

Abstract

The aim of this research was to develop a conceptual framework of the role of garment sizing in the marketing strategy of clothing manufacturing firms in Kenya. From the review of literature, salient components of marketing principles and practices that had been analysed by preceding authors provided the theoretical basis for this qualitative study. The procedures for the in-depth interviews with 13 clothing manufacturers and ten retailers are explained. Based on grounded theory techniques, the data from the interviews were analysed, resulting in a conceptual framework for determining marketing strategy in this clothing market. Results showed that these firms are still market production oriented, and may face severe competition from inward-bound competitors who are marketing oriented. This exploratory study contextualised the role of size charts in the marketing strategy of clothing firms.