerning packaging for export purposes. Producers and buyers recognize little approximately packaging era, operation and cost. It will become hard for Kenyans to understand where savings (in price of materials and manufacturing) and which designs can reap the favored results. It has become hard to understand where and whilst substitute substances could be made for the advantages of low cost, nearby materials, neighborhood generation and manpower. The total impact of lack of understanding in packaging and different associated elements results in luxurious errors in the acquisition of materials that can be located later to be flawed. These errors can lead to frustration and hinder progress in packaging.

## **2.6 Summary of Literature Reviews and Research Gaps**

Important features of good packaging include: Convenience in terms of size and weight, security of products, prestige to the consumers, adaptability and aesthetic design (Mazhar et al., (2015), Sedlacekova, 2017). Chukwu and Enudu (2018) notes a good packaging assist in enriching the consumer wellbeing and brand recognition

elevation among the consumers. There are also different types of packaging materials that are in the industries. Little research has been carried out on the role played by secondary packaging for fashion industry, packaging materials for secondary packaging in regard to fashion industry.

To achieve environmental balance, it is essential to monitor resource consumption while reducing pollution and prioritizing consumer well-being, health, and safety (Liu & Zhang, 2021). According to Angwenyi (2017), the Kenya Bureau of Standards (KEBS) approves packaging materials such as sisal, paper, cloth, Papyrus, plastic bags, cloth-like bags, and 100% biodegradable options like starch and cassava bags. Despite this, consumer awareness about the eco-friendliness of new packaging materials and their impact on the environment and fashion merchandising remains limited.

Following the ban by NEMA on plastic bag production and use, Kenyan consumers have faced the challenge of expensive packaging and finding alternative carrier bags. The packaging industry has experienced a downturn over the past year due to rising material costs and declining sales volumes. This situation calls for an investigation into the challenges consumers and retailers of fashion merchandise face to find solutions that can revive the struggling business.

## **CHAPTER THREE: METHODOLOGY**

This section described the research design, location of the study, data collection instrument, the target population, sampling methods and data analysis techniques.

### **3.1 Research Design**

The research study adopted mixed method research design to assess the fashion merchandize packaging utilized by fashion outlets in Nairobi County. According to Dawadi, Shrestha, and Giri (2021), mixed method research consists of philosophical assumptions to offer instructions for the collection and analysis of records from a couple of sources in an unmarried have a look at. Also, it could combine and synergize more than one fact assets that could assist to study complicated issues (Poth & Munce, 2020). Mixed approach research designs integrate each qualitative and quantitative strategy at some point of the research method (George, 2023). The usage of blended mixed-methods permits researchers to reply research questions with enough depth and breadth (Enosh, Tzafrir, & Stolovy, 2014) and facilitates generalise findings and conclusions of the researched issues to the whole population.

This research study focused on descriptive survey research design, primarily using a questionnaire to gather large volumes of data that can be analysed using descriptive statistics for frequencies, averages and patterns (Zangirolami-Raimundo, Echeimberg, & Leone, 2018). Also, interviews were used to gather data on behaviours and phenomena of the respondents and without influencing the variables of the study. Therefore, the mixed method research design provided proper procedures for assessing fashion merchandize packaging utilized by fashion outlets in Nairobi County.

### 3.2 Measurement of Variables

Table 3.1 shows the independent and dependent variables and statistical measurement applied to each variable

**Table 3.1: Measurement of Variables**

<b>Independent Variable</b>	<b>Dependent Variable</b>	<b>Statistical test</b>
i) Types of packaging	Utilization of fashion merchandize packaging	Frequency/Percentages
ii) Role of packaging	Utilization of fashion merchandize packaging	Frequency/Percentages
iii) Environmental awareness on packaging	Utilization of fashion merchandize packaging	Frequency/Percentages
iv) Challenges faced by consumers	Utilization of fashion merchandize	Frequency/Percentages
v) Challenges faced by Fashion retailers	Utilization of fashion merchandize packaging	Frequency/Percentages

<b>Hypothesis</b>	<b>Statistical test</b>
H <sub>01</sub> : The packaging design has no significant effect on fashion merchandizing in fashion retail outlets in Nairobi City County	Spearman's Rank Correlation
H <sub>02</sub> : The packaging type has no significant effect on fashion merchandizing in fashion retail outlets in Nairobi City County	Spearman's Rank Correlation

### 3.3 Location of the Study

The choice of Nairobi City County was based on being the capital city of Kenya and hosts various industry such, food processing, automobile and textiles. Nairobi City County boasts of a large market for its products together with a large clientele. The demand for retail space in Nairobi County has grown in the last five years, spurred by

a rising economy (Brookings Institution, 2023). The shopping malls (Appendix F) have facilitated the growth and extremely boosted the Nairobi fashion retail market. The research was carried out within Nairobi City County, involving fashion outlets that have at least two outlets in different shopping malls.

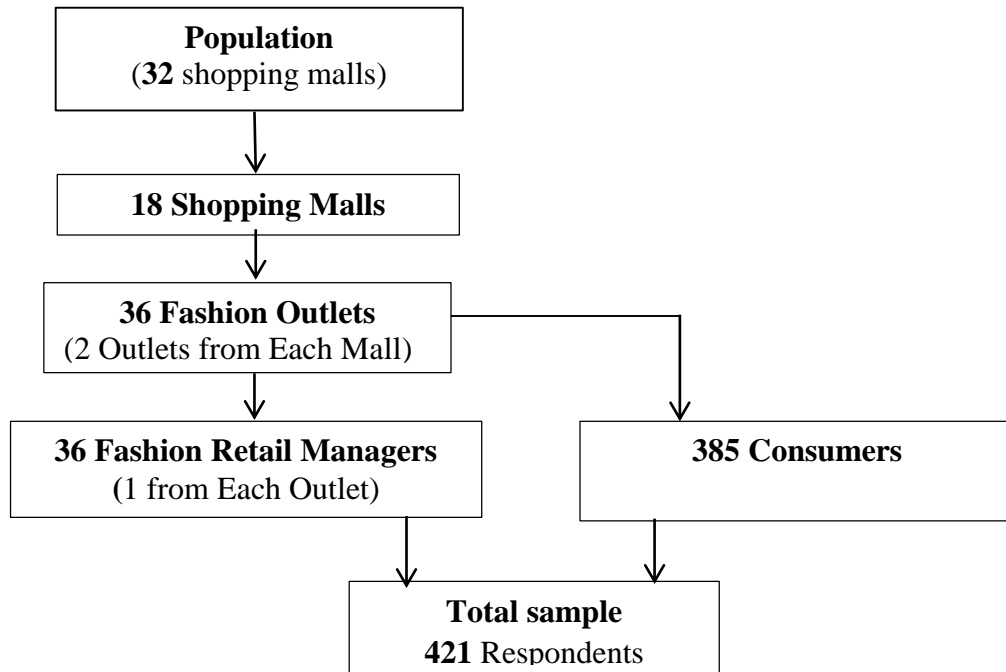
### **3.4 Target Population**

According to Taherdoost, (2016), population is referred to as all members of any well-defined group of people, events or objects. It includes all individuals with similar character traits. The target population was 32500 consumers and fashion retail managers in all the fashion retail outlets in 32 shopping malls in Nairobi City County.

### **3.5 Sampling Frame**

The study employed multistage sampling whereby large categories were broken down to small groupings for the purposes of surveying (Chauvet, 2015). The researcher employed convenience sampling method in obtaining 18 shopping malls (subgroups) out of 32 shopping malls basing on their geographical locations, and a random sample taken from each subgroup (Taherdoost, 2016). The researcher purposively selected two fashion retail outlets in each of the 18 shopping malls from where 36 fashion outlet managers were also picked for the study purposively. Quotas were filled based on the convenience and individual judgement of the researcher at every shopping mall to sample consumers. This type of sampling is called a non-probability sampling technique. The step one of quota sampling entails compiling the demographic characteristics of respondents in terms of gender. The step two entails the use of convenient sampling which is choosing of respondents based on their availability and readiness. Convenience sampling was also applied in this study because it is a cheaper technique and consumes less time (Makgopa, 2018). The study mainly focused on

outlets that are in at least two different shopping malls within Nairobi County. The detailed sampling procedures were outlined in Figure 3.1



**Figure 3. 1: Flow Chart of Sampling Method**

### 3.6 Sample Size

The respondents comprised of thirty-six (36) retail outlet managers from the selected fashion stores. The researcher used the Andrew Fisher's Formula to estimate the general sample size for the study as follows (Jung, 2014):

$$\text{Sample Size} = \frac{Z^2 * (p) * (1-p)}{c^2}$$

Where: Z = z-score Value (e.g. 1.96 for 95% Confidence Level)

p = Standard Deviation of 0.5 used for sample size needed

c = Confidence Interval (Margin of Error expressed as decimal (±5%))

Using this formula gave us a sample size of 385 respondents. Also, for each of the stratum selected for the study, the researcher calculated the sample for each stratum as follows:

$$P_i = (N_i/N) * n$$

Where  $N_i$  is the proportion of the population per each stratum (Strata  $N_1 - N_{18}$ ),  $N$  is Approximate Population Size (32500), and  $n$  represents the total sample size (385). A total of 385 consumers were selected proportionately and randomly from the eighteen shopping malls as shown in Table 3.2. The total sample for the study was 421 respondents.

**Table 3.2 Sampling Frame**

	Shopping Malls	Approximate Population Shoppers (S)	Sample Size S
1	Village market	1500	17
2	Sarit centre	2500	28
3	Galleria	1500	18
4	T- Mall	1600	18
5	The Junction	3000	35
6	Greenspan	2000	24
7	Prestige plaza	2500	30
8	Thika Road Mall	2000	23
9	Highway	1000	13
10	Panari Centre	1000	13
11	Capital centre	2500	27
12	Eastgate	3400	50
13	Diamond plaza	1000	12
14	Mountain mall	1000	11
15	Yaya centre	1500	18
16	Karen shopping centre	1600	18
17	Crossroad	1500	17
18	The mall	1400	16
	Total	32500	385

Experience Kenya, (2014): Virtual tourist, (2014): NairobiCityguide, (2014): marketplaces, (2014).

### **3.7 Research Instruments**

Research instruments are tools that the research applies to collect information from the intended respondents of the study. The data collection instruments were a questionnaire and an interview schedule.

#### **3.7.1 Questionnaires**

The study employed the use of questionnaires to collect data. (Ranganathan and Caduff, 2023) noted that questionnaires are easy to use and they give a room for recording and making references during the process of analysing information. The questionnaire contained open and closed ended questions. It employed a Likert scale technique to assist the analysis stage. The questionnaires contained two sections. Section one sought the general information of the respondents and retail outlets, and section two sought information on types and roles of packaging, eco friendliness of packaging and challenges in packaging among consumers and fashion retail managers in fashion retail.

#### **3.7.2 Interview Schedule**

Busetto, Wick and Gumbinger (2020) cite that interview is a technique involving verbal communication between the researcher and the subject. Due to its flexibility, face to face interviews were conducted on fashion retail managers in gaining insight on fashion packaging, its implication on fashion merchandizing and challenges experienced in regard to packaging within the shopping malls in Nairobi City County.

### **3.8 Pre-testing**

A pre- test was conducted in one mall in Nairobi City County for fashion outlets that were not included in the main study to establish the reliability and validity of the

instruments. This facilitated objectivity and minimized bias. The questionnaires were pre-tested on 30 subjects (Consumers and Retail Manager) selected randomly in the fashion outlets after which, the researcher adjusted the items according to the information received. Through this test, the tools were fine tuned to enhance their quality, comprehensiveness and ease of use. Perneger, Courvoisier, Hudelson, and Gayet-Ageron (2015) clarifies that to achieve a power of 80%, 32 participants are necessary if the prevalence of the problem is 0.05. The pre-test helped the researcher remove deficiencies and errors in the research instruments, and increased the likelihood that the data collected in the main study was valid and reliable.

### **3.9 Validity and Reliability**

Mohajan (2017) defines validity as the degree of success with which an instrument measures what it claims to measure. Face validity was enhanced by reading through the items and assessing the suitability of the research objectives, while content validity was assessed by research professionals, and also relied on knowledge of people knowledgeable about the subject (supervisors).

Reliability is the capability of the instrument to continuously produce similar outcome when repeated computations are done on the similar subjects under the similar circumstances (Mohajan, 2017). 30 consumers including the fashion retail manager were sampled. Reliability of the research instruments was tested using the Cronbach's Alpha, a measure for internal consistency, and is considered reliable if a correlation coefficient of 0.7 and above is obtained as noted by (Madan & Kensinger, 2017). In this study, coefficients of 0.896 and 0.770 were realised for the consumer questionnaire and retail manager questionnaire respectively implying that the research

questions in the questionnaire were rewarded. The reliability tests were considered desirable for consistency levels hence the instruments were accepted for the study.

### **3.10 Data Collection Techniques**

Primary data was gathered through a structured questionnaire and an interview schedule. The researcher then made an introduction to the respondents about the research topic and its potential benefits. A letter to explain the importance of the research was attached to the questionnaire. The questionnaire was then administered to the consumers and the fashion retail managers. The questionnaires were then collected on the same day to ensure high respondent rate.

### **3.11 Data Analysis and Presentation**

Upon completion of the fieldwork, the data was classified and entered into the data entry manager in the Statistical Package for Social Sciences (SPSS). Descriptive statistics: frequencies, percentages, bar graphs and pie charts were used to summarize the quantitative data generated. Inferential statistics: Spearman's Rank Correlation coefficients and corresponding p-values were calculated to test the hypothesis. Schober, Boer and Schwarte (2018) noted that the correlations can be positive, negative or no correlation. The correlation is relevant since the data is in ordinal format and it measures general association between the variables (Schober, Boer & Schwarte, 2018). The analysis helped in understanding the nature and degree of relationship of the variables which can be used for future planning and forecasting. Qualitative data from the open-ended items and interviews was analysed thematically, by identifying trends and patterns after each of the responses.

### **3.12 Logistical and Ethical Considerations**

Ethical considerations in educational research ensure that people who are subject of a study, have their rights protected and guarded (Pillay, 2014). The researcher first sought approval from Kenyatta University Graduate School after which a research permit was sought from Ethics and Review Board of Kenyatta University. In addition, a research permit from National Commission for Science, Technology and Innovation (NACOSTI) was sought to provide rules and guidelines for conducting research. The researcher also sought for informed consent from the respondents in the fashion stores and ensured that confidentiality of the information obtained is maintained. The researcher therefore explained to the respondents the main aim of the study and assured them the information to be collected was used solely for research.

The researcher also adhered to community consent by respecting communal values, protecting and empowering communities, and abiding by the decisions of legitimate communal authorities (Memon et al., 2024). This in turn ensures partnerships between the researcher and the community. Also, community consent ensures reduced conflict of interest and grossly unethical behaviours which may disadvantage the community and the researcher.

## CHAPTER FOUR: FINDINGS

### 4.1 Introduction

This chapter deals with presentation of data collected from Consumers and Fashion Retail Managers in shopping malls in Nairobi City County (NCC) against the study objectives. A total of 421 questionnaires were administered to both consumers and fashion retail managers in fashion shops within shopping malls in NCC. 268 consumer questionnaires and 30 fashion retail manager questionnaires were returned appropriately filled and were used for data analysis. This gave a total of 298 questionnaires and a response rate of seventy percent (70.8%) which was above the seventy percent (70%) considered to be very good (Al khalaf et al., 2022).

### 4.2 Demographic Characteristics of Consumers and Fashion Retail Managers in NCC

#### 4.2.1 Age Distribution of Consumers and Fashion Retail Managers in NCC

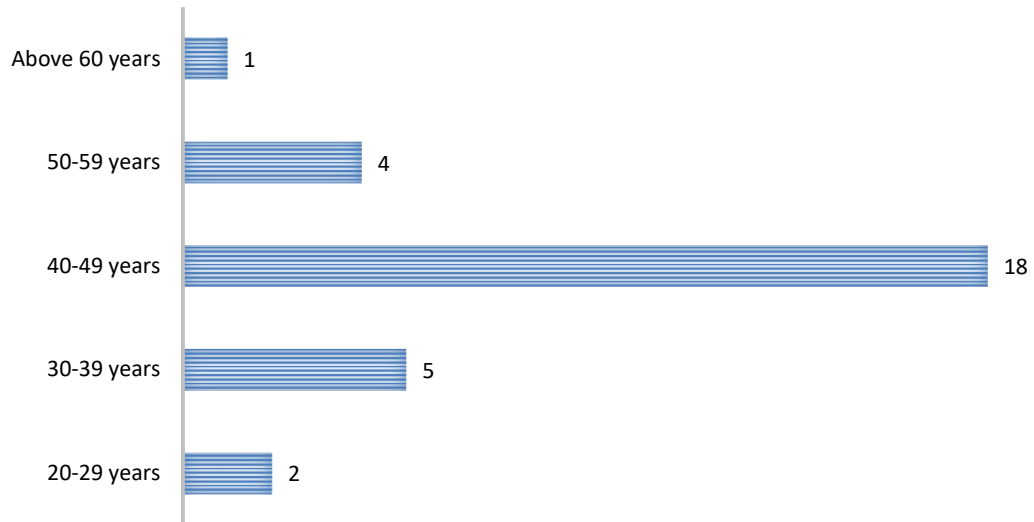
The study sought to establish the ages of consumers and fashion retail managers in NCC and presented the frequencies in Table 4.1 and Figure 4.1 respectively.

**Table 4.1 Distribution of Age Category of Consumers in NCC**

Age	Frequency	Percentage (%)
20-29 years	82	30.6
30-39 years	102	38.1
40-49 years	66	24.6
50-59 years	15	5.6
Above 60 years	3	1.1
<b>Total</b>	<b>268</b>	<b>100</b>

Table 4.1 shows that majority (38.1%) of consumers in NCC were between 30-39 year, 30.6% of consumers were between 20-29 years and 24.6% were between 40-49

years. The distribution represents a group of people with a touch of appeal and class in regard to fashion and packaging.

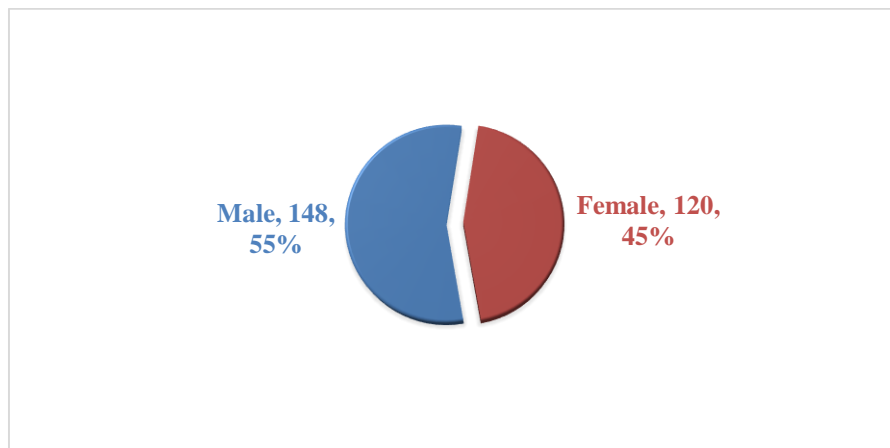


**Figure 4.1 Distribution of Age Category of Fashion Retail Managers in NCC**

Figure 4.1 shows that 18 fashion retail managers (60%) were between 40–49 years of age, 4 fashion retail managers were between 50-59 years while only 1 retail manager was above 60 years of age. The group represents a class of managers with adequate exposure in the fashion retail market.

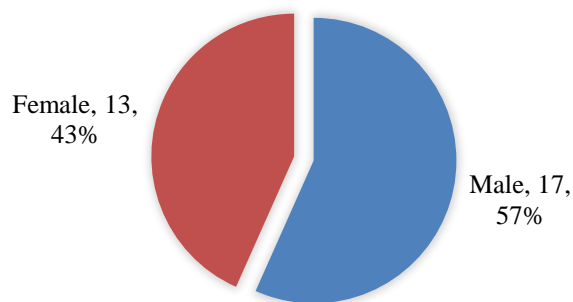
#### **4.2.2 Gender Distribution of Consumers and Fashion Retail Managers in NCC**

The study sought to establish the gender of consumers and fashion retail managers in NCC and presented the results in Figure 4.2 and Figure 4.3 respectively.



**Figure 4.2 Gender Distribution of Consumers in NCC**

Figure 4.2 indicates that 55% of consumers in NCC were males while 45 % were females. This is an indicator that more male consumers than women consumers are into more fashion appeal and class regarding fashion packaging.



**Figure 4.3 Gender Distribution of Fashion Retail Managers in NCC**

Figure 4.3 indicates that 57 % of fashion retail managers in NCC were male while 43 % were female.

#### **4.2.3 Education Level of Consumers and Fashion Retail Managers in NCC**

The study sought to identify the education level of consumers and fashion retail managers in NCC and presented the data in Table 4.2 and Figure 4.4 respectively.

**Table 4.2 Distribution of Education Level of Consumers in NCC**

Education Level	Frequency	Percentage (%)
Certificate	10	3.7
Diploma	50	18.7
Undergraduate	178	66.4
Postgraduate	40	11.2
<b>Total</b>	<b>268</b>	<b>100%</b>

Table 4.2 shows that 66.4% of consumers in NCC had attained the first degree while 18.7% had attained a diploma. A further 11.2% of consumers had attained past the first degree. The education level of consumers plays a vital role regarding choice of design and type of packaging and how it influences fashion merchandizing on the consumers.

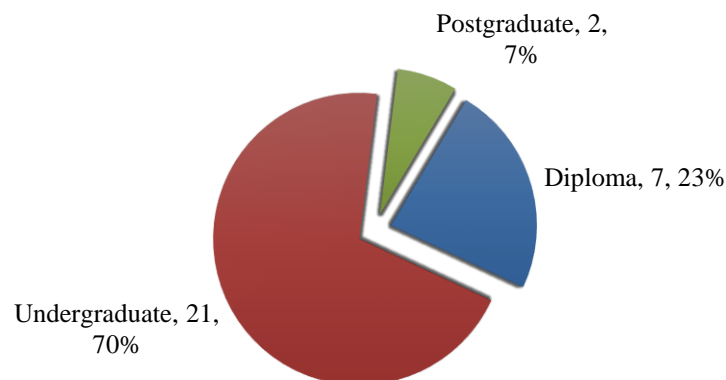
**Figure 4.4 Distribution of Education Level of Fashion Retail Managers in NCC**

Figure 4.4 shows that 70.0% of fashion retail managers in NCC had attained the first degree while 23% had attained a diploma. A further 7% of retail managers had attained past the first degree. The level of education of managers plays an active role in understanding the dynamic market of fashion merchandizing and packaging.

#### 4.2.4 Duration of Service of Fashion Retail Managers

The study sought to establish the duration of service of fashion retail managers in shopping malls in NCC and presented the data in Table 4.3.

**Table 4.3 Duration of Service of Fashion Retail Managers**

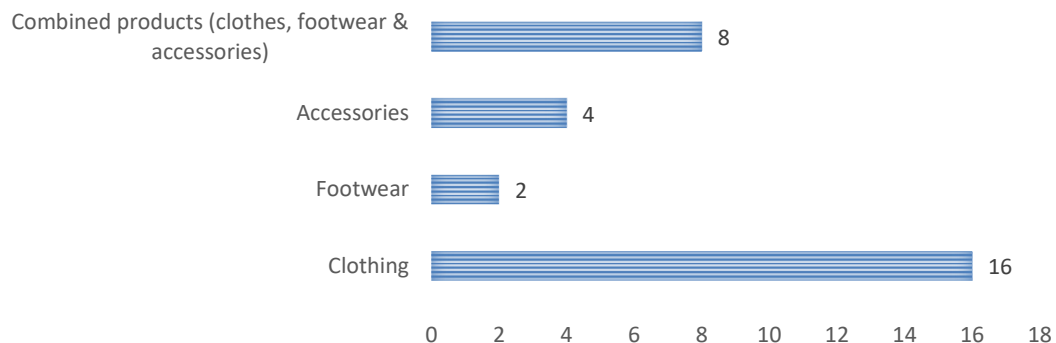
<b>Duration of Service</b>	<b>Frequency</b>	<b>Percentage (%)</b>
3 years	3	10.0
4 years	8	26.7
Above 5 years	19	63.3
<b>Total</b>	<b>30</b>	<b>100%</b>

Table 4.3 clearly outlines that 63.3% of fashion retail managers in NCC had a work experience of above 5 years, 26.7% had 4 years' experience while 10% had at most 3 years' experience in their current fashion outlet. This gives the managers the relevant experience and understanding about fashion merchandizing and packaging in the fashion retail stores.

#### 4.3 Product Characteristics in Shopping Malls

##### 4.3.1 Product Specialty in Shopping malls

The study sought to establish the product specialty in various fashion outlets in shopping malls in NCC and data indicated in Figure 4.5.

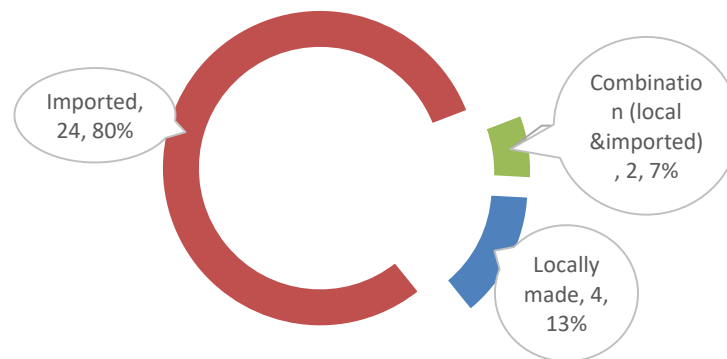


**Figure 4.5 Product Specialty of Fashion Outlets in Shopping Malls in NCC**

Figure 4.5 shows that 16 of the fashion outlets in shopping malls in NCC (53.3%) stocked clothing, while 4 outlets (13.3%) stocked accessories and 2 outlets (6.7%) stocked footwear as their fashion merchandize. 8 fashion outlets (26.7%) stocked both a combination of clothing, shoes and accessories.

#### 4.3.2 Type of Source of Fashion Merchandize in Shopping Malls in NCC

The study sought to identify the type of sources of fashion merchandize in shopping malls in NCC and presented the data in Figure 4.6.



**Figure 4.6 Type of Source of Fashion Merchandize**

Figure 4.6 has outlined the sources of fashion merchandize with 24 fashion outlets (80%) stocking imported merchandize while only 4 outlets (13.3%) stocked locally made fashion merchandize. A further 6.7% of the fashion outlets stock both imported and locally made merchandize. Fashion outlets stock imported fashion merchandize to catch up to changing styles and trends in the global markets since the domestic production is slow and expensive.

Fashion retail managers concurred with the above observations. In a direct quotation, one of the fashion retail managers stated the following:

“We generally stock a combination of clothing, shoes and accessories which are imported to maximize on sales and profit margins. Most people prefer the imported merchandize since the local merchandize lack standardisation, and the locally high-end merchandize tend to be very expensive.”

#### 4.4 Preference of Fashion Merchandize by Consumers in Shopping Malls in NCC

The study sought to find out what fashion merchandize is mostly preferred by consumers in shopping malls. The results are indicated in Table 4.4.

**Table 4.4 Distribution of Preference of Fashion Merchandize by Consumers**

Type of item sold	Frequency	Percentage (%)
Men’s wear (shirt, trouser, jacket, suits)	107	39.9
Ladies wear (blouses, skirt, dresses)	79	29.5
Footwear (High & low heels, sneakers, boots, sandals)	18	6.7
Head dress (caps, scarves masks)	18	6.7
Children wear (dresses, shorts, rompers)	13	4.9
Inner wears (Vests, brassiere, bikers)	9	3.4
Handbags and bags (clutches, travel bag, suitcase)	7	2.6
Sportswear (track suits)	7	2.6
Cosmetics (Lipstick, perfume, lotion)	6	2.2
Jewellery (Rings, necklaces, bracelets)	4	1.5
<b>Totals</b>	<b>268</b>	<b>100%</b>

The results of the study show that majority (39.9%) of the consumers prefer shopping for male wear, 29.5% prefer shopping for ladies’ wear while 6.7% prefer shopping for footwear. A further 4.9% of the consumers prefer shopping for children wear while

2.6% prefer shopping for sportswear and accessories like bags. Majority of the consumers feel that men and ladies wear when worn are able to communicate consumers' style and fashion.

#### **4.5 Fashion Merchandize Packaging**

##### **4.5.1 Merchandize Packaging**

The study sought to establish the types of packaging that fashion consumers prefer the most while shopping for fashion merchandize. The results are tabulated in Table 4.5.

**Table 4.5 Distribution of Packaging Preferred by Consumers**

<b>Packaging Types</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Non-woven bags	89	33.2
Paper bags	65	24.3
Nylon Paper bag	41	15.3
Woven bags	33	12.3
Sack bags	19	7.1
Sisal bags	8	3.0
Cardboard boxes	6	2.2
Glass box	4	1.5
Pouch paper	3	1.1
<b>Totals</b>	<b>268</b>	<b>100%</b>

The researcher asked respondents to identify the packaging that they preferred the most when shopping for fashion merchandize. Majority of the consumers (33.2%) preferred non-woven bags, 24.3% preferred paper bags and 15.3% preferred nylon paper bags as they are flexible to use and have better protection on the merchandize

inside. Others (7.1%) of the consumers preferred sack bags, 3.0% preferred sisal bags, 2.2% preferred cardboard boxes, 1.5% for glass boxes and 1.1% for pouch paper.

The study established that fashion retail managers played a key role in identifying with the consumers. One of the fashion retail managers mentioned the following on choice of packaging:

“We prefer using paper bags packaging since they are easy to brand and less costly to produce. However, for the pre-packaged merchandize, we commonly use cardboard packaging to hold the product for shelves’ display such as accessories like watches, rings and bow ties”.

#### **4.5.2 Attributes of Merchandize Packaging**

The study also sought to establish from the fashion retail managers the attributes of a packaging that consumers prefer while shopping in the fashion outlets. The results were summarized as outlined in Table 4.6.

**Table 4.6 Attributes of Packaging**

<b>Attributes</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Durability	26	86.7
Aesthetic (Beauty)	23	76.7
Environment-friendly	22	73.3
Secure packaging	15	50.0
Adaptability	14	46.7
Size of the Packaging	11	36.7
<b>Totals</b>		<b>100%</b>

The researcher asked the fashion retail managers to identify attributes of packaging that consumers preferred while shopping in the retail outlets. Majority (86.7%) of the retail managers noted that consumers preferred a durable packaging. On the same note, 76.7% of the managers agreed that consumers preferred a beautiful packaging while 73.3% agreed that consumers preferred an environmentally friendly packaging for their shopping. Also, the managers noted that consumers preferred a secure packaging (50%), and an adaptable packaging (46.7%)

#### 4.6 Role of Packaging in Fashion Retail Merchandizing in NCC

The study sought to find out the role of packaging in fashion merchandizing in fashion outlets in shopping malls in NCC. The data was outlined in Table 4.7.

**Table 4.7 Distribution of the Role of Packaging in Fashion Merchandizing in NCC**

<b>A packaging should</b>	<b>Strongly Agree (%)</b>	<b>Agree (%)</b>	<b>Undecided (%)</b>	<b>Disagree (%)</b>	<b>Strongly Disagree (%)</b>
Protect the merchandize inside	26.5	47.8	14.2	11.6	0
Portray sign of trustworthiness if transparent	16.8	38.4	17.9	17.9	9.0
Inspire consumer to buy merchandize	31.3	38.1	12.3	18.3	0
Communicate the contents to the consumers	28.0	37.7	14.2	7.5	12.7
Communicates a brand's value to the consumer	11.9	37.3	9.7	41.0	0
Help in referrals using different colours to show loyal consumers	30.6	30.6	16.4	16.0	6.3

The results of the study established that packaging plays a greater role on the dispensation of fashion merchandize. Majority of the consumers (47.8%) agreed that a packaging greatest role is to protect the product inside. Other consumers indicated that a packaging should communicate the brands value and inspire the consumer to buy the fashion merchandize. A couple of fashion retail managers concurs with the following statement that:

“Consumers are easily influenced by new brands of packaging. They are interested in quality and safe packaging that can easily be flexible and adaptive to their needs. Yes, different materials offer different needs and tastes to different consumers, and that’s what influences their purchasing decisions at large”.

#### 4.7 Impact of Packaging Designs on Fashion Merchandizing Sales in NCC

The study sought to investigate the impact of packaging designs on fashion merchandizing sales among the fashion retail managers in NCC. The data was presented in Table 4.8.

**Table 4.8 Distribution of extent on Impact of Packaging Designs on Fashion Merchandizing Sales in NCC**

<b>Statements</b>	<b>Very High (%)</b>	<b>Moderate (%)</b>	<b>Very Low (%)</b>
Consumers are most likely to buy and associate with your brand and your products with quality thus increasing sales textiles if your packaging is of high standard	63.3	23.3	13.4
Packaging that draws attention and outlines its product's value attracts consumers and increases sales since it decreases the marketing and advertisement cost of the product.	80.0	16.7	3.3
Attractive and exciting packaging provides the first impression of the product to the consumer and enhances their purchase decision	86.7	6.7	6.6
Consumers prefer fashion brands with environmentally friendly packaging since it promotes the reuse and recyclability	70.0	16.7	13.3
Efficient designs of packaging have seen reduced cost of operations leading to increased profits among the retailers	56.7	26.7	6.6
Premium packaging has resulted in making consumers feel good after their purchase.	60.0	30.0	10.0

The study established that majority (86.7%) of fashion retail managers concur that attractive and exiting packaging enhances consumer purchase decision on fashion merchandize to a greater extent followed by packaging that highlights products value (80%). They also noted that eco-friendly packaging (70%) and quality packaging (63.3%) facilitated consumers in purchasing fashion merchandize thus increasing sales.

This view was also reinstated by a fashion retail manager in one of the fashion retail outlets when he said:

“We use branded and quality packaging to represent our image as a one stop shop for fashion merchandize, and especially for the accessories packaging. In addition, since our packaging is attractive and user friendly, it creates a provision for repeat consumers in that when they get satisfied on how the merchandize is presented, they are motivated to come back and purchase more products from our outlets”.

#### **4.8 Environmental Awareness on Fashion Merchandize Packaging**

The study sought to establish the extent to which consumers view an eco-friendly packaging. The data was presented in Table 4.9.

**Table 4.9 Distribution of Respondents Views on an Eco-friendly Packaging**

<b>An eco-friendly package</b>	<b>Strongly Agree (%)</b>	<b>Agree (%)</b>	<b>Undecided (%)</b>	<b>Disagree (%)</b>	<b>Strongly Disagree (%)</b>
It is made of recyclable material	36.2	54.1	7.4	2.3	0
It allows the product to be easily dispensed	28.0	52.6	7.5	11.9	0
It is practical to hold and use	23.9	51.5	8.6	16.0	0
It encourages disposal in an environmentally responsible way	38.8	41.8	3.0	16.4	0
It has a secondary usage	31.3	38.1	12.3	18.3	0
It opens and closes easily	30.6	30.6	16.4	16.0	6.3
It is durable and lasts long	20.1	26.1	17.9	30.6	5.2

The study established that majority (54.1%) of consumers agreed that they prefer a packaging that is made of recyclable materials and 41.8% preferring a packaging that encourages disposal in an environmentally responsible method. Also, 52.6% agreed that an eco-friendly packaging allows product to be dispensed easily with 51.5% agreeing that the packaging must be practical to hold and use. Further, the study established that fashion retail managers are yet to comply with government regulations regarding eco-friendly packaging. One of the fashion retail managers indicated the extent of compliance as follows:

“As a matter of fact, we have not fully complied since the government has not issued to the fashion outlets with clear guidelines and carried out enough sensitization on the required packaging to address the environmental concerns. Therefore, we are left to make our own decisions on appropriate packaging in regard to environmental concerns”.

#### 4.9 Challenges in Fashion Merchandize Packaging

The researcher analysed the challenges faced by retailers and consumers of fashion merchandize in NCC in regard to fashion packaging.

##### 4.9.1 Challenges Faced by Retailers of Fashion Merchandize in NCC

The study sought to establish the challenges faced by fashion retailers in NCC in regard to fashion packaging. The results are presented in Table 4.10.

**Table 4.10 Distribution of Extent of Challenges Faced by Fashion Retailer in Regard to Packaging**

Statements	Very high	High	Mode rate	Low	Very low
Strict Government policies on compliance and regulatory on packaging	16.7	56.6	10.0	16.7	0
Poor quality of packaging	10.1	63.3	13.3	13.3	0
Exploitation by the packaging manufacturer	23.3	50.0	6.7	20.0	0
Little sensitization on new packaging materials to the consumers	20.0	50.0	6.7	23.3	0
High cost of branding and designing new packaging materials	20.0	50.0	20.0	10.0	0
Irregular supply of packaging due to scarcity of materials	26.7	40.0	20.0	13.3	0
Entry of foreign retailers	0	33.3	56.7	10.0	0
Weak support from government regarding waste disposal	20.1	33.3	33.3	13.3	0
New technologies in packaging materials	26.7	26.7	13.3	33.3	0

The findings in table 4.10 indicate that strict government policies on packaging (56.7%) and poor quality of packaging (63.3%) formed the major challenge affecting retailers of fashion merchandize in NCC. The retailers also noted that there was high

cost of branding and designing new packaging as well as little sensitization of new packaging materials to the consumers. This in turn has affected the business in a negative way as noted by one of the fashion retail managers:

“Our business profitability has been affected since we are being forced to incur more in adjusting to new packaging while at the same time discarding the already produced packaging in the stores. In addition, our consumers wish that their merchandize is packaged, yet they are not willing to pay extra to cater for the packaging”.

#### 4.9.2 Challenges Faced by Consumers of Fashion Merchandize in NCC

The study sought to explore the packaging challenges that affect consumers’ consumption of fashion merchandize in NCC. The results were tabulated in Table 4.11.

**Table 4.11 Extent of Packaging Challenges that Impact on Consumers Fashion Merchandizing**

Statements	Strongly Agree (%)	Agree (%)	Undecided (%)	Disagree (%)	Strongly Disagree (%)
Poor design of a packaging	22.6	55.6	8.9	8.4	4.5
Low availability of packaging	18.5	57.3	7.3	9.1	7.8
High cost of packaging	22.0	45.9	11.8	14.6	5.7
Poor quality of packaging	28.0	37.7	14.2	7.5	12.7
Lack of clear information on new packaging	16.0	38.4	16.8	26.5	2.2
Size of a packaging	20.1	25.4	21.6	22.8	10.1

The findings on Table 4.11 show that consumers of fashion merchandize experienced challenges in regard to fashion packaging. Most of the consumers (55.6%) agree that poor design of packaging was one major challenge affecting their consumptions of

fashion merchandize in NCC. Other challenges noted by consumers were that of high cost of packaging and poor quality of packaging

#### **4.10 Relationship between Packaging Type and Design on Consumers**

##### **Purchasing Decision of Fashion Merchandize in NCC**

The researcher analysed the influence of packaging type and design of packaging on fashion merchandizing in shopping malls in NCC. The study focused on how the packaging type and design affects consumers' decision when buying fashion merchandize.

##### **4.10.1 Relationship between Packaging Type on Consumers Purchasing Decision of Fashion Merchandize in NCC**

The researcher analysed the influence of packaging type (independent variable) on consumer purchase decision of fashion merchandize (dependent variable) in NCC.

Spearman's rank correlation was computed to assess the relationship between type of packaging and fashion merchandizing in the fashion outlets as shown in Table 4.12.

**Table 4.12 Correlation between Packaging Types and Consumers Purchase Decision of Fashion Merchandize**

			Packaging Types	Fashion Merchandizing
Spearman's rho	Packaging Types	Correlation Coefficient	1.000	.384**
		Sig. (2-tailed)	.	.000
		N	268	268
	Fashion Merchandizing	Correlation Coefficient	.384**	1.000
		Sig. (2-tailed)	.000	.
		N	268	268

\*\* . Correlation is significant at the 0.01 level (2-tailed).

There was a positive correlation,  $r(266) = .384$ ,  $p < .01$  showing the degree of positive relationship between packaging types and fashion merchandizing. The researcher also analysed whether there was significant relationship between packaging types and fashion merchandizing by testing the hypothesis. The result showed a p value of 0.000, much less than 0.05 which suggested a significant association between the packaging type and fashion merchandizing outcomes. The statistically significant result ( $p < 0.05$ ) led to the rejection of the null hypothesis.

#### 4.10.2 Relationship between Packaging Design on Consumers Purchasing

##### Decision of Fashion Merchandize in NCC

The study sought to establish the influence of packaging design (independent variable) on consumers purchase decision of fashion merchandize (dependent variable) in NCC.

Spearman's rank correlation was computed to assess the relation between packaging design and fashion merchandizing in the fashion outlets as indicated in Table 4.13.

**Table 4.13 Correlation between Packaging Designs and Consumers Purchase Decision of Fashion merchandize**

		Packaging Designs	Fashion Merchandizing
Spearman's rho	Packaging Designs	Correlation Coefficient	1.000
		Sig. (2-tailed)	.630**
		N	.000
	Fashion Merchandizing	Correlation Coefficient	268
		Sig. (2-tailed)	.630**
		N	.000
		268	268

\*\* . Correlation is significant at the 0.01 level (2-tailed).

There was a positive correlation,  $r(266) = .630$ ,  $p < .01$  showing the degree of positive relationship between packaging designs and fashion merchandizing.

The researcher also analysed whether there was significant relationship between packaging designs and fashion merchandizing by testing the hypothesis.

The result showed a p value of 0.000 much less than 0.05 which suggested a significant association between packaging design and fashion merchandizing outcomes. The statistically significant result ( $p < 0.05$ ) led to the rejection of the null hypothesis.

## **CHAPTER FIVE: DISCUSSION OF FINDINGS**

### **5.1 Introduction**

This chapter focuses on discussion of results based on the results of the study in relation to the objectives of the study. The purpose of the study was to assess the fashion merchandize packaging utilized by fashion outlets in Nairobi City County (NCC), Kenya and to determine whether there were significant relationships between packaging type and design on fashion merchandize merchandizing.

### **5.2 Demographic Characteristics of Consumers and Fashion Retail Managers**

The demographic characteristics of consumers and fashion retail managers in NCC play a vital role in the understanding and utilization of packaging and consumption of fashion merchandize within the fashion outlets in NCC. The findings of the study show that majority of the consumers in NCC were in the age bracket of 30 – 39 years. Also, majority of the retail managers were in the age bracket 40 – 49 years. This forms a larger percentage of the total population of consumers and fashion retail managers. Pleshko and Heiens (2015) affirm that a mature age plays a mediatory role between fashion attitudes and fashion behaviours. The results are similar to Miller (2018) who hypothesized that consumers of mature age are more likely to have a positive view of a certain brand in fashion merchandizing.

The study result indicates that gender distribution of consumers in NCC was 55.2% male while female was at 44.8%. Also, among the fashion retail managers, the gender distribution was 56.7% male and 43.3% female. The results are similar to Barry and Martin (2015) who concurs that more male consumers participated in fashion and apparel shopping. Male consumers tend to be specific and precise in regard to fashion and apparel products.

The results of this study outline that majority of consumers and fashion retail managers in NCC had obtained basic education up to the first-degree level. Most of consumers (66.4%) had attained a first degree, while 19.8 % had a diploma certificate. While most of the fashion retail managers (70%) had attained the first degree. Murzyn-Kupisz and Hołuj (2021) note that level of education is significant because educated respondents process information faster and are able to make quick decisions regarding sustainability of the right packaging. Attaining appropriate education is requisite for understanding fashion packaging and its sustainability in regard to fashion merchandizing.

Most of the fashion retail managers (90%) had a working experience of 4 years and above in their current fashion retail outlet. Experience in fashion merchandizing in shopping malls is important in regard to packaging and its utilization with the changing times. Onur (2020) concurs that the longer a person has worked in an organization, the better the understanding of the fashion industry and expectations of consumers on the challenges of packaging.

### **5.3 Product Characteristics in the Fashion Retail Outlets**

According to Table 4.5, majority of consumers in NCC preferred shopping for clothes (53.3 %), followed by accessories at 13.3 % and shoes at 6.7 %. The human wear mainly consists of clothes as they tend to speak more on the fashion styles. Also, clothes make part of the key item in the life of every individual as it is viewed as the second skin of the body (Cham, Ng, Lim & Cheng, 2018). The researcher notes that humans use garments more to explicitly distinguish themselves from others. Shopping for clothes is one of the popular pastimes among humans of all ages, both genders, and cultural backgrounds (Mehdi, 2022).

Most of the fashion retail managers in NCC prefers stocking fashion merchandize that are imported (80%) rather than locally made and handmade merchandize. There is always a belief that imported merchandize are better than locally made merchandize. This is similar to Liu, Lee and Lien (2020) who note that consumers prefer imported fashion merchandize due to their perceived quality. Other studies reported that consumers preferred international merchandize rather than locally made merchandize on the basis of quality and design (Kumburu & Kessy, 2021).

#### **5.4 Preference of Fashion Merchandize by Consumers in Shopping Malls in NCC**

The study revealed that most of the consumers in NCC purchased different fashion merchandize namely clothes (men, ladies & children), footwear, jewellery, cosmetics, handbags, headwear, inner wear and sportswear. However, preference levels on the various fashion merchandize differed among the consumers. Gjoni (2025) agree that consumers use clothing to display their unique selves and social image.

The result of the study indicates that most of the consumers in NCC purchased men's clothes as their first priority (39.9%) followed by ladies' wear (29.5%) and both footwear and headwear. Cham et al. (2018) agrees that clothes are not only a necessity but also a symbol of the person. Ong et al. (2021) agree that the internationalization of the clothing industry has a significant impact on consumer clothing and purchasing preferences.

## **5.5 Preference of Fashion Merchandize Packaging by Consumers in Shopping Malls in NCC**

### **5.5.1 Choice of Fashion Merchandize Packaging by Consumers in NCC**

Consumers prefer various packaging type mainly paper bags, cardboard box, glass box, sacks, tin box and non-woven bags. They noted that preference for the packaging was based on the sustainability of the package to serve different needs. Magnier and Schoormans (2015) adds that in order to generate knowledge that can be applied in enhancing design of packages that can be sustainable and attract consumers', fresh new contributions may be required. They also add that different characteristics of a design like colour, materials and shape of the packaging may have influence on the consumers' evaluations. Agata (2017) concurs that consumers preferred packaging made of high-quality materials than low quality ones.

The study established that most consumers in NCC stated that they frequently use packaging made of plastic especially paper bag due to their versatility. They note that a packaging must be able to meet their demands and preferences without incurring extra costs. Boaz, Korhonen and Koelsch Sand (2020) concur that new materials, designs and technologies make packaging increases demand in a swiftly progressive demands of modern consumer lifestyles.

The study results clearly indicates that majority (33.2%) of the consumers preferred non-woven bags which are currently in use in Kenya. Twenty four percent of the consumers stated that they preferred paper bags for their fashion merchandize packaging. Preference was based on the classic outlook paper bags portrayed while at the same time elevating the status of the individual due to the packaging design. The results also outline that consumers preferred nylon paper bags (15.3%) and woven

bags (12.3%) for their fashion merchandise packaging. *Plastics for Change* (2024) concludes that the packaging material and consumer choice of fashion have a positive correlation especially among the young consumers.

### **5.5.2 Attributes of Fashion Merchandise Packaging**

Attributes of a packaging play an important role in changing behaviour and attitudes of consumers towards purchase of fashion merchandise. This includes durability, aesthetics adaptability, size, environmentally friendly and secure packaging. The study established that most consumers preferred a packaging that has many characteristics of their liking. Karani (2016) adds that the attributes of a packaging have a bigger impact on a consumers' purchasing decision of fashion merchandise. Other studies by Packaging Gateway (2023) note that quality of a packaging, usage and storage have impact on consumers' satisfaction which leads to purchase decision. Karani (2016) also concurs that a functional packaging in terms of size, design and aesthetics are on the forefront in changing the consumption patterns of consumers in regard to products.

### **5.6 Role of Packaging in Fashion Retail Merchandizing in NCC**

Packaging has been essential for protection, preservation, storage, and transportation since ancient civilizations. Around 300 B.C., Egyptians, Phoenicians, Persians, and Turks contributed to the development of packaging by blowing glass to create bottles, using jars as containers for liquids and food, and employing papyrus as a packaging material (Boaz, Korhonen & Koelsch Sand, 2020). Packaging makes everyday lifestyles less difficult with making sure smooth product get entry to, light packaging, re-sealable bundle types, merchandise presenting ease in opening and ultimate of

merchandize (Bulent & Aysel, 2016). Packaging is an extension of existence besides being a sales device.

Packaging is also one of the most important aspects of promotion and design, playing an essential role in marketing. The study notes that 49.2% of the consumers agree that packaging communicates a brands value to the consumer. A further 69.4% of the consumers are that packaging should inspire consumers to buy certain products. Similar studies have shown that fair and attractive packaging attracts more consumers and makes people more willing to buy the product (Masesa, Mrisho & Masui, 2025).

### **5.7 Impact of Packaging Designs on Fashion Merchandize Sales**

Product design and packaging play a crucial role in the fashion industry. Various packaging elements create a link between fashion brands and consumers. The shape, colour, design, and texture of packaging attract consumers, prompting them to notice, pick up, examine, read, hold, purchase, and ultimately take the product home (Clear-Pak 2025).

The study notes various aspects of packaging design that affect sale of fashion merchandize. These include: quality packaging, premium packaging, eco-friendly packaging, attractive and exciting packaging. All these play a vital role in enhancing consumer purchasing decision thus leading to sale of fashion merchandize. Kwaku and Fan (2020) emphasized that elements such as packaging shape, size, colour, and functional convenience significantly influence purchase decisions. As a result, brands are increasingly allocating resources toward optimizing packaging design to boost fashion product sales. Similarly, Chukwu and Enudu (2018) highlighted that informative and appealing packaging content enhances consumer engagement with

the brand, strengthens brand perception, and shapes how fashion merchandise is viewed by consumers.

### **5.8 Environmental Awareness on Fashion Merchandize Packaging**

The purpose of packaging is to design products that are profitable, satisfy both business and consumer requirements, ensure safety, and minimize environmental impact (Ryam, 2025). Improper disposal of containers can lead to contamination issues. Waste management has become a significant social concern, with people now more aware than ever before.

The study results in Table 4.10 indicate that consumers view an eco-friendly packaging as one that is made of recyclable materials, has secondary usage, durable, allows a product to be dispensed easily, and encourages disposal in an environmentally way. This is a clear show that consumers understand concept of environmental preservation as well as sustainability of the packaging. To address the matter of sustainability, Georgakoudis, Tipi & Bamford (2018) note that at innovative packaging presents brilliant advantages for purchasers, producers and surroundings. Boz, Korhonen and Koelsch Sand (2020) stated that effective packaging systems should be reusable and economical. Sustainable packaging meets the health and business expectations of people and people and is efficient, safe and effective at certain stages of the life cycle.

### **5.9 Challenges in Fashion Merchandize Packaging**

#### **5.9.1 Challenges Faced by Retailers of Fashion Merchandize in NCC**

Retailers of fashion merchandize are faced with challenges ranging from quality of packaging, costs, irregular supply, new designs, weak support from government on

waste disposal, expensive packaging material and high cost of branding of packaging as indicated in Table 4.10. This concurs with Inventory Source (2025) who reported that fashion retailers faced different challenges ranging from poor packaging materials, lack of policy coherence, lack of business support and weak economic infrastructure.

The study results also revealed that most retailers of fashion merchandize in NCC have challenges with little sensitization of new packaging materials and exploitation by packaging manufacturers. This is as a result of ban of thin plastic paper bags by the government resulting in introduction of new packaging materials and designs. Lomayani (2021) notes that the new packaging materials are expensive making retailers unable to procure them. He continues to add that ongoing attitudes towards plastic and packaging cause challenges for fashion industry. As a result of this, the government is encouraged to remove tax for packaging materials to enable entrepreneurs access enough packaging for their fashion merchandize and consumers, provide adequate sensitization on new packaging materials as well as regulating the packaging industry.

### **5.9.2 Challenges Faced by Consumers of Fashion Merchandize in NCC**

Consumers draw a lot of inspirations from the packaging type and designs. However, consumers undergo a series of challenges that affect them directly or indirectly. The study results in Table 4.11 establishes that poor design, low availability of packaging, poor quality of packaging, high cost and small size packaging affect consumers decision toward purchase of fashion merchandize. With the ban of plastic paper bags, consumers have had to result to other packaging materials to suit their needs. In addressing some of the challenges, Lomayani (2021) adds that the government to train

fashion retailers on packaging related matters so as to understand and promote consumer buying behaviour.

## **5.10 Relationship between Packaging Type and Design on Consumers**

### **Purchasing Decision of Fashion Merchandize in NCC**

Efforts to build a psychological link between consumer and packaging have come with the success of the packaging, and consumers are ensured to have dependency habits. A well-designed packaging should meet the needs of purchase. Well thought solutions must meet the requirements for business, public or home requirements in order to ensure attractiveness (4circularity, 2020).

#### **5.10.1 Relationship between Packaging Type and Consumers Purchase Decision of Fashion Merchandize in NCC**

A correlation carried out on the relation between packaging type and consumers purchasing decision of fashion merchandize in NCC confirms a positive relationship. A further regression was done to test the hypothesis. The data analysis did show that the null hypothesis was rejected suggesting that there is significant relationship between packaging type and fashion merchandizing in fashion outlets in NCC. The choice of packaging type significantly affects the environmental footprints, marketing potential and consumer experience in the fashion industry. Custom packaging elevates the perceived value and fosters consumers satisfaction while purchasing fashion merchandize. The adoption of recyclable and biodegradable materials for packaging reduces environmental impact and this resonates with eco conscious consumers. Modern trends are in favour of sustainable materials for packaging and systems that use recyclable packaging. These innovations help fashion outlets appeal to

environmentally conscious consumers directly shaping their purchasing perceptions of fashion merchandize and operations success (Sustainable Packaging Coalition, 2025).

### **5.10.2 Relationship between Packaging Design and Consumers Purchase**

#### **Decision of Fashion Merchandize in NCC**

The study conducted a correlation and established that there was a positive relationship between packaging design and consumers purchasing decision of fashion merchandize in fashion outlets in NCC.

A further test on hypothesis revealed that the null hypothesis was rejected thus accepting that there is significant relationship between packaging design and consumers purchasing decision of fashion merchandize in NCC. The results demonstrated that Nairobi's consumers are highly responsive to visual and functional cues fixed in packaging. LaMarco (2020), Zekir & Hassan (2015) agree that a memorable presentation of a packaging keeps consumers returning again and again. Azeem (2015) further added that packaging elements have an impact on influencing consumers to like a particular brand and have an effect on consumers attitude towards a product. The motive behind many agencies invest huge amount of cash on packaging is due to the fact that they're conscious that a lovely packaging will draw consumer's attention and is able to turning the consumer on or off (Davis, 2023). The findings show that enhancing packaging characteristics materially affect sales and facilitate brand differentiation.

Producers and outlets should understand packaging improvements and innovations that could be of greater advantage to purchasers. Additionally, it is also important for purchasers have an influence on client buying practices with a view to continue to be

aggressive (Radu, 2025). In cutting-edge competitive surroundings with fast development of generation and growth in manufacturing, packaging is used to make items of intake greater attractive than they may be to highlight their unique capabilities (Maziriri, 2020). Lussopack (2025) posits that a completely unique packaging has more impact on consumer purchasing behaviour.

## **CHAPTER SIX: SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS**

### **6.1 Summary of Findings**

#### **6.1.1 Demographic Characteristics of Consumers and Retail Managers**

The highest population (38.1%) of consumers in NCC were in the age bracket of 20-39 years while that of fashion retail managers were in the age bracket of 40-49 years. Majority of consumers in NCC (55.2%) comprised males while that of fashion retail managers comprised of males (56.7%). Consumers and fashion retail managers in NCC had acquired relevant education levels from certificate, diploma, undergraduate and postgraduate with majority of 66.4% and 70.0% respectively having acquired the first degree. Majority (63.3%) of the fashion retail managers have had an experience of more than 5 years in the retail business.

#### **6.1.2 Product Characteristics in the Fashion Retail Outlets**

Majority (53.3%) of the fashion retail outlets in NCC preferred stocking general clothing (men's, ladies and children wear) as their first choice. Another sizeable population (13.3%) preferred stocking accessories due to their unique packaging which had a greater influence on consumer purchasing. Also, most (80%) of the fashion retail outlets preferred imported fashion items largely clothes and shoes. Fashion retail managers explained the preference of imported to locally made merchandize was due to perception of high quality and appealing designs by consumers.

### **6.1.3 Preference of Fashion Merchandize by Consumers in Shopping Malls in NCC**

Fashion merchandizes played an important role in determining what consumers prefer and buy the most. Different consumer like different fashion items depending on the appeal of the packaging. Majority of consumers in NCC preferred shopping for men's wear, ladies wear and children wear. Also, a large percentage of the consumers (more than 60%) preferred shopping for inner wears, footwear as well as cosmetics. Their packaging played a vital role in influencing consumers purchasing decision.

### **6.1.4 Fashion Merchandize Packaging**

Packaging plays a critical role in changing the attitudes of consumers towards purchase of fashion merchandize. The study reveals that most (33.2%) of the consumers in NCC prefer non-woven bags as their choice packaging followed by vogue bags (24.3%) and nylon paper bags. Vogue bags and nylon paper bags are flexible and easy to brand and that explains the high percentages. The study reveals that choice of a packaging is dependent on the desirable attribute of the packaging which include size, aesthetic, secure, environment-friendly, adaptability and durability. It's important to note that the choice of a packaging has an overall effect on the consumer purchasing decision of fashion merchandize.

### **6.1.5 Role of Packaging in Fashion Retail Merchandizing in NCC**

A packaging should inspire and influence the consumer purchasing decision based on the role it plays to entice the consumer. The study established that the role of a packaging is to protect the products, communicate a brand's value to the consumer, inspire consumer to buy fashion merchandize as well as enabling referrals using well designed packaging. It is noted that a packaging should be able to communicate the

contents to the consumers. Majority of the consumers in NCC agreed that packaging of bright colours tend to draw consumers. Also, a majority (55.2%) of the consumers in NCC agreed that a transparent packaging is perceived as a sign of trustworthiness by the retailer.

#### **6.1.6 Impact of Packaging Design on Fashion Merchandize Sale**

The study revealed that various elements of packaging designs have a direct impact on the sale of fashion merchandize. The elements include: quality packaging, attractive packaging, eco-friendly packaging and premier packaging. These elements affected the purchasing decision of consumers which in turn led to more sale of fashion merchandize in the shopping malls in NCC.

#### **6.1.7 Environmental Awareness on Fashion Merchandize Packaging**

The study revealed that an eco-friendly packaging is one that is made of recyclable materials, encourages disposal in environmentally responsible way, has a secondary usage, durable and allows a product to be easily dispensed by the consumer. Other notable features of a packaging are that it should open and close easily as well as be practical to hold and use, thus influencing to a greater length the consumer purchasing decision of fashion merchandize.

#### **6.1.8 Challenges in Fashion Merchandize Packaging**

The study revealed that fashion retailers in NCC experienced challenges in high cost of branding and designing new packaging, little sensitization of new packaging materials to the consumers and irregular supply by manufacturers. There was also weak support from government regarding disposal and strict government policies on compliance and regulatory on packaging. Consumers in NCC noted poor designs of packaging, high cost, poor quality packaging and irregular supply of packaging as

some of the challenges they experienced while shopping for fashion merchandize in shopping malls.

### **6.1.9 Relationship between Packaging Type and Design on Consumers**

#### **Purchasing Decision of Fashion Merchandize in NCC**

The design of a packaging influenced the consumers purchasing decision of fashion merchandize in shopping malls in NCC. The type of packaging also influenced to an extent the consumer purchasing decision of fashion merchandize in shopping malls in NCC.

### **6.2 Conclusions**

Based on the findings, this research made the following conclusions.

1. Consumers and fashion retail managers in NCC had varying demographic characteristics such as gender, age, education levels and working experience which provided a balanced approach to fashion merchandizing and packaging.
2. Consumers and fashion retail mangers in NCC preferred men's, ladies and children wear as their first choice when shopping and stocking respectively.
3. Consumers and fashion retail managers in NCC prefer use of non-woven bags and paper bags since they are flexible, aesthetic and easy to brand. They also considered their adaptability to several usages. A packaging serves the role of inspiring and capturing consumers' attention towards purchase of fashion merchandize.
4. Consumers and fashion retail managers lack awareness and enough sensitization on government regulations regarding eco-friendly packaging.

5. Consumers and fashion retail managers in NCC continue to face challenges such as high costs of packaging, irregular supply, weak support from government on packaging disposal and poor-quality packaging.
6. Packaging type and design play a vital role in influencing consumer purchasing decision of fashion merchandize by enhancing sales and consumer satisfaction

### **6.3 Recommendations**

Many recommendations were made based on the findings of this study.

#### **6.3.1 Recommendation for Policy**

The government of Kenya to standardize packaging materials that are environmentally friendly for retailers and consumers to ensure a clean environment for all.

#### **6.3.2 Recommendations for Practice**

Packaging manufacturers should educate consumers on the new packaging materials as well as training on waste disposal to ensure a clean environment.

#### **6.3.3 Recommendation for Further Research.**

1. Further research should be carried out to establish the impact of plastic bags ban by the government of Kenya on local fashion retailers in Kenya.
2. Further research should be done to establish how the various elements of a packaging influence consumer purchasing decision of fashion merchandize on different genders.

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**APPENDICES****APPENDIX A: INFORMED CONSENT FORM****KENYATTA UNIVERSITY  
OFFICE OF THE CHAIRMAN ETHICS REVIEW COMMITTEE****Informed Consent**

My name is Christine Wangari Nyaga. I am a Master student from Kenyatta University. I am conducting a study titled " **Assessment of Fashion Merchandize Packaging Utilized by Fashion Outlets in Nairobi City County, Kenya**" The information will be used to assess the fashion merchandize packaging utilized by fashion outlets in Nairobi City County. The study findings will help the retailers and consumers to understand alternative packaging for the fashion merchandize as well as contributing to the knowledge area of fashion packaging.

**Procedures to be followed**

Participation in this study will require that I ask you some questions as well as administering a questionnaire. I will record the information you provide in an interview schedule.

**Voluntarism**

You have the right to refuse participation in this study. You will get the same services and care whether you agree to join the study or not and your decision will not change the care you will receive. Please remember the participation in this study is voluntarily. You may ask questions related to the study at any time.

You may refuse to respond to any questions and you may stop an interview at any time. You may also stop being in the study at any time without any consequences to the services you receive here or any other organization now or in the future.

### **Discomforts and Risks**

Some of the questions you will be asked are on intimate subject and may be embarrassing or make you uncomfortable. If this happens, you may refuse to answer these questions if you so choose. You may also stop the interview at any time.

### **Benefits**

If you participate in this study you will help us to learn how to provide effective services that can improve data collection management in the future:

### **Reward**

There are no rewards or any payment to you if you participate.

### **Confidentiality**

The interviews will be conducted in a private setting within the clinic. Your name will not be recorded on the questionnaire. Everything will be kept private and only shared with the study team.

### **Contact Information**

If you have questions about the study call supervisors: Prof. Keren Mburugu, 0717176795 or Dr. Juliet Isika, 0722609495. Investigators Tel Nos: 0714509389.

However, if you have questions about your rights as a study participant: You may contact Kenyatta University Ethical Review Committee Secretariat on [chairman.kuerc@ku.ac.ke](mailto:chairman.kuerc@ku.ac.ke),

### **Participant's statement**

The above information regarding my participation in the study is clear to me. The study has been explained to me and I have been given a chance to ask questions and my questions have been answered to my satisfaction. My participation in this study is entirely voluntary. I understand that my records will be kept private and that I can leave the study at any time. I understand that I will still get the same care whether I decide to leave the study or not and my decision will not change the care that I will receive.

Name of Participant: \_\_\_\_\_

\_\_\_\_\_  
Signature or Thumbprint

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name of Representative/Witness

\_\_\_\_\_  
(Relationship to Subject)

**Investigators statement**

I, the undersigned, have explained to the volunteer in a language s/he understands, the procedures to be followed in the study and the risks and benefits involved

\_\_\_\_\_

Name of Interviewer

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

**APPENDIX B: ETHICAL REVIEW COMMITTEE CLEARANCE LETTER**

**KENYATTA UNIVERSITY  
CENTER FOR RESEARCH ETHICS AND SAFETY**

Fax: 8711242/8711575  
Email: [chairman.kuerc@ku.ac.ke](mailto:chairman.kuerc@ku.ac.ke)  
Nairobi, 00100

P. O. Box 43844,

Tel: 8710901/12

Website: [www.ku.ac.ke](http://www.ku.ac.ke)  
Our Ref: **KU/ERC/APPROVAL/VOL.1**

Date: 30/08/2021

Christine Wangari Nyaga  
P.O BOX 43844-00100  
Nairobi.

Dear Madam,

**RE: ASSESSMENT OF FASHION MERCHANDIZE PACKAGING UTILIZED BY FASHION OUTLETS IN NAIROBI CITY COUNTY, KENYA**

This is to inform you that **KENYATTA UNIVERSITY ETHICS REVIEW COMMITTEE** has reviewed and approved your above research proposal. Your application approval number is **PKU/2303/II442**. The approval period is **30/08/2021 to 30/08/2022**.

This approval is subject to compliance with the following requirements;

- i. Only approved documents including (informed consents, study instruments, MTA) will be used
- ii. All changes including (amendments, deviations, and violations) are submitted for review and approval by **KENYATTA UNIVERSITY ETHICS REVIEW COMMITTEE**
- iii. Death and life threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to **KENYATTA UNIVERSITY ETHICS REVIEW COMMITTEE** within 72 hours of notification
- iv. Any changes, anticipated or otherwise that may increase the risks or affected safety or welfare of study participants and others or affect the integrity of the research must be reported to **KENYATTA UNIVERSITY ETHICS REVIEW COMMITTEE** within 72 hours
- v. Clearance for export of biological specimens must be obtained from relevant institutions.
- vi. Submission of a request for renewal of approval at least 60 days prior to expiry of the approval period. Attach a comprehensive progress report to support the renewal.
- vii. Submission of an executive summary report within 90 days upon completion of the study to **KENYATTA UNIVERSITY ETHICS REVIEW COMMITTEE**

### APPENDIX C: FASHION RETAIL MANAGER QUESTIONNAIRE

Dear Respondent,

Please create some time to respond to the questions bellow. All views and ideas will be handled with utmost confidence.

#### SECTION I: Demographic Information of Outlet Manager

Please tick in the space provided.

1. Age: 20-29 years [ ] 30-39 years [ ] 40-49 years [ ] 50-59 years [ ] 60 and above [ ]

2. Gender: male [ ] female [ ]

3. Education Level: Certificate [ ] Diploma [ ] Undergraduate [ ] Postgraduate [ ]

4. Duration of service: 1 year [ ] 2 years [ ] 3 years [ ] 4 years [ ] 5 years and above [ ]

5. Product Specialty: Clothing [ ] Footwear [ ] Accessories [ ]

Any other (Specify) \_\_\_\_\_

6. Source of fashion merchandize sold:

Locally made [ ] Imported [ ] Combined [ ]

7. List the attributes of packaging that consumer prefers while they shop.

8. What do you perceive as the role of packaging in fashion merchandizing? [SA- Strongly Agree, A-Agree, U-Undecided, D-Disagree, SD- Strongly Disagree]

Statements	SA	A	U	D	SD
Packaging should protect the products inside					
Packaging should inspire consumer to buy products					
Packaging communicates a brand's value to the consumer					
Packaging should not leak					
Packaging should communicate the contents					
Packaging should have convenience features					
Packaging with bright colours tend to motivate consumers to shopping					
A transparent packaging is perceived as sign of trustworthiness					
Referrals by loyal consumers are made easier using colour differences					

9. How do you perceive the impact of packaging designs on fashion merchandize sale?

Statements	Very High	Mod erate	Very Low
If your packaging is high-quality, consumers are more likely to associate your brand and your products with quality thus increasing sales			
Packaging that grabs attention and highlights its product's value attracts consumers and increases sales since it reduces the marketing and advertisement cost of the product.			
Attractive and exciting packaging provides the first impression of the product to the consumer and enhances their purchase decision			
Consumers prefer fashion brands with environmentally			

friendly packaging since it promotes the reuse and recyclability			
Efficient designs of packaging have seen reduced cost of operations leading to increased profits among the retailers			
Premium packaging has resulted in making consumers feel good after their purchase.			

10. How would you perceive an eco-friendly packaging?

Statements	SA	A	U	D	SD
The packaging opens and closes easily					
The packaging practical to hold and use					
The packaging allows the product to be easily dispensed					
The packaging has a distinctive shape and design					
The packaging is made of recyclable material					
It encourages disposal in an environmentally responsible way					
The packaging has a secondary usage					

Any other (specify)

11. How do the following challenges in packaging impact retailers in fashion retail market?

Statements	Very high	High	Moderate	Low	Very low
Strict Government policies on compliance and regulatory on packaging					
Entry of foreign retailers					
Poor quality of packaging					
Weak support from government regarding waste disposal					
New Technologies in packaging materials					
Little sensitization on new packaging materials to the consumers					
High cost of the packaging					
Exploitation by the manufacturer of packaging					
Irregular supply of packaging due to scarcity of materials					
High cost of branding and designing new packaging materials					

## APPENDIX D: CONSUMER QUESTIONNAIRE

Dear Respondent,

Kindly spare some time to fill up the questionnaire. Your answers are important to us. Answer all questions as we cannot use the questionnaire if it is incomplete.

### SECTION I: GENERAL INFORMATION

For each of the question below, please tick in the space provided;

1. Age: 18-29 years  30-39 years  40-49 years  50-59 years  60 and above
2. Gender: Male  Female
3. Occupation: Students  Employed  Self-employed
4. Education Level: Certificate  Diploma  Undergraduate  Postgraduate

### SECTION II: (Please tick appropriately in the spaces provided)

5. Which categories of fashion and accessories do I shop for in the fashion outlets?

Type of item sold	Tick
Footwear (High & low heels, sneakers, boots, sandals)	
Cosmetics (Lipstick, perfume, lotion)	
Handbags and bags (clutches, travel bag, suitcase)	
Jewellery (Rings, necklaces, bracelets)	
Inner wears (Vests, brassiere, bikers)	
Head dress (caps, scarves masks)	

Any other outlet and type of items sold (please specify) \_\_\_\_\_

6. What is your choice of type of packaging in fashion merchandizing?

Type	Tick
Cardboard box	
Vogue bags	
Glass box	
Pouch paper	
Nylon Paper bag	
Sack bags	
Sisal bags	
Woven bags	
Non-woven bags (current carrier bags)	

7. What is my expectation on the design of packaging in regard to consumption of fashion merchandize? (Kindly tick appropriately. [SA-Strongly Agree, A-Agree, U- Undecided, D-Disagree, SD- Strongly Disagree])

Statements	SA	A	U	D	SD
The Packaging should be aesthetically appealing					
The Packaging should be able to hold the right quantities					
The Packaging should open and close easily					
The Packaging should grip and hold easily					
The Packaging should be easy to empty completely					
The Packaging should fit in storage spaces					

8. How would you describe an eco-friendly packaging? (Tick appropriately)

Statements	SA	A	U	D	SD
The packaging opens and closes easily					
The packaging is practical to hold and use					

The packaging allows the product to be easily dispensed					
The packaging made of recyclable material					
The packaging encourages disposal in an environmentally responsible way					
The packaging has a secondary usage					
The packaging can be used in lengthy time					

9. Do you agree that the following challenges of packaging impact your consumption of fashion merchandize in fashion outlets.

<b>Statements</b>	<b>SA</b>	<b>A</b>	<b>U</b>	<b>D</b>	<b>SD</b>
Poor design of a packaging					
Low availability of packaging					
Poor quality of packaging					
High cost of packaging					
Lack of clear information on new packaging					
Size of a packaging					

Any other challenges experienced as a consumer (please specify)

10. How does packaging influence my consumption of fashion merchandize?

<b>Statements</b>	<b>High</b>	<b>Moderate</b>	<b>Low</b>
A strong packaging that protects a product attracts consumers towards purchase of fashion merchandize.			
A good colour packaging entices a consumer towards purchase of fashion merchandize.			
A packaging that identifies with a certain brand			
A well sealable packaging entices a consumer in purchase of fashion merchandize			

11. How does the type of packaging influence my decision to buy fashion merchandize.

<b>Statements</b>	<b>SA</b>	<b>A</b>	<b>U</b>	<b>D</b>	<b>SD</b>
An eco-friendly packaging inspires me to shop for fashion merchandize.					
Pouches attract me to buy fashion items in shopping malls since they are fashionable.					
Coloured paper bags look attractive when consumers shop for fashion items.					
Sisal made packaging inspires me shop for fashion merchandize.					
I love shopping for fashion items in glass pouched packaging.					
Non-woven packaging bags offer a unique design way to carry fashion merchandize.					
Carton boxes offer an efficient and compact method of packaging.					
Polythene sacks enable easier delivery of fashion merchandize.					
I love retailers who package fashion items in several packaging at the cash wrap.					

**APPENDIX E: INTERVIEW SCHEDULE****Questions.**

1. What are the common fashion merchandize stocked in your shop?
  
  
  
  
  
  
  
  
  
  
2. Does the packaging of a product affect the sale of fashion merchandize? If yes, how?
  
  
  
  
  
  
  
  
  
  
3. What type of packaging are available in your shop for consumers to use?
  
  
  
  
  
  
  
  
  
  
4. Are consumers easily swayed by the packaging considering the many varieties of packaging materials?
  
  
  
  
  
  
  
  
  
  
5. To what extent have you complied with government regulations on packaging of fashion merchandize?
  
  
  
  
  
  
  
  
  
  
6. How have the challenges in the packaging industry affected your business growth?
  
  
  
  
  
  
  
  
  
  
7. How have the challenges in fashion merchandize packaging industry affected your business profitability?

## APPENDIX F: MAJOR SHOPPING MALLS IN NAIROBI CITY COUNTY

1. Mountain View Mall - Waiyaki Way
2. The Waterfront Karen - Karen
3. The Junction Mall – Dagoretti Corner
4. TRM - Thika Road Mall - Kasarani
5. Capital Centre - Mombasa Road
6. The Crossroads Mall - Karen
7. Galleria Mall - Karen-Langata Road
8. Garden City Shopping Complex - [Kasarani](#)
9. The Gift Mall
10. The Green House Mall - Ngong Road
11. Greenspan Mall Donholm
12. Highway Mall - Mombasa Road
13. The Hub Karen - Karen
14. Karen Shopping Centre - [Karen](#)
15. [The Hub Karen Mall](#) - Karen
16. The Mall - [Westlands](#)
17. Mountain Mall - Kasarani
18. The Point - [Buruburu](#)
19. Prestige Plaza - Ngong road
20. [Sarit Centre](#) - Westlands
21. Shujaa Mall - Spine Road - Kayole
22. K-Mall - Komarock (off Kangundo Road)
23. T-Mall - Nairobi West
24. [The Village Market](#) - [Gigiri](#)
25. Nextgen Mall - Mombasa Road
26. [Westgate Shopping Mall](#) - [Westlands](#)
27. Yaya Centre - [Kilimani](#)
28. The Lavington Mall - Lavington
29. The Southfield Mall - Embakasi
30. The Ciata City Mall, RidgewaysSource:  
[https://en.wikipedia.org/wiki/List\\_of\\_shopping\\_malls\\_in\\_Kenya](https://en.wikipedia.org/wiki/List_of_shopping_malls_in_Kenya) accessed on:  
 21/07/2020

**APPENDIX G: LIST OF APPAREL AND FASHION ACCESSORIES STORES  
IN NAIROBI CITY COUNTY**

<b>BRAND NAMES</b>				
4U2(3)	Levi's	Basic intimates	Mr. Price (8)	Craydon
Adidas Stores (4)	Lexy collection	Bianco Nero	N3milles	Deacon's Kids Stores (2)
Alladin (3)	Little red (3)	Bossini (5)	Oltre	Dichotomy
Angelo (3)	Life fitness store (1)	Brands	One way (3)	Divine
Armario's collection	Lornah S. company	Burlington Wearhouse	Opulence by Marcy	Dr. Jays collection
Avilas house of fashion	Malaika brides	Casuals EA ltd	Peg accessories	D'vine Boutiques
Baby shop	Manix clothing store	Cha cha moyo	Primros collections	Dziner collections ltd
Barton	Melablooms	Chelsea Boutique	Rags	Essentials
Bata shoe store (11)	MIMI shop	Coco chic	Reebok store (1)	Et Vous
Renzo Rinaldi	Euro collections	Trevor collections	Funky kids Retro	Vivo activewear (12)
Republic.ke	F&F store (2)	Truworths (3)	Hawes and Curtis	Woolworths (4)
Sapani	Fiallis	Urembo fashion	Honor my curves	Jaishir Khazana
Sapph	Fiona ray	Venture House	Italian mens wear (6)	Kachie by Angie (3)
Secrets	Sitara investments	Store 66	Italian trends	Kiko Romeo
Sir Henry's (5)	Steps	La elegant (2)		

## APPENDIX H: RESEARCH APPROVAL



### KENYATTA UNIVERSITY GRADUATE SCHOOL

E-mail: [dean-graduate@ku.ac.ke](mailto:dean-graduate@ku.ac.ke)

P.O. Box 43844, 00100  
NAIROBI, KENYA  
Tel. 020-8704150

Website: [www.ku.ac.ke](http://www.ku.ac.ke)

#### Internal Memo

**FROM:** Dean, Graduate School

**DATE:** 25<sup>th</sup> May, 2021

**TO:** Ms. Christine Nyaga  
C/o Department of Fashion Design  
& Marketing

**REF:** H60/37703/2016

**SUBJECT: APPROVAL OF RESEARCH PROPOSAL**

=====

We acknowledge receipt of your Research Proposal after fulfilling recommendations raised by the Graduate School Board of 28<sup>th</sup> April, 2021.

You may now proceed with your Data collection, subject to clearance with the Director General, National Commission for Science, Technology & Innovation.

As you embark on your data collection, please note that you will be required to submit to Graduate School completed Supervision Tracking and Progress Report Forms per semester. The forms are available at the University's Website under Graduate School webpage downloads.

Thank you.

**JULIA GITU**  
**FOR: DEAN, GRADUATE SCHOOL**



CC. Chairmar., Department of Fashion Design & Marketing

**Supervisors:**

1. Prof. Keren Mburugu  
C/o Department of Fashion Design & Marketing  
Kenyatta University
2. Dr. Juliet Isika  
C/o Department of Fashion Design & Marketing  
Kenyatta University

## APPENDIX I: RESEARCH AUTHORIZATION



### KENYATTA UNIVERSITY GRADUATE SCHOOL

E-mail: [dean-graduate@ku.ac.ke](mailto:dean-graduate@ku.ac.ke)

Website: [www.ku.ac.ke](http://www.ku.ac.ke)

P.O. Box 43844, 00100  
NAIROBI, KENYA  
Tel. 020-8704150

Our Ref: H60/37703/2016

DATE: 25<sup>th</sup> May, 2021

Director General,  
National Commission for Science, Technology  
and Innovation  
P.O. Box 30623-00100  
**NAIROBI**

Dear Sir/Madam,

**RE: RESEARCH AUTHORIZATION FOR MS. CHRISTINE NYAGA – REG. NO. H60/37703/16**

I write to introduce Ms. Christine Nyaga who is a Postgraduate Student of this University. She is registered for M.Sc. degree programme in the Department of Fashion Design & Marketing.

Ms. Nyaga intends to conduct research for a M.Sc. thesis Proposal entitled, "Assessment of Fashion Merchandize Packaging Utilized by Fashion Outlets in Nairobi City County, Kenya."

Any assistance given will be highly appreciated.






Yours faithfully,

  
**PROF. ELISHIBA KIMANI**  
**DEAN, GRADUATE SCHOOL**



JMK/2021

**APPENDIX J: NACOSTI PERMIT**

 <b>REPUBLIC OF KENYA</b>	 <b>NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY &amp; INNOVATION</b>
Ref No: <b>530171</b>	Date of Issue: <b>16/July/2021</b>
<b>RESEARCH LICENSE</b>	
	
<b>This is to Certify that Ms. christine wangari nyaga of Kenyatta University, has been licensed to conduct research in Nairobi on the topic: ASSESSMENT OF FASHION MERCHANDIZE PACKAGING UTILIZED BY FASHION OUTLETS IN NAIROBI COUNTY CITY, KENYA. for the period ending : 16/July/2022.</b>	
License No: <b>NACOSTI/P/21/11716</b>	
<b>530171</b> Applicant Identification Number	 Director General <b>NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY &amp; INNOVATION</b>
Verification QR Code	
	
<b>NOTE: This is a computer generated License. To verify the authenticity of this document, Scan the QR Code using QR scanner application.</b>	

APPENDIX K: MAP OF NAIROBI CITY COUNTY

