

**PSYCHO- SOCIAL AND ECONOMIC FACTORS INFLUENCING THE
CHOICE OF CLOTHING BY PROFESSIONAL WOMEN:
A CASE OF MACHAKOS TOWN IN KENYA**

BY

**KITHEKA ROSE KALUNDE (B.ED)
H60/12715/09**

**A THESIS SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE AWARD OF THE DEGREE OF MASTER OF
SCIENCE IN FASHION DESIGN AND MARKETING IN THE SCHOOL OF
APPLIED HUMAN SCIENCES OF KENYATTA UNIVERSITY**

DECEMBER, 2014


DECLARATION

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

Signature : _____ Date: _____

Kitheka Rose Kalunde (B.ED) - H60/12715/2009

This thesis has been submitted for review with our approval as the University supervisors:

Signature:  Date: _____

Prof. Isabella W. Wandaka (PH.D)
Ethiopian Institute of Textiles and Fashion Technology (EITEX)
Department of Textile Engineering
Bahir Dar University
Ethiopia

Signature: _____ Date: _____

Dr. E. Bosibori Oigo (PH.D)
Department of Fashion Design and Marketing
Kenyatta University

DEDICATION

I dedicate this thesis to my family and friends for their support, care, love and encouragement during the whole period of this study.

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to several people for their role in enabling me carry out and accomplish this study. I extend my appreciation and special thanks to my university supervisors, Prof. I. Wandaka and Dr. B. Oigo, for their guidance, support and patience during the study period.

I highly appreciate the help of Dr. Muigai and Dr Kiplamai for their guidance and support during my study. I sincerely thank my respondents for their co-operation shown during data collection.

I also appreciate the National Council for Science and Technology for authorizing me to carry out research in Kenya. I would like to thank the District Commissioner, Machakos County, the Chief Executive Officers of Machakos branches of Kenya Commercial Bank, Barclays Bank, Standard Chartered Bank, Cooperative Bank and Family Bank. I also appreciate the school Principals and Managers of Machakos hospitals for permitting the research to be carried out in their institutions. I highly appreciate the support given by the academic staff members of Kenyatta University, Department of Fashion Design and Marketing, for their academic support and encouragement during the entire course of my study. Finally, I would like to thank the Graduate School of Kenyatta University, for support during the entire period of this study.

TABLE OF CONTENTS

DECLARATION	Error! Bookmark not defined.
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	x
LIST OF FIGURES	xi
OPERATIONAL DEFINITION OF TERMS	xii
ABBREVIATIONS AND ACRONYMS	xiv
ABSTRACT	xv
CHAPTER ONE	1
INTRODUCTION	1
1.0 Background of the Study	1
1.1 Statement of the Problem.....	2
1.2 Purpose of the Study.....	3
1.3 Objectives of the Study.....	4
1.4 Hypotheses	4
1.5 Significance of the Study	5
1.6 The Scope of the Study.....	5
1.7 Limitation of the Study	5
1.8 Assumption of the Study	6
1.9 Conceptual Framework.....	6
1.9.1 Independent Variables	8
1.9.2 Dependent Variable	8
CHAPTER TWO	9
LITERATURE REVIEW	9

2.0 Introduction.....	9
2.1 Fashion.....	9
2.2 Psychological Factors Influencing the Choice of Clothing	10
2.3 Social Factors Influencing the Choice of Clothing	12
2.4 Economic Factors Influencing the Choice of Clothing	14
2.5 Information Sources and the Choice of Clothing.....	15
2.6 Dress and Gender	16
2.7 Clothing Quality.....	17
2.8 Research Gap	18
CHAPTER THREE	19
RESEARCH METHODOLOGY	19
3.0 Introduction.....	19
3.1 Research Design.....	19
3.2 Measurement of Variables	19
3.3 Location of the Study	21
3.4 Target Population	21
3.5 Sampling Technique	22
3.6 Sample Size.....	23
3.7 Research Instruments.....	23
3.8 Pre-testing	24
3.9 Validity	24
3.10 Reliability.....	24
3.11 Data Collection Techniques	25
3.12 Data Analysis and Presentation.....	25
3.13 Logistical and Ethical Considerations	26

CHAPTER FOUR.....	27
DATA ANALYSIS, PRESENTATION AND DISCUSSION	27
4.0 Introduction.....	27
4.1 Response Rate	27
4.2 Demographic Information.....	28
4.2.1 Employers	28
4.2.2 Age	29
4.2.3 Marital Status	30
4.2.4 Religion.....	31
4.2.5 Monthly Net Income in Kenya Shillings	32
4.2.6 Level of Education	33
4.3 Psychological Factors Influencing the Choice of Clothing	34
4.4 Social Factors that Influenced the Choice of Clothing.....	37
4.4.1 Clothing for Religious Functions	37
4.4.2 Clothing for Office Wear	38
4.4.3 Clothing Designs for Evening Wear.....	39
4.4.4 Clothing for Casual Wear	40
4.4.5 Clothing for Weddings / Special Occasions	41
4.4.6 Fashion Trends and Purchasing of Clothes.....	43
4.4.7 Important Occasions and Purchasing of Clothing	44
4.4.8 Effect of Religion on Choice of Fashionable Clothes	45
4.4.9 Traditional Culture Versus Fashionable Clothes	46
4.5 Economic Factors that Influenced the Choice of Clothing.....	48
4.5.1 The Nature of Profession on the Choice of Clothing	48
4.5.2 Availability of Money on the Choice of Clothing.....	49
4.5.3 Clothing Pricing	50
4.7 Purchase of Old Fashioned Clothes.....	52
4.8 Purchase of Fashionable Clothes.....	52
4.9 Purchase of New Clothes.....	53

4.10 Shopping Retail Outlets	55
4.10.1 Local Tailor-made Shopping Outlet	55
4.10.2 Local Readymade Shopping Retail Outlets	56
4.10.3 Imported New Shopping Retail Outlets	58
4.10.4 Imported Second Hand Shopping Retail	59
4.11 Sources of Information on the Choice of Clothing	60
4.12 Relationships Between Study Variables	62
4.12.1 Psychological Factors	62
4.12.2 Social Factors	66
4.12.3 Economic Factors	69
4.13 Summary	72
CHAPTER FIVE.....	74
SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS	74
5.0 Introduction	74
5.1 Summary	75
5.2 Conclusions	78
5.3 Recommendations	79
5.4 Contribution of the Study	80
5.5 Suggestions for Further Study.....	80
REFERENCES.....	81
APPENDICES	86
Appendix A: Letter of Introduction	86
Appendix B: Questionnaire	87
Appendix C: Critical value of the Chi-square Distribution.....	95
Appendix D: Sample Sizes for Different Population	96
Appendix E: Approval of Research Proposal from Graduate School.....	97

Appendix F: Location Map of Machakos County98

Appendix G: Research Authorization from the National Council for Science and
Technology99

LIST OF TABLES

Table 3.1 Independent and Dependent Variables	20
Table 3.2 Frequency Distribution of Sampling Technique.....	23
Table 4.1 Respondents' Employers	28
Table 4.2 Respondents' Marital Status.....	30
Table 4.3 Psychological Factors Influencing the Choice of Clothing Designs.....	35
Table 4.4 Sources of Information Used by Respondents'	59
Table 4.5 Relationship Between Self Esteem and Purchase of new Clothes.....	61
Table 4.6 Relationship Between Clothes Acceptable by Society and Purchase of New Clothes.....	62
Table 4.7 Association Between Attitude to a Beautiful Looking Styles and Purchasing of New Clothes.....	63
Table 4.8 Average of Psychological Factors.....	64
Table 4.9 Relationship Between Important Occasion and Purchase of New Clothes.....	65
Table 4.10 Relationship Between Clothes Marital Status and Purchase of New clothes.....	66
Table 4.11 Average of Social Factors.....	67
Table 4.12 Association Between Net Income and Purchase of New Clothes	68
Table 4.13 Relationship Between Employer and Purchase of New Clothes	69

LIST OF FIGURES

Figure 1.1 Conceptual Framework.....	7
Figure 4.1 Distribution of the Respondents' Age in Years.....	29
Figure 4.2 Respondents' Religion.....	31
Figure 4.3 Respondents' Monthly Net Income.....	32
Figure 4.4 Respondents' Level of Education.....	33
Figure 4.5 Distribution of Clothing for Religions Functions.....	37
Figure 4.6 Distribution of Clothing for Office Wear.....	38
Figure 4.7 Distribution of Clothing for Evening Wear.....	39
Figure 4.8 Distribution of Clothing for Casual Wear.....	40
Figure 4.9 Distribution of Clothing for Wedding/ Special Occasion.....	41
Figure 4.10 Fashion Trend on Purchasing of Clothing Designs.....	43
Figure 4.11 Important Occasion on Purchasing of Clothing Designs.....	44
Figure 4.12 Religion and the Choice of Fashionable clothes.....	45
Figure 4.13 Traditional Cultures Versus Fashionable Clothes.....	46
Figure 4.14 Nature of Profession on the Choice of Clothing.....	47
Figure 4.15 Availability of Money on the Choice of Clothing.....	48
Figure 4.16 Influence of Price on the Choice of Clothing	49
Figure 4.17 Frequency of purchase of Second Hand Clothes.....	50
Figure 4.18 Purchases of Old Fashioned Clothes.....	51
Figure 4.19 Frequency of purchase of Fashionable Clothes	52
Figure 4.20 Frequency of purchase of New Clothes	53
Figure 4.21 Preference for Local Tailor Made Shopping Retail Outlet	55
Figure 4.22 Preference for Local Ready Made Shopping Retail Outlet.....	56
Figure 4.23 Preference for Imported New Shopping Retail Outlet.....	57
Figure 4.24 Preference for Imported Second Shopping Retail Outlet	58

OPERATIONAL DEFINITION OF TERMS

Clothing: Any tangible or material object worn on the human body. For the purpose of this study, the term clothes and dress are used synonymously.

Consumer behaviour: Selection, purchase, and choice of goods and services, and satisfaction of needs.

Design: A unique combination of silhouettes, by either using a line, colour, texture or any other detail that distinguishes a given garment from another.

Dependant: A person who depends on somebody else for food, clothing and money.

Dress: Refers to clothing worn in everyday life by people as they carry out their daily activities and tradition that bring meaning to them.

Economic Factors on Clothing: This refers to the management of money in terms of purchasing clothing.

Ego: Refers to the part of mind that connects a person to the outside world because it can think and act on the choice of clothing.

Expert: A person with special skill or knowledge that comes from experience or training, in this case experts in clothing.

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

Old Fashioned Clothes: These are clothes that were on fashion once and have been outdated or disappeared.

Professional Women: All women involved in jobs that need special training and high level of education.

Psychological Factors of Clothing: Refers to presentation of an individual personality and connected with the way the mind works on relation to the choice of clothing.

Second Hand Clothes: Garments which have been already used and then sold again.

Self-esteem: Involves feelings of self worth which are based upon cognition and self concept.

Social Factors on Clothing: Refers to a study of groups of people and their behaviour towards clothing. It also refers to the way people dress in formal friendly gathering of members of group, club or church.

Style: A term that refers to a part of a design or a combination of many details, e.g., pleats, openings, skirt lengths, piping etc.

ABBREVIATIONS AND ACRONYMS

DC:	District Commissioner
MS:	Microsoft
SPSS:	Statistical Package for Social Sciences
TSC:	Teachers Service Commission
TV:	Television
χ^2 :	Chi- square symbol

ABSTRACT

The purpose of this study was to investigate the psychological, social and economic factors that influence the choice of clothing by professional women in Machakos Town. The study was prompted by the fact that professional women are exposed to a wide variety of clothing, due to frequent fashion and style changes. Besides, limited studies had been undertaken to address professional women's clothing selection in Kenya's towns outside Nairobi. The objectives of the study were to establish the influence of psychological, economic and social factors on the choice of clothing in Machakos Town. The research adopted a descriptive research design. Stratified random sampling technique was used, to represent sub groups of women employed in the private and public sector. The sample size of the study was 306 respondents, who were drawn from a population of 1430. Questionnaires containing both closed and open-ended questions were hand delivered to the respondents. Two hundred and eighty four respondents filled and returned the questionnaires, making a response rate of 92.8%. Data collected was analysed using the Statistical Package of Social Sciences (SPSS). The majority of respondents were aged between 40-49 years, with the youngest and the oldest being 22 and 59 years respectively. The majority of respondents had a monthly income of between Ksh.20, 001 – Ksh.30, 000. Just over half (57%) of the respondents were married. The majority of the respondents had degree certificates (56.7%), followed by those who had attained post secondary education (35.2%). The most outstanding psychological factors that influenced clothing choice was designs that suited figures (81%), followed by designs satisfying self esteem (79.4%). The study established that skirt suits were the preferred choice of clothing designs for religious functions (26.8%) and office wear (41.9%) respectively. The study established that jeans and tops were preferred for evening wear (26.4%) and casual wear (43%). Vitenge/African attires (47.7%) were highly preferred for weddings/special occasions. The study found that there was a significant association between marital status and choice of clothing, attractive clothing styles and choice of clothing. A significant association between income and choice of clothing was also noted. This study recommends that the clothing industry would benefit from marketing clothes that are suitable to the figures and also satisfy self esteem. The clothing manufacturing industry should be informed by the people's income while pricing clothes in order to address the diversity of income in the country. Fashion designers should appreciate the dynamics of culture and religion while designing clothes, since many people are influenced by these factors while choosing their clothing. Based on the findings of this study, the researcher suggests that similar studies be carried out in other towns in the country, targeting men and also different age groups of both genders.

CHAPTER ONE

INTRODUCTION

1.0 Background of the Study

According to Hulsbosch (2006), clothing and adornment not only decorate the body but also shape personal identity. Clothing is any material, or tangible object, connected to the human body. Holmlund, Hagman and Polska (2011), state that clothing occupies a focal position in the consumer market, and more than a basic necessity in the lives of many people. Archaeological evidence and contemporary practices around the world have shown that humans had clothing, paintings and jewellery as part of their dress which altered the shape of their body parts (Barnes & Eicher, 1992).

Clothing fashion is a style of dress that is temporarily adopted by a discernible proportion of members of a social group, because that particular design is perceived by the individual as appropriate for the time and situation. Unconsciously, women search for absolute freedom in comfort, suitability and the beauty of attires displayed elsewhere in nature. Both the skilled and unskilled female worker in Kenya and elsewhere in the world adapts different styles in order to fulfil the human desire (Isika, 2006).

Professional women need to dress to suit their occupational status, since they represent their organization's ideals. According to Mahreen (2012), various factors that influence the choice of clothing designs by professional women include price, social, cultural, personal and psychological factors. Professional women have family commitments such as food, clothing and shelter that may limit the amount of money

allocated to clothing needs. Psychological aspects of career and dress selection relate to fashion interests, attitudes and professional values for professional women. Clothing consumers usually choose clothing designs that offer greater satisfaction. Hines and Swinker (2006), suggest that the perception of quality clothing consists of aspects such as the country of origin, workmanship and prices. However, they admit that perception of clothing quality is still ambiguous, and that there is need for more studies on the subject.

Professional women choose clothing designs with a purpose to suit their job description. Wrong choice of clothing can be embarrassingly conspicuous, and this in turn lowers an individual's self esteem and confidence, leading to withdrawal from participation to avoid any possible negative judgement about clothing (Khare & Rakesh, 2010).

Hansen (2004) indicates that little work has been done on clothing. Otieno (1990), pointed out that not much emphasis had been given to the study on clothing from consumers' perspective in Kenya. This implied that the study of clothing was a worthy area of research, and this created an interest in the study to investigate the factors that influenced the choice of clothing designs by professional women focusing on Machakos Town.

1.1 Statement of the Problem

Professional women have a very wide option of dressing designs, unlike professional men, who have very specific three-piece suits. The variety in

professional womens' dress is due to frequent dress fashion and style changes. Jordaan and Simpson (2006), noted that in clothing choices, females tend to be more innovative than males. According to Njeru (2002), career dress selection by professional women is a problem encountered worldwide. Decisions regarding the selection and purchasing of clothing designs for professional women are done by women themselves.

The social, economic and psychological needs of professional women in regard to clothing are not just portraying uniqueness in choosing clothing designs, but also identifying with the dressing standards of colleagues at work. Professional women have family commitments such as food and shelter that may limit the amount of money allocated to clothing needs (Njeru, 2002).

Studies have been done on factors considered in clothing selection for female teachers by Njeru (2002), on adolescents by Migunde (1993), on adults by Otieno (1990), on professional women by Nyang'or (1994) and Isika (2006). All of these research studies were done in Nairobi City. Very limited studies on clothing have been done to address the professional women's choice of clothing in Nairobi city and other fast growing towns, but none has been done in Machakos Town. This study sought to fill this gap, by investigating factors that influenced the choice of clothing by professional women in Machakos Town.

1.2 Purpose of the Study

The purpose of this study was to investigate the psychological, social and economic factors that influence the choice of clothing by professional women in Machakos

town. Psychological factors such as self esteem, need to please others, acceptance and attractiveness of clothes contribute to the choice of clothing designs. Social factors include occasion, marital status and religion. Economic factors referred to income, type of employment and price of the attire.

1.3 Objectives of the Study

The objectives of this study were to establish:

- a) The influence of psychological factors on the choice of clothing by professional women in Machakos Town.
- b) The social factors that influence the choice of clothing among professional women in Machakos Town.
- c) The influence of economic factors on the choice of clothing among professional women in Machakos Town.

1.4 Hypotheses

The hypotheses for this study were as follows:

Ho₁ There will be no psychological factor that has significant influence on the choice of clothing among professional women in Machakos Town.

Ho₂ There will be no social factor that has significant influence on the choice of clothing among professional women in Machakos Town.

Ho₃ There will be no economic factor that has significant influence on the choice of clothing among professional women in Machakos Town.

1.5 Significance of the Study

An investigation of the factors that determined the choice of clothing among professional women was significant because:

- (i) It would provide useful information to the Kenyan clothing industry to ensure that designers, retailers and manufacturers were able to satisfy the clothing needs of professional women.
- (ii) Provision of clothing needs to professional women, would make the country save foreign exchange, which is used to import clothes.
- (iii) The study would also contribute to the field of knowledge, and serve as a reference point for future research in fashion design and its related areas.

1.6 The Scope of the Study

The study was carried out in Machakos town of Machakos County in Eastern province, of the republic of Kenya. Machakos town is 68 km east of Nairobi City. The town is cosmopolitan and the choice of clothing is influenced by what is considered fashionable in the nearby Nairobi City.

1.7 Limitation of the Study

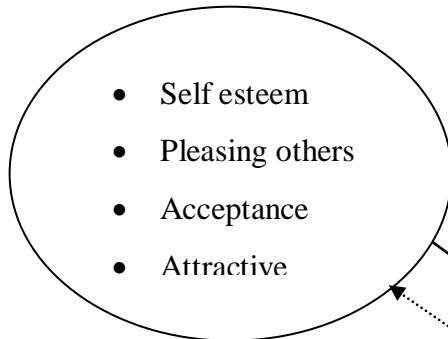
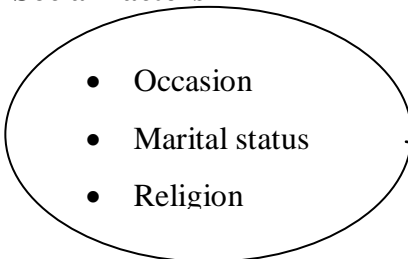
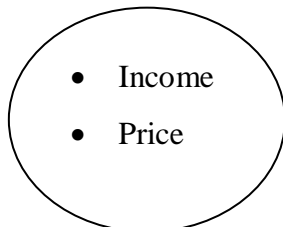
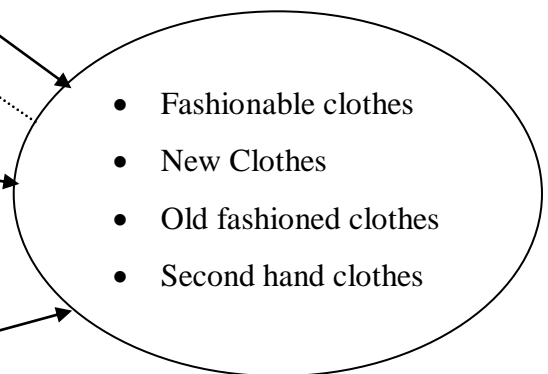
The area of the study was Machakos Town; hence, generalisation of findings to other areas should be done with caution. The study was limited to professional women in the formal employment sector, hence, generalisation to unemployed or self employed women should be done with caution since situations are not similar at different times.

1.8 Assumption of the Study

The researcher assumed that the professional women in Machakos Town would provide honest information on the choice of their clothing.

1.9 Conceptual Framework

Conceptual framework as a hypothesized model identifies the concepts under study and their relationships. It expresses the independent variable which influences the dependent variables. If one variable depends on or is a consequence of another variable it is termed as a dependent variable and the variable which is antecedent to the dependent variable or that makes a change is termed an independent variable (Kasomo, 2006).

Independent Variables**Dependent Variable****Psychological Factors****Social Factors****Economic Factors****Choice of Clothes****Figure 1.1: Conceptual Framework****Source: Adopted from Riungu (2009)**

The conceptual framework shown in Figure 1.1 illustrates the relationship between the independent and dependent variables of the study. The independent variables were psychological, social and economic factors. The choice of clothes was the dependent variable. The clothes selected included categories like fashionable clothes, new clothes, old fashioned clothes and second hand clothes. The choice of

clothes was influenced by economic, social and psychological factors. This concurs with Riungu (2009), who indicated that physical, psychological and socioeconomic factors influenced the way people select clothing.

1.9.1 Independent Variables

Under the economic factors, income, type of employment and prices were the independent variables. Income was important because decisions made for clothing expenditure depended on the funds available. Families with high income were able to spare more money for clothing as opposed to those with low income, thus, income influenced the choice of clothing that professional women bought. The choice of fashionable styles of clothes was influenced by the level of income, depending on the occasion.

Psychological factors that influence the choice of clothing designs include self-esteem, ego, desire to please others, and acceptance. Social factors also influenced the choice of clothing. Occasion, marital status and religion were considered as the main factors under social factors.

1.9.2 Dependent Variable

The dependent variable determined by the independent variables included fashionable, new clothes, old fashioned and second hand clothes.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

Literature review is a systematic process that identifies, locates and analyses documents containing information relevant to the topic of research. It involves the systematic identification, location and analysis of documents containing information related to the research problem being investigated (Mugenda & Mugenda, 2003).

This chapter reviews existing literature on fashion, psychological, social, economic factors, information sources and the choice of clothing designs, dress and gender, clothing quality. It ends with a summary that highlights the research gap that this study intended to fill.

2.1 Fashion

The term fashion varies with different fields of study, but in general, fashion can be referred to as a form of collective behaviour, that is socially approved at a given time and is subject to change (Kaiser, 1996). Udale & Sorger (2006), define fashion as a specific type of clothing. Fashion is a style of dress that is popular at a particular time (Macmillan, 2010). Once a buyer identifies the factors of fashion, she or he is in a position to access it. Fashion lies closer to a communicator as message (Khare & Rakesh, 2010).

Customers are used as a place for the display of the designer's message. Fashion carries communication about the self and a person's social position, without relying

on a text to carry the message (Hulsbosch, 2006). Fashion is predicted on innovation and a relentless seeking of what is new and powerful. Fashion products are positioned to improve the social image of consumers (Khare & Rakesh, 2010).

The dynamism of fashion is explained by Loschek (2009), who has emphasized that new clothes can be observed as different from old, or other forms of new clothes, or from the conceivable future fashions. The new is meaningful only when it is followed by another new thing. This results in the possibility of ongoing connectivity meaning that it is a continual actualization of potentialities. However, because meaning, can only be meaning, if the difference between what is actual at that moment, is distinct from the horizon of possibilities. Every actualization always also leads to a virtualization of the potentialities that could be connected to it. Hence as put simply by Loschek (2009), fashion remains fashion because the fashion does not remain fashion. The possibilities for the future are thus kept open.

2.2 Psychological Factors Influencing the Choice of Clothing

The psychological function of a dress is a personal stimulation, because clothing creates novelty, uniqueness, and excitement in life. Khare and Rakesh (2010) stated that clothing provides one of the most visual and easily manipulated means of presentation of an individual's personality and self concept. The authors also have pointed out that many cultures have used symbolic clothing and adornment to ward off evil spirits. For example, they point to a western tradition of wearing something old, something new, something borrowed and something blue for wedding attire. Kaiser (1996), indicated that personal adornment is concerned with the role that

clothes and other aspects of appearance play in people's everyday interaction with one another.

Clothing is a significant force in the enhancement of self and when used positively it contributes to one's feeling of self acceptance and self respect. The self concept involves a person's perception of one's abilities, personal character, personal worth, appearance in relation to others in the society. Therefore, the professional women will choose clothing to portray a particular image to others in the society.

Dress is used as a means of rationalizing identity informed by the self. Clothes communicate people's individuality, personality, their group and familiar associations, occupations and their status. People adorn their bodies in dress to fit in to either the ideal standards for appropriate behaviour or their own sense of aesthetics and beauty (Hulsbosch, 2006). However, values, attitudes and lifestyles are reflected in dress, thus, consumption patterns of dress are grossly affected by attitudes towards a particular term of dress. Gendered dress in this case is a mirror of cultural values of manhood and womanhood (Manwa, Mdamba & Manwa, 2010).

People often expect others to be able to understand what they are communicating through their sartorial devices and in turn to read the clothing messages sent by others. Indeed people share ideas about the meaning of clothes in a silent and ever changing vocabulary of meaning (Cunningham & Lab, 1991).

2.3 Social Factors Influencing the Choice of Clothing

Socially, clothes function to satisfy the individual's needs for group membership, identity, and companionship of others. It is common to wear a team's colours to a football game, to symbolise team spirit and support. The importance of dress relates motives in social interactions, linked to the fact that people try to interpret one another's motives as a means of understanding (Kaiser, 1996).

Kaiser (1996), further indicated that people are not likely to admit openly that they try to sexually attract, enhance their egos, or display status by the way they dress. However, clothes do the talking for them. Maynard (2004), indicated that the huge shift in social habits, due to modern industrial society, has caused painful and problematic experiences for indigenous people. In the process of self-modernisation, they have had to change their clothing habits. The author further reports that despite the acknowledged degree of choice, implicit in global dress, the wearing of westernised, second hand and even locally made replicas of western clothing is very widespread in the most remote parts of the globe, be it Africa, Asia or South America. When choice is an option to consumers, then it is inevitable that cultural identity will be of priority (Maynard, 2004). According to Benerjee (2008), the choice of products and brands is based upon family and group acceptance. Moreover, Hulsbosch (2006), indicated that dress is used to demonstrate social engagement.

The changing social attitude of many professional women has changed their attitude to clothing designs, as they buy clothes to satisfy themselves. Professional women

do not want outdated clothing designs but rather choose designs with a variety of new styles. People do not buy garments when they have been literally outdated. When a design is once used, it is no longer in fashion, hence unacceptable to wearers (Aldrich, 2008).

Clothing can be a means of communicating a social identity and can be used as a form of self-expression. For example costumes give a meaning of social functions, and express the attitude of the wearer, which mirrors the aesthetic, moral and nationalistic ideals of those who wear them. Clothing also plays an important role in peoples' lives. It is through its meaning that people substantiate their sense of self and place in the society. Hence, clothing becomes an indicator of personal worth; values and beliefs, as well as identity with the culture people live (Cardoso *et al.*, 2010). The association that people have with dress has the potential to reveal the connection which they make with their culture as very intimate. Indeed, clothing has a meaningful meaning and reflects people's culture. Clothing shapes and defines people's identities by expressing individuality, personality and the sense they have for themselves. Dress reveals how people spend their working hours and leisure time, and it also reflects people's gender, occupation, group affiliations and a measure of people's existence (Cunningham & Lab, 1991).

Haguma (2013), emphasised that Vitenge comes in different fabrics types including the tie and dye, wax, batik and kanga. In the past it was made to be worn in one formal fashion. However, today Vitenge can be designed in different ways. It has thus greatly evolved and can be tailored into any design for official, casual and special occasions. Vitenge also serves as an inexpensive, informal piece that is open

decorated with a huge variety of colours, patterns and even political slogans. The printing on clothes is done by a traditional batik technique; many of the Vitenge designs have a meaning. A large variety of religious and political designs are found as well as traditional tribal patterns (Haguma, 2013).

Factors such as beliefs, media, acculturation and education influence women on the choice of dress. Religious dress codes, in most cases, are linked to gendered dress code. Women from South Yemen put on a traditional garb called a veil, which signifies an intention to transmit traditional roles of wife and mother to their children. This communicates the womanhood of individuals Manwa, *et al* (2010). Cultural beliefs influence the choice of dress for example Manwa, *et al* (2010), suggest that dress code in a particular society can be easily identified since people in a community share common values.

2.4 Economic Factors Influencing the Choice of Clothing

Mass fashion production succeeds, when the right styles are produced at the right prices, for a wide acceptance in the market. The exceptional growth of clothing retailers can be attributed to high impulse buying, an increase in sourcing from low-cost countries, and a change in consumer attitudes (Intel, 2007). Elderly consumers are wealthy, innovative and have a desire to actively participate in mainstream consumption. The elderly are enthusiastic consumers with a means and willingness to buy many goods and services, (Carrigan & Szmigin, 2006).

The level of education could result in differences in clothing tastes and preferences. This could also reflect that persons with higher education would more likely hold professional positions for which a more expensive wardrobe would be needed (Viljoen, 1998). Isika (2006) found that education level has a great significant on the choice of clothing behaviour as professional women with high level of education may have better taste in the choice of clothing.

Income spent on clothing may also be affected by other family needs that are more pressing like food, shelter and health. Professional women may consider food, shelter and health as more important and allocate a smaller percentage on their income to clothing compared to other personal needs.

2.5 Information Sources and the Choice of Clothing

Professional women have larger wardrobes, thus the need for accurate information to enhance wise decision making concerning career dresses (Kim, 2005). Easy interpretable labels facilitate easy and efficient ways of appropriate garment selection, and can also serve as references for future purchases, if they survive the garment life span. Information sources influence the choice of clothing designs, depending on their affordability, availability and culture (Mason et al, 2008).

Customers are heavily influenced by the fashion press and media. Channels such as fashion magazines, fashion shows, and television, were under-utilised by Kenyan adult consumers because they were costly, unavailable and of foreign origin. Currently, there is increased fashion information easily available from internet,

fashion magazines, local daily newspapers and TV stations (Birtwistle & Moore, 2007).

Clothes that have elusive quality that makes them less desirable than in their heydays are called old fashioned clothes. Vintage originally related to the year wine or oil was bottled. The word passed into general usage to mean the year a particular item was made. First it was used to describe vintage cars, meaning cars that were at least 50 years old, any clothes of the 1920s onwards to 1960 (Carrigan & Szmigin, 2006).

Dealers of second hand clothing took the term vintage a stage further and used it to describe older clothes. Sellers and buyers of clothes use vintage as a term to describe almost all previously owned second hand clothes of 25 years or more years. Antique is used to describe an item 100 years old or more, however this strict definition is often taken to mean anything from 1920 or earlier when referring to clothing (Cunningham & Lab, 1991).

2.6 Dress and Gender

Gender designates psychological, social and cultural aspects of maleness and femaleness, that is, masculinity and femininity (Newton, 1999). Dress is a powerful means of communication, and makes statements about the gender of a newborn child soon after birth. Dress serves as a sign that the individual belongs to a certain group. Gender distinctions are crucial parts of dress, whether they are made on biological or social grounds (Barnes & Eicher, 1992).

2.7 Clothing Quality

Many factors come into play in the perception of clothing quality, such as psychological expectations and aesthetic appeal (Woodward, 2005). Economic, psychological and social factors are important in the choice of quality clothing (Wang, 2005). Clothing quality is portrayed, through durability and texture of a garment. Clothing quality has been associated with a different fashion phenomenon (Odero, 2010). In discussing fashion trends in the UK, Morgan and Birtwistle (2009), said that fashion, which appears on the cat walk, has become popular among retailers because of the appetite of hungry consumers.

Young Indians appreciate clothing quality through integration of modern and ethnic clothing. They have merged the Indian ethnic wear with Western designs. The integrated wear is helping Indian women to portray their new personalities as knowledgeable women of the world (Chakrabarti & Baisya, 2009). The young Indians' way of dressing, is an indication of brand as a reflection of self image, which is important to clothing brands (Woodward, 2005). Thus, it is important to understand the needs of the consumer with regards to clothing quality and satisfaction.

Clothing quality in South Africa is expressed through the satisfaction of the consumer. For most retailers, it is a priority to provide customer satisfaction Njobeni (2003). The only true competitive edge is to garner customer satisfaction through quality of products (Schiffman & Kanuk, 2000).

Old fashioned clothes have been categorised depending on the year they were made, and their use concepts such as retro, vintage and antique interchangeably. It has been hotly contested as to whether clothes are vintage or not and some argue that, vintage depends on the eye of the beholders. A vintage purist will argue that anything within the past 15 years to be referred to as contemporary. One characteristic that is always important whatever the garment's age is quality and desirability, combined with what is worth owning. Just because clothes are old, does not mean that, they are not desirable vintage (Thomas, 2006).

2.8 Research Gap

From the literature reviewed, it is evident that there had been little research carried out on professional women's choice of clothing outside Nairobi City. This study therefore sought to fill this gap, by investigating factors that influence the choice of clothing by professional women in Machakos Town.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

Research methodology is the conceptual structure within which research is conducted. It constitutes the blueprint for the collection, measurement and analysis of data Mugenda and Mugenda (2003). This chapter presents the research design, measurement of variables, location of the study, target population, sampling technique, sample size, research instruments, pre-testing, validity, reliability, data analysis and presentation, logistical and ethical considerations.

3.1 Research Design

A descriptive research design was used seeking to investigate factors influencing the choice of clothing. This method was chosen because it was found appropriate to use in deriving extensive data from a large sample of respondents within a short period of time. A cross-sectional survey research determines the way things are, and then describes the study variables and relationship between them (Mugenda & Mugenda, 2003).

3.2 Measurement of Variables

Psychological, social and economic factors were the independent variables, while the choice of clothes was the dependent variable. These variables are outlined in Table 3.1

Table 3.1 Tests for Independent and Dependent Variables

Variables		
Independent	Dependent	Tests
Psychological Factors	Choice of clothes	Chi-square
<ul style="list-style-type: none"> • Pleasing others • Acceptance • Attractive • Self esteem • Ego 	<ul style="list-style-type: none"> - Fashionable clothes - New clothes - Old fashioned - Second hand clothes 	
Social Factors		Chi-square
<ul style="list-style-type: none"> • Occasion • Marital status • Religion 		
Economic Factors		Chi-square
<ul style="list-style-type: none"> • Income • Price 		

Chi-square was used to investigate associations between the independent and dependent variables. It was performed by defining the numbers' categories, observing the number of cases falling into each category, and knowing the expected number of cases fully in each category. The Chi-square test of relationship was

employed by the researcher to test the significance of the responses from the professional women in Machakos Town. Throughout the study, a standard 0.05 level of significance was adopted meaning that, variables with 0.05 or less were significant and those with above 0.05 were insignificant. The formula for Chi-square Test used is presented below:

$$\chi^2 = \frac{(O_i - E_i)^2}{E_i}$$

Where χ^2 = Chi-square

O_i = Number of observed cases in category i

E_i = Number of expected cases in category i

3.3 Location of the Study

This study was carried out in Machakos Town, Machakos County, Eastern province, of the republic of Kenya. Machakos Town is 68 km southeast of Nairobi City. Machakos Town is divided into three divisions, namely; Mutituni, Mumbuni and Central. The Central Division was purposively selected because it has a high population of professional women employed in both private and public sectors. The town is cosmopolitan and contains people of different tribes, backgrounds and religion which influenced their culture as far as the choice of clothing is concerned.

3.4 Target Population

The target population was all the professional women in Machakos Town. Population was derived from the following six types of institutions that included primary schools, secondary schools, tertiary education institutions, hospitals, banks

and District Commissioners' offices. A baseline survey carried out by the researchers found that, the accessible population consisted of 1430 professional women in the above institutions. The employers' records showed that the distribution of the professional women was as follows: Machakos District Commissioners' offices (180), primary schools (338), secondary schools (98), tertiary education institutions (224), banks (96) and hospitals (494).

3.5 Sampling Technique

A stratified random sampling technique was used to select samples for the study from a population of 1430. The sample size was proportionally selected on the basis of the number of respondents from each of the six institutions. A sample size of 306 from a population size of 1430 was obtained, each based on a calculation targeting group as follows: District Commissioners' offices = $306(180/1430) = 38$, primary schools = $306(338/1430) = 72$, secondary schools = $306(98/1430) = 21$, tertiary institutions = $306(224/1430) = 48$, banks = $306(96/1430) = 21$ and hospitals = $306(494/1430) = 106$.

Table 3.2 Frequency Distribution of the Sampling Technique

Sample	Frequency (N)	Percentage (%)
District Commissioner's Officers	38	12
Primary Schools	72	23
Secondary Schools	21	7
Tertiary Institutions	48	16
Banks	21	7
Hospitals	106	35
Total	306	100%

3.6 Sample Size

The sample was informed by establishment of the sample size as given by Kasomo (2006), that if the sample size lies between 400 and 1500 then the sample is 306 (Appendix D). Based on the population of 1430 professional women in Machakos Town for this study, then the sample size used was 306, which was approximately 21% of the population.

3.7 Research Instruments

A self administered questionnaire was used to collect data. The questionnaire had both closed and open ended questions. Closed ended questions were accompanied by a list of possible alternative answers from which the respondents selected those that best described their situations. The open ended questions were left blank for the respondents to fill in their responses.

3.8 Pre-testing

The researcher pre-tested the instrument by administering it to six respondents drawn from teachers who were on marking training, they were not part of the final sample of respondents. The instruments were taken to respondents to complete and collected for analysis. Every question was analysed and responses compared with others to find out whether the respondents understood the question the same way. This enabled the researcher to revise the instrument accordingly.

3.9 Validity

Validity is the accuracy and meaningfulness of inferences which are based on research results (Mugenda & Mugenda, 2003). To enhance content validity, the researcher used some experts who were lecturers in the subject area from the department of fashion design and marketing studied the questionnaires to determine the relevance of the content and their suggestions were considered in revising the instrument.

3.10 Reliability

Saunders, Lewis and Thornhill (2007), have defined reliability as the extent to which a data collection technique or techniques yield consistent findings, where similar observations would be made and similar conclusions reached by other researchers. Reliability is defined as a measure of the degree to which a research instrument yields consistent results after repeated trials. Reliability of the study instruments was assessed using an internal consistency technique. Internal consistency of data is

determined from the scores obtained from a single test administered by a researcher to a sample of subjects. Reliability test was run and gave Cronchbach's Coefficient Alpha of 0.79. Cronchbach's Alpha is a measure of the extent to which all variables in a scale are positively related to each other (Mugenda & Mugenda 2003). Reliability coefficient of 0.70 or higher is considered acceptable in most social sciences research situations and less than 0.70 is generally seen as inadequate (Schumacker, 2004). To determine content reliability, the researcher administered the questionnaires to six respondents drawn from teachers who were on marking training. They were not part of the final sample of respondents. The instruments were taken to the respondents to fill and then collected for analysis. Every question was analysed and the responses compared with the others to find out whether the respondents understood the questions the same way. This enabled the researcher to revise the instruments accordingly.

3.11 Data Collection Techniques

The study used questionnaires to obtain the data (Appendix B). The questionnaire was delivered to the respondents' places of work where the purpose of the study was explained to the respondents. The questionnaire was given to the respondents to complete and were collected by the researcher within a maximum of two weeks. This gave the respondents ample time to fill in the questionnaires.

3.12 Data Analysis and Presentation

Both quantitative and qualitative methods were employed to analyse the data. The data was coded, quantified and then analyzed. The quantitative data collected was

analyzed using descriptive statistics applying SPSS and presented through percentages, means, standard deviations and frequencies. This was done by tallying up responses, computing percentages of variations in response, as well as describing and interpreting the data in line with the study objectives the qualitative analysis was mainly carried out for the open ended questions. The responses of respondents were analyzed using bar graphs where results were discussed. A Chi-square test was used to determine the relationship between independent and dependent variables of the study. This was meant to determine the relationship between the choice of clothing designs in relation to psychological, social and economic factors. The information was presented through the use of bar charts, graphs and figures.

3.13 Logistical and Ethical Considerations

Permission to carry out the research was obtained from the Graduate School of Kenyatta University and the National Council for Science and Technology (Appendix, E and G respectively). Informed consent was also obtained from the respondents after an assurance of confidentiality of information was given. The respondents were further assured that no names were required to appear on the questionnaires. The data was handled confidentially, and the study report was disseminated to the relevant authorities. Finally the study report will be for public consumption and any other interested person.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND DISCUSSION

4.0 Introduction

This chapter presents analysis, interpretation and discussion of the findings of the study. The first section of the chapter analyses the general demographic information and characteristics of the respondents such as age, gender, educational background and marital status. The second part analyses the study results as per study objectives on the psychological, social and economic factors that influence the choice of clothing designs by professional women in Machakos Town. Descriptive statistics in the form of frequencies, percentages, bar graphs and pie charts were used to present the data. Finally, Chi-square was used as inferential statistic to test the study hypotheses.

4.1 Response Rate

The questionnaires were administered to a sample of 306. However, only 284 of the sampled respondents duly filled and returned the instruments. The return rate was therefore 92.8 percent, which was considered acceptable. According to Smith (2011) and Fincham (2008), who noted that a response rate of at least 60% is satisfactory.

4.2 Demographic Information

The study sought to find out, the demographic information of the respondents, that included the names of the employers, age, marital status, religion, monthly net income and formal education level attained.

4.2.1 Employers

The respondents who returned the questionnaires were from various sectors that included the banking industry, government ministries and departments, as shown in Table 4.1.

Table 4.1 Respondents' Employers

Employer	Frequency (N)	Percentage (%)
TSC (Ministry of Education)	124	43.7
Hospital (Ministry of Health)	104	36.6
DC's Office (Ministry of Home Affairs)	35	12.3
Banks (Banking Industry)	21	7.4
Total	284	100

Table 4.1 shows the frequency distribution of respondents, who participated in the study. The primary, secondary and tertiary institutions had the same employer, the Teachers Service Commission (TSC) which accounted for 43.7% of the respondents, followed by the Ministry of Health employees in hospitals at 36.6%. The bank employees were the least with 7.4% respondents. Employees from TSC accounted

for the highest number of respondents because they were drawn from the primary and secondary schools, post secondary colleges within the town, which were six in number and the TSC Unit located within the Machakos Town.

4.2.2 Age

The respondents' age was a crucial consideration in this study since it determined individual orientation in dressing. Figure 4.1 shows the age distribution of the respondents.

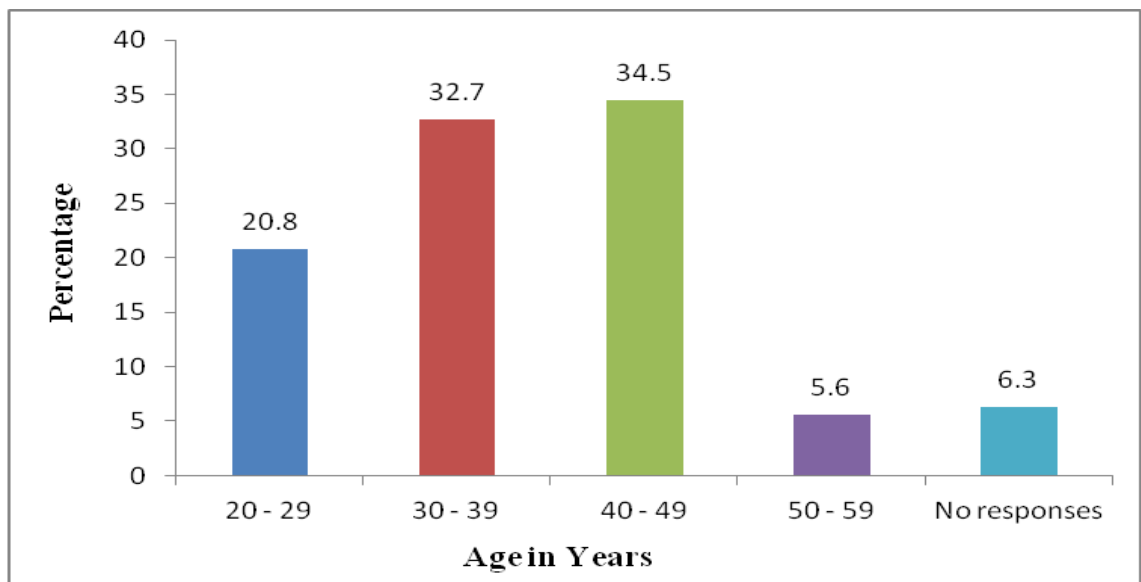


Figure 4.1 Distribution of the Respondents' Age in Years

The highest number of respondents was within the age bracket of 40-49 years, which accounted for 34.5%. This group was followed closely by the age bracket 30-39 years at 32.7%. This indicates that most professional women fell within these two age brackets. The age bracket of 20-29 years had 20.8% of respondents. This group was smaller probably because most people in professional careers start their working life mostly at the age of twenty five years. This is due to the fact that, in the early

20s, people are still developing their careers. This finding is supported by Isika (2006), who asserted that most working women usually completed formal education at the age of 25 years and then engaged themselves in formal employment. The age distribution of professional women in Machakos Town corresponds to the findings of Isika (2006), whose overall age of working women in Nairobi ranged between 20-50 years.

4.2.3 Marital Status

Marital status contributes to one's expenditure pattern, and has an impact on the choice of clothing designs.

Table 4.2 Respondents' Marital Status

Marital Status	Frequency (N)	Percentage (%)
Married	161	57
Single	96	34
Widowed	15	5
Separated	9	3
Divorced	3	1
Total	284	100

Table 4.2 shows that, the highest number of the professional working women were married, as indicated by 57% of the respondents whereas only 1% of the respondents indicated that they were divorced.

4.2.4 Religion

A person's religion is a very crucial factor in determining the choice of clothing designs by professional women. The religion of the respondents is shown in Figure 4.2.

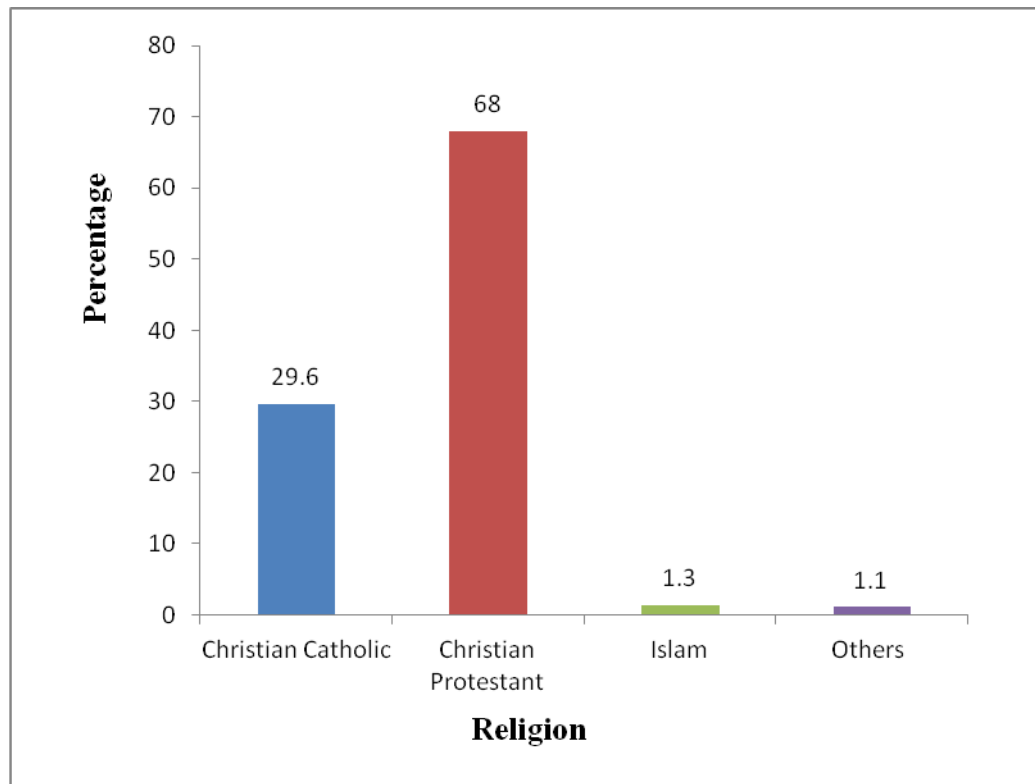


Figure 4.2: Respondents' Religion

From the data, 68% of the respondents were Protestants, 29.6% Catholics, 1.3% Islam and 1.1% other. Christian Protestants and Catholics were reported to have limited restrictions on the choice of clothing. Muslim beliefs tend to restrict women's dress since they have a conservative code of dressing. However, this study found that only 1.3% of the respondents professed to this faith.

4.2.5 Monthly Net Income in Kenya Shillings

The responses of the monthly net income question are shown in Figure 4.3.

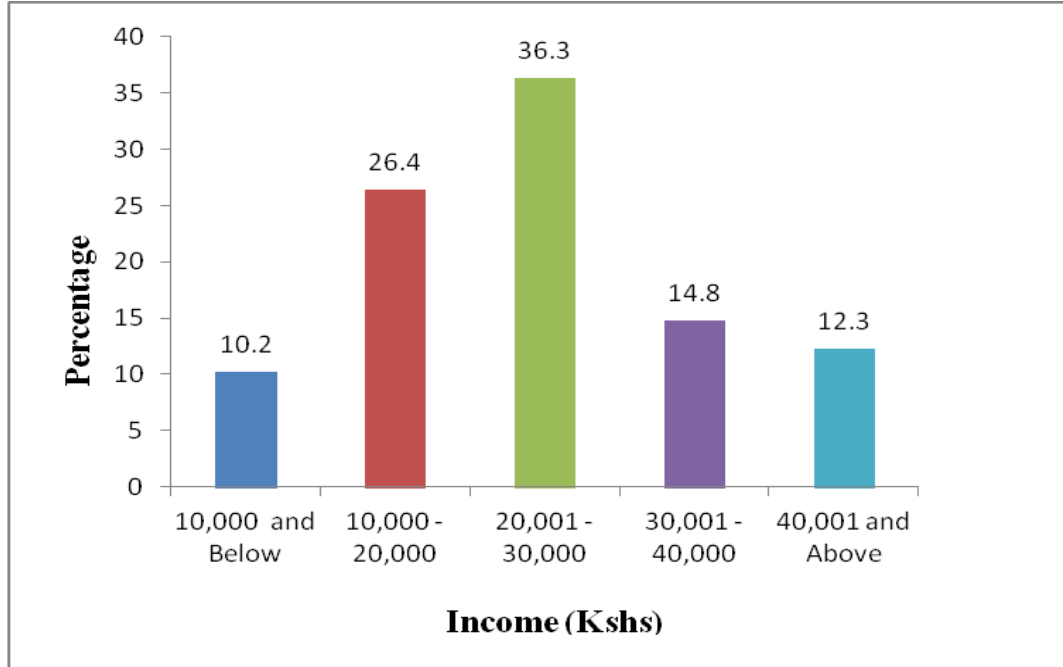


Figure 4.3 Respondents' Monthly Net Income

The level of employment income ranged between Kshs.10, 000/= and Kshs. 40,000/=. Figure 4.3 gives a summary of the details of the respondents' monthly net income. A total of 36.3% of the respondents indicated that they earned between Kshs. 20,000/= to Kshs. 30,000/= monthly net income, 26.4% earned between Kshs. 10,000/= to Kshs. 20,000/=. 14.8% earned between Kshs. 30,000/= and Kshs. 40,000/= whereas 10.2% earned Kshs 10,000 and below. The different wage earnings could be due to different occupation levels of the respondents. Twelve percent of the respondents were in top management jobs and were likely to earn more than the reported Kshs. 40,000/=. The level of income is important in determining the choice of clothing designs by professional women. This is especially so in a view of the fact that there are other household expenses such as

food and shelter. Hence, clothing is a major expense for many families. It generally ranks fourth in the family budget allocation after shelter, food and transportation (Holmlund *et al.*, 2011).

4.2.6 Level of Education

In response to the education level question, the summary of the respondents is shown in Figure 4.4

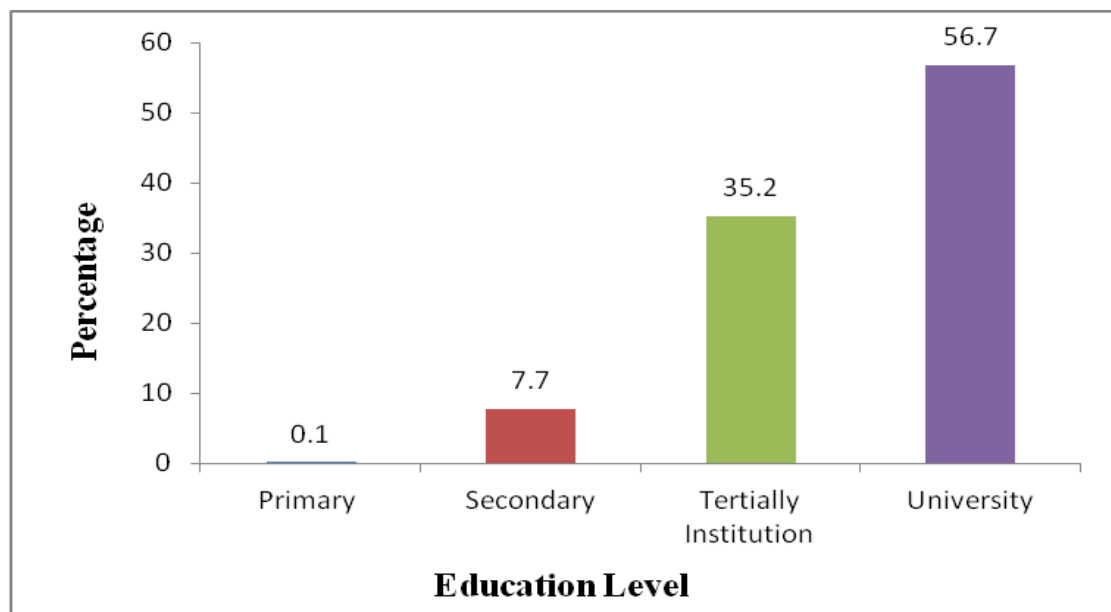


Figure 4.4 Respondents' Level of Education

The study established that, just over half of the professional women (56.7%) were found to have degree certificates. Those respondents who had attained tertiary education were 35.21%, followed by secondary school education respondents (7.7%). According to the findings, the professional women with university education formed the largest percentage. This majority representation could be because most professional women require post secondary or university training in a specialized

area, before employment. The level of education is crucial since it determines the income level, which was found to directly influence the choice of clothing designs. Higher education levels are associated with higher expenditure for clothing. Although the positive effect of education in clothing could result in differences in tastes and preferences, it could also reflect that a person with a higher education qualification would be more likely to hold a professional position for which a more expensive wardrobe would be needed (Viljoen, 1998).

4.3 Psychological Factors Influencing the Choice of Clothing

Psychological factors of an individual have varying effects on the choice of clothing. In towns where there is a wide range of the clothing design available to them, the psychological factors are key determinants on the choice of clothing. The findings are presented in Table 4.3.

Table 4.3 Psychological Factors Influencing the Choice of Clothing

Psychological Factors	Always		Sometimes		Never		Total	
	N	%	N	%	N	%	N	%
Clothing that suits ones figure	230	81.0	39	13.7	15	5.3	284	100
Satisfying self esteem	225	79.4	45	15.8	13	4.8	284	100
Attitude towards the style	201	70.8	76	26.8	7	2.4	284	100
Looking Attractive	187	65.8	76	26.8	21	7.4	284	100
Uniqueness of designs	161	56.7	97	34.8	24	8.5	284	100
Acceptability by the society	123	43.3	110	38.7	51	18.0	284	100
Latest styles	54	19.0	168	59.2	62	21.8	284	100
Pleasing others	48	16.9	78	27.7	157	55.4	284	100
Popularity of the designer	40	14.3	117	41.3	126	44.4	284	100
Prestige of the store	24	8.5	93	32.7	167	58.8	284	100

Table 4.3 gives details related to the psychological factors that influenced the choice of clothing among professional women in Machakos Town. The most outstanding psychological factor was suitable clothing that suits one's figure as indicated by most of the respondents. This was always important as supported by 81% of the

respondents. These findings concur with Isika (2006) and Riungu (2009), where clothing that suits one's figure was ranked number one.

These findings were also similar to those of Nam *et al.* (2007), who noted that, clothing decisions of mature female consumers in the United States of America were influenced by one's fit. Self esteem was also a significant factor in the choice of clothing designs by the professional women, and it was ranked second, with 79.4% of the respondents saying that they always considered it. These findings concur with those of Viera (2009), who said that clothing helps to enhance the self image of the individual. This meant that personal satisfaction was a crucial factor, in the choice of clothing designs by professional women in Machakos Town.

The study results also show that clothing is worn to please others by many with (16.9%), of the respondents agreeing. However, the popularity of the designer was not highly important (14.3%) though the prestige of the store fared a little higher in importance (58.8%). Therefore, indicated the respondents that these were never important psychological considerations when choosing clothing. The study established that the Machakos Town professional women's attitude towards styles (70.8%) and the attractiveness of clothing itself (65.8%) were important considerations in choice of clothing designs. These findings concur with those of Isika (2006), which indicated that a beautiful fashion was a psychological factor that influenced the choice of clothing designs. The findings were also in line with Kaiser (1996), who observed that psychology of clothing, expresses peoples' attitudes towards themselves and their society, through what they wear and how they wear it.

Suitability of clothing to figure, self-esteem, attitude towards style, attractiveness of clothing and uniqueness of designs, were crucial psychological factors, that professional women in Machakos Town considered most often, in the choice of clothing.

4.4 Social Factors that Influenced the Choice of Clothing

The study sought to establish the social factors that influenced the choice of clothing among professional women in Machakos Town. The respondents reported that various clothing were worn during different occasions such as: religious functions, office wear, evening wear, casual wear and weddings/special occasions.

4.4.1 Clothing for Religious Functions

In response to the question on preferred choice of clothing for religious functions, the findings were as presented in Figure 4.5.

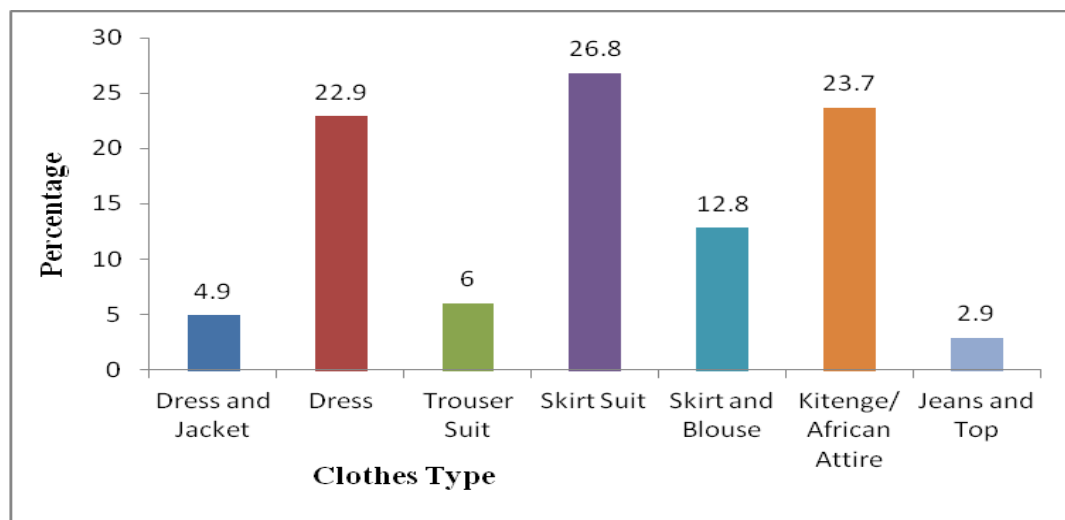


Figure: 4.5 Clothing for Religious Functions

The study established that when going to religious functions, the Machakos Town professional women preferred wearing skirt suits as indicated (26.8%), followed by Vitenge/African attire (23.7%) and dresses at 22.9%. The study results revealed that the respondents least preferred wearing jeans and tops (2.9%), dresses and jackets (4.9%) and trouser suits (6%) for religious functions. In religious occasions, most people preferred a modest form of dressing when they went to worship. Most people were affiliated to faith based organisations and therefore, wanted to be presentable when attending religious functions. This was a clear indication of why the most preferred mode of dressing when attending religious functions included a skirt suit, Vitenge/African attire and full dresses.

According to Hulsbosch (2006), the choice of clothing is used to demonstrate social engagement. Various clothing designs were worn during different occasions by professional women. When participating in these occasions, professional women should look presentable and acceptable by their peers, family or friends. Bernerjee (2008), has stated that the choice of clothing design is based upon family and group acceptance.

4.4.2 Clothing for Office Wear

In response to the preferred choice of clothing designs for office wear, the findings were as presented in Figure 4.6.

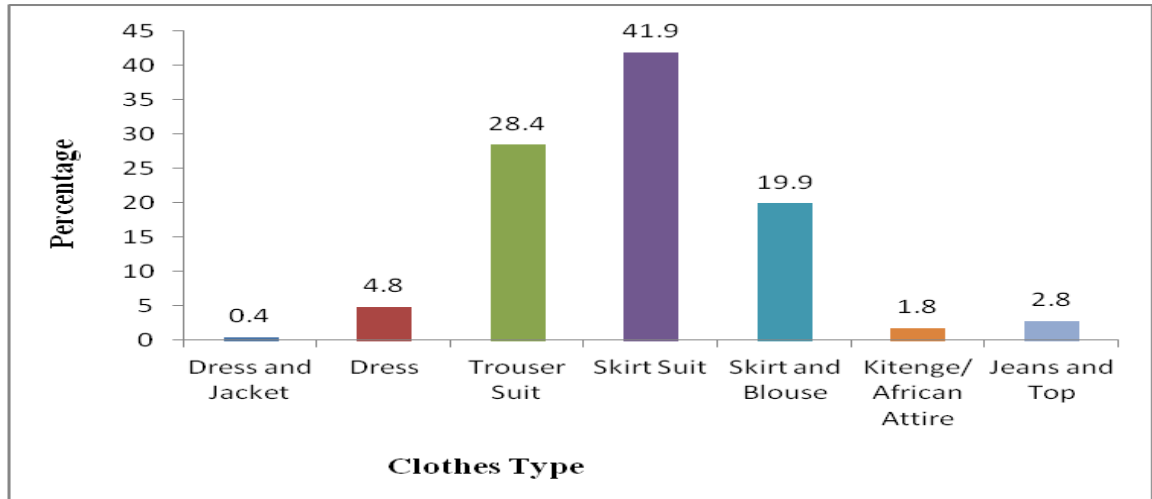


Figure: 4.6 Distributions of Clothing for Office Wear

The study established that 41.9% of the professional women preferred a skirt suit for their official wear (Figure 4.6). Trouser suit followed as indicated by 28.4% and, a skirt and blouse yielded 19.9% of the responses. The study findings also showed that the respondents least preferred choosing dresses and jackets (0.4%) and vitenge/African attire (1.8%) for office wear. In organisations, employees represent the company's image and therefore most organisations advocate for modest dressing. The form of dress most preferred by organizations was the skirt suit. This finding is supported by the argument that people should wear clothes that should not cause hindrance to the wearer in his/her working place. Indeed, diversity and changing consumer trends are also accommodating trouser suits as an acceptable dress for office wear (Holmlund *et al.*, 2011).

4.4.3 Clothing Designs for Evening Wear

In response to the question on preferred choice of clothing for evening wear, the findings are presented in Figure 4.7.

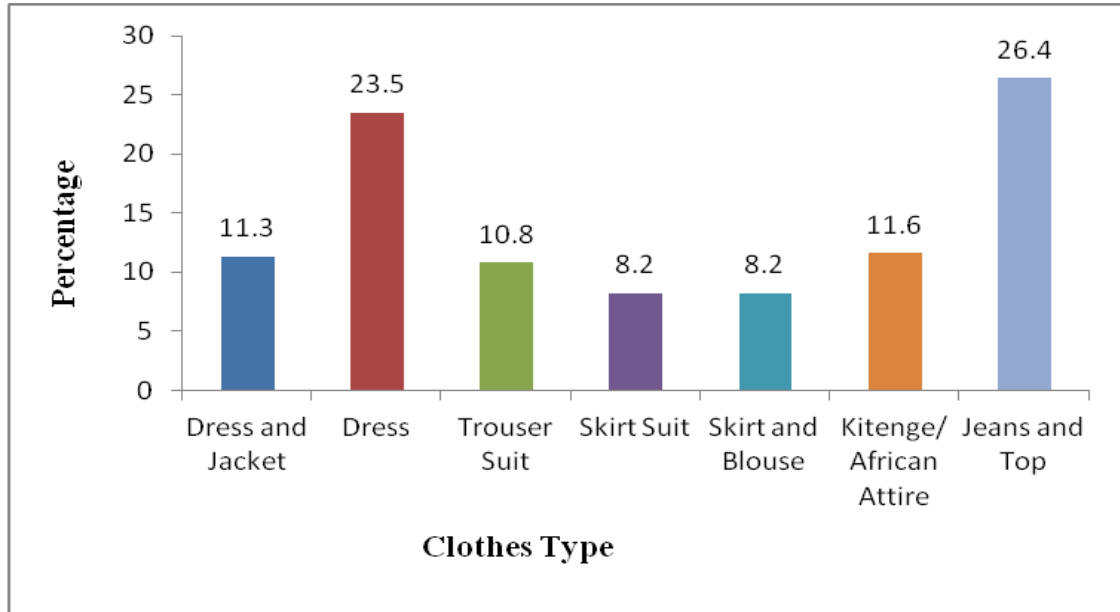


Figure: 4.7 Distribution of Clothing for Evening Wear

The study established that professional women in Machakos Town preferred wearing jeans and tops for evening wear as indicated (26.4%), followed by full dresses (23.5%). However, this was mostly determined by the type of function one is attending in a particular evening. There are those who prefer jeans and a top especially for more casual events like discos and cinemas. For more formal dinner events, ladies prefer dresses and especially for cocktail parties. Skirt suits and skirts with blouses were least preferred for evening wear.

4.4.4 Clothing for Casual Wear

In response to the question on preferred choice of clothing for casual wear, the findings are presented in Figure 4.8.

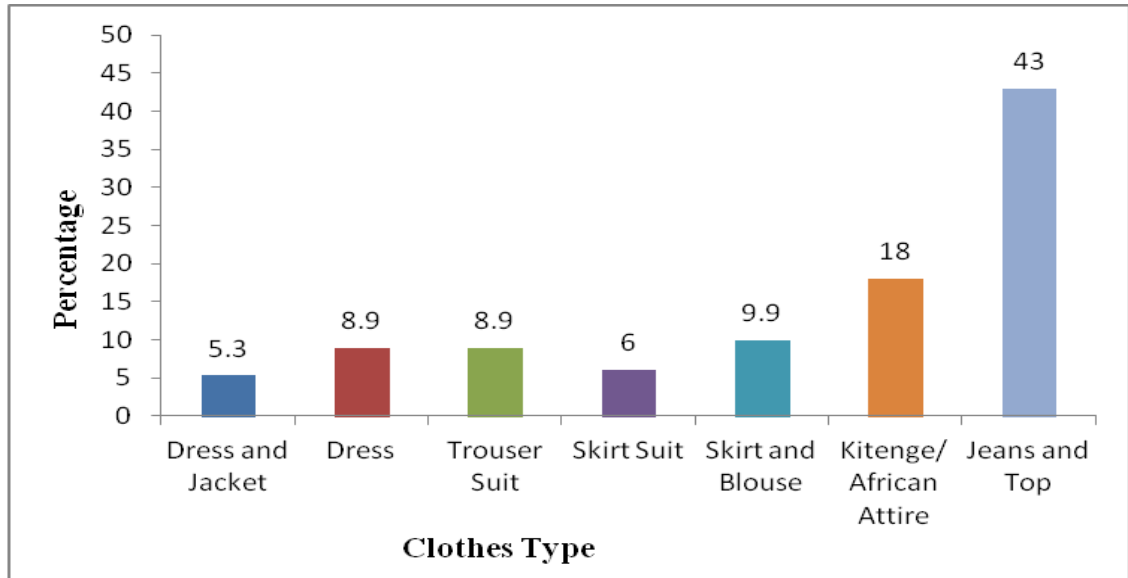


Figure 4.8 Distributions of Clothing for Casual Wear

The study results in Figure 4.8 show that forty three percent of the respondents indicated that they preferred jeans and tops for casual wear, followed by Vitenge/African wear at 18%. The study results also show that dresses and jackets at 5% and the skirt suit at 7% were the least preferred attire by the respondents for casual wear. The reason could be that skirt suits, dresses and jackets are associated with clothing worn in the office. This study finding is supported by Healthfield (2013), who stated that, casual wear is usually worn when people go home after work, during weekends and when relaxing. Casual wear creates and enhances a relaxed casual and informal feeling.

4.4.5 Clothing for Weddings / Special Occasions

In response to the question on choice of clothing for weddings/special occasions, the findings are presented in Figure 4.9.

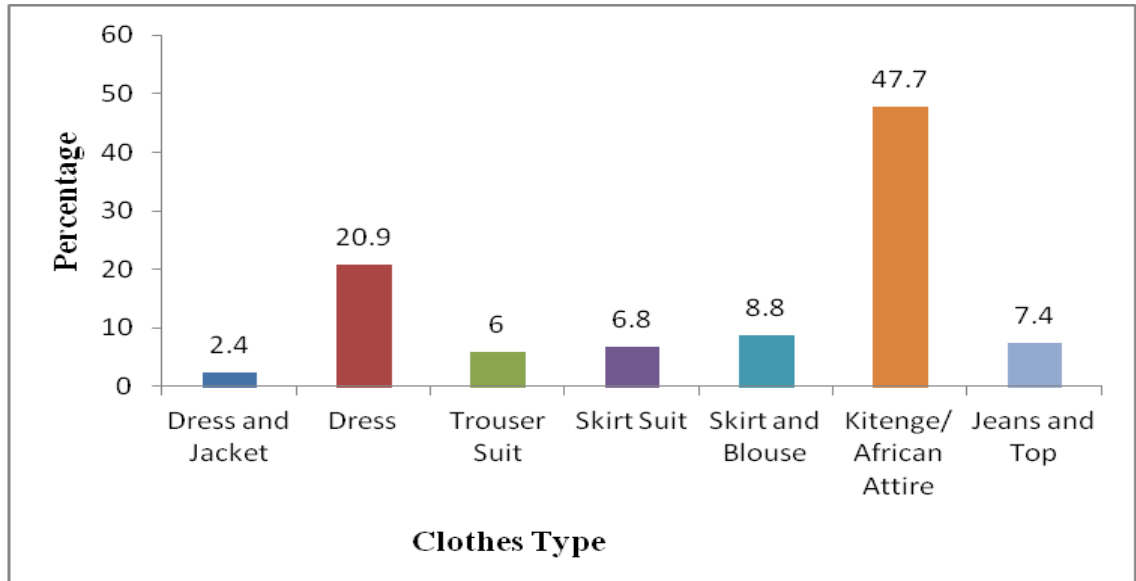


Figure 4.9 Distribution of Clothing for Weddings/Special Occasions

The study results in Figure 4.9 show that for weddings/special functions, most of the professional women preferred vitenge/African attire as indicated by 47.7%. This was followed by dresses at 20.9%. The study area is in the African continent and therefore their clothing can be influenced by African dress, therefore living in the African context. Some professional women like to be identified with African attire, and this influenced their decisions in purchasing clothing. According to Haguma (2013), Vitenge can be designed in different ways to suit official wear, casual wear and special occasions. The author further reported that Vitenge also serves as an inexpensive, informal wear that is open decorated with a huge variety of colours and patterns. Professional women in Machakos had a passion for African attire, and therefore, preferred wearing it during special occasions.

The full dress was the second most preferred mode of dressing for weddings and special occasions as indicated by 20.9% of the respondents. Hulsbosch (2006), indicates that dress was used to demonstrate social engagement. The study results also reveal that trouser suits (6%) and dresses and jackets (2.4%) were the least preferred for weddings/special occasions.

The study established that professional women in Machakos Town preferred different outfits for different occasions. Skirt suits were the most preferable for office wear, whereas Vitenge/African attire was the most preferred form of dressing for weddings/special occasions. The full dress was found to be appropriate for all occasions including religious functions, office wear, evening wear, casual and special occasions. The study results also indicated that jeans and tops were preferred for evening and casual wear. This is an indication that dress which comes in different styles is versatile hence, easily adaptable to suit various occasions.

4.4.6 Fashion Trends and Purchasing of Clothes

In response to the question on the extent to which fashion trends influenced the purchasing of clothes, 42.3% of the respondents indicated sometimes, 18% rarely, 14.1% always, 13% never, whereas 12.7% were usually influenced.

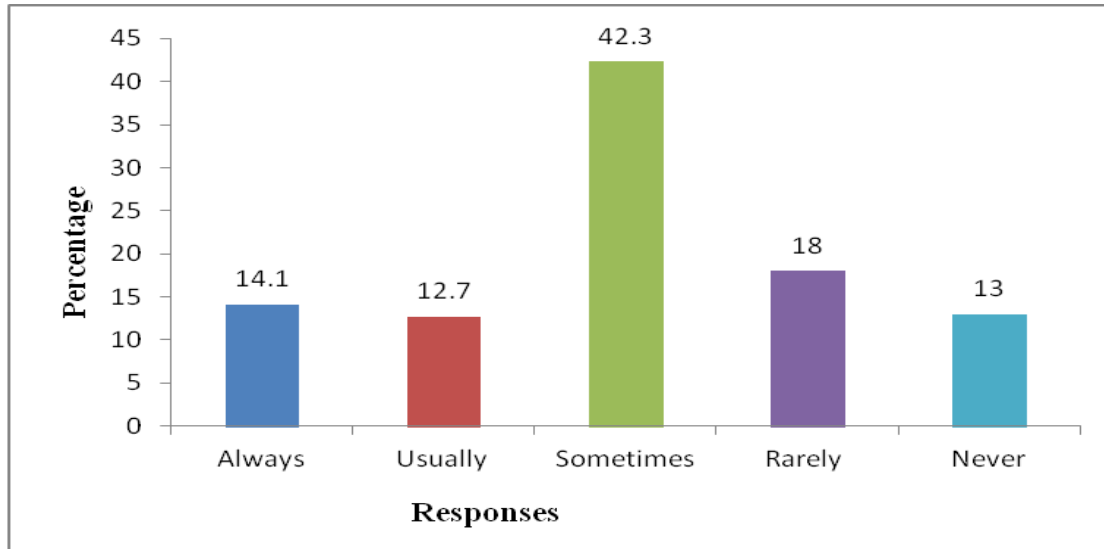


Figure 4.10 Fashion Trends on Purchasing of Clothing

The study found that, almost half of the respondents (42.3%), were sometimes influenced by fashion trends on purchase of clothing. Respondents, who indicated that they were always influenced by fashion trends when purchasing clothes, were 14%. This finding is supported by the 2007 Mintel report that had observed that the growth of fast fashion retailers can be attributed to high impulse buying. Hulsbosch (2006) earlier emphasized that, the act of dressing according to the latest fashion fulfils the desire to conform to society. Hence, contributing to the purchase of clothing on fashion by the most professional women.

4.4.7 Important Occasions and Purchasing of Clothing

In response to the question enquiring into whether respondents bought clothes during important occasions, the findings are as presented in Figure 4.11.

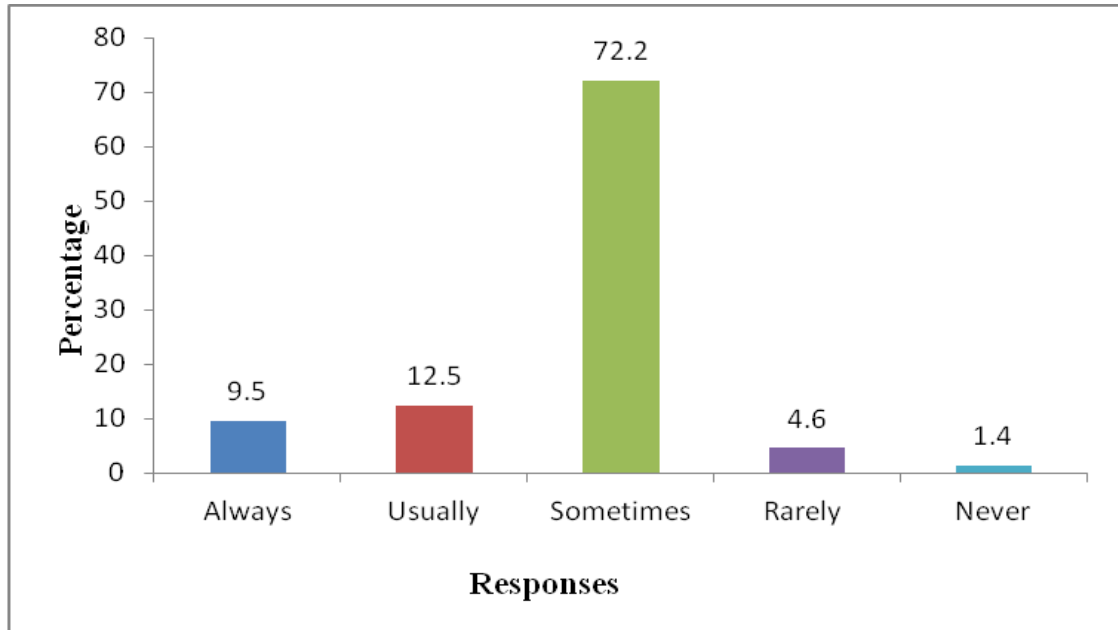


Figure 4.11 Important Occasions on Purchasing of Clothing

The study found that, the majority of respondents (72.2%), were sometimes influenced by important occasions when purchasing clothes. Results also showed that only 9.5% of the respondents were always influenced by important occasions when purchasing clothing. This finding is supported by the assertion that clothes should be suitable to the occasions. If they are not in accordance to the occasion and place, they would look odd. Hence, care should be taken about the occasion on which clothes are to be worn (Holmlund *et al*, 2011).

4.4.8 Effect of Religion on Choice of Fashionable Clothes

In response to the question on whether religion hinders one from wearing fashionable clothes, the findings are presented in Figure 4.12.

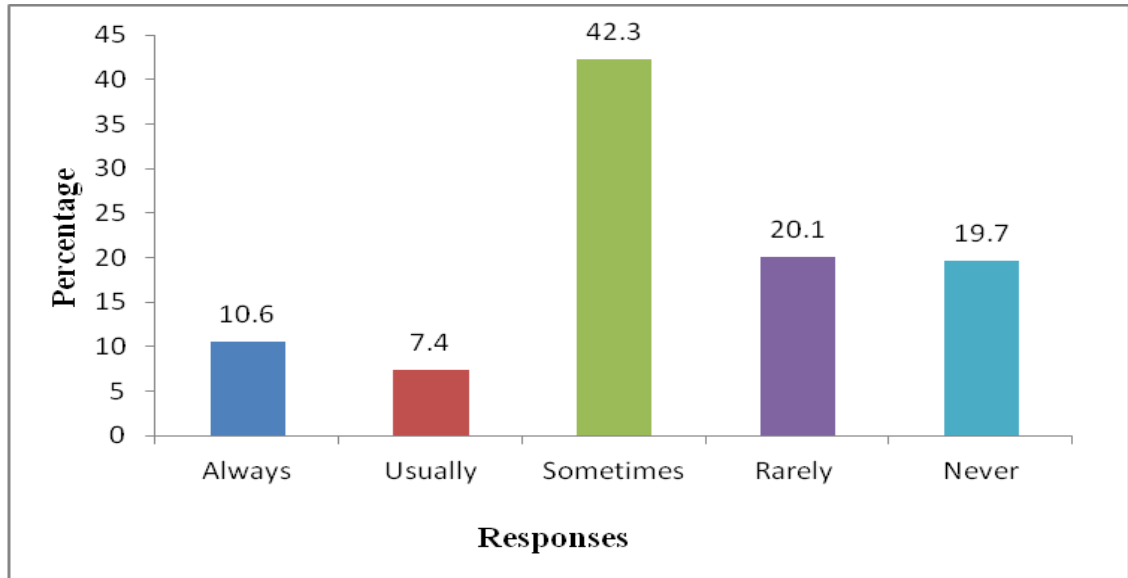


Figure 4.12: Religion and the Choice of Fashionable Clothes

The study established that the Machakos Town professional women indicated that sometimes (42.3%) religion hindered them from wearing fashionable clothes. However 10.6% of respondents indicated that religion always hinders them from wearing fashionable clothes. The results indicated that religion often influenced the choice of fashionable clothes, as observed by Ijaz (2012), who explained different trends of modesty in different cultures and religions. He is emphatic that clothing that is acceptable in one religion may not be acceptable in another. Hence, while choosing an outfit, one should know his/her limits and boundaries as set by one's religion.

4.4.9 Traditional Culture Versus Fashionable Clothes

In response to the question related to whether traditional culture hinders one from wearing fashionable clothes, the findings are presented in Figure 4.13.

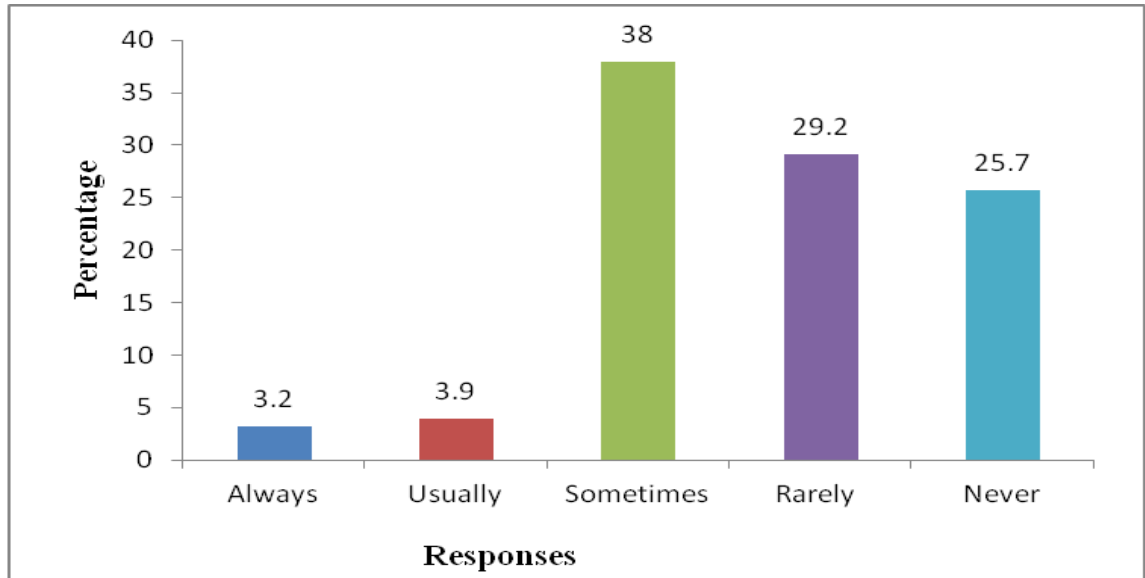


Figure 4.13 Traditional Cultures Versus Fashionable Clothes

The study established that the majority of professional women in Machakos Town indicated that 38% were sometimes hindered by their traditional culture from wearing fashionable clothes. Only 3.2% of the respondents indicated that their traditional culture always hindered them from wearing fashionable clothes. The finding that one's culture influences the choice of clothing design is supported by Cunningham & Lab (1991). They further explained that clothing plays an important role in people's lives.

It is through meaning, that people substantiate their sense of self and their place in society. Hence, clothing becomes an indicator of personal worth, values and beliefs, as well as identity with the culture of the people. This finding concurs with that of Mangieri (2006), who noted that African attire was preferred by many people, and that cultural beliefs influenced the choice of dress. Manwa *et al* (2010), suggest that

a dress code in a particular society can be easily identified since people in a community share common values.

4.5 Economic Factors that Influenced the Choice of Clothing

This study sought to establish the economic factors that influenced the choice of clothing among the professional women in Machakos Town. The economic factors considered were the nature of profession, availability of money and the prices of clothes.

4.5.1 The Nature of Profession on the Choice of Clothing

In response to a question as to whether the nature of the profession influenced the choice of clothing designs, the findings are presented in Figure 4.14.

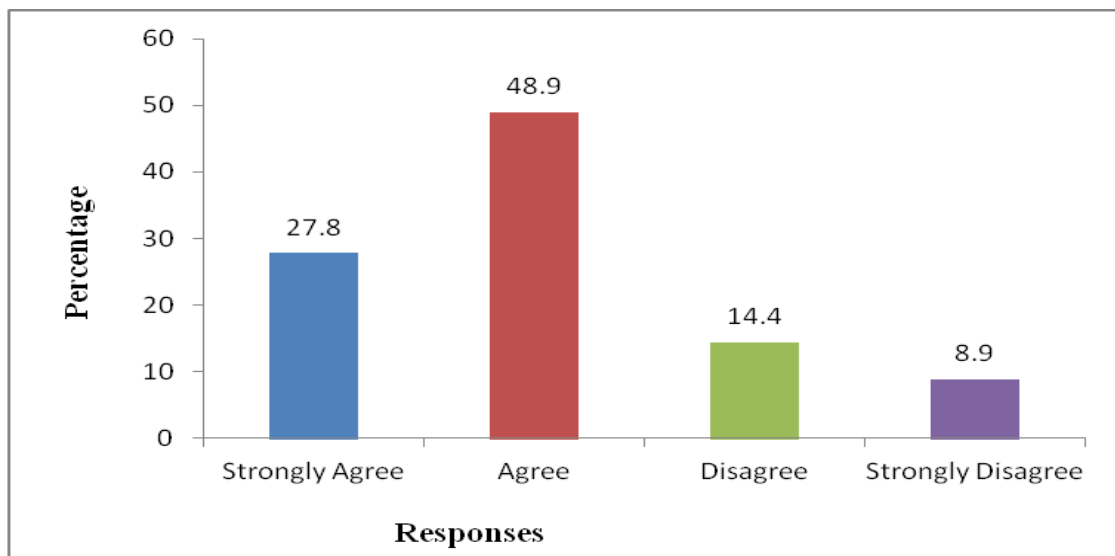


Figure 4.14: Nature of Profession on the Choice of Clothing

The study established that almost half (48.9%) of the respondents agreed that, the nature of profession influenced their choice of clothing designs, while the least

(8.9%) of the respondents strongly disagreed. The study finds that the nature of the profession influenced the choice of clothing, confirmed the observation made by the 2007 Mintel's report that clothes are an indication of one's occupation and that they affect the personality of the wearer.

4.5.2 Availability of Money on the Choice of Clothing

In response to the question regarding whether the availability of money influenced the choice of clothing, the findings are presented in Figure 4.15.

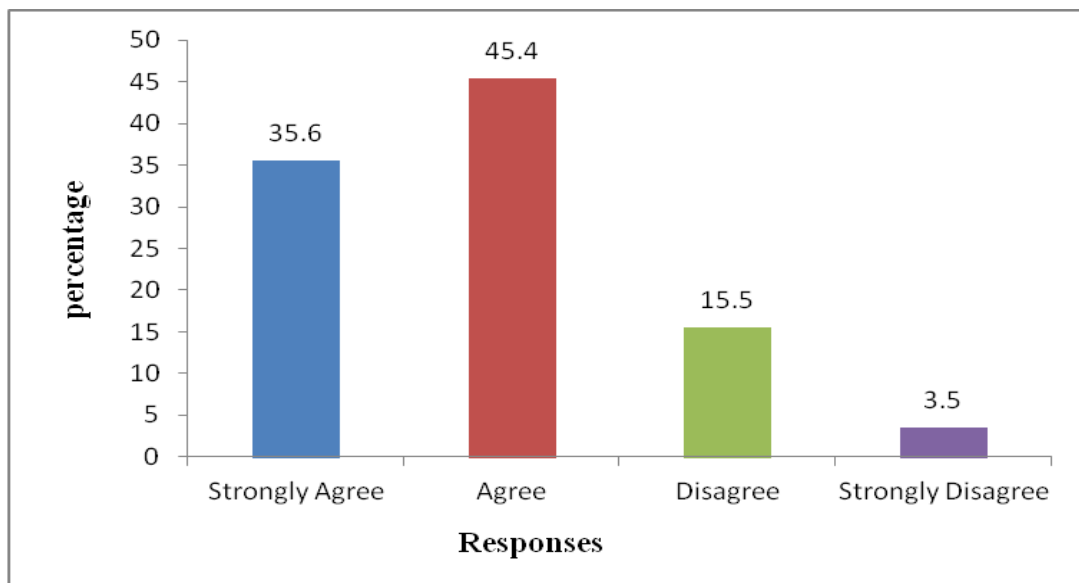


Figure 4.15: Availability of Money on the Choice of Clothing

The study established that almost half 45.4% of the respondents agreed that the availability of money was an important consideration in the choice of clothing. Additionally, (3.5%) of respondents strongly agreed. This finding was similar to the research finding by Riungu (2009), who noted that clothing selection among teachers was mostly influenced by income.

4.5.3 Clothing Pricing

In response to the question enquiring whether the price of clothes influenced the choice of clothing, the findings are presented in Figure 4.16.

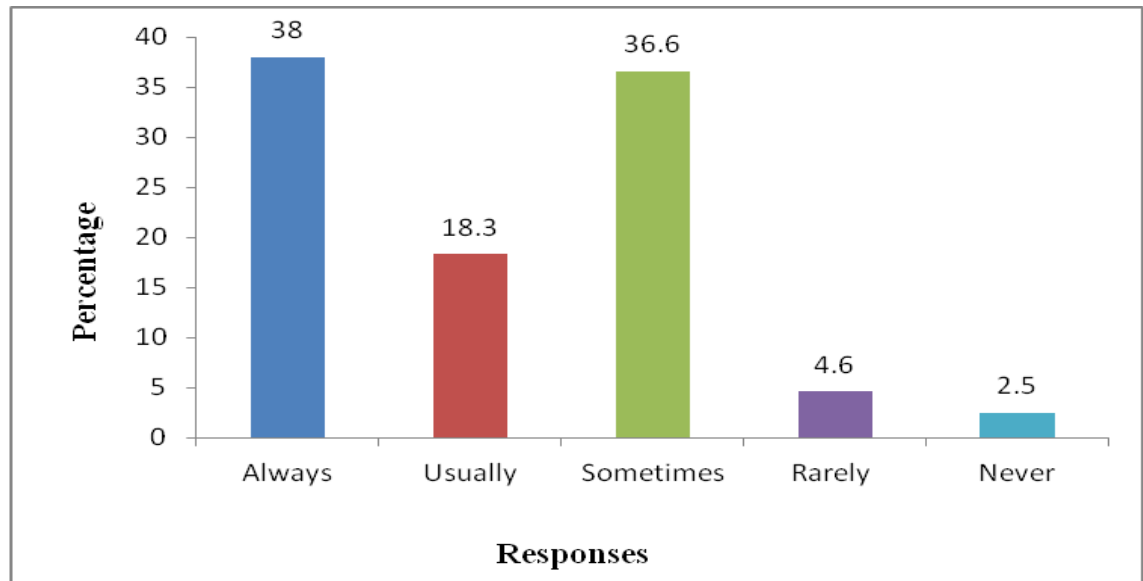


Figure 4.16 Influence of Prices on the Choice of Clothing Designs

The study established that 38% of professional women indicated that prices of clothing always influenced their choice of clothing. However, (2.5%) of respondents indicated never. These results are similar to the findings by Riungu (2009), who has noted that clothing selection among teachers was mostly influenced by income.

These findings also concur with those of Jordaan & Simpson (2006), who observed that in clothing choices, females tend to be more innovative than males and that is why they spend more in purchasing clothes. This is supported by Cardoso *et al.* (2010), who noted that women customers were willing to pay more to buy clothes.

4.6 Purchase of Second Hand Clothes

Second hand clothes are garments that have been used before and then resold. In response to the question to enquire when the respondents bought second hand clothes, the findings are presented in Figure 4.17.

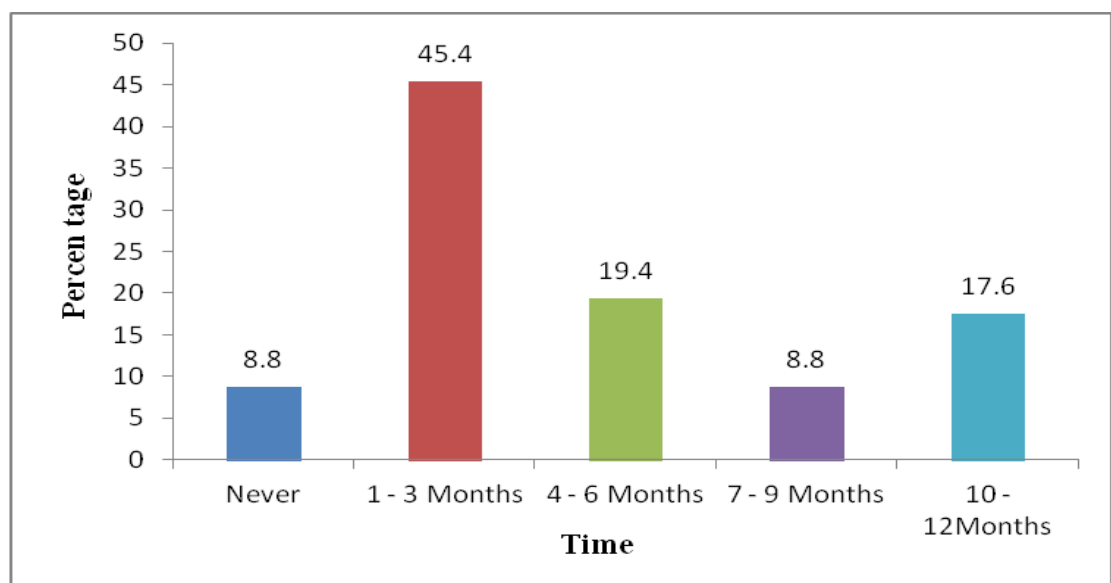


Figure 4.17 Frequency of Purchase of Second Hand Clothes

The study established that almost half of the respondents (45.4%) indicated that, they had purchased second hand clothing designs within the previous three months. The respondents pointed out that second hand clothes were less expensive and also came in a variety of styles. This finding is supported by Nyang'or (1994), who observed that the majority of working women in Nairobi preferred second hand clothes. Maynard (2004), also noted that wearing second hand clothes was wide spread in Africa, Asia and South America.

4.7 Purchase of Old Fashioned Clothes

Old fashioned clothes are garments that precede fashionable clothes. In response to the question on how often respondents preferred buying old fashionable clothes, the findings are presented in Figure 4.18.

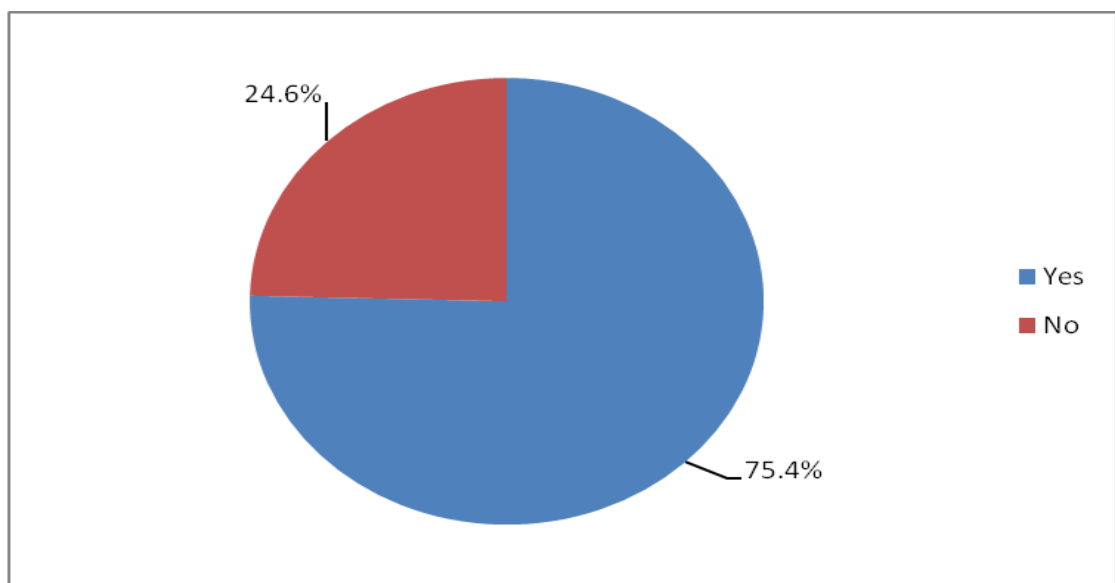


Figure 4.18 Purchase of Old Fashioned Clothes

The study established that the majority of professional women in Machakos town (75.4%) preferred buying old fashioned clothes whereas 24.6% of the respondents did not prefer them. The reason been that old fashioned clothes were outdated hence, their quality was compromised. This finding is supported by Odero (2010), who has highlighted that clothing quality was associated with a different fashion phenomenon.

4.8 Purchase of Fashionable Clothes

Fashionable styles of clothes that was popular at a particular time in the market. In response to the question on how often the respondents purchased fashionable clothes, the findings are presented in Figure 4.19.

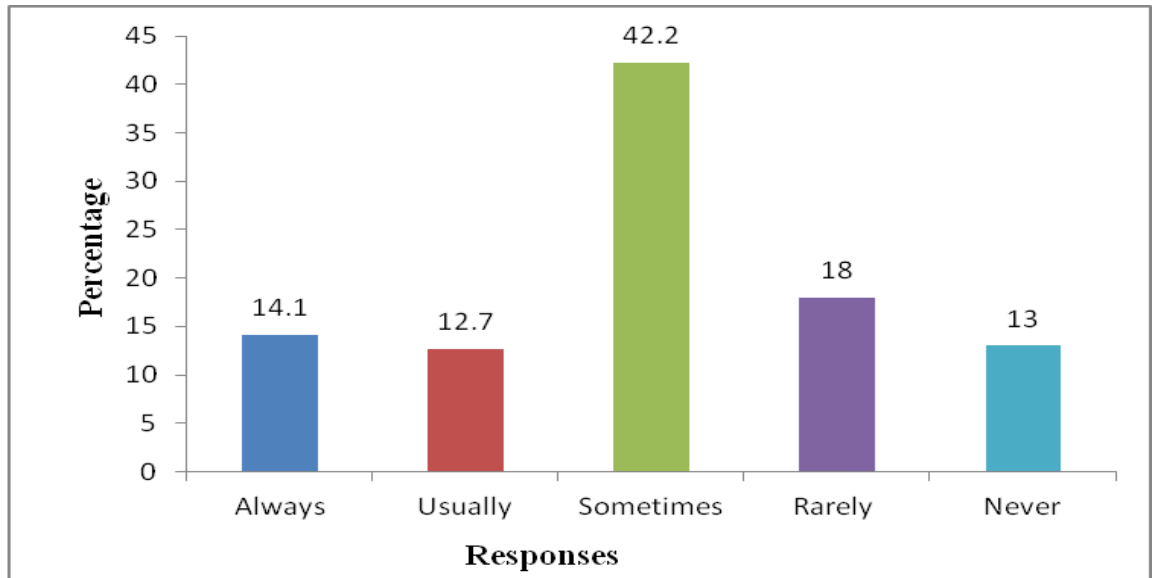


Figure 4.19 Frequency of purchases of Fashionable Clothes

The study established that 42.2% of the professional women in Machakos town indicated that they were sometimes attracted to fashionable clothes, implying that the respondents were substantially influenced by fashion on their choice of clothing design. Hulsbosch (2006) echoes this finding and reiterates that the act of dressing according to the latest fashions fulfils the desire to conform to the society.

4.9 Purchase of New Clothes

In response to the question of how often the respondents bought new clothes, the findings are presented in Figure 4.20.

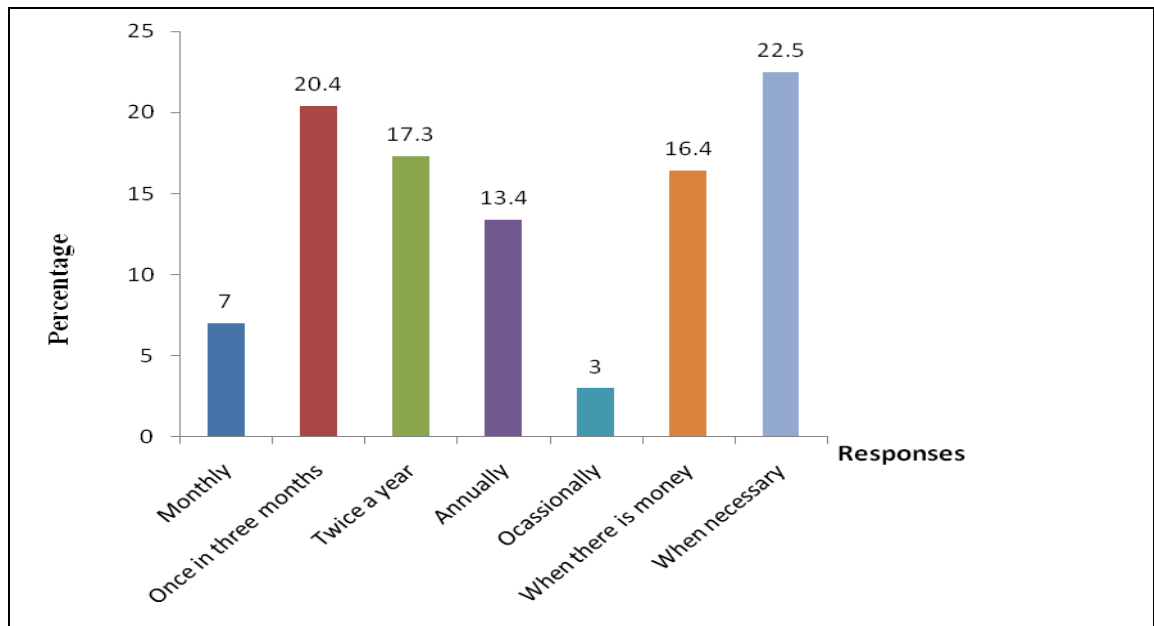


Figure 4.20 Frequency of purchases of New Clothes

The study established that the professional women in Machakos Town bought different choices of clothing designs at different times within a year. The majority of the respondents (22.5%) bought new clothes when necessary. This is followed by those who bought new clothes once in 3 months (20.4%). The results also indicated that a minority 3% and 7% bought new clothes only occasionally and monthly respectively. The difference in the data was expected since the respondents were of different marital status, ages and each category had different responsibilities to play in their family apart from buying clothing.

Subhani, Hassan & Osman (2011), have reported that it has been evidenced through studies that mood has an inborn reflex with respect to the dressing preferences and fashion. They further stated that individuals feel happy by wearing new

attire/clothing. Psychologically, when an individual wears new clothing, he/she experiences the sense of confidence about oneself, which drives positive moods and emotions.

4.10 Shopping Retail Outlets

Shopping retail outlets are locations from which clothes are purchased. There are various types of outlets and ultimately these influence the respondents' choice of clothing. The study sought to establish the shopping retail outlets where professional women from Machakos Town obtained their choice of clothing from. Different shopping retail outlets which were used included; local tailor-made, local readymade, imported new and imported second hand.

4.10.1 Local Tailor-made Shopping Outlet

Local tailor made clothes are those made using individual body measurements. In response to how often respondents obtained clothing from the findings on local tailor-made shopping outlets are presented in Figure 4.21.

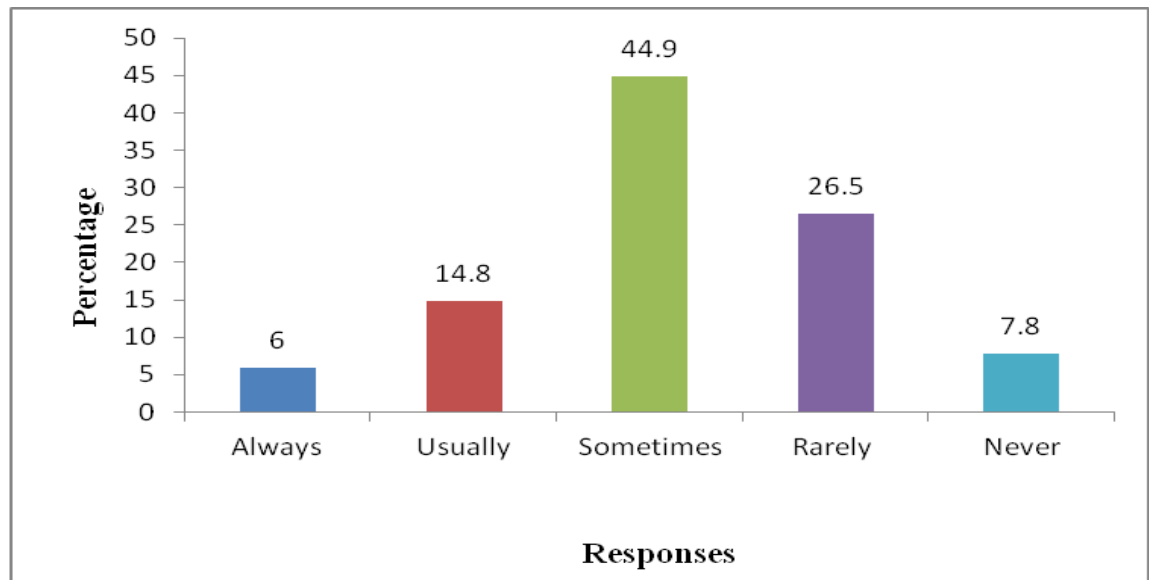


Figure 4.21 Preferred Local Tailor-Made shopping Retail Outlets

The study established that the professional women in Machakos town indicated that local tailor-made clothes were their preferred shopping retail outlets. A total of 65.7% of the respondents indicated that they preferred using local tailor-made clothing to some extent, however 34.3% indicated that they rarely/never used the shopping outlets for local tailor-made clothes. This was expected since it had already been observed that professional women preferred African attire for religious and special occasions. This finding concurs with those of Pereira (2012), who found that people preferred tailored clothes since they fitted well.

4.10.2 Local Readymade Shopping Retail Outlets

Local readymade clothes are those that are made using standard body measurements. In response as to respondents' preferred clothing from local readymade shopping retail outlets, the findings are presented in Figure 4.22.

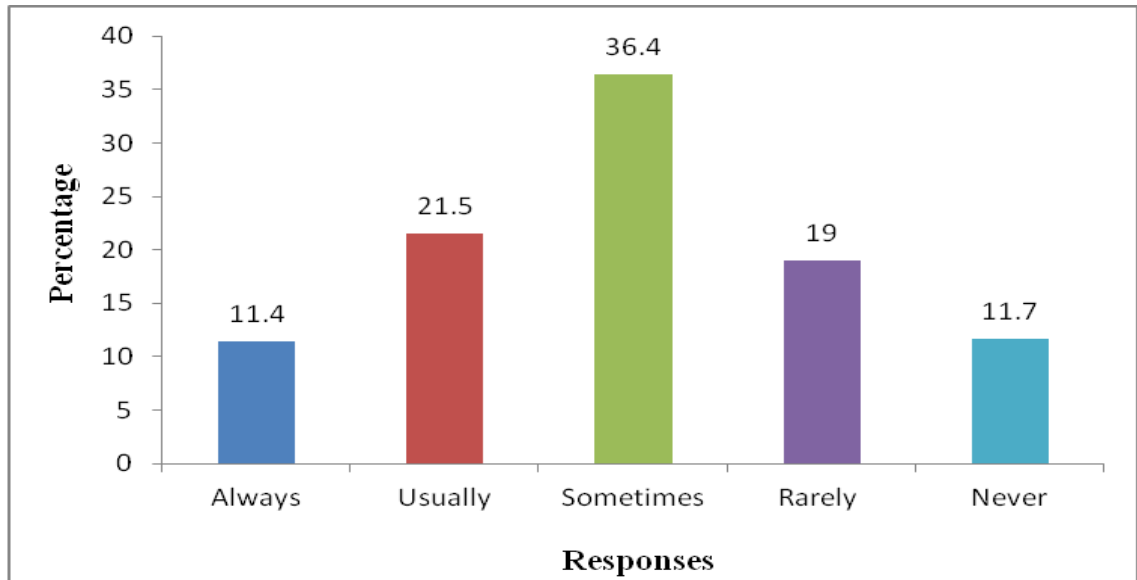


Figure 4.22 Preference for Local Readymade shopping Retail Outlets

Among the respondents, 11.4% always preferred shopping in outlets that sold local readymade clothes. Besides, those who usually preferred shopping in outlets that sold local readymade clothes comprised 21.5%. This could be due to the fact that local made clothes are made as per customer's specifications. However 19% of the respondents rarely preferred local readymade clothes and 11.7% never preferred such clothes. The results agree with those of Nyang'or (1994), who found that 92.2% of respondents in a study preferred imported clothes to local readymade clothing. This according to her was occasioned by very low quality hence forcing the women to adopt new imported clothing. These findings were also supported by a study by Isika (2006), who found that only 8% of the respondents preferred local

readymade clothes to new imports which yielded that 9.8%, second hand yielded that 19.7% and tailor made 27.7%.

4.10.3 Imported New Shopping Retail Outlets

Imported new clothes are those that are brought to our country from other countries. In assessing how often respondents preferred imported new shopping retail outlets to others, the findings are presented in Figure 4.23.

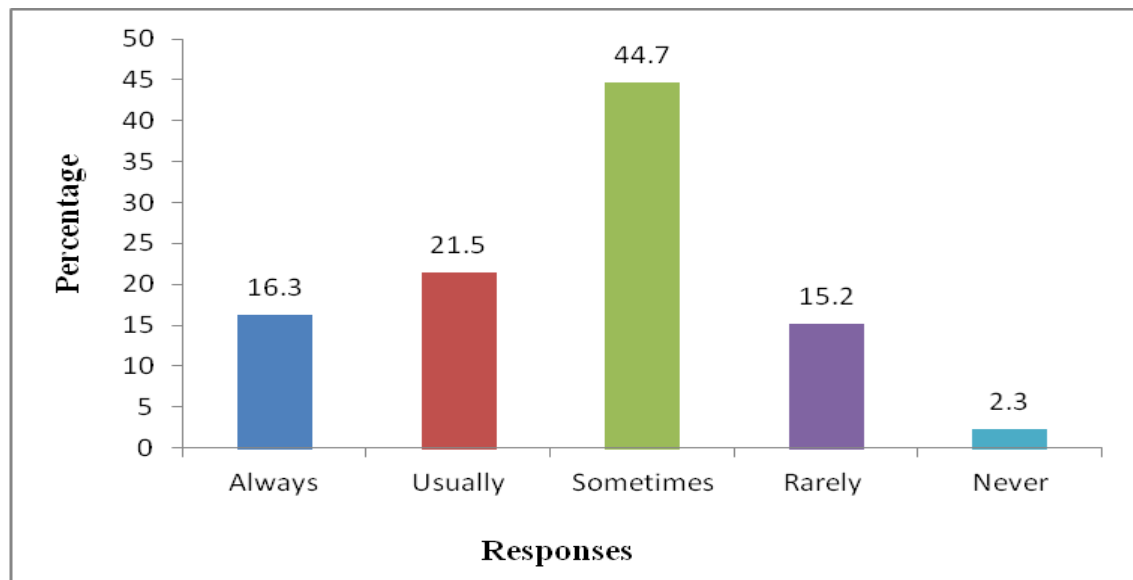


Figure 4.23 Preference for Imported New Shopping Retail Outlets

The study established that professional women in Machakos Town preferred imported new clothes from shopping retail outlets. The findings could be attributed to the fact that skirt suits, full dresses, skirts and blouses, jeans and tops were worn during official, evening, casual and special occasions. This finding concurs with Nyang'or (1994) in which working women were reported to prefer buying imported clothing. However, 17.5% of the respondents indicated that, they rarely or never

preferred imported new clothing designs. These could be as a result of the imported new clothing have relatively higher prices.

4.10.4 Imported Second Hand Shopping Retail

Imported second hand clothes are clothes that have been already been used and resold to our country from other countries. Responses as to how often respondents obtained the choice of clothing from the imported second hand clothes shopping retail outlets is presented in Figure 4.24.

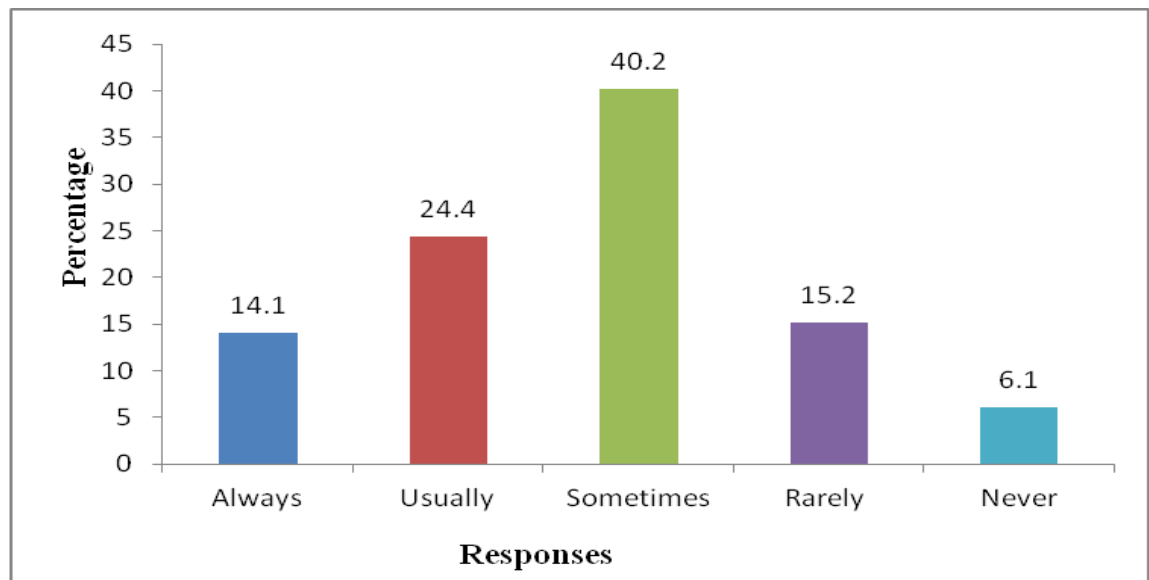


Figure 4.24 Preference for Imported Second Hand Shopping Outlets

The study established that professional women in Machakos Town indicated that 24.4% of the respondents they usually preferred shopping outlets that sold the imported second hand clothes. Maynard (2004) asserted that the wearing of second hand clothes is widely spread especially in Africa. Nyang'or (1994), also pointed out that the majority of the working women in Nairobi preferred second hand clothes. The reason being that such clothes are cheaper and offer a wide range of clothing

designs, which are of high quality fabrics. The study results indicated that professional women used different shopping outlets as they purchased clothing.

4.11 Sources of Information on the Choice of Clothing

The study sought to establish the sources of information about the clothing used by the respondents. The various sources of information about the choice of clothing used by the respondents are; newspapers, television, radio advertisements, fashion magazines, friends, family members, fashion shows, clothing displays, internet and films. The findings are presented in table 4.4.

Table 4.4: Sources of Information used by Respondents

Sources of Information	Always		Sometimes		Never		Total	
	N	%	N	%	N	%	N	%
Clothing displays	78	27.5	145	51.1	61	21.4	284	100
Fashion magazines	58	20.4	183	64.4	43	15.2	284	100
Newspapers	30	10.6	168	59.2	86	30.2	284	100
Friends	31	10.9	205	72.2	48	16.9	284	100
Family members	28	9.9	176	62	80	28.1	284	100
Television	24	8.5	168	59.2	92	32.3	284	100
Fashion shows	37	13	148	52.1	99	34.9	284	100
Films	14	4.9	110	38.7	160	56.4	284	100
Radio Advertisements	16	5.6	107	37.7	161	56.7	284	100
Internet	16	5.6	94	33.1	174	61.3	284	100

The highly used sources of information include clothing displays (27.5%) and fashion magazines (20.4%). The results were in agreement with Isika (2006), who

explained that clothing displays and fashion magazines were ranked first and second considerations a major source of information on the choice of clothes. The results were also in agreement with Otieno (1990), who reiterated that clothing displays received highest consideration by female respondents. This could have been attributed to the fact that clothing displays look real. Similarly, fashion magazines are easily acquired and available on the market.

Clothing displays played a role as a source of information to professional women on the choice of clothing designs. This is because fashion shows and clothing displays look attractive and real and 13% and 27.5% respectively. However, the respondents indicated that internet (5.6%), films (4.9%) and radio advertisements were the least used sources of information by the respondents when choosing clothing designs. This could be attributed to that fact that as though internet, radio advertisements and films are easily accessible the respondents did not prefer them. Nowadays internet is cheap. Radio is accessible in local languages. Films are not easily accessible because people watch DVD and television.

The study results indicated that clothing displays fashion magazines, fashion shows, friends, newspapers and family members were the most popular sources of information used by professional women in their choice of clothing designs.

4.12 Relationships Between Study Variables

This section presents the results of inferential statistics used to test the three study hypotheses. This was done by computation of Chi-square. To establish the level of significant, variables with 0.05 or less were significant and those above 0.05 were insignificant. The variables of the study were psychological, social and economic factors.

4.12.1 Psychological Factors

H_{01} There will be no psychological factor that has significant influence on the choice of clothing among professional women in Machakos Town.

(a) There will be no significant influence between self esteem and frequency of purchase of new clothes.

Table 4.5: Relationship Between Self Esteem and Purchase of New Clothes

Self esteem	How often do you buy new clothes					Total
	Monthly	Once in 3months	Twice a year	Annually	Other (state)	
	(%)	(%)	(%)	(%)	(%)	(%)
Always	6.4	16.1	13.1	9.5	33.9	79.2
Sometimes	0.4	2.8	3.9	2.8	6.0	15.9
Never	0.4	1.1	0.0	1.1	2.1	4.6
Total Count	20	57	49	38	119	283
Total % of total	7.1	20.1	17.3	13.4	42.0	100.0

The results in Table 4.5 show that, the professional women in Machakos Town who always bought new clothes to satisfy their self esteem made the greatest proportion in the frequency of purchase. A Chi-square test was done on the frequency of purchase of new clothes versus self esteem. The calculated Chi-square (χ^2) = 12.559, $df = 8$, $p = 0.402$. It was found that there was no significant relationship between the two variables at 95% confidence level, since the calculated Chi-square was less than the tabulated that is $12.559 < 15.507$ and the P-value was 0.402 which is greater than 0.05. Therefore, since the respondents did not differ significantly as far as self esteem and purchase of new clothes were concerned, the null hypothesis was accepted. The findings could therefore not be generalized to the population where the sample was drawn from. These findings differ with those of Viera (2009), who stated that clothing helps in enhancing the self esteem of the individual.

(b) There will be no significant influence between acceptance and frequency of new clothes.

Table 4.6 Relationship Between Clothes Acceptable by Society and Purchase of New Clothes.

One acceptable by society	How often do you buy new clothes					Total (%)
	Monthly (%)	Once in 3months (%)	Twice a year (%)	Annually (%)	Other (state) (%)	
Always	3.2	9.5	9.9	6.0	14.8	43.3
Sometimes	2.8	8.1	5.6	4.2	18.0	38.7
Never	1.1	2.8	1.8	3.2	9.2	18.0
Total Count	20	58	49	38	119	284

Total % of total	7.0	20.4	17.3	13.45	41.9	100.0
-------------------------	-----	------	------	-------	------	--------------

The result in Table 4.6 revealed that, the professional women in Machakos Town bought new clothes which were not dictated by acceptability of the society. A Chi-square test on the frequency of purchasing new clothes versus clothes acceptability acceptable by society was computed and established to be 9.611. This showed that there was no significant relationship between the purchase of new clothes and acceptability by the society since $9.611 < 15.507$ and the calculated Chi-square was less than the tabulated, P-value was 0.293 which is greater than 0.05. Therefore, since the respondents did not differ significantly as far as clothes acceptable by the society and purchase of new clothes the hypothesis was accepted and the findings could be generalized to the target population where the sample was drawn from.

(c) There will be no significant influence between attitude towards beautiful style and frequency of purchasing new clothes.

Table 4.7: Association between Attitude to a Beautiful Looking Styles and Purchasing of New Clothes

My attitude to a beautiful looking style	How often do you buy new clothes					Total (%)
	Monthly (%)	Once in 3months (%)	Twice a year (%)	Annually (%)	Other (state) (%)	
Always	4.9	14.8	13.4	6.7	31.0	70.8
Sometimes	1.4	5.3	3.9	6.3	9.5	26.4
Never	0.4	0.4	0.0	0.4	1.4	2.5
Total Count	20	58	49	38	119	284
Total % of total	7.0	20.4	17.3	13.4	41.9	100.0

The results in table 4.7 showed that, professional women always bought new clothes which were beautiful looking (70.8%), and constituted the greatest proportion of the whole. The relationship between attitude towards a beautiful style and the purchasing of new clothes was confirmed by using the Chi-square which was greater than $25.832 > 15.507$ and the P-value = 0.011 confirmed the findings. Therefore, the respondents' attitude towards beautiful looking style was a statistically significant factor at 95% confidence level on determining the frequency of buying new clothes by the professional women in Machakos Town. Hence, the hypothesis was rejected. The findings imply that the results could be applied to the target population where the sample was drawn from.

Generally the psychological factors were statistically significant in determining the choice of clothing design among professional women in Machakos Town as shown by Table 4.8

Table 4.8 Average of Psychological Factors

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-square	22.745 ^a	8	.004
Likelihood Ratio	19.089	8	.014
Linear-by-Linear Association	.370	1	.543
N of Valid Cases	284		

A Chi-square test was done to establish the effects of psychological factors and the choice of clothing design. According to the study the psychological factors were statistically significant factors in determining the choice of clothing design among

the professional women in Machakos Town at 95% confidence level since the computed Chi-square was greater than the tabulated ($22.745 > 15.507$) and also p-value which is 0.004 was less than 0.05. Hence the null hypothesis was rejected and alternative hypothesis accepted that there was a significant relationship between psychological factors and the choice of clothing designs among professional women in Machakos Town.

4.12.2 Social Factors

H₀₂ There will be no social factor that has significant influence on the choice of clothing among professional women in Machakos Town.

- (a) There will be no significant influence between occasion and frequency of purchase of new clothes.

Table 4.9 Relationship between Important Occasions and Purchase of New Clothes

Important occasion	How often do you buy new clothes					Total (%)
	Monthly (%)	Once in 3 months (%)	Twice a year (%)	Annually (%)	Other (state) (%)	
Strongly agree	0.4	1.4	1.8	1.8	2.8	8.1
Agree	3.5	1.6	9.9	4.9	15.8	44.7
Disagree	2.5	6.0	4.6	4.2	16.9	34.2
Strongly Disagree	0.7	2.5	1.1	2.5	6.3	13.0
Total Count	20	58	49	38	119	284
Total % of total	7.0	20.4	17.3	13.4	41.9	100.0

- (b) The results in Table 4.9 shown that, a higher proportion (44.7%) of professional women in Machakos Town agreed that they bought new clothes during

Marital Status	How often do you buy new clothes					Total (%)
	Monthly (%)	Once in 3 months (%)	Twice a year (%)	Annually (%)	Other (state) (%)	
Single	3.5	9.9	3.2	3.2	14.1	33.8
Separated	0.7	0.7	0.7	0.7	0.4	3.2
Widow	0.7	0.0	1.1	1.1	2.5	5.3

important occasions. A Chi-square test on the comparison of important occasions and purchase of new clothes was confirmed by computed Chi-square which was less than the tabulated that is $12.203 < 21.026$. Also the P-value of 0.429 confirmed the findings. Therefore, the respondents' who bought clothes during important occasions were statistically significant but was at the 95% confidence level. Hence, the hypothesis was accepted.

(b) There will be no significant influence between marital status and frequency of purchase of new clothes.

Table 4.10 Relationship between Marital Status and Purchase of New Clothes

Married	2.1	9.9	11.6	8.5	24.6	56.7
Divorced	0.0	0.0	0.7	0.0	0.4	1.1
Total Count	20	58	49	38	119	284
Total %	7.0	20.4	17.3	13.5	41.9	100

The results in Table 4.10 showed that married professional women (56.7%) bought new clothes more frequently than the single professional women who included single, separated, widow and divorced. A Chi-square test was done to establish the relationship between marital status and the purchase of new clothes. The computed Chi-square was greater than the tabulated; that is $30.065 > 26.296$ also the P-value = 0.018 which is less than 0.05. Hence the respondents' marital status was a statistically significant factor at 95% confidence level in determining the frequency of buying clothes by professional women. Therefore the hypothesis was accepted. This finding implies that the results could be generalised to the target population where the sample was drawn from.

This study established that the social factors were not statistically insignificant in determining the choice of clothing designs among professional women in Machakos Town as shown by table 4.11. This study established that the social factors were not statistically insignificant in determining the choice of clothing designs among professional women in Machakos Town as shown by table 4.11.

Table 4.11 Average of Social Factors

	Value	Df	Asymp. Sig. (2-sided)
--	-------	----	-----------------------

Pearson Chi-square	13.360 ^a	16	.646
Likelihood Ratio	13.841	16	.611
Linear-by-Linear Association	.804	1	.370
N of Valid Cases	284		

A Chi-square test was done to establish the effects of social factors and the choice of clothing. According to the study the social factors were not statistically significant factors in determining the choice of clothing design among the professional women in Machakos Town at 95% confidence level since the computed Chi-square was less than the tabulated ($13.360 < 26.296$) and also the p-value which is 0.646 was greater than 0.05. Hence a null hypothesis was accepted that there was no significant relationship between social factors and the choice of clothing designs among the professional women in Machakos Town.

4.12.3 Economic Factors

H03 There will be no economic factor that has significant influence on the choice of clothing among professional women in Machakos Town.

(a) There will be no significant influence between net income and frequency of purchase of new clothes.

Table 4:12 Association Between Net Income and Purchase of New Clothes

Net Income in Kshs	How often do you buy new clothes					Total (%)
	Monthly (%)	Once in 3months (%)	Twice a year (%)	Annually (%)	Other (state) (%)	

10,000 and below	1.1	2.5	1.4	2.8	2.5	10.2
10,001 – 20,000	1.1	4.6	1.8	4.9	14.1	26.4
20,001 – 30,000	2.8	6.3	9.2	4.6	13.4	36.3
30,001 – 40,000	1.1	2.8	2.8	1.1	7.0	14.8
40,001 and above	1.1	4.2	2.1	0.0	4.9	12.3
Total count	20	58	49	38	119	284
Total %	7.0	20.4	17.3	13.4	41.9	100

The study results in Table 4.12 showed that the professional women earning between Kshs 20,001 and Kshs 30,000 purchased new clothing more frequently. A relatively higher proportion (4.2%) of professional women purchased their clothes once in 3 months compared with 1.1% and 2.1% who purchased on monthly and twice a year respectively were earning Kshs 40,001 and above. A relatively higher proportion of those earning, Kshs 10,000 and below purchased new clothes only once a year (2.8 %) compared to 1.1%, 2.5% and 1.4% of those who purchased on monthly, once in 3 months, twice a year respectively.

The relationship between the net income and the purchasing of new clothes was confirmed by comparing the computed Chi-square, which was greater than the tabulated Chi-square that is $32.682 > 26.296$ also the p-value = 0.009 confirmed the findings. Therefore the respondents' net income was a statistically significant factor at 95% confidence level in determining the frequency of buying new clothes by the professional women. Hence the hypothesis was accepted. This finding implies that the results could be generalised to the target population where the sample was drawn from.

(b) There will be no significant influence between employer and purchase of new clothes.

Table 4.13 Relationship Between Employer and Purchase of New Clothes

Employer	How often do you buy new clothes					Total
	Monthly %	Once in 3 months	Twice a year	Annually	Other (state)	
Ministry ((DC)	0.7	2.1	0.7	1.4	7.4	35
TSC	0.4	8.8	10.9	6.3	17.2	43.7
Hospital	4.6	27.0	4.9	5.6	14.4	36.6
Bank	1.4	2.5	0.7	0	2.8	7.4
Total	20	58	49	38	119	100
Total %	7.0	20.4	17.3	13.4		41.9

The study results in Table 4.13 show that professional women working in the hospitals purchase new clothes more frequently monthly and once in 3 months 13 and 20 respectively. A relatively higher number of professional women, who were employed by TSC, purchased new clothes twice a year (31%). A Chi-square test was done on the frequency of the purchase of new clothes. It was found there was a relationship since the calculated Chi-square was greater than the tabulated; that is $32.685 > 26.296$, P-value - 0.009 confirmed the findings. Therefore the respondents' employer was a statistically significant factor at 95% confidence level on determining the frequency of buying new clothes by the professional women. Hence the hypothesis was accepted that there was a significant relationship between economic factors and the choice of clothing designs among the professional women

in Machakos Town. The findings imply that the results could be generalised to the target population where the sample was drawn from.

4.13 Summary

The respondents who participated in the study were drawn from the government ministries, education institutions, health facilities and the banking industry. The highest numbers of respondents were drawn from the Teachers Service Commission (43.7%) followed by the Ministry of Health (36%). This means that most of the respondents who participated were working in the government departments.

Most of the respondents who participated in this study were aged between 40 – 49 years at 34.5%, followed by ages 30 – 39 years at 32.7% and 20 – 29 years at 20.8% and this clearly indicated that the active age group was 20 – 49 years. This meant that the active ages of the respondents were ranging between ages 20 – 50 years. Most of the respondents were married, indicated by 57%, whereas single women accounted 34%. Most of the respondents were Protestants at 68% whereas Catholics faith accounted for 29.6%.

The majority of the respondents' income ranged between Ksh20, 000/= to Ksh30, 000/= (36.3%) followed by 26.4% who earned income ranging from Kshs10, 001/= to Kshs20, 000/=. This meant that the respondents who participated in the study earned an income that ranged between Kshs10, 001/= to Kshs30, 000/= making (62.7%).

The respondents who participated in the study (56.7%) had attained a university education, followed by 35.2% who had attained tertiary education. This meant that most professional women in Machakos Town had acquired post secondary or university education in their area of specialization before employment.

Psychological factors played an important role in the choice of clothing. The majority of the respondents chose clothing designs that suited their figures (81%), followed by clothing designs that satisfied their self esteem (79.4%), while 70.8% chose clothing designs which was dictated by attitude towards the style.

Social factors also influenced the choice of clothing designs. The study results indicated that the majority of the respondents preferred skirt suits for religious functions, followed by Vitenge/African attire. Most of the respondents preferred skirt suits for office wear, followed by trouser suits. For evening and casual wear, most of the respondents preferred Jeans and tops. The majority of the respondents preferred Vitenge/African attire for weddings/special occasion.

The study results indicate that, disposable income influenced the choice of clothing designs by the professional women in Machakos Town, as indicated by 80% of respondents. Pricing always influenced the purchasing decisions of 38% of the respondents. Whereas 36.6% indicated price sometimes influenced their choice of clothing.

Professional women in Machakos Town used different shopping outlets to purchase clothing. These outlets included; imported second hand, local readymade and local-

tailor made clothes. The majority of the respondents who participated in the study obtained information about clothing from fashion magazines 20.4%, fashion shows 13%, clothing displays 27.5% and friends 10.9%.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter summarizes the findings of this research and draws conclusions, based on the three specific objectives of the study, namely, to establish the influence of psychological, social and economic factors on the choice of clothing among professional women in Machakos Town. This chapter also

presents recommendations based on the study findings and suggestions for further study.

5.1 Summary

The purpose of this study was to investigate the factors that influenced the choice of clothing by professional women in Machakos Town. The main objective of this study was to establish the influence of psychological, economic and social factors on the choice of clothing by professional women in Machakos Town.

A descriptive research design was used. A stratified sampling technique was used to select 306 respondents. The data was collected using a questionnaire, and analysed using the SPSS computer package. A Chi-square test was used to determine the relationship between the variables. The results of the study were presented in tables, figures and text (Chapter Four).

The study interviewed 284 professional women from TSC Teachers, hospitals, D.C's Office and the banking sector in Machakos Town. Most of the respondents were aged between 40-49 years, with the youngest and the oldest being 22 and 59 years respectively. The respondents' formal education level ranged from primary to university, with 161 (56.7%) having post secondary college training, followed by university education graduates at 100 (35.21%). There were 22 (7.7%) secondary school leavers while only 1 (0.0%) were primary school graduates.

More than half of the respondents 161 (56.7%) were married, 96 (33.8%), were single, 15 (5.3%), widowed, 9 (3.2%) separated and 3 (1.1%) were divorced. The

respondents professed different faiths: 193 (68.0%) christians (protestants), 84 (29.6%) catholics, 4 (1.4%) were muslims and 3 (1.1%) professed other faiths which they declined to disclose.

The choice of clothes was the dependent variable, while respondents' age, marital status, formal education levels, nature of employment and information source were the independent variables. Results showed that some association between all of them existed. However, it was observed that some variables were statistically significant at 95% confidence level. The statistically significant factors included the level of respondents' monthly income, with the highest frequency in purchasing new clothes (52.86%) observed among those earning between Kshs. 20,000 to KShs 30,000.

Most Christians, 157 (68.26%) Protestants and 71 (30.87%) Catholics said that they bought new clothes only when money was available. The choice to buy second hand clothes depended on several factors, like profession, whereby it was more pronounced among D.C's employees (42.86%), TSC (25.96%), hospitals (24.04%) and among bank employees (14.29%). On education, the preference for second hand clothes had the following percentages. Secondary certificate level respondents had the highest percentage of 22.73%, followed by university graduates at 11% and then post secondary college certificate holders at 5.6%.

The study established that suitability to figure (81%) and self esteem (79.4%) were the highest cited psychological factors influencing professional women in their choice of clothing. Attitude towards styles (70.8%) and clothing attractiveness (65.8%) were the psychological factors that followed in the ranking. However, prestige/ popularity of the designer and the store were the least cited psychological

factors professional women considered in their choice of clothing designs in Machakos Town.

With regard to social factors, the research revealed that 94.0% of the professional women in Machakos Town chose different clothing for different occasions. For religious functions, skirt suits were most preferred, while trousers and tops were less preferred. Skirt suits were most preferred for office wear, while dresses and jackets were least preferred. Jeans were most preferred for evening wear, while skirt suits were less preferred. Jeans were also preferred for casual wear while dress and jacket were less used for the same occasion. Finally, the respondents indicated that they preferred Vitenge / African attire for wedding occasions. Many (64.9%) stated that they were rarely or never hindered by traditional culture, when buying fashionable clothes. The study also revealed that most professional women bought clothing during important occasions followed by fashion trends.

The majority of the respondents, 81%, agreed or strongly agreed that the availability of money influenced their choice of clothing designs. The majority half of the professional women in Machakos Town (56.0%), stated that price influenced them when purchasing their clothing designs. The findings also showed that many of the professional women, (45.5%), purchased second hand clothes frequently, since they were more affordable.

In contrast, although old fashioned clothes were relatively cheap, the findings showed that the majority of the professional women in Machakos Town did not prefer buying old fashioned clothes. Newspaper articles on clothing designs were an

important source of information on the fabric design chosen by respondents aged 39 years and below, singles at 46.7% and those holding post secondary and above certificates.

5.2 Conclusions

The aim of this study was to investigate the factors influencing the choice of clothing by professional women in Machakos Town. The conclusions of the study were made within the framework of the scope of the research as follows:

- i. The study results indicated that there was a significant relationship between psychological factors and the choice of clothing among the professional women in Machakos Town. This conclusion is drawn from the finding that psychological factors (such as clothing, that satisfy self esteem, professional women's attitudes towards style, and attractiveness of clothing) were important considerations in the choice of clothing designs. The computed Chi-square was 22.745 with the P-value of 0.004 which are greater than the tabulated Chi-square of 15.507 and p-value of 0.005. Hence the null hypothesis was rejected and alternative and clothing among professional women in Machakos Town.
- ii. The study concluded that social factors had less influence on the choice of clothing among professional women in Machakos Town. This is supported by the findings that respondents' religion, traditional culture and important occasion did not significantly influence the choice of clothing. The computed Chi-square of the social variables of the study was 13.360 with a P-value of 0.646 which were less than the tabulated Chi-square of 26.296. Hence the

null hypothesis was accepted that there was no significant relationship between social factors and the choice of clothing among the professional women in Machakos Town.

- iii. The study established that economic factors influenced the choice of clothing among professional women in Machakos Town. This was supported by the finding that disposable income of respondents was an important factor in determining the frequency of buying new clothes. The respondents who earned above Kshs. 20,000 making a percentage of 63.4 bought more clothes more often than those who earned less than Kshs. 20,000 making a percentage of 36.6. The computed Chi-square for the economic variables was 32.685 which is greater than the tabulated Chi-square of 26.296. Hence, null hypothesis was rejected and alternative hypothesis accepted that there was significant relationship between economic factors and choice of clothing designs among professional women in Machakos Town.

5.3 Recommendations

The study recommends that, in order to satisfy the clothing needs of professional women, the following should be done:

- i. The local clothing industry should put into consideration the psychological factors such as the attitude towards styles and attractiveness of the clothing in order to attract buyers / customers.
- ii. The clothing manufacturing industry should be informed by the people's income while pricing clothes in order to address the diversity of income in the country.

- iii. Fashion designers should appreciate the dynamics of culture and religion while designing clothes, since most people are less restricted by these factors while choosing their clothing.

5.4 Contribution of the Study

The research findings have implication for theory; policy and further research.

Theory

The study has significant contribution to the understanding of the choice of the clothing designs by the professional women.

Policy

Designers, clothing manufacturers and retailers market suitable clothes for different occasions.

Further Research

Provide a good background for further research in textile product to suit the demand / market.

5.5 Suggestions for Further Study

Based on the findings of this study, the researcher made the following suggestions for further research:

- I. Study on the factors affecting the mode of dressing among the youth.

- II. Replication of the study in other textile products like interior decorations.
- III. A similar study in other parts of the country among the men.

REFERENCES

- Aldrich, W. (2008). *Metric Pattern Cutting for Women's Wear (5TH Ed.)*. Glasgow: Harper Collins Publishers.
- Benerjee, S. (2008). Dimensions of Indian Culture, Core Culture Values and Marketing Implications. *An International Journal*, 15, 367-378.
- Barnes, R. J. and Eicher, B.J. (1992). *Dress and Gender. Making Meaning in Cultural Context*. Berg Publishers. Inc.
- Birtwistle, G. and Moore, C. M. (2007). Fashion Clothing where does it all end up? *International Journal of retail and Distribution Management*, 35, 210 – 216.
- Cardoso, P. R., Costa, H. S. and Novais, L. A. (2010). Fashion Consumer Profiles in the Portuguese Market: Involvement, Innovativeness, Self-Expression and

- Impulsiveness as Segmentation Criteria. *International Journal of Consumer Studies*, 34, 638-647.
- Carrigan, M. and Szmigin, L. (2006). In Pursuit of Youth, What's Wrong With the Older Market: *Marketing Intelligence and planning*, 17,222-231.
- Chakrabarti, S. and Baisya, R. K. (2009). Fashionable Ethnic Wear in India: *Journal of Consumer Studies ISSN 1470 – 6423*.
- Cunningham, P. A. and Lab, V. S. (1991). *Dress and Popular Culture*. Bowling State University Popular Press: Bowling Green State.
- Fincham, E. J. (2008). *Response Rates*. Retrieved on March, 15, 2013 from [Http://www.ncbi.nlm.nih.gov/pmc/articles](http://www.ncbi.nlm.nih.gov/pmc/articles).
- Gupta, S.P. and Gupta, M.P. (2008). *Business Statistics*. Sultan Chand and Sons: New Delhi.
- Haguma, G. (2013). *Daily Monitor: Look Good in Vitenge*. Retrieved on on April17, 2013 at 4.20pm from [Http://monitor.co.ug/artsculture/fashion-Beauty/look-good-in-Vitenge](http://monitor.co.ug/artsculture/fashion-Beauty/look-good-in-Vitenge).
- Hansen, K. T. (2004). The World in Dress. *Journal of Anthropology*. 60, 208 – 1310.
- Healthfield, S. M. (2013). *A relaxed casual dress code*. Retrieved [http:// human resources about/od/work relationships/a/dress casual htm](http://humanresources.about.com/od/workrelationships/a/dress_casual.htm) on 8 april 2013, 5.00 pm.
- Hines, J.D. and Swinker, M.E. (2006). Clothing Quality: *International Journal of Consumer Studies*, 30, 218-223.
- Holmlund, M., Hagman, A., and Polska, P. (2011). An Exploration of how Mature Women Buy Clothing: Empirical Insights and a Model. *Journal of Fashion Marketing and Management*, V. 15, 1, 108-122.
- Hulsbosch, M. (2006). A method for Analyzing Dress and Adornment: *Journal of HEIA* Vol. 13, No. 3.
- Ijaz, M. (2012) [http://www.fibresfablion.com/industry-article 139/3803/factors that affect the clothing choices of women-in-new eral.asp](http://www.fibresfablion.com/industry-article-139/3803/factors-that-affect-the-clothing-choices-of-women-in-new-eral.asp) San Blue Enterprises PVT. Ltd
- Isika, J. K. (2006). *Factors Influencing Professional Women's Likelihood to Adopt Clothing Fashion: A case of Nairobi town*. Unpublished Master's Thesis, Kenyatta University.
- Jordaan, Y. and Simpson, M. (2006). Consumer Innovativeness among Female is Specific Fashion Stores in the Menlyn Shopping Centre. *Journal of Family Ecology and Consumer Sciences*, 34, 32-40.

- Kaiser, B. S. (1996). *Social Psychology of Clothing*. New York, Macmillan.
- Kasomo, D. (2006). *Research Methods*. Nakuru, Egerton University Press.
- Khare, A. and Rakesh, S. (2010). Predictors of Fashion Clothing Involvement among Indian Youth. *Journal of Targeting, Measurement and Analysis for Marketing*, 18, 209 – 220.
- Kim, H. S. (2005). Consumer Profiles of Apparel Product Involvement and Values. *Journal of Fashion Marketing and Management*, 9, 207 – 220.
- Loschek, J. (2009). *When Clothes Became Fashion: Design and Innovative Systems*. New York: Berg.
- Macmillan (2010). *English Dictionary of Advanced Learners (2nd Edition)*. Malaysia: Macmillan.
- Mahreen, I. (2012). *Factors that affect the clothing choices of women in New era*. Retrieved from http://www.fibre2fashion.com/industry_article/39/3803/factors_that_affect_the_clothing_choices_of_women_in_new_era/.asp.
- Mangieri, T. (2006). *African Cloth, Export Production and Second Hand Clothing in Kenya*. University of North Carolina: USA.
- Manwa, L., Ndamba, G. T. and Manwa, L. (2010). *Journal of African studies and development vol 2 (6)*, pp. 144 – 149: A gendered dress code and how it influences the choice of dress by women in Zimbabwe.
- Mason, A. M., de Klerk, J. S., Sommerville, J. and Ashdown, S. P. (2008). *Consumers' Knowledge on Sizing and Fit Issues: A solution to Successful Apparel Selections in Developing Countries*. *International Journal of Consumer Studies*. 32, 276 - 284.
- Maynard, M. (2004). *Dress and Globalization*: Lancaster, Carnegie Publishing.
- Migunde, S. A. (1993). *Socio-Cultural and Psychological Factors Influencing Clothing Selection of Kenyan adolescents in Nairobi Province*. Unpublished Masters Thesis, Kenyatta University.
- Mintel (2007). *Clothing Retailing*. London: Mintel Intelligence.
- Morgan, L.R. and Birtwistle, G. (2009). *Young Fashion Consumers Disposal Habits*. Glasgow Calendonian University, Glasgow, UK.
- Mugenda, O. M. and Mugenda, A.G.(2003). *Quantitative and Qualitative Approaches*. Nairobi, Acts press.

- Nam, J., Hamlin, R., Gam, H. J., Kang, J., Kumphai, P., Starr, C. and Richards, L. (2007). *The Fashion Conscious Behaviours of Mature Female Consumers*. International Journal of Consumer Studies, 102-108
- Newton, D. (1999). *Sociology of Families*. New York: Pine Forge Press.
- Njeru, S. (2002). *Factors Influencing Choice of Career Dress by Female Secondary School Teachers. A case of Nairobi province*: Unpublished Master's Thesis, Kenyatta University.
- Njobeni, S. (2003). *SA Clothing Industry in Trouble*. Moneyweb URL.
- Nyang'or, E. (1994). *Factors Influencing Consumers' Selection of Imported Over Local Clothing among Professional Women in Nairobi*. Unpublished Master's thesis, Kenyatta University.
- Odero, C. (2010). Essentials Every Women's Needs: *Sunday Nation, lifestyle*, 7.
- Otieno, G.K. (1990). *Physiological, Psychological and Socio-Economic Factors Influencing Clothing Selection and Buying Practices among Kenyans*. A study of Kenyatta University Community, unpublished M. Ed Thesis, and Kenyatta University.
- Pareira, M. (2012). *Factors that influence the clothes buying decision*. Lahore, Pakistan.
- Riungu, D. M. (2009). *Factors Influencing Clothing Selection and Buying Practices among Primary School Teachers: A Case of Mwimbi Division, Meru South District*. Unpublished Master's Thesis Kenyatta University.
- Saunders, M., Lewis, P., & Thornhill, A. (2007). *Research Methods for Business Students*. London: Pearson Education Limited.
- Schiffman & Kanuk, L.G. (2000). *Consumer Behavior*. 7th Ed. New York: Prentice Hall.
- Schumacker R. C. (2004). *Research measurements: The Sycofomus Model. Introduction to Research Measurement*. Mapple Grove mm, Jap Press.
- Smith, H. (2011). *Presenting and Interpreting a Response Rate*. Philadelphia: Population Studies Centre.
- Subhani, M. I, Hasan, S. A, Osman, A. (2011). *International Journal of Business and Social Science* vol.2 No.23 New Article of clothing translates the mood of an individual.
- Survey of Kenya. (2013). *Kenya Counties Map*. Survey of Kenya. Nairobi.

- Thomas, P. W. (2006). *Vintage Clothes. What is vintage fashion*. Retrieved April 17, 2013 at 4:00 pm from http://www.fashion_era.com/vintage_fashion/:what_is_vintage_fashion.htm/.
- Udale, J. and Sorger, R. (2006). *The Fundamentals of Fashion Design*. Switzerland Ava Publishing SA.
- Viera, V. A. (2009). An Extended theoretical Model of Fashion Clothing Involvement. *Journal of Fashion Marketing and Management*, 13, 179 – 200.
- Viljoen. (1998). *Journal of family ecology and consumer sciences* vol 26, No 1: Factors that influence household and individual clothing expenditure.
- Woodward, S. (2005). *Looking Good: Feeling Right aesthetic of the Self*. Oxford: Berg.
- Wang, X. (2005). *Changing Face: The Evolution of Chinese Women Dress and Appearance*. Unpublished Masters Thesis, Louisiana State University.

APPENDICES**Appendix A: Letter of Introduction**

Kitheka Rose Kalunde,
Kenyatta University,
Fashion Design and Marketing,
P.O. Box 43844,
Nairobi.

Dear Respondent,

REF: INTRODUCTION.

I am a post-graduate student at Kenyatta University in the School of Applied Human Sciences. I am currently carrying out a research on the factors that affect the choice of clothing designs by professional women in Machakos Town.

I kindly request you to respond objectively to the best of your knowledge. I will use the research data for academic purposes. All the information you give will be treated with total confidentiality. Please note that you are not required to write your name on the questionnaire. Your cooperation will be highly appreciated.

Thank you.

Yours Faithfully

ROSE KALUNDE KITHEKA

Mobile No. 0721- 622-608

Appendix B: Questionnaire

CODE NO

QUESTIONNAIRE ON FACTORS INFLUENCING THE CHOICE OF CLOTHING BY PROFESSIONAL WOMEN IN MACHAKOS TOWN*Instructions*

- Please answer all the questions.
- Please tick (✓) against the appropriate answer.
- Kindly explain where necessary.

SECTION 1: Background Information.

Q/No	Questions	Coding Category
1.	Name of your employer	(...) Ministry of..... (...) TSC (...) Hospital (...) Bank
2.	Kindly state your age years
3.	What is your marital status?	(...) Single (...) Separated (...) Widowed (...) Married (...) Divorced

4.	Which religion do you belong to?	(...) Christian Catholic (...) Christian Protestant (...) Islam (...) Other (...) Specify
5.	Kindly indicate your average monthly net income	(...)Ksh 10,000 and below (...) Ksh 10,001 – 20,000 (...) Ksh 20,001 – 30,000 (...) Ksh 30,001 – 40,000 (...) Ksh 40,001 and above
6.	Kindly indicate your highest level of education	(...) Primary (...) Secondary (...) Post Secondary College (...) University

SECTION 2: Economic Factors influencing the Choice of Clothing.

7. Please select the most appropriate choices given.

Choices	Position					
	Strongly Agree	Agree	Disagree	Strongly Disagree		
a) I buy clothes due to the nature of my profession or occupation						
b) I buy clothes during important occasions						
c) I buy my clothes depending on money available.						
d) I am influenced by fashion trends when buying my Clothes.						

8. To what extent do prices influence you when purchasing your clothes?

(...) Always

(...) Usually

(...) Sometimes

(...) Rarely

(...) Never

Please explain your answer

.....

9. How often do you buy new clothes for yourself?

(...) Monthly

(...) Once in three months

(...) Twice a year

(...) Annually

(...) Others----- please specify -----

-

10. When did you last buy yourself a second hand outfit?

(...) Never

(...) 1-3 months ago

(...) 4-6 months ago

(...) 7-9 months ago

(...) 10-12 months ago

SECTION 3: Social Factors that Influence the Choice of Clothing.

11. Place a tick (✓) to indicate the kind of outfit you prefer to wear for the following occasions.

Occasion \ Preferred clothing	Dress and Jacket	Dress	Trouser Suit	Skirt suit	Skirt and blouse	Vitenge/African Attire	Jeans and Top	Others Specify...
Church								
Office wear								
Evening occasion								
Casual event								
Wedding/special event								

12. To what extent does your traditional culture hinder you from wearing fashionable clothes?

(...) Always

(...) Usually

(...) Sometimes

(...) Rarely

(...) Never

13. To what extent does your religion hinder you from wearing fashionable clothes?

(...) Always

(...) Usually

(...) Sometimes

(...) Rarely

(...) Never

14. To what extent do you buy clothes during important occasions?

(...) Always

(...) Usually

(...) Sometimes

(...) Rarely

(...) Never

15. To what extent do fashion trends influence you when purchasing clothes?

(...) Always

(...) Usually

(...) Sometimes

(...) Rarely

(...) Never

Explain your answer.....

SECTION 4: Psychological Factors Considered on the choice of Clothing.

16. Below are some of the psychological factors that affect the choice of clothing.

Indicate whether they affect you **Always**, **Sometimes** or **Never** as you choose your clothing.

Psychological factors	Always	Sometimes	Never
Uniqueness of the clothing design			
Your own attitude towards the style that looks beautiful.			
Clothing that suits you			
Popularity and prestige of the store or market from which it is purchased			
One which satisfies your self esteem			
Prestige and popularity of the brand name			
One in which you look attractive			
Latest style			
Clothing that pleases others			
One which is acceptable by the society			
Clothing that enhance your ego			

17. What type of clothing designs do you prefer most for yourself?

Garment Designs	Always	Usually	Sometimes	Rarely	Never
(...) Local tailor-made					
(...) Local readymade					
(...) Imported new					
(...) Imported second hand					

18. Do you prefer buying old fashioned clothes?

(...) Yes

(...) No

Please explain your answer

.....

SECTION 5: Sources of Information.

19. The following are some of the sources of information that affect the choice of clothing. Indicate whether they **Always**, **Sometimes** or **Never** influence as you choose your clothing.

Source of Information	Always	Sometimes	Never
(a) Newspaper articles on clothing designs			
(b) Television			
(c) Radio Advertisements			
(d) Fashion Magazines			
(e) Friends			
(f) Family Members			
(g) Fashion Shows			
(h) Clothing Displays			
(i) Internet			
(j) Films			
(k) Any Other.....			

Thank you.

Appendix C: Critical value of the Chi-square Distribution

Source; Gupta and Gupta (2008)

Critical Values of the Chi-square Distribution

df (v)	Level of significance						
	0.10 10%	0.05 5%	0.025 2.5%	0.02 2%	0.01 1%	0.005 0.5%	0.001 0.1%
1	2.705544	3.841459	5.023886	5.411895	6.634897	7.879439	10.827566
2	4.605170	5.991465	7.377759	7.824046	9.210340	10.596635	13.815511
3	6.251388	7.814728	9.348404	9.837409	11.344867	12.838156	16.266236
4	7.779440	9.487729	11.143287	11.667843	13.276704	14.860259	18.466827
5	9.236357	11.070498	12.832502	13.388223	15.086272	16.749602	20.515006
6	10.644641	12.591587	14.449375	15.033208	16.811894	18.547584	22.457744
7	12.017037	14.067140	16.012764	16.622422	18.475307	20.277740	24.321886
8	13.361566	15.507313	17.534546	18.168231	20.090235	21.954955	26.124482
9	14.683657	16.918978	19.022768	19.679016	21.665994	23.589351	27.877165
10	15.987179	18.307038	20.483177	21.160768	23.209251	25.188180	29.588298
11	17.275009	19.675138	21.920049	22.617941	24.724970	26.756849	31.264134
12	18.549348	21.026070	23.336664	24.053957	26.216967	28.299519	32.909490
13	19.811929	22.362032	24.735605	25.471509	27.688250	29.819471	34.528179
14	21.064144	23.684791	26.118948	26.872765	29.141238	31.319350	36.123274
15	22.307130	24.995790	27.488393	28.259496	30.577914	32.801321	37.697298
16	23.541829	26.296228	28.845351	29.633177	31.999927	34.267187	39.252355
17	24.769035	27.587112	30.191009	30.995047	33.408664	35.718466	40.790217
18	25.989423	28.869299	31.526378	32.346161	34.805306	37.156451	42.312396
19	27.203571	30.143527	32.852327	33.687425	36.190869	38.582257	43.820196
20	28.411981	31.410433	34.169607	35.019626	37.566235	39.996846	45.314744
21	29.615089	32.670573	35.478876	36.343449	38.932173	41.401065	46.797038
22	30.813282	33.924439	36.780712	37.659499	40.289360	42.795655	48.267942
23	32.006900	35.172462	38.075627	38.968311	41.638398	44.181275	49.728232
24	33.196244	36.415028	39.364077	40.270361	42.979820	45.558512	51.178598
25	34.381587	37.652484	40.646469	41.566075	44.314105	46.927890	52.619656
26	35.563171	38.885139	41.923170	42.855835	45.641683	48.289882	54.051962
27	36.741217	40.113272	43.194511	44.139988	46.962942	49.644915	55.476020
28	37.915923	41.337138	44.460792	45.418847	48.278236	50.993376	56.892285
29	39.087470	42.556968	45.722286	46.692699	49.587885	52.335618	58.301173
30	40.256024	43.772972	46.979242	47.961803	50.892181	53.671962	59.703064
31	41.421736	44.985343	48.231890	49.226398	52.191395	55.002704	61.098306
32	42.584745	46.194259	49.480438	50.486704	53.485772	56.328115	62.487219
33	43.745180	47.399884	50.725080	51.742924	54.775540	57.648445	63.870099
34	44.903158	48.602367	51.965995	52.995243	56.060909	58.963926	65.247217
35	46.058789	49.801850	53.203349	54.243835	57.342073	60.274771	66.618829
36	47.212174	50.998460	54.437294	55.488860	58.619214	61.581179	67.985168
37	48.363408	52.192320	55.667973	56.730468	59.892500	62.883336	69.346453
38	49.512580	53.383541	56.895520	57.968797	61.162087	64.181412	70.702887
39	50.659770	54.572228	58.120060	59.203979	62.428121	65.475571	72.054663
40	51.805057	55.758479	59.341707	60.436133	63.690740	66.765962	73.401958
41	52.948512	56.942387	60.560572	61.665376	64.950071	68.052727	74.744938
42	54.090202	58.124038	61.776756	62.891812	66.206236	69.335997	76.083763
43	55.230192	59.303512	62.990356	64.115544	67.459348	70.615900	77.418578
44	56.368541	60.480887	64.201461	65.336666	68.709513	71.892550	78.749524
45	57.505305	61.656233	65.410159	66.555266	69.956832	73.166061	80.076732

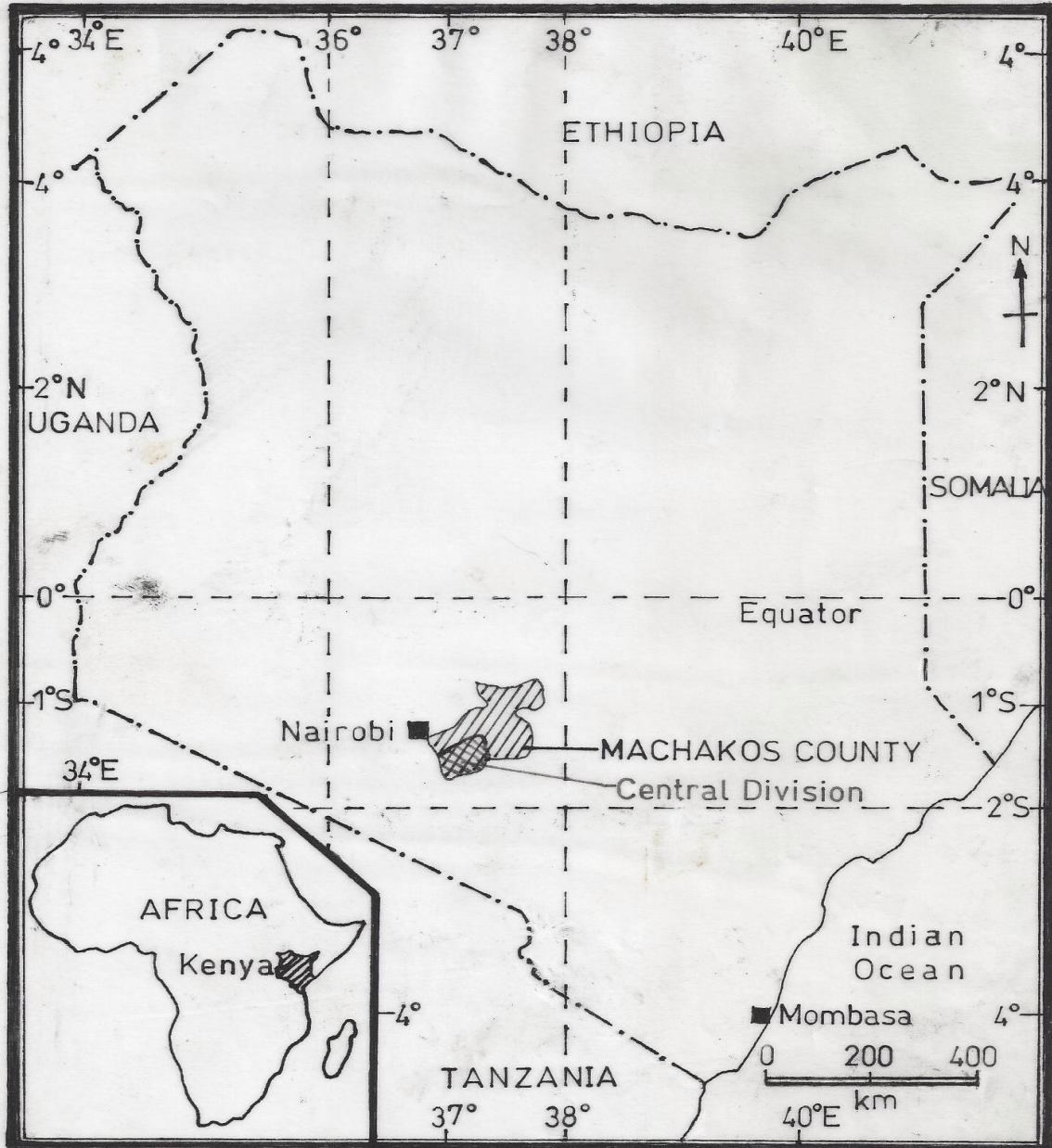
Appendix D: Sample Sizes for Different Population**Source; Kasomo (2006)**

Sample sizes for different population sizes

Population Size	Sample Size	Population Size	Sample Size
10	10	250	162
20	19	300	169
30	28	400	196
40	35	1,500	306
50	44	2,000	322
60	52	3,000	341
70	59	4,000	351
80	66	5,000	357
90	73	10,000	370
100	80	20,000	377
150	108	50,000	381
200	132	100,000	384

Appendix F: Location Map of Machakos County

Map 1. LOCATION OF MACHAKOS COUNTY IN KENYA.



Source; Survey of Kenya (2013)

Appendix G: Research Authorization from the National Council for Science and Technology



NATIONAL COUNCIL FOR SCIENCE AND TECHNOLOGY

Telegrams: "SCIENCETECH", Nairobi
 Telephone: 254-020-241349, 2213102
 254-020-310571, 2213123.
 Fax: 254-020-2213215, 318245, 318249
 When replying please quote

P.O. Box 30623-00100
 NAIROBI-KENYA
 Website: www.ncst.go.ke

Our Ref:

NCST/RRI/12/1/SS-011/1332/4

Date:

27th September, 2011

Rose Kalunde Kitheka
 Kenyatta University
 P. O. Box 43844
 NAIROBI

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on "*Factors influencing the choice of clothing designs by professional women: A case of Machakos Town*" I am pleased to inform you that you have been authorized to undertake research in **Machakos district** for a period ending **31st October 2012**.

You are advised to report to **the District Commissioner, Machakos district & the Chief Executive Officers of selected Banks & Hospitals** before embarking on the research project.

On completion of the research, you are expected to submit **one hard copy and one soft copy** of the research report/thesis to our office.

P. N. NYAKUNDI
FOR: SECRETARY/CEO

Copy to:
 The District Commissioner
 Machakos District

The Chief Executive Officers
 Selected Banks in Machakos
 Selected Hospitals in Machakos