

**DETERMINANTS OF APPAREL FASHION CONSUMPTION DECISION
MAKING AMONG UNIVERSITY STUDENTS IN NAIROBI CITY
COUNTY, KENYA**

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**A RESEARCH THESIS SUBMITTED IN FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF THE DEGREE OF DOCTOR
OF PHILOSOPHY IN FASHION DESIGN AND MARKETING IN THE
SCHOOL OF LAW, ARTS AND SOCIAL SCIENCES OF
KENYATTA UNIVERSITY**

NOVEMBER, 2022

DECLARATION

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

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DEDICATION

This work is dedicated to my children and most importantly to my Lord Jesus Christ who by His grace accorded me the opportunity to study and from whom I drew all the strength during the entire period of this study.

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ABBREVIATIONS AND ACRONYMS

ANOVA	Analysis of Variance
CC	Collaborative consumption
CDP	Consumer Decision Process
CIM	Cambridge Institute for Manufacturing
COOE	Compassion for Oneself, Others and the Environment
CUE	Commission for University Education
DSA	Desire for Sustainability Awareness
EBK	Engel-Kollat-Blackwell
FTFC	Fair Trade Fashion Consumption
GDP	Gross Domestic Product
HELB	Higher Education Loans Board
IE	Importantly, Internet Engagement
ILO	International Labor Organization
JKUAT	Jomo Kenyatta University of Agriculture and Technology
KU	Kenyatta University
KUERC	Kenyatta University Ethics Review Committee
LIA	Letters of Interim Authority
MHNHT	Maslow's Human Need Hierarchy Theory
MoEST	Ministry of Education Science and Technology
NACOSTI	National Commission for Science Technology and Innovation
SEM	Structural Equation Modeling
SMI s	Social media influencers
SPSS	Statistical Package for Social Sciences
TPB	Theory of Planned Behavior
UNEP	United Nations Environment Program
WTO	World Trade Organization

OPERATIONAL DEFINITION OF TERMS

Apparel:	A body covering material specifically referring to actual garment constructed from fabric made in textile industries.
Body Covering:	Percentage of the fashion consumer's body completely covered by an apparel fashion.
Body image:	Is the mental picture and attitude of student's physical body including size, shape, appearance.
Body shape:	The natural appearance of the body characterized by skeletal structures, as well as the distribution of muscles and fat e.g. pear, spoon, hourglass or apple.
Body Size:	The physical measurement of the body defined by hereditary and other environmental factors.
Body Type:	Is the category of apparel fashion consumers' bodily structure, development, or appearance. They include ectomorph, mesomorph, and endomorph.
Consumer behavior:	Is a dynamic interaction between buyers (students) and clothing involving why, when and how they purchase the clothing.
Decision making:	Conscious choice by university students to make an apparel fashion purchase.
Media:	A collective term for broadcasting, publishing, and the internet
Psychological factors:	Consist of apparel fashion consumers' self-image, perception, attitudes, and self- realization

Social Media: Websites and applications used by students to create and share content e.g. twitter, Facebook, WhatsApp and Instagram.

Socio-cultural: combinations of social and cultural values and beliefs which creates in students the need and guide them in the process of apparel fashion consumption decision making.

Socio-demographic factors: Factors defined by age, sex, education, marital status, and place of residence, values and social groups

ABSTRACT

Apparel fashion is an important dimension of a person's lifestyle. Researchers have investigated various consumer factors that influence apparel fashion consumption and, marketers and designers are interested in the variables influencing the apparel fashion consumption. This study investigated determinants of apparel fashion consumption decision making among university students in Nairobi City County, Kenya. The objectives were to; establish the socio-demographic characteristics of apparel fashion consumers; establish the physiological factors influencing apparel fashion consumption decision making; determine the relationship between socio-cultural factors and apparel fashion consumption decision making; examine the relationship between psychological factors and apparel fashion consumption decision making, assess the impact of internet and media on apparel fashion consumption decision making, investigate whether universities students are guided by the Engel-Kollat-Blackwell model and develop a model explaining apparel fashion consumption decision making process. Employing a descriptive cross-sectional research design, this study employed both qualitative and quantitative techniques to collect, analyze and present data. Purposive sampling was used to select seven universities in Nairobi. Proportionate sampling was applied to spread the sample size of 534 respondents across sampled universities. A structured questionnaire containing both open-ended and closed-ended items was used in data collection. Means, frequencies and percentages were determined and data presented in tables and charts. Chi-square test was used to test the hypotheses. Apparel fashion consumption decision making was found to be influenced by age, gender and marital status with gender having the highest influence. Physiological factors, socio-cultural factors, psychological factors and internet & media had no significant relationship with apparel fashion consumption decision making. A seven-stage model was followed by the university students in the apparel fashion consumption decision making process skipping some stages of Engel-Kollat-Blackwell model. Stages followed by students included need conceptualization, expectation of what to buy, knowledge of latest apparel fashion trends, search for product information, evaluation of information making a purchase and evaluate between possible alternatives. Post purchase evaluation was not done by the students. The study concluded that Engel-Kollat-Blackwell model was not followed by the university students in their apparel fashion consumption decision making. The study recommended that; apparel fashion designers should come up with age and gender appropriate apparel fashion to tap into these vital cohorts that have a significant importance on apparel fashion consumption. There should be an established center in every university to offer counsel and direction on best clothes depending on these physiological factors and apparel fashion consumption model given by the researcher. The government may come up with policies to regulate the apparel fashion industry to ensure that what is made is in line with national values through the national clothe policy. A study should be carried out to establish factors influencing consumption of non-apparel apparel fashion which contributes immensely on apparel fashion industry in Kenya.

CHAPTER ONE: INTRODUCTION

This chapter contains information about the study's background, problem statement, purpose, and objectives. Also presented are the study's research questions, hypotheses, importance, delimitations, and limits, as well as the study's theoretical and conceptual framework.

1.1 Background of the Study

Clothing, perfume, music, vehicles, and beauty products are just a few examples of fashion goods (Stone & Farnan, 2018). Fashion, according to Gazzola *et al.* (2020), is an important aspect of global business. The apparel market has experienced extraordinary expansion in the last two decades, resulting in significant changes in both production and consumption of apparel fashion products (Cambridge Institute for Manufacturing, 2016).

According to Cambridge Institute for Manufacturing (2016), US\$1 trillion was spent on clothing in 2000, with two-thirds of that spending in Western Europe and North America and a quarter in Asia. China, the world's top apparel exporter, exported US\$ 265 billion worth of apparel to developing nations in 2016, accounting for 36.5 percent of global market share to the United States, Japan, Vietnam, Korea, and the United Kingdom (World Integrated Trade Solution, 2017).

Fashion consciousness, defined as a person's interest in clothing and apparel fashion, has been highlighted as an important component of his/her lifestyle that influences buying decisions and consumption behavior (Yadav, Khandai & Singh, 2019; Talaat, 2020). Changes in socioeconomic circumstances have also caused a

shift in apparel fashion choices and consumption patterns (Hartley, Levin & Currie, 2016; Back, 2017; Leal et al., 2019; Maleki et al., 2020) claims that apparel fashion is driven by a purpose and is influenced by culture, religion, and ethnic identity.

Several studies (Karimi, Papamichail & Holland, 2015; Park, Jeon, & Sullivan, 2015; Wiederhold & Martinez, 2018) have been conducted on numerous consumer criteria that influence apparel fashion purchasing decisions. These factors may include but not limited to socio-economic, physiological, cultural and psychological factors. Others include the media and internet.

Younger age groups, regardless of their marital status, with college education level have a higher score in shopping enjoyment (Weber, Lynes & Young, 2017; Quittkat et al., 2019). McNeill & Moore (2015) on the other hand established that the effect of age on fashion shopping was not very strong among females. Wai Yee, Hassan & Ramayah, (2016) further notes that young and elderly women are prone to apparel fashion shopping but with different motivations and approaches. Segal and Podoshen (2013) suggest that younger women are found to indulge in apparel fashion shopping with friends to enhance their social identity and self-image while elderly women shop with their family members to improve their social status.

Culture is the most fundamental determinant of a person's want and behaviour (Tyagi, 2018) while Sri Ernawati (2019) postulates that each culture consists of smaller sub-cultures that provide more specific identification and socialization for their members. When assessing factors affecting consumer buying behavior,

Ramya & Ali (2016) noted that many sub-Cultures make up important market segments and marketers have to design products and marketing programs tailored to their needs. Marketers have to explore the cultural forces and have to frame marketing strategies for each category of culture separately to push up the sales of their products or services(Sri Ernawati, 2019). It is therefore vital to examine how socio-cultural factors play out in the decision-making process to purchase apparel fashion among university students in Kenyan capital.

Apparel fashion shopping is fun, flirty, exciting, playful, and enjoyable to females (Roy, Sethuraman, & Saran, 2016). Roy et al. (2016) and Sung & Woo (2019) posit that male consumers involve less in apparel fashion shopping. Roy et al. (2016) notes that women normally like to be projected as “apparel fashion leaders” and tend to purchase more apparel fashion brands.

Use of social media in fashion industry has enabled average consumers and regular people to have much more interaction with apparel fashion designers and high-end clothing (Brynjolfsson, Hu & Rahman, 2013). Rachmat, Hurriyati and Sultan (2019) reveal that celebrity conformity has affirmative effect on the purchase intention of celebrity sponsorship, self-conformity and style-conformity. Wang, Chunling and Yujie (2012) have confirmed the importance and influence of peer communication through social media in purchase decisions and online behaviour.

Social media influencers (SMIs) play an increasingly important role in influencing youth and their shopping behaviour in digital marketing (Al-Nasser & Mahomed, 2020; Vrontis et al., 2021; de Castro, O’Reilly & Carthy, (2021). A study done by

Sun et al. (2021) suggests that among the four popular SMIs groups, the effects of celebrities, opinion leaders and friends and peers on luxury fashion consumption of Gen Z are statistically significant while that of advertisers are insignificant; that friends and peers have the most substantial effect among the others. When investigating the impact of social media on information sharing in Karachi, Pakistan, Ahmad, Salman and Ashiq (2015) found out that social media has a positive influence on the consumer behavior and that it is a significant predictor of fashion consumption.

According to Cham et al. (2018) income has a role in generating the need for apparel fashion shopping. Bourabain and Verhaeghe (2019) showed that rich people are more engaged in apparel fashion shopping than their poor counterparts. The rich perceive a greater need to preserve their self-image through shopping for apparel fashion goods. Roy et al. (2016) also posit that apparel fashion shopping and consumption among lower class consumers is seen as a tool to move up to a more sophisticated, status conscious, upper confident groups.

Body image according to Kogure et al. (2019) is one's mental picture and attitude of the body, wholeness, sexuality, physical self, appearance, normal functioning of the body, and health. Body image (size, shape, appearance and one's attitude toward physical self) manifests itself through feelings and beliefs about one's body (Koçan & Gürsoy, 2016). Neagu (2015) posit that when the mental image of one's body or attitude toward this image causes distress, apparel fashion styles that fit the body size help to address this concern. According to Sung & Huddleston (2018), apparel fashion consumers have unique characteristics that are inclined

towards self-image. Self-image is developed through interactions with the members of peer group which shapes their apparel fashion consumption (Jones & Hesse, 2018).

In South East Nigeria, Agu & Onuoba (2016) found out that the psychological variables (attitude, perception, self-concept, personality and motivation) are significant predictors of apparel fashion consumption behaviour. While exploring different aspects of consumer behavior, Vainikka (2015) found out that motivation, personality and emotion were influential factors affecting consumer decision making. Zhang and Kim (2013) found that Chinese consumers' purchasing intention for luxury fashion goods was affected by their attitude towards buying luxury fashion goods.

University students occupy an important role in society since they are considered to have attained highest levels of learning and exposure, hence society looks up to them with different expectations (Blakemore & Cooksey, 2017). Aineah (2016) reported that apparel fashion consumption trends in Kenyan colleges and universities were determined by many factors that needed critical analysis. This study made an analysis of the determinants of apparel fashion consumption decision making among university students in Nairobi City County.

1.2 Statement of the Problem

Numerous studies were conducted in developed countries, for example, US, Canada and Korea. Earlier researches indicate that, there are differences in apparel fashion consumption between developed and less-developed. There is scanty data on the effect of physiological, socio-cultural, psychological factors, internet and

media on apparel fashion consumption in developing countries like Kenya. It was important that a study is done to establish the determinants of apparel fashion consumption decision making among university students in a developing country.

All marketers today are faced by a challenge of how to influence the purchase behaviour of consumers in favour of their products. Therefore, the knowledge of decision making behaviour sheds the light on the physiology, socio-cultural and psychology of how consumers think, feel, argue and select apparel fashion among existing alternative like brands, products, and how the consumer's environment on culture, family influences him/her.

Because of its growing ubiquity, rapid transfer and cross-platform accessibility, twitter, Facebook, WhatsApp, Instagram and other social media platforms are being considered as perfect means of text, pictures and video communication across the globe (Lal, 2017). Apparel fashion designers have targeted this resource in reaching clients. Exploring how social media is impacting apparel fashion and noting its significance on apparel fashion consumption among university students is crucial for apparel dealers to stay at the forefront of competition.

Although attempts have been made by some researchers on the behaviour of consumers in the purchase of apparel fashion products, no such studies have been conducted in Nairobi among university students. There is therefore a serious paucity of literature and empirical studies on apparel fashion consumption decision making in Nairobi especially among university students. Younger consumers are perceived as more agreeable and open minded. These personality characteristics are conducive to apparel fashion shopping and therefore, they are

vital considerations when establishing apparel fashion consumption decision making.

The ability to evoke these personality traits and linking them to apparel fashion shopping is possible on a basis of a concrete scientific study. This study therefore delved on how the internet & social media, physiology, socio-cultural and psychological attributes of university students inform their decision making on apparel fashion consumption.

1.3 Purpose of the Study

This study established whether socio-demographic, physiological, socio-cultural, internet and media influence apparel fashion consumption decision making among university students in Nairobi City County.

1.4 Objectives of Study

- i. To establish factors influencing apparel fashion consumption decision making among Kenyan university students in Nairobi City County.
- ii. To establish if a relationship exists between socio-demographic characteristics and apparel fashion consumption decision making among Kenyan university students in Nairobi City County
- iii. To establish if a relationship exists between physiological factors and apparel fashion consumption decision making among university students in Nairobi City County.
- iv. To determine if a relationship exist between socio-cultural factors on apparel fashion consumption decision making among university students in Nairobi City County.

- v. To determine if a relationship exist between psychological factors and apparel fashion consumption decision making among university students in Nairobi City County.
- vi. To assess the influence of internet and social media on apparel fashion consumption decision making among university students in Nairobi City County.
- vii. To investigate whether university students are guided by Engel-Kollat-Blackwell model in their apparel fashion consumption decision making in Nairobi City County.
- viii. To develop a model that will help explain the behavioral reaction, need and consumption of apparel fashion among university students.

1.5 Research Hypotheses

This study tested the following null hypotheses:

- H₀₁:** There is no relationship between Socio-demographic characteristics and apparel fashion consumption decision making among university students in Nairobi County.
- H₀₂:** There is no relationship between physiological factors and apparel fashion consumption decision making among university students in Nairobi County.
- H₀₃:** There is no relationship between socio-cultural and apparel fashion consumption decision making among university students in Nairobi County.

H₀₄: There is no significant relationship between psychological factors and apparel fashion consumption decision making among university students in Nairobi County.

H₀₅ There is no relationship between Internet and social media and apparel fashion consumption decision making among university students in Nairobi County.

1.6 Significance of the Study

The findings of this study are hoped to lay ground for understanding how students respond to apparel fashion need stimulus. The findings of this study may be useful to apparel fashion designers in understanding personality characteristics of the university students. This may help evoke these personality traits and link them to apparel fashion shopping. It may also help managers in apparel industry to better respond to the apparel fashion-conscious segment better.

This study aims to uncover forces that influence apparel fashion consumption decisions using modeling. The findings may assist academics better comprehend the potential gap between apparel fashion customers' decision-making and existing theories, which will be useful because existing models are time and space constrained. The discovery could also serve as a foundation for future research in related domains. Students in universities and other academic institutions may use these findings when making decisions on apparel fashion consumption. This may help them to avoid perceptive buying and instead enable them undertake a post purchase evaluation for them to take an informed decision when making the next apparel fashion purchase.

1.7 Delimitations of the Study

The research was carried out on full-time undergraduate students who were enrolled in classes at the time of the study for the academic year 2019 - 2020. Only main university campuses in Nairobi County were evaluated. Since the survey only looked at apparel fashion consumption, non-apparel fashion accessories and products including lipsticks, nail arts, earrings, tattoos, and body surface makeup were not considered.

1.8 Limitations of the Study

This study looked at socio-cultural, physiological, print and electronic media, and psychological aspects of university students and how each of these aspects influence apparel fashion buying decisions. Consequently, the findings of this study may not be applicable to other colleges due to regional differences in the aforementioned criteria.

1.9 Assumptions

The study expected that every participant would complete and return the questionnaire to the researcher.

1.10 Conceptual and Theoretical Framework

1.10.1 Theory

Maslow's hierarchy of human needs theory was applied. Abraham Maslow proposed this hypothesis in a 1943 publication. It asserts that humans are motivated to meet specific wants, with some demands taking precedence over others. Physical survival is the most basic necessity, and it is also the primary behavioural motivator. After that level has been completed, the next level up is

pursued, and so on. Physiological needs (protection from the elements, security, order, law, stability, freedom from fear), love and belongingness needs (friendship, intimacy, trust and acceptance, receiving and giving affection and love), esteem needs (for oneself: dignity, achievement, mastery, independence, status and prestige), and self-actualization needs (realizing personal potential, self-fulfillment, seeking personal growth and peak experiences) are all important (Maslow, 1987, p. 64). Maslow believed that once we are pleased with our achievements and sense of social value, we move on to the next phase.

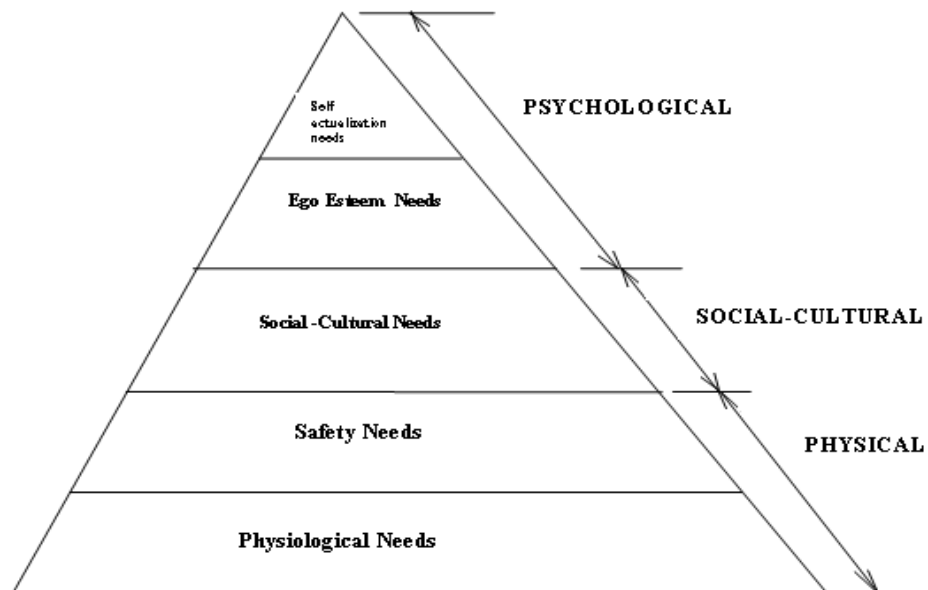


Figure 1.1: Maslow's Human Needs Hierarchy model

Adopted from Gopinath (2020).

Maslow's Need Hierarchy can be summarized as: Needs are organized in a hierarchy of prepotency in which more basic needs must be met before higher needs; the order of needs may be flexible based on external circumstances or individual differences; and most behavior is multi-motivated, that is, determined by more than one basic need at the same time. In Maslow's human requirements

hierarchy theory, motivation is an inside drive that causes people to get what they need after they have met the original need, according to Gopinath (2020). As a result, a variety of factors influence apparel fashion consumption the level in the human need hierarchy dictates the physiological and socio-demographic characteristics of students, therefore this theory helped to understand the factors of apparel fashion purchasing decision making among university students.

1.10.2 Conceptual Framework

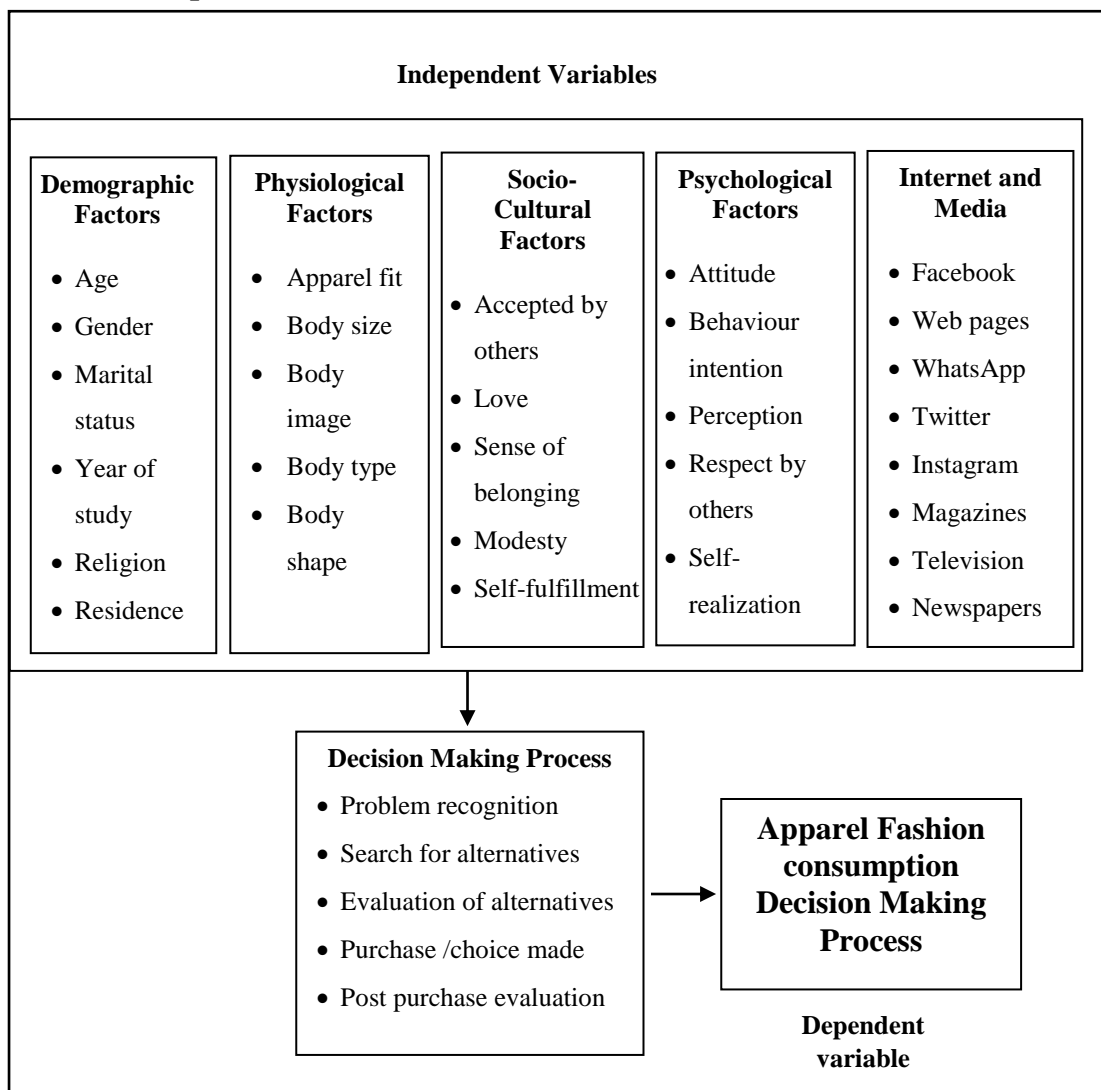


Figure 1.2: Determinants of apparel fashion consumption Decision Making Process.

Source: Researcher (2020)

Demographic characteristics of individuals are vital in making a decision to purchase apparel fashion. There are notable variations across people of different age, gender, marital status and finances in relation to apparel fashion consumption decision making. Apart from the demographic factors, physiological, socio-cultural and psychological factors too dictate one's decision to purchase apparel fashion. However, the factors determining apparel fashion consumption and the decision-making process are dictated by the need for apparel fashion at the time as explained by Maslow.

Studies have revealed that media and the internet have a great role in influencing decision making on apparel fashion consumption. The study sought to establish if what university students hear and watch on social media had an influence on their apparel fashion consumption decision making process. In this study, the interaction between the independent variables were excluded. Once all the factors have been put to play, the student undergoes the decision-making process which culminates into purchasing and consumption of apparel fashion.

CHAPTER TWO: LITERATURE REVIEW

The chapter deals with related relevant literature to this study. It presents reviews as per the objectives of the study; socio-demographic characteristics, physiological, socio-cultural factors and psychological factors influencing apparel fashion consumption decision making. The chapter then presents the summary of literature review.

2.1 Socio-Demographics and Apparel Fashion Consumption Decision Making

Economic factors have been found to be an important influence in apparel fashion consumption habits especially among low income consumers (Seo & Kim, 2019). In a study done in Hong Kong and Canada by Rahman, Fung & Chen (2020) on male and female, fast apparel fashion consumers aged twenty to thirty-five, it was determined that, “fast apparel fashion” helped to satiate “deeply held desires” among young consumers in the industrialized world for luxury apparel fashion. This pattern of high demand for “fast apparel fashion” among youthful consumers was attributed to their financial status.

Anić and Mihić (2015) examined the relationships between demographics, apparel fashion consciousness and clothing purchases in Croatia. The study found out that younger consumers were more prone to apparel fashion shopping than older consumers; females were more likely to enjoy apparel fashion shopping than males underscoring the importance of age and gender in apparel fashion consumption decision making. Anić and Mihić (2015) also established that, well-educated consumers are more apparel fashion-conscious than less-educated consumers and they spend more on footwear products than less-educated

consumers. This shows that educated consumers had higher income and were more likely to require more fashion than their less educated counterparts.

Millan and Wright (2018) looked at gender effects on consumers' symbolic and hedonic preferences and actual clothing consumption in the Czech Republic. The study assertion of authority in male toward women regarding clothing product category was significant. In Saudi Arabia, Abu Nab (2019) investigated the influence of the socio-cultural factors affecting the fashion and clothing consumption of Saudi women. It is a multidisciplinary study that combines fashion and consumer behaviour approaches in order to define and explain the collective socio-cultural norms that underlie the patterns of women's fashion and clothing consumption in Saudi Arabia. Using a mixed-method approach data collection, observation, face-to-face questionnaire was completed by 654 women, local retailers and experts in the fashion market. The study identified two main systems defining fashion consumption in female Saudi society. Public and female-only social settings that require communicating or establishing a specific value or a set of values to meet social expectations and structure of the market and its operational system used to respond to consumer demands.

Imo, Mugenda and Mburugu (2010) in their examination of challenges facing clothe traders in Nairobi, and strategies for succeeding in a free market, determined that the trader's age and employment designation were the socio-economic characteristics significantly influencing the type of apparel sold. In her study, Kitheka (2014) noted that professional women in Machakos town were more influenced by economic factors than any other factor in their choice of

clothing. Similarly, Riungu (2011) noted that age, level of education and level of income influenced clothing selection and buying practices among primary school teachers in Meru south pointing to the fact that besides occupation, age, income level and level of education played a key role in the process of apparel fashion consumption decision making.

According to He & McAuley (2016, April) some apparel fashion styles are dependent on particular groups of people. Imo (2013) conducted a study on adoption of the Kenya national dress as a basis for developing a decision - making model for the local industry. Factors that strongly influenced the respondents to adopt the Kenyan national dress included the consumer's gender and educational level.

2.2 Physiological Factors and Apparel fashion Consumption Decision Making

Induced by persuasive social settings, the dilemma of what is considered as an ideal size, shape and body image continue to impact decisions consumers make regarding clothing selection and fashion (Yazdanparast & Spears, 2018; Grogan, 2021). Body image has been identified as crucial to clothing provision and fashion consumption (Bly, Gwozdz & Reisch, 2015). Consumer motivation symbolizes oblige (help) to satisfy physiological needs through apparel fashion purchase and consumption (Blackwell, Kollat & Engel, 2006). Peng and Cui (2020) points out that clothing is a basic necessity for providing warmth, preservation and efficient operation of the human body and hence a fundamental need that helps to improve the body image and appearance.

While citing Apeagyei (2008), Grogan (2021) noted that issues of body image, trend, body shape and size on clothing selection and fashion consumption are important in today's society, especially among image conscious females. Grogan (2021) suggest that idealized body types, sizes and affordability are significant and relate to the acceptance and consumption of clothing and fashion.

Body image is the mental picture of one's physical body including size, shape, appearance and one's attitude toward the physical self which manifests itself through feelings and beliefs about one's body (Koçan & Gürsoy, 2016). Body image describes one's attitude toward a single aspect of the self, namely the physical body. Body image may change gradually and can be influenced by a number of social factors, such as culture, media and interactions with family and peer friends.

A negative or unhealthy body image can contribute to low self-esteem and affect well-being. When the mental image of one's body or attitude toward this image causes distress, the body size helps to address this concern (Neagu, 2015). Since body image is typically based more on perceptions and feelings than on actual appearance, people tend to use the apparel fashion so as to satisfy their feeling through apparel fit (Tylka & Wood-Barcalow, 2015).

In 2005, Youn and Lee carried out a study on self-image and fashion leadership. The study noted that the congruence between real and ideal self-images and perceived body images was responsible for stimulation of clothing involvement or consumer confidence which consequently influenced fashion innovativeness and fashion opinion leadership. According to the study, fashion leaders were known for

confidence when making buying decisions on new fashion products and were more likely to influence other consumers to buy new fashion items. The study found a positive influence of perceived body image on clothing involvement and consumer confidence.

Rieke et al. (2016) examined factors influencing body image satisfaction and purchase intent among the millennial females. Using an online survey created in Qualtrics, quantitative data was collected and analyzed using exploratory factor analysis and linear multiple regression, the study indicated that the respondents were influenced by personal preferences, morals and beliefs, and certain occasions, seasons, climate, and the weather. These factors significantly influenced body image satisfaction.

Jones, Hillier and Comfort(2014) and McNeill et al. (2020) found out that fit was important among fashion sensitive young consumers, especially as their body shape had changed during and after pregnancy, the lack of craftsmanship in inexpensive fashion often led to a poor fit whereas higher quality garments fit their body shape, providing confidence, positive feelings, and comfort.

Grogan (2021) sought to understand the body dissatisfaction in men, women and children. Slim body size and shape was perceived as the most ideal (75%), large bust second (46%), large bottom third (41%) and broad hips was placed fourth (51%). With an overwhelming count of 90%, respondents indicated that the big body size and shape was the least ideal. In the study, it was observed that 19% of respondents selected and bought loose-fitting garments that concealed their figure types, whereas 78% selected and bought garments that enhanced their figure

types. The majority of the respondents (82%) indicated that they would not wear clothes that do not fit well.

Makhanya and Mabuza (2020) explored the relationships between body type and fit preferences with body cathexis and clothing benefits sought by consumers. The study findings showed a significant association between body cathexis (satisfaction with head/upper body, lower body, height, weight and torso) and body shape. The degree of satisfaction with different body parts depended on the body type of the individual. The level of satisfaction with head/upper torso and height did not vary by body type. Bly, Gwozdz and Reisch (2015) showed that ones' physique and mental image are primary factors in apparel fashion consumption decision making that stakeholders ought to consider. This study will examine the influence of physiological factors like body shape, body size, body image and body type on the apparel fashion consumption decision making.

2.3 Socio-cultural Factors and Apparel fashion Consumption Decision Making

Under social factors, social stimuli include a sense of belonging, need for love, and affection associated with acceptance by various social groups (Solomon, 2006). This is so because every human being wants to build a meaningful relationship with others. According to Vehmas et al. (2018), consumers like showing off their apparel as much as possible to communicate their status. Consumers' behaviour is socially and personally inclined to peer group interests, which is driven by the need to impress others and self-fulfillment (Yang & Mattila, 2017).

When it comes to socio-cultural factors, clothing and appearance are provided by the culture and the times in which we live (Solomon, 2006). Culture is manifested within boundaries of acceptable behavior. Manchirajuand, Sadachar (2014) stated that consumers' desires are shaped by the society they belong to. Differences in cultural values result in different preferred methods of speech, apparel fashion consumption and different ways of perceiving things.

According to Gajjar (2013), marketers use cultural factors to understand consumers' concepts. Cultural beliefs and value intervene in economic decisions of consumers (Towse, 2019). To understand the behavior of consumer, it is necessary to know the influence of cultural norms and values (Xu et al., 2014). Solomon (2006) posits that apparel fashion styles change to keep up with time since people are influenced greatly by changing culture.

Badaoui et al. (2018) while assessing the influence of identity, both personal and social, on the importance that adolescents attach to clothing product (clothing, shoes, and accessories) and brand, postulated that the identity variable (personal and social) is a mediating factor for primary and secondary socialization agents to better explain the importance of product and brand for adolescent. Grade level (in high school) variable is a moderating factor between socialization agents, identity, and the importance of clothing products and brands for adolescent. Social identity functions as a mediator between secondary socialization agents and clothing product and brand to explain the importance adolescents place on clothing product and brands. Because peers are important in social relationships in terms of belonging and differentiation, social identity plays a significant role. The

mediating function of the identity (personal and social) variable in terms of socialization agents (primary and secondary) to explain the importance attached to clothing product and brand by adolescents. Specifically, personal identity is a unique mediating factor between family, as a primary socialization agent, and product. These results attest to the slight impudence.

Rahman, Saleem, Akhtar, Ali and Khan (2014) investigated factors influencing apparel fashion consumption in Pakistan. The factors under inquiry included apparel fashion innovativeness, consumer innovativeness, apparel fashion involvement, opinion leadership and status, influence, consumer intention to adopt new apparel and how that intention influenced apparel fashion adoption. Results from Structural Equation Modeling (SEM) analysis revealed that, apparel fashion involvement; opinion leadership and status of consumers positively influenced their intention to purchase new apparel fashion while apparel fashion innovativeness, intention to adopt and consumer innovativeness did not have significant effect on consumption of apparel fashionable clothes.

Filieri & Lin (2017) conducted a study on decision making among young Chinese consumers of clothing. Results revealed that clothing choice criteria, personal values and lifestyle, self- concept, apparel fashion involvement, social and cultural factors influenced decision making. Hassan and Harun (2016) assessed factors influencing fashion consciousness in hijab fashion consumption among hijabistas in Kuala Lumpur in Malaysia. Using a questionnaire, data was collected from 345 women who visited Kuala Lumpur international Hijab Fashion Fair in 2014. Results showed that dressing style, fashion motivation, fashion uniqueness and

sources of fashion knowledge positively influenced fashion consciousness and indirectly influenced hijab fashion consumption.

In 2015, Billeson and Klasander investigated four barriers that hindered consumers from buying sustainable fashion in London; style/design, price, convenience and information/knowledge. Using a mixed methods approach, a survey and interviews, the study examined attitude-behaviour gap the consumers' attitude and behaviour towards sustainable fashion. The results show that style/design and price are not as much of barriers as convenience and information/knowledge. The female respondents demonstrate a more positive attitude towards sustainable fashion consumption than the males. There was no significant difference between genders.

Watkins, Aitken and Mather (2016) sought to establish the relationship between moral foundations, political orientation and sustainable consumption in New Zealand. Using structural equation modeling, the study sought to demonstrate the relationship between moral foundations, political orientation, individual sustainable consumption behaviours and wider political involvement in sustainability issues. Results show that people with individualizing moral foundations, who tend to the political left, are more likely to engage in sustainable consumption behaviour and to demonstrate their commitment to change through political action on sustainability issues than people who hold binding moral foundations. Results showed a direct relationship between consumers' moral foundations, political orientation and their individual and collective commitment to sustainable consumption as an agent for change.

2.4 Psychological Factors and Apparel fashion Consumption Decision Making

Psychological needs consist of the consumers' self-image, behaviour intention, respect by others, perception, attitudes, and self-realization (Laceulle, 2018). Apparel fashion consumers have unique characteristics that are inclined towards self-image. Assawavichairoj and Taghian (2017) asserts that self-image is developed through interactions with the members of peer group which shapes their apparel fashion consumption.

Gupta and Gentry (2019) found that apparel fashion conscious persons are competitive, adventurous, self- assertive, attention-seekers and self-confident. They observed that apparel fashion conscious consumers have leadership traits as they placed high value on their appearance, status and authority. Dhurup (2014) studied impulsive apparel fashion apparel consumption with emphasis on hedonism, apparel fashion involvement and emotional gratification among university students in South Africa. The study showed that emotional gratification and apparel fashion involvement were significant predictors of impulsive buying behavior.

Park (2014) assessed the influences of psychological and consumption-related variables on fashion consciousness. A survey was used to collect data from 305 university students in Seoul, using convenience sampling. Exploratory factor analysis and AMOS was used in data analysis. From the study results, materialism directly influenced fashion consciousness while materialism and change seeking influenced

fashion consciousness indirectly through face conscious consumption and shopping enjoyment

Zeba and Ganguli (2019) examined the parsimoniously explored phenomenon of novelty seeking in the fashion apparel consumption through the lived experiences of fashion apparel innovators in the context of adult career women of emerging market. Self-expressing and confidence, impulse purchase of clothes was considered among other four dimensions of themes and sub dimensions. Interpretive phenomenological analysis was used to explicate consumers' experiences of fashion apparel consumption. The conceptualization encapsulates how novelty seeking is driving innovative behavior in fashion apparel context.

Becker-Leifhold (2018) studied the role of values in collaborative fashion consumption. Based on the theory of planned behavior (TPB) as well as the value-belief-norm theory using structural equation modeling based on an online questionnaire completed by 1009 respondents, the study found significant results regarding value orientations and motives that are highly relevant for the growth of the Collaborative consumption (CC) of clothes in the future. Ruan, Xu and Lee (2022) sought to identify consumer motivations for luxury fashion rental from both the luxury consumption and collaborative consumption perspectives. Data was collected from 359 U.S. consumers via an online survey and analysis done by a second-order confirmatory factor analysis to confirm the validity of the second-order hierarchical structure. Results showed that intrinsic luxury fashion rental motivations included hedonic benefits, uniqueness, and sustainability, while

extrinsic motivations include economic benefits, social norms, smart shopping, and ego defense.

Lee and Chow (2020) investigated consumer attitudes and intentions toward online fashion renting retailing. A sample of 300 surveys were collected from U.S. consumers. To assess the respective measurement model, confirmatory factor analyses were performed, and a structural path analysis was performed to verify the hypothesized relationships. Subjective norms and previous fashion rental experience were found to influence intentions towards online fashion renting retailing.

Manchiraju and Sadachar (2014) explored the influence of consumers' personal values on consumers' behavioral intentions to engage in ethical apparel fashion consumption. Results revealed that an individual's personal values were related to their intentions to engage in ethical behavior. The findings also showed a significant negative relationship between self-enhancement personal values and behavioral intention toward ethical apparel fashion consumption.

2.5 Internet, Media and Apparel fashion Consumption Decision Making

Currently, internet and media play an important role in giving the world a new definition. Marketers and designers may now reach a larger audience from the comfort of their own workplaces. For example, those who were previously unconnected to high apparel fashion can now watch live footage from any designer around the world thanks to a designer's Facebook page, Twitter feed, Instagram account, web page post, or television advertisement, an opportunity that was previously only available to industry insiders, celebrities, and socialites.

Documented research has revealed that, the media and the internet play a significant impact in influencing apparel fashion buying decisions.

Shephard et al. (2016) studied the role of media influence, apparel fashion consciousness, and apparel fashion leadership on shopping channel choice in terms of gender at Southwestern University in the United States. The study looked at how different sorts of media influence men and women's behavior. A survey was administered on a sample of male and female students. The results indicated that while mass media positively influenced apparel fashion consciousness for both males and females, personalized media only indicated significant influence on male apparel fashion leaders. Additionally, both male and female consumers indicated that apparel fashion leadership influenced non-traditional over traditional retail channels. This research used social cognitive theory and the theory of symbolic interaction to better understand the impact of media and apparel fashion on shopping behavior.

de Lenne and Vandebosch (2017) examined the relationships between different types of media, the intention to buy sustainable apparel and tested whether attitudes, social norms, and self-efficacy beliefs could explain these relationships. The study found out that exposure to social media content of sustainable organizations, eco-activists, and sustainable apparel brands, and social media content of apparel fashion bloggers and fast apparel fashion brands predicted respondents' attitudes, descriptive and subjective norms, and self-efficacy beliefs regarding buying sustainable apparel. In turn, attitudes, descriptive norms, and self-efficacy beliefs predicted the intention to buy sustainable apparel. Apparel

fashion magazines predicted the intention through self-efficacy. Specialized magazines did not predict the intention to buy sustainable apparel.

Musa and Gopalakrishna (2022) examined the role of compassion and sustainability awareness on fair trade fashion consumption with internet engagement as a moderator. Online surveys were distributed to consumers who shopped at Fair Trade clothing companies and consumers shop at conventional clothing companies. Using a sample of 129 respondents, data was analyzed through correlation and multiple regression. The study revealed that Compassion for Oneself, Others and the Environment (COOE) and Desire for Sustainability Awareness (DSA) were positively related to Fair Trade Fashion Consumption (FTFC). Importantly, Internet Engagement (IE) was found to moderate the relationship between DSA and FTFC.

Fernandez and Karhawi (2015, November) studied the usability and consumption influence of fashion blogs in Brazil. The study sought to understand what type of influence fashion blogs have on customers buying decisions. Using Usability Tests and interviews with readers of fashion blogs, the study examined how navigation flow affected buying decisions and how bloggers' outfits, photos and posts influenced reader's consumption. The results indicated a relationship between blogs and usability and consumption of fashion.

Assis et al. (2020) examined blogs as marketing tools and their influence on consumers' decisions on purchasing fashion and beauty products. Bibliographic investigation followed by empirical research and analysis of data using multiple regressions was done. It was established that the main characteristics of the

consumers most susceptible to fashion consumption and beauty blogs on consumption were associated with those who valued online platforms.

Nash (2018) explored how social media platforms influence fashion consumer decisions in the UK retail sector. Adopting an interpretive, exploratory approach, applying a qualitative design, the study involved 8 in-depth interviews and 2FGDs to collect data. It was established that consumers used a variety of internal and external motivations that influence their behaviours and perceptions of high-street fashion retailers, and these factors were aided and facilitated by the use of social media. Participants were found to actively use social media to gain inspiration and information regarding high-street fashion retailers. Shin and Lee (2021) sought to establish understand which image components of social media fashion influencers (SMFI) were effective in the new fashion adoption process when using a social shopping service. Using a 2×2 between-subject design, the study showed that for SMFIs with moderately HSS, consumers' curiosity was higher for novel than familiar fashion products.

Similarly, Algahni and Al-Dabbagh (2020) assessed the impact of social media in the consumer trend towards sustainable clothing. Using multiple focus groups, the study identified the key deterrents to purchasing sustainable clothing including high price, lack of aesthetic design and unavailability of products at consumers nearby stores. The study observed that consumers demand sustainable clothes that were attractively designed, of good quality and priced reasonably.

According to West (2015), the number of people consuming the internet on their phones in Africa is currently at half a billion. Facebook, which is the world's

leading social media site, is home to twenty-two million African users who are interested in many things including apparel fashion and various apparel fashion trends. Emilia (2015) investigated how young adult female consumers were engaging with images on apparel fashion blogs, compared with apparel fashion print magazine images that have been found to lower women's self-esteem. The findings revealed factors that influence young females' engagement with apparel fashion media and highlighted what they desired when it comes to apparel fashion images.

Today's university demographic is conceivably the first generation to grow up utilizing social media from an early age and to have the web serves as an integral part of their social lives. These characteristics are an important factor in determining their apparel fashion consumption behavior (Schiffman et al., 2013). This study seeks to establish how psychological, socio-cultural and physiographic factors together with the utilization of internet and media influence apparel fashion consumption decision making among Kenyan university students.

2.6 Apparel fashion Consumption Modeling

A model is an abstract representation of the real situation. Real world situation is complex thus understanding the processes and how they work is difficult. Hence models clarify the relations between the various factors and their likely impact on the main process (Sabatier, 2019). Consumer models explain factors that affect purchase of apparel fashion, allow future predictions and assess the likely outcomes of various marketing strategies.

Xu and Chen (2017) carried out a study on consumer purchase decision-making process based on the traditional clothing shopping form. The study established a consumption model with data on information source of clothing store shopping, outdoor media, point-of-purchase advertising, social cues, product prices, service quality and comprehensive experience as influence factors. The study recommended that clothing stores should catch up with new trends, update the variety in the stores and increase clothing display.

Pilcher (2014) modeled children's choice decisions of clothing. With 313 children, the study developed an explanatory study through a questionnaire. Using probit and logit models, the results showed that choice was positively related to age, sex, environment, parents' income, self-esteem, susceptibility to interpersonal influence and utilitarian value (functional value). However, susceptibility to reference group influence, materialism (materialistic attitudes), ostentatious value and involvement were negatively related to choose.

2.7 Decision Making Process

Decision making process is defined by Holmes, Byrne & Rowley (2014) as a process by which consumers identify their needs, collect information, evaluate alternatives, and make the purchase decision. From the above definition, a consumer decision making process consists of five steps, which are need recognition, information search, evaluations of alternatives, purchase and post-purchase behavior (Shaheen & Lodhi, 2016; Trivedi, 2017; Oblak et al., 2017; Qazzafi, 2019; Oumayma, 2019, October; Parmer et al., 2021). These actions are determined by psychological and economic factors, and are influenced by

environmental factors such as cultural, group, and social values (Reynolds& Olson, 2001).

Solomon et al. (2014) points out that understanding the consumer decision-making process can help brands target their marketing. Many models have advanced to explain consumer behaviour for instance Simon model (Simon, 1960), Nicosia Model (Nicosia, 1966), Buyer Behaviour Model (Howard & Sheth, 1969) among many others. However, this study investigated if university students used Engel, Kollat, Blackwell model (Engel, Kollat& Blackwell, 1968) commonly known as EBK model in their apparel fashion consumption decision making.

2.7.1 Cant and Engel-Kollat-Blackwell Model

This model is also called EBK model of consumer decision making process. EBK model describes consumers' decision-making process and how decisions are made when choosing among a list of alternatives. The model builds on the field of consumer psychological theories and helps in looking at the unfulfilled needs in five stages; search for alternatives, need for recognition, post purchase evaluation, choice/purchase made and the evaluation of alternatives (EBK, 1968).

The first stage is the need for recognition. The consumer realizes the need that is not met. The second stage is search for alternatives. The consumers weigh between what he perceives as the best and the prevailing trends in the market (Brown & Bell, 2015). He compares the cost of the apparel fashion in terms of its usefulness with time and whether it will be socially and culturally accepted. The third stage is evaluation of alternatives. The consumers weigh between the

alternatives as they compare the apparel fashion features, fiber content and peer interest. Hence, they come up with a list of brands to assess their value and the appropriate style for wearing as they make their decision (Kumra, 2007).

Stage four is the purchase decision made. Here consumers purchase the most desirable alternative from a set of opinions that they generated in the evaluation stage. At this stage, the marketers and the producers influence the consumers as they get into the market and thus, decision making becomes more complex (Webster & Lusch, 2013). Finally, at post- purchase evaluation stage, consumers evaluate the product performance as they utilize it to determine whether it satisfies its purpose socially, culturally or psychologically. The cycle of decision-making process starts again when the apparel fashion expectation is not met (Cant and EBK, 1968). These stages are shown in Figure 2.1 below.

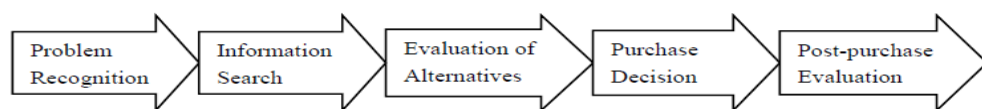


Figure 2.1: Five stages of purchase decision making.

Adopted from Xu& Chen (2017)

The first stage depicts the physiological factors that make one wish to obtain a apparel fashion. Stage two and three of the model explains the socio-demographic and socio-cultural characteristics where people are compelled by their status and environment to choose apparel fashion that benefits them. Psychological and other socio-demographic factors help one to make a choice whether to purchase and do a post purchase evaluation. This model is therefore important in explaining the

determinants of apparel fashion consumption decision making among university students.

2.8 Summary of the Review and Identified Gaps

According to the reviewed literature, apparel fashion consciousness characterized by an interest in clothing and apparel fashion defines a person's lifestyle. Apparel fashion consciousness affects purchase decision and consumption behaviour of individuals. The purchase decision and consumption behaviour are dictated by socio-cultural, demographic, physiological and the psychological characteristics of an individual as well as internet and media marketers and celebrities.

The review established socio-demographic characteristics including age (Riungu, 2011; Joy et al. 2012; Anić and Mihić, 2015), gender (Riungu, 2011; Imo, 2013; Anić and Mihić, 2015), education level (Riungu, 2011; Imo, 2013), economic status (Riungu, 2011) and profession (Riungu, 2011; Kitheka, 2014) influenced the purchasing decision and consumption behaviour of apparel fashion. This study investigated the influence of these factors on apparel fashion consumption decision making among university students in Nairobi County.

Towse (2019) identified peer groups as a social factor affecting apparel fashion consumption. Other cultural factors are societal expectations, opinion leadership and status of consumers (Rahman *et al.*, 2014). Psychological factors have also been seen to influence apparel fashion consumption e.g. emotional gratification (Dhurup, 2014), consumers' personal values (Manchiraju & Sadachar, 2014), insecurity masking (Schiffman *et al*, 2013) and attitude placed on the apparel

fashion. The above literature did not consider male and female on apparel fashion consumption.

This study explores the determinants of apparel fashion consumption decision making for both male and female university students. Whereas reviewed studies focused on different groups of people in different parts of the world, this study focuses on university students in Nairobi City County, Kenya.

CHAPTER THREE: RESEARCH METHODOLOGY

Research methodology is presented in this chapter. It consists of the research design, the target population, sampling procedures and sample size. Research instruments, pre-testing, validity & reliability of the tools and data collection are also presented. Finally, this chapter presents data analysis, ethical & logistical considerations.

3.1 Research Design

Descriptive cross-sectional design employing both qualitative and quantitative techniques in data collection and analysis was used. Kautonen *et al.* (2013) asserts that this design seeks to acquire information on social phenomenon by determining attitude, perception, behavior and social conditions of an individual at one point in time. Cross-sectional design is appropriate since it allowed the collection of extensive and intensive facts on the data required for the study (Wardian & Sun, 2014). The design helped in determination of socio-demographic characteristics, socio-cultural, psychological and physiological factors influencing apparel fashion consumption decision making among university students. It gave facts on determinants of socio-cultural, psychological and physiological factors.

3.2 Study Variables

The study variables comprised dependent and the independent variables.

3.2.1 Independent Variables

- i. Socio-demographic factors included gender, age, religion, residence and marital status. These variables were measured descriptively by establishing frequencies and percentages.
- ii. Physiological factors measured by body size, shape, type and body covering. These factors were measured both qualitatively and quantitatively with verbal quotation presented on particular issues about whether these factors informed the decision to purchase apparel fashions. Quantitatively, their influence was measured by a 2-point Likert scale of 1(No) and 2(Yes).
- iii. Socio-cultural factors measured by socialization, being in harmony with other, not wanting to be left behind, regard for authority and dress code. These factors were measured using a 5-point Likert scale of 1(Strongly disagree): 2(disagree); 3 (neutral); 4(Somewhat agree) and 5(strongly agree).
- iv. Psychological factors included values, religion, being adventurous, respect from others, identity, attention seeking, self-confidence and competition from peers.
- v. Internet and media included fashion magazines, TV shows, window shopping (displays) and social media (WhatsApp, Facebook, Instagram, and twitter).

3.2.2 Dependent Variable

The dependent variable was apparel fashion consumption decision making process. This variable may change depending on respondents' response on the independent variables. The variable was broken down into a list of 10 statements that were measured through a questionnaire with a five-point Likert scale of never, rarely, sometimes, often and always represented by 1, 2, 3, 4 and 5 points respectively.

3.3 Study Area

This study was done in Nairobi County, Kenya due to its cosmopolitan nature in the country, and is known for being an avenue of apparel fashion revolution. According to Brooks and Simon (2012), apparel fashion changes start in universities and colleges in Nairobi County before spreading to other parts of the country. The study was carried out in both private and public universities in Nairobi County. According to Commission for University Education (CUE, 2016), there were 4 public and 16 private universities in Nairobi County (Appendix D).

3.4 Target Population

The study targeted 20 universities in Nairobi County (4 public and 16 private) with a total of 237,593 undergraduate students (CUE, 2016). This constituted the target population and is distributed as displayed in Appendix D.

3.4.1 Inclusion Criteria

Only undergraduate students on full-time mode of study from main Campuses universities in Nairobi County were included in the study. Only universities with more than 10 percent of the total number of study population respondents were part of the sample (Appendix D).

3.4.2 Exclusion Criteria

Students whose main universities are not within Nairobi County were excluded. Undergraduate students who were beyond year four of study were excluded from the study to ensure that n/4 formula for sample selection across the four years of study is maintained in all universities. All constituent colleges of both private and

public universities as well as universities holding Letters of Interim Authority (LIA) was not included.

3.5 Sampling Techniques and Sample Size

This section presents the sample size and sampling techniques.

3.5.1 Sample Size Calculation

Deng, Chen & Yang (2009) fisher-based formula was adopted to obtain 534 respondents as sample. The formula expands size of the sample because it uses cluster sampling instead of simple random sampling. The design effect (ratio of estimation errors) is set at 2, while the level of precision is set at 6%. The formula is given by:

$$n = \frac{z^2 \cdot p \cdot q \cdot D}{d^2} \text{ Where:}$$

N is the sample size,

Z is the standard score at 95 percent level of confidence (1.96) and

P is the variable of focus occurrence proportion. 0.5 is used in case the figure for providing the maximum variability is not known.

q is the proportion of the variable not occurring and it is given as $1-p = 0.5$.

D is the design affect which in a nearly homogenous population, the researcher has set it at 2.

D is the uncertainty margin, level of significance or the error estimated within ± 0.06 or 6% of precision was acceptable for this study. Therefore;

$$\frac{(1.96)^2 \times (0.5) \times (0.5) \times 2}{0.06^2} = 534$$

3.5.2 Sampling Techniques

This study employed purposive sampling to select universities in Nairobi since Nairobi is a cosmopolitan city that determines the major apparel fashion trends among university students. Purposive sampling was used to select universities with more than 10 percent of the respondents through probability proportional to size. Proportionate sampling was applied to distribute the sample size of 534 respondents across all seven universities. The study was therefore conducted among 7 universities, which includes; University of Nairobi (UoN), Kenyatta University (KU), Multimedia University (MUU), Technical University of Kenya (TUK), United States International University (USIU), KCA and Strathmore University (STU) (Appendix D). The study excluded the universities whose proportion of respondents was less than 10 since such proportion was statistically negligible.

Sample distribution across the four years of study was done evenly ($n/4$) while sample distribution by gender was divided into half for male and female (Appendix E). In UoN, 222 respondents will be sampled, with 111 females and 111 males; 160 respondents including 80 females and 80 males from KU, 46 respondents including 23 females and 23 males from MUU. The sample also included 16 respondents from USIU including 8 females and 8 males, 32 respondents from KCA (16 females and 16 males), 36 respondents from TUK (18 males and 18 females) and lastly 22 from STU including 11 females and 11 males. The sample distribution per year of study in each sampled university per gender is presented in Appendix E. A random selection of two faculties was done to provide sub-clusters for respondent selection from each university. Finally,

simple random sampling was applied to select both male and female respondents to participate in the study.

3.6 Research Instruments

This study used a self-designed questionnaire. The questionnaire had both closed and open-ended questions to ensure that a wide range of responses were obtained. According to McGuirk & O'Neill (2016) closed questions provide an easy way of coding the data obtained and help obtain quantitative data while open questions help the study obtain extensive opinions (qualitative data) from respondents. The questionnaire was divided into seven sections according to study objectives (Appendix B).

3.7 Questionnaire Pre-testing

The questionnaire was pre-tested in one of the private universities in Nairobi County which was excluded from the main sample for the actual study. Kothari (2004) postulates that pre-test sample should be at least a tenth of the sample of study and therefore this study will use 54 students for pre-testing since the sample for the actual study is 534 respondents. Blair, Czaja and Blair (2013) also notes that pretesting helps to pinpoint areas with problem, reduce measurement error, reduce respondent burden, determine whether or not respondents are interpreting questions correctly, and ensure that the order of questions is not influencing the way a respondent answer. The pre-test also helped to give exposure to the research assistant who helped in the administration of the questionnaire to the students.

Data collected in the pre-test was done on two different days covering two classes. The classes were coded as A and B. Class A had 27 students while B had 27 students. For purposes of ascertaining reliability, class A was drawn from the School of Education while class B was drawn from the School of Business. In both classes, students were randomly selected from their respective classes. The number 27 was purposively selected for Split-Half application. The questionnaire was administered by the researcher and the research assistant. All the respondents were given 30 minutes to fill the questionnaire and thereafter, the filled questionnaires were recollected.

3.7.1 Validity of the Questionnaire

This study used content validity to establish the validity of the questionnaire using two universities – a private and public university. To be valid, a survey question must achieve the objectives of the study. This was achieved through convergence and divergence validity using questions covering all features of determinants of apparel fashion consumption decision making among university students. This was determined by first comparing answers to one question measuring the same concept from respondents in the pre-testing university, then by measuring the answers to the participants' response to questions that asks for the exact opposite answers.

3.7.2 Reliability of the Questionnaire

Split-Half Reliability was employed to determine the internal consistency of the questionnaire. All items measuring the same variable were randomly split into two. The two halves of the test then administered to a group of students in one of

the private universities in Nairobi County. The university was not considered in the main study. Items containing Likert scale were 51 and hence were coded as Q1 – Q51. The items were then entered into the SPSS for analysis using the Cronbach Alpha. Cronbach Alpha correlations were obtained. Table 3.1 shows the summary of the result.

Table 3. 1: Cronbach’s Alpha Analysis

Reliability Statistics			
Cronbach’s Alpha	Cronbach’s Alpha Based on Standardized Items	No. of Items	
.844	.697		51

Results in table 3.1 showed that Cronbach’s alpha is 0.844, which indicates a high level of internal consistency. The corrected item-total correlation values were all above 0.429 and hence there was no need to adjust or edit any of the items.

3.8 Data Collection Techniques and Procedures

This study employed a questionnaire to collect data. The researcher recruited and trained research assistant who was a post-graduate student to aid with administering the questionnaire. The research assistant was selected from the researcher’s class. The researcher with the help of the research assistant administered the questionnaire to respondents. All the respondents were given at least forty minutes to fill the questionnaire and return the filled questionnaire. The administration of the questionnaire was done in one university after the other which ensured that the return rate was high. Open questions help the study obtain extensive opinions (qualitative data) from respondents.

3.9 Data Analysis and Presentation

Data was first coded and cleaned to ensure clarity and precision. Quantitative data was entered into Statistical Package for Social Sciences (SPSS version 25) and analyzed to obtain frequencies, means and percentages. Qualitative data was transcribed fully in line with the study objectives. The qualitative data obtained from the open-ended questions was coded by identifying and labeling items with similarities in themes and certainty according to objectives and emerging themes. This was done through content analysis. Relevant quotations were extracted from the transcripts. Ideas appearing frequently were expressed in terms of frequency and were quantitatively presented using tables and figures where feasible.

Chi square was used to test all the null hypotheses; Socio-demographic characteristics, physiological factors, culture, psychological factors and social media and internet have no significant relationship with apparel fashion consumption decision making among university students in Nairobi County. Chi square test was used since it enabled the researcher to make comparisons between observed and expected frequencies objectively. Chi square test of independence was used after cross tabulation of the qualitative variables.

3.10 Logistical and Ethical Considerations

Ethical approval was obtained from the Kenyatta University Ethics Review Committee (KUERC). Permit from the National Commission for Science, Technology and Innovation (NACOSTI) was also sought. Informed consent was sought from all the respondents before they could respond to any questionnaire. Data confidentiality and respondent anonymity was guaranteed. In addition, the

study was keen to cause minimal interference with the respondents' lecture attendance and therefore data was collected from each class from students who did not have a class in the next hour and were able to spare at least forty minutes.

CHAPTER FOUR: FINDINGS

This chapter presents the results of the study findings. The study sought to achieve the following research objectives: To establish factors influencing apparel fashion consumption decision making among Kenyan university students; To establish if a relationship exists between socio-demographic characteristics and apparel fashion consumption decision making among Kenyan university students and establish if a relationship exists between physiological factors and apparel fashion consumption decision making among university students in Nairobi County.

The study also determined if a relationship existed between socio-cultural factors on apparel fashion consumption decision making among university students; determined if a relationship existed between psychological factors and apparel fashion consumption decision making among university students. The study assessed the impact of internet and media on apparel fashion consumption decision making among university students and investigated whether university students were guided by Engel-Kollat-Blackwell model in their apparel fashion consumption decision making.

Finally, the study sought to develop a model that would help explain the behavioral reaction, need and consumption of apparel fashion among university students. The dependent variable was apparel fashion consumption decision making. Results of the dependent variable are presented to facilitate cross tabulation with the independent variables. However, the return rate is first presented.

4.1 Response Rate

All the 534 questionnaires were administered to the students according to the sample frame across all the sampled universities. All the questionnaires were returned since the researcher was waiting as the students filled the questionnaire. However, after surface check, thirty-one (31) questionnaires were found to be partially or not filled at all. For consistency, all the 31 questionnaires were disregarded and hence were not included in data analysis. This resulted to 94.2% response rate.

The return rate (Appendix F) show that across all the universities except one, more female students filled the questionnaires than males. This indicates that more females than males were interested with matters related to apparel fashion. Wagithunu, Edabu and Sinan (2019) notes that, a response rate of above 75.0%, is adequate and is suitable to allow for generalization of the outcomes to a given target population in a study. Massey and Tourangeau (2013) and Peytchev (2013) warn that low response rates provide biased and consequently unreliable results. Therefore, response rate of over 94% allowed for reliable generalization of the data obtained from this study.

4.2 Demographic Characteristics of Respondents

This study established the demographic characteristics of the respondents. The demographics considered include age, gender, marital status, religion and residence.

4.2.1 Age of Respondents

This study established the ages of the respondents. The study showed that 85% of the students were between the ages of 18 and 22 years while 15% were between 23 and 27 years. The results indicate that all university students were youths.

4.2.2 Gender of the Respondents

This study established the gender of the respondents. The study results show that females were 51% while males constituted 49% indicating that females were more than their male counterparts.

4.2.3 Marital Status of Respondents

This study sought to establish the marital status of the respondents. The results show that 15% of the students were married while 85% were single indicating that most of the students were still single.

4.2.4 Respondents' Religion

This study sought to establish the religion of the university students as a social factor for purposes of establishing its influence on apparel fashion consumption decision making. The results are presented in figure 4.1.

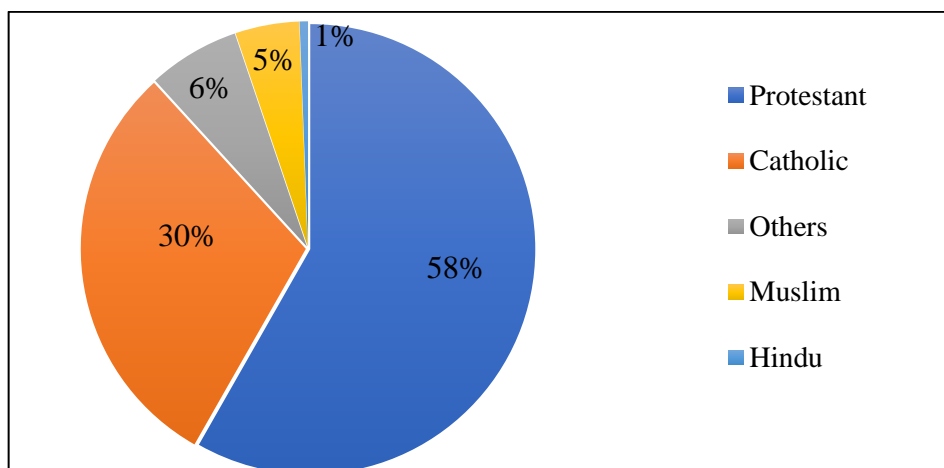


Figure 4.1: University Students by Religion

The study shows that 58% of the sampled students were protestant while 30% were Catholics. The study also shows that 6% indicated that they belong to other religions, while 5% were Muslims and 1% was Hindu.

4.2.5 Respondents Residence

This study established the residence of the students. The students' residence was categorized as urban and rural. Figure 4.2 shows the results.

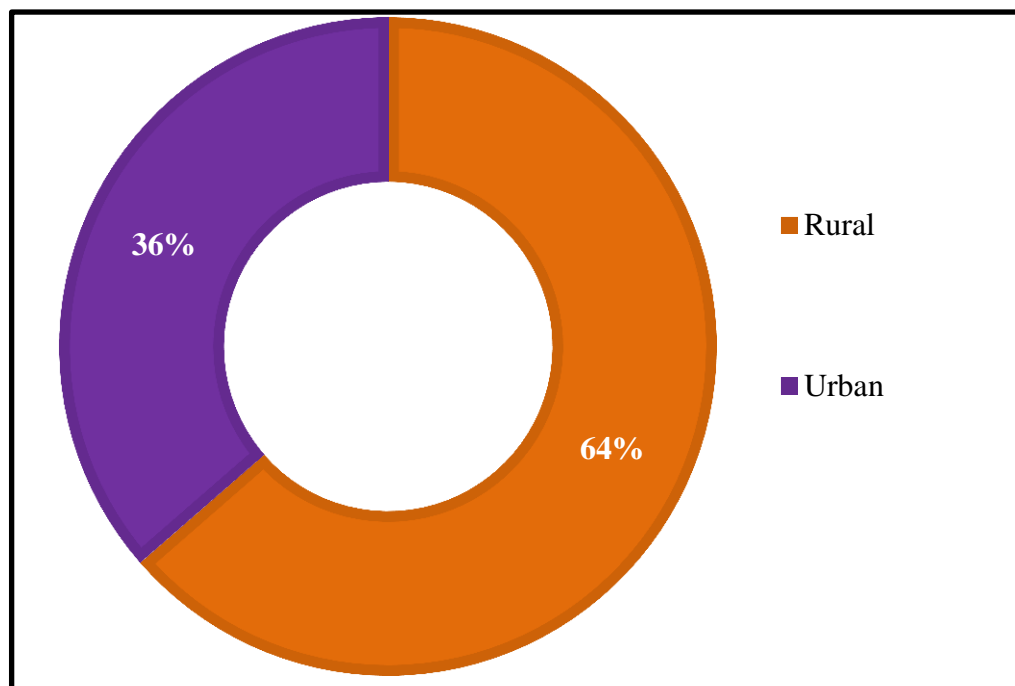


Figure 4.2: Residence of university Students

The results in figure 4.2 show that 64% of the students resided in rural areas while 36% of them were living in urban areas implying that most of the university students hail from the rural areas of the country.

4.3 Apparel fashion Decision Making Process

The dependent variable of this study was the apparel fashion decision making process among university students. Results are presented on the following aspects of apparel fashion decision making: apparel fashion enthusiasm, frequency of apparel fashion shopping, preferred apparel fashion style, knowledge about the latest apparel fashion trends, impulse buying, looking for promotions, deals and discounts and buying of the same product. The section also covers the need conceptualization, expectations about what to buy, knowledge of the latest apparel fashion, search for information about the product, evaluation of all information and impulse buying.

4.3.1 Extent of Apparel Fashion Enthusiasm

The study sought to establish from students the extent to which they considered themselves as apparel fashion enthusiasts when it comes to making decision on apparel fashion. Results are presented in Table 4.1.

Table 4.1: Extent of Apparel Fashion Enthusiasm

		Frequency	Percent
Valid	Not at all	73	14.5
	To a little extent	166	33.0
	To a great extent	264	52.5
Total		503	100.0

Results in Table 4.1 show that 52.5% of the university students regarded themselves as apparel fashion enthusiasts to a great extent. This shows that slightly more than half of the university students are apparel fashion enthusiastic to a great extent while 33% were apparel fashion enthusiasts to a little extent.

4.3.2 Frequency of Apparel Fashion Shopping

This study established how often university students did their apparel fashion shopping. Results are presented in Table 4.2.

Table 4.2: Frequency of Apparel Fashion Shopping

		Frequency	Percent
Valid	Rarely	88	17.5
	Every six months	138	27.4
	Every semester/3 months	166	33.0
	Every month	111	22.1
Total		503	100.0

Data in Table 4.2 shows that most (33%) of the students did their apparel fashion shopping every semester while 27.4% did it semi-annually. There were 22.1% of the students who did apparel shopping every month while only 17.5% of the students rarely shopped. Most of the students did shopping every semester possibly because of availability of finances during the semester from their various sources.

4.3.3 Students' Preferred Apparel Fashion Style

This study determined the preferred apparel fashion style among the students. The results are presented in Table 4.3.

Table 4.3: Students' Preferred Apparel Fashion Style

		Frequency	Percent
Valid	Casual	55	10.9
	Official	80	15.9
	Sport	17	3.4
	Elegant	129	25.6
	Sexy	109	21.7
	Stylish	73	14.5
	Trendy	40	8.0
Total		503	100.0

Results in Table 4.3 show that elegant was the most preferred apparel fashion style by the university students with 25.6% of the respondents followed by 21.7% of the students who preferred sexy apparel. Sixteen percent preferred official clothes; sport clothes (3.4%). This indicates that university students prefer elegant apparel fashion style than the others.

4.3.4 Satisfaction of the Purchases Made

This study sought to establish how often university students felt satisfied or convinced that they had made the right purchase after buying new clothes. Their responses are presented in figure 4.3.

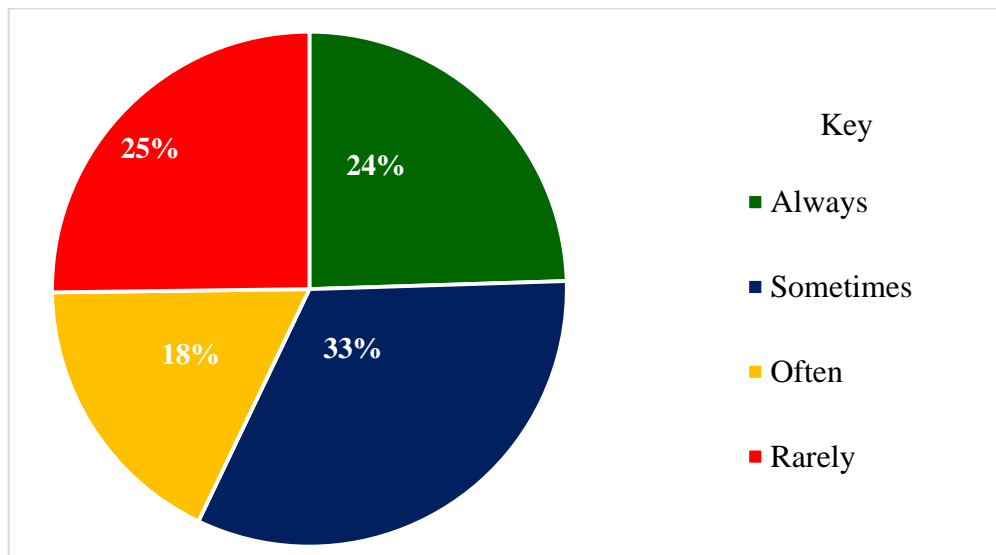


Figure 4.3: Satisfaction of Apparel Fashion Purchases

Results in Figure 4.3 show that the majority (33%) of the respondents were sometimes satisfied while 24% were always satisfied with the apparel fashion purchases they made. These results reveal that 24% of the students were always satisfied with their purchases indicating that only 25% of the students were not satisfied with the apparel fashion purchases they made.

4.3.5 Need Conceptualization before Buying New Clothes

This study established how often the students conceptualized their apparel fashion need before buying. Figure 4.4 presents the results.

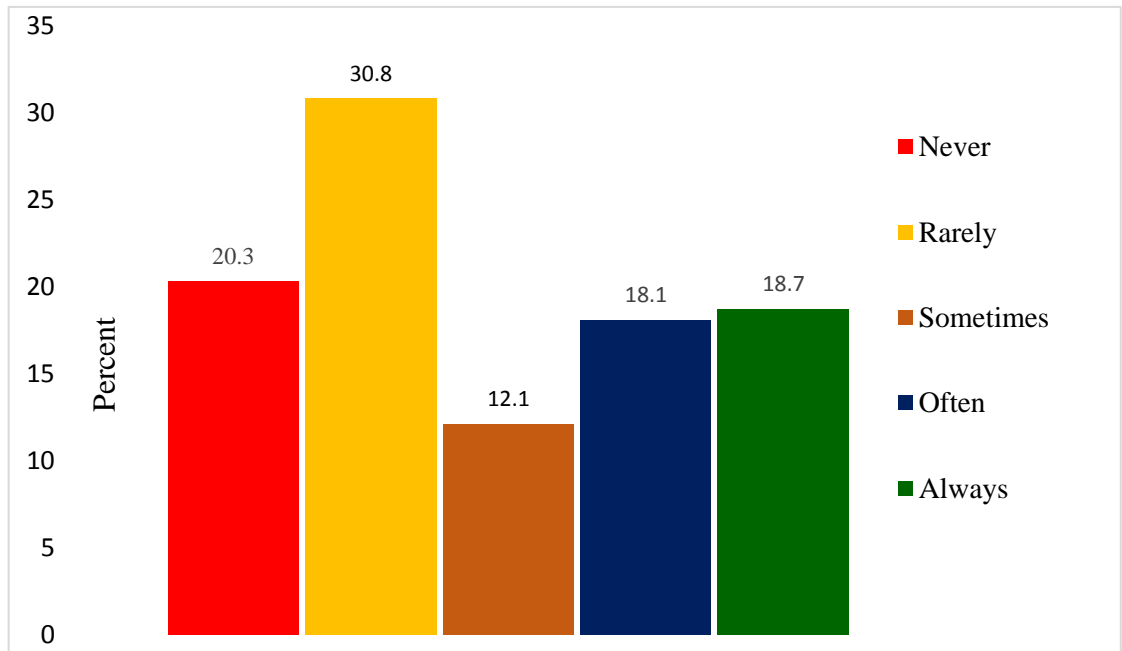


Figure 4.4: Need conceptualization before buying new clothes

The study shows that 20.3% of the students never did a need conceptualization before buying apparel fashions while 18.7% always conceptualized an apparel fashion purchase need. The study also showed that 18.1% of the students often conceptualized the need before purchasing new clothes. This indicates that the majority of the students did not do a need conceptualization before buying new clothes.

4.3.6 Expectations about what to Buy

This study established the frequency of having expectations of what to buy among university students. Figure 4.5 shows the results.

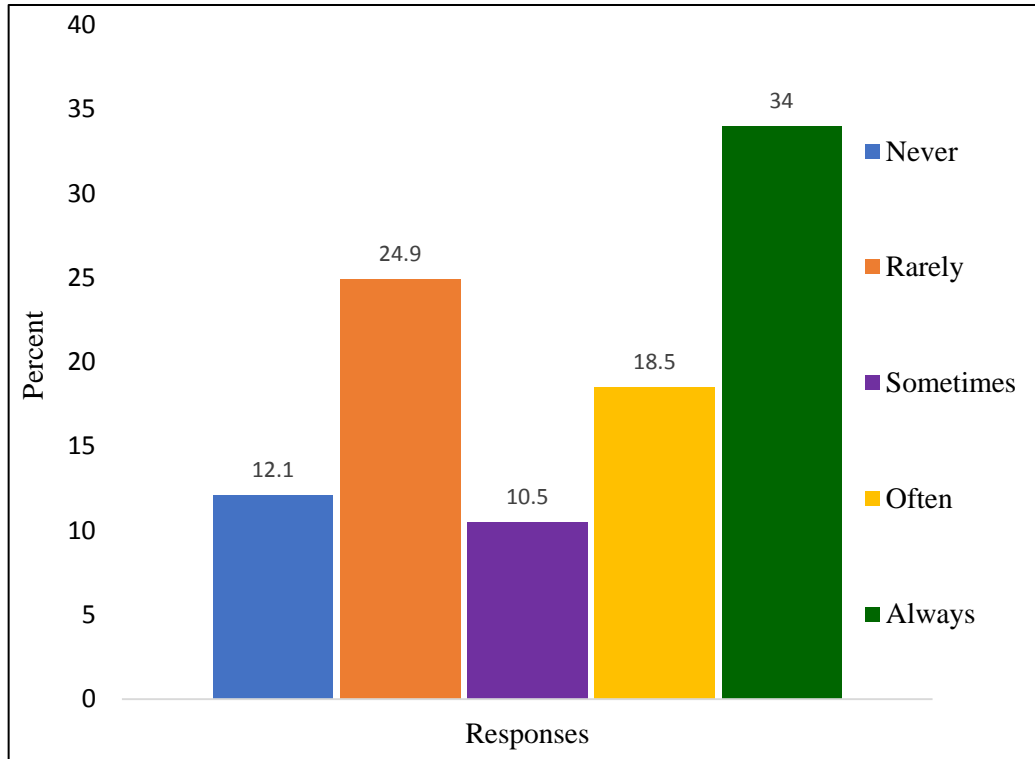


Figure 4.5: Expectations of what to Buy Before the Actual Shopping

Before buying new clothes, 34% of the students indicated that they always had expectation of what they wanted to buy while 18.5% often had the expectations. The study shows that 12.1% of the students never had not any expectation of what they were going to buy. This shows that they had expectations of what they want to buy before the actual shopping.

4.3.7 Knowledge about the Latest Apparel Fashion Trends, what is In/Out of Apparel Fashion

This study established the likelihood of students to having the knowledge of the latest apparel fashion trends and what was in/out of apparel fashion before purchasing new clothes. The results are presented in figure 4.6.

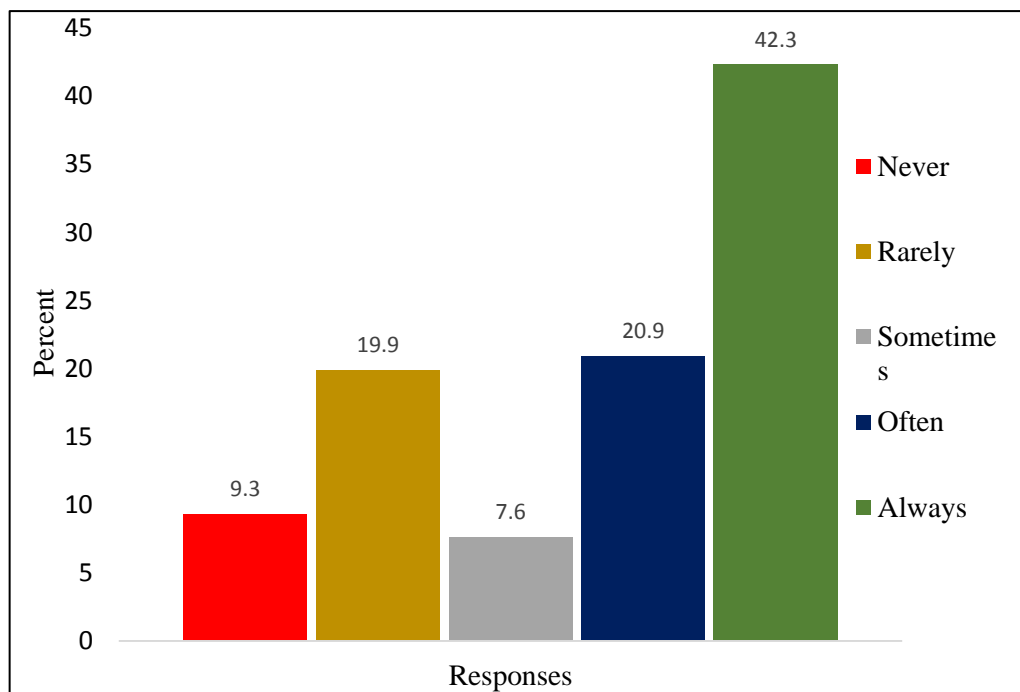


Figure 4.6: Knowledge about the Latest Apparel Fashion Trends, what is In/Out of Apparel fashion

This study also showed that 42.3% of the respondents always had knowledge of the latest apparel fashion trends and what was in/out of apparel fashion prior to purchase of clothes while 20.9% showed that they often had the latest information on the trending apparel fashion before purchasing new clothes. The study also shows that 19.9% rarely had knowledge on the new and trending apparel fashion while 20% of the students often had knowledge about the latest apparel fashion

trends and what was in/out of apparel fashion. The study indicated that majority of the students were well informed of the current apparel fashion trends.

4.4.7 Use of Time to Search for Information about the Product

This study established if students used time to search for information about apparel fashion products before purchasing new clothes. The results are presented in figure 4.7.

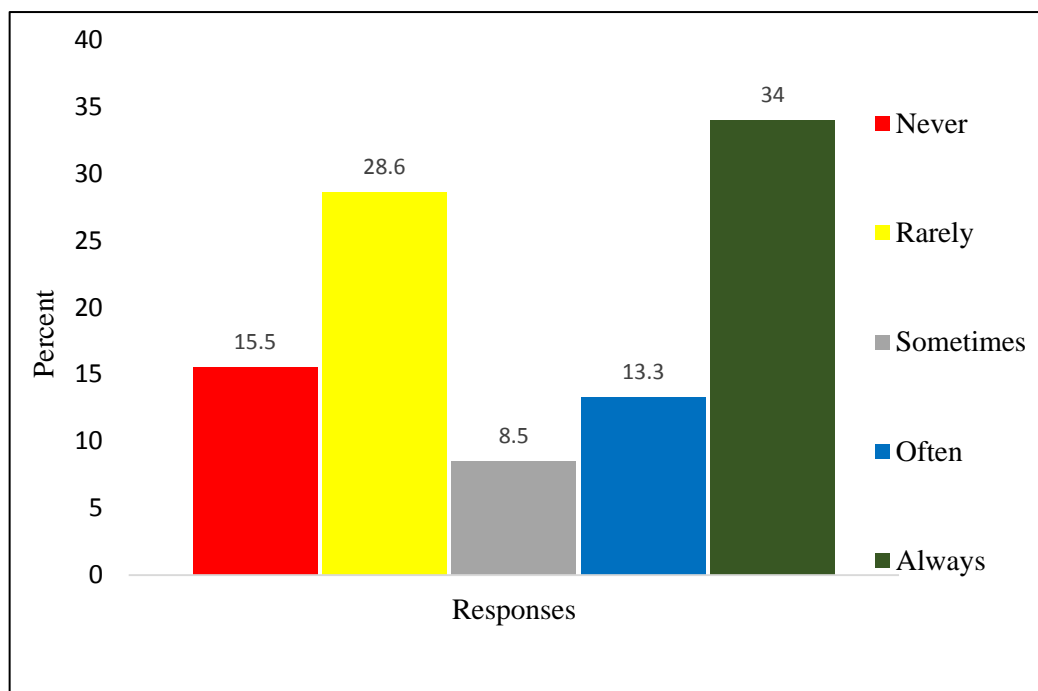


Figure 4.7: Use of Time to Search for information about the Product

Results show that, 34% of the students always used time to search for information about apparel fashion products before buying while 15.5% never used time to searched for information before buying apparel fashion products. The results indicated that 13.3% often spent time to search for the products revealing that most of the students were well informed about apparel fashion before buying the product.

4.3.8 Evaluation of All Information before Making a Purchase

This study established the frequency of students who evaluated all the information before making an apparel fashion purchase. Figure 4.8 shows the results.

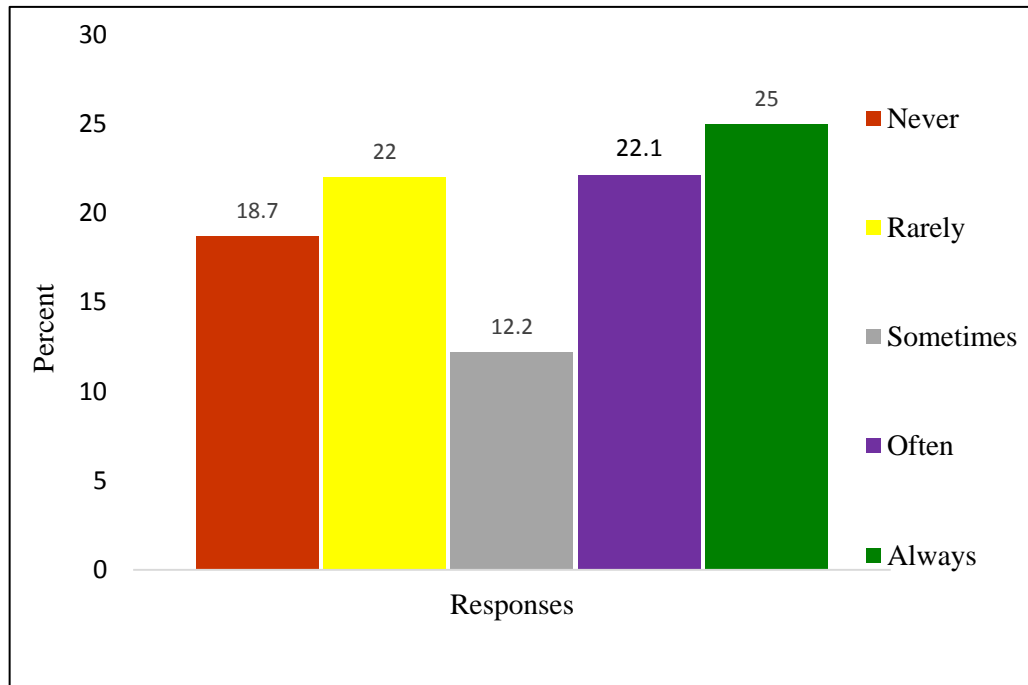


Figure 4.8: Evaluation of All Information before Making a Purchase

The results revealed that 25% of the students always evaluated all the information before making a purchase, 18.7% never did evaluation of all information before making a purchase while 22% rarely evaluated all information before making an apparel fashion purchase. This shows that majority of the students did not make the decision on apparel fashion purchase after evaluating all the available information about the product.

4.3.9 Evaluation between Possible Alternatives and Post Purchase Evaluation

This study sought to establish the frequency of students that did evaluate of possible alternatives and post-purchase evaluation to determine if they made the best purchase decisions as shown on figure 4.9

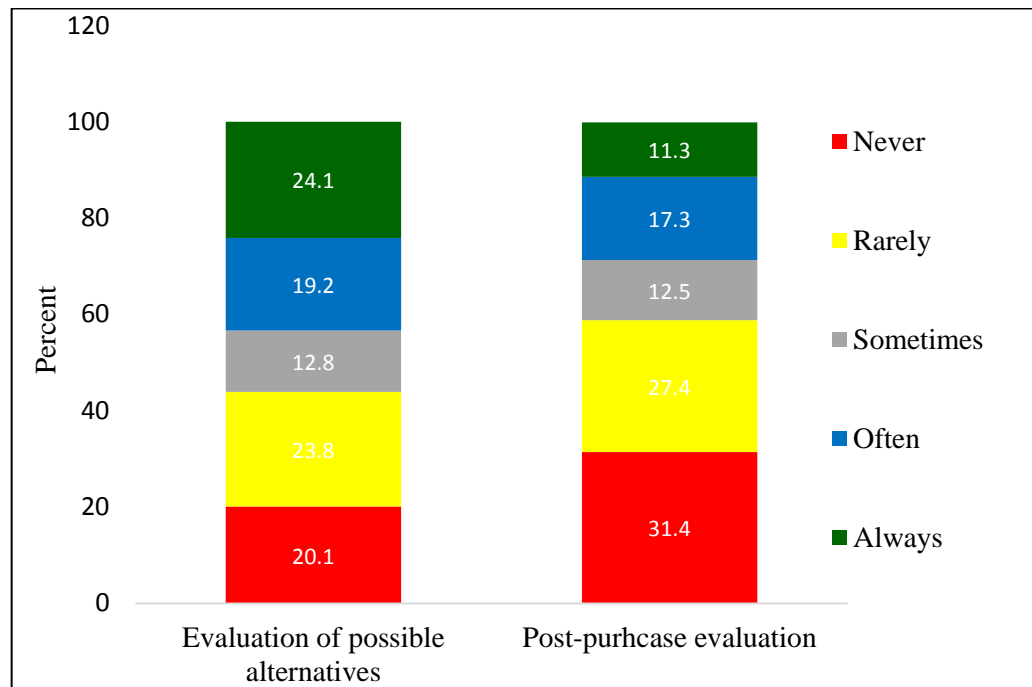


Figure 4.9: Evaluation between Possible Alternatives and Post Purchase Evaluation

This study shows that while 24.1% of the students always evaluated possible alternatives, while 20.1% of the respondents never evaluated possible alternatives. The study also indicates that 23.8% rarely evaluated while 19.2% often evaluated all possible alternatives before making a purchase. This indicates that majority did not evaluate the possible alternatives or they were satisfied with the choice made. 11.3% always did a post-purchase evaluation of the purchases made. The study also shows that the majority (31.4%) never did a post-purchase evaluation while

27.4% rarely did a post-purchase evaluation. This means that they had a higher likelihood of purchasing clothes regardless of satisfaction.

4.3.10 Impulse Buying, looking for promotions, Deals and Discounts and Buying of the same Product

This study established the frequency of students who did impulse buying, looked for promotions, deals and discounts and buying of the same products every time.

Results are presented in figure 4.10

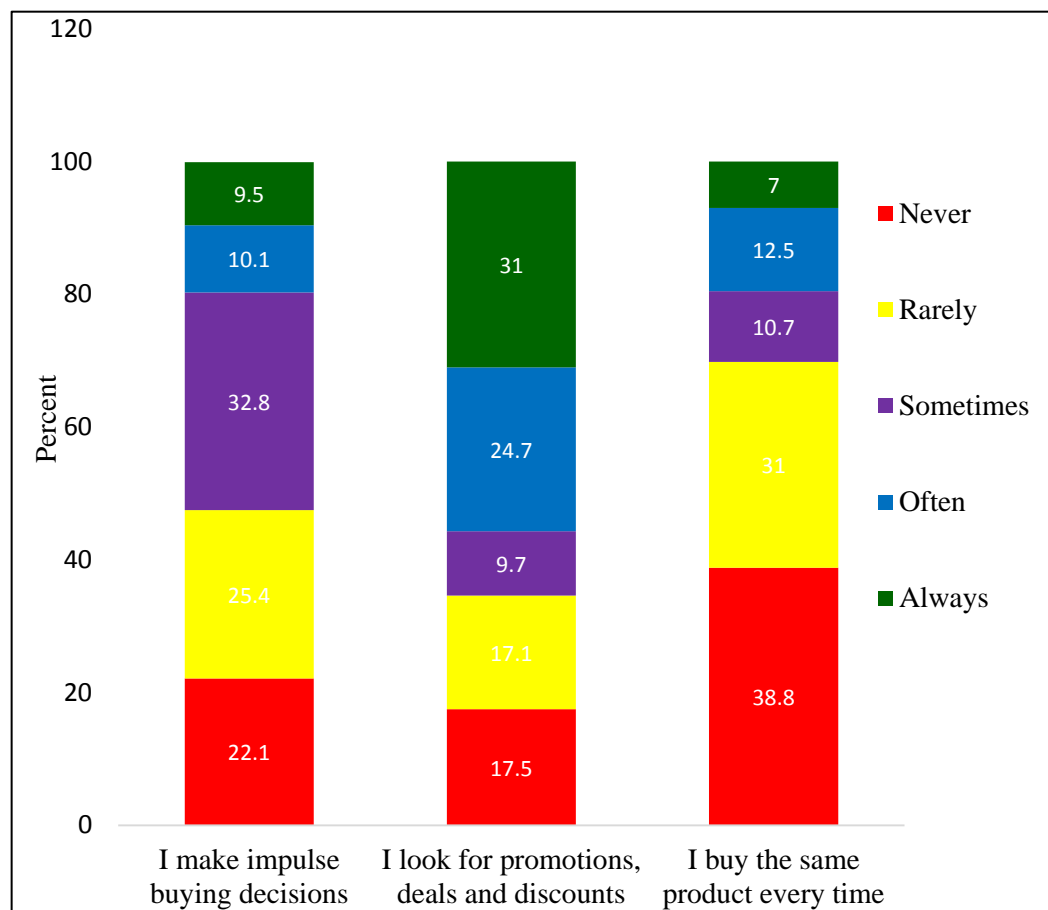


Figure 4.10: Impulse Buying, looking for promotions, Deals and Discounts and Buying of the same Product

The study shows that close to 9.5% of the students always bought clothes on impulse while 10.1% often made impulse buying. This implies that they may end up spending more on clothing than planned. Interestingly, 38.8% of the students never bought the same clothes every time showing different needs and tastes for other clothes every time, they did a purchase of clothes. The study revealed that the majority (31%) of the students always looked for promotions, deals and discounts while 17.5% of them never did.

Only seven percent always bought the same product every time they went to purchase apparel fashion. This implies that majority of the students looked for promotion, deals and discounts and that's why they never bought the same products due to different needs and tastes.

4.4.8 Means and Rank for Apparel Fashion Consumption Decision Making Process

This study established the means and rank for all the statements of apparel fashion consumption decision making process. Table 4.4 shows the results.

Table 4.4: Means and Rank for Apparel Fashion Consumption Decision Making

Apparel Fashion Consumption Decision Making Process	Mean	Rank
Before buying new clothes, I have knowledge about the latest apparel fashion trends and what's in/out in apparel	3.67	Rank 1
Before shopping for clothes, I usually have expectation about what I am going to Buy	3.37	Rank 2
I look for promotions, deals and discounts	3.35	Rank 3
I use time to search for information about the product	3.22	Rank 4
Before buying new clothes, I evaluate all information making a purchase	3.13	Rank 5
Before buying new clothes, I start by conceptualize a need	2.84	Rank 6
Before deciding on which new apparels to buy, I use time to evaluate between possible alternatives	2.75	Rank 7
I make impulse buying decisions	2.60	Rank 8
After I buy any new clothing, I do a post-purchase evaluation to determine whether I made the best decision	2.57	Rank 9
I buy the same product every time	2.18	Rank

Results show that knowledge about the latest apparel fashion trends and what is in/out of apparel fashion was the most followed (mean = 3.67), while buying of the same apparel fashion product was the least followed (mean = 2.18) stage of EBK.

4.4 Factors Influencing Apparel Fashion Consumption Decision Making among Kenyan University Students

The first objective of this study sought to establish the factors influencing apparel fashion consumption decision making among university students. factors considered in this study were demographic characteristics of the respondents,

physiological factors, socio-cultural, psychological factors and the media. The study used a questionnaire to obtain data from the respondents on these factors.

4.4.1 Demographic Characteristics and Apparel Fashion Consumption

Decision Making

This study sought to establish the influence of the socio-demographic characteristics of the students on their apparel fashion consumption decision making. The demographics considered in this study include age, gender, marital status, religion and residence.

Influence of Age on Apparel Fashion Consumption Decision Making

This section presents the influence of age on variables of apparel fashion consumption decision making.

Influence of Age on Apparel Fashion Enthusiasm

This study established the influence of respondents' age on apparel fashion enthusiasm. Their views are presented in Table 4.5.

Table 4.5: Extent of Apparel Fashion Enthusiasm among University Students

To what extent would you consider yourself a apparel fashion enthusiast when it comes to making decision on apparel fashion?			Total			
			Not at all	To a little extent	To a great extent	
Age of Respondents	18 - 22 years	F	132 31.0%	177 41.5%	117 27.5%	426 100.0%
	23 - 27 years	F	21 27.3%	33 42.9%	23 29.9%	77 100.0%
Total		F	153	210	140	503
		%	30.4%	41.7%	27.8%	100.0%

The study shows that 41.5% of the students between 18 -22 years and 42.9% of those between 23 and 27 years to a little extent considered themselves apparel fashion enthusiasts. Close to 30% of those between 23 and 27 years considered themselves as apparel fashion enthusiasts to a greater extent. The results indicate that, students of both age groups (18 – 22 years) and 23–27 years) had almost similar views on the extent of apparel fashion enthusiasm.

Influence of Age on Frequency of Apparel Fashion Shopping

This study sought to examine the influence of age on the frequency of apparel fashion shopping. Results are presented in table 4.6.

Table 4.6: Influence of Age on the Frequency of Apparel Fashion Shopping

		How often do you go shopping for clothes (frequency of shopping)?					Total
		Rarely	Every six months	Every semester/ 3 months	Every month		
Age of	18 - 22	f	82	112	135	97	426
Respondents	years	%	19.2%	26.3%	31.7%	22.8%	100.0%
	23 - 27	f	16	24	24	13	77
	years	%	20.8%	31.2%	31.2%	16.9%	100.0%
Total		f	98	136	159	110	503
		%	19.5%	27.0%	31.6%	21.9%	100.0%

The study revealed that younger students did shopping more often than the older ones. While 19.2% of those between 18 – 22 years rarely purchased clothes, 20.8% of those between the age of 23 and 27 years rarely did apparel fashion purchases. The study shows that 31.2% of those between 23 and 27 years and 26.3% of those between 18 and 22 years purchased clothes every six months. However, the trend changed for those who did shopping for clothes every

semester and every month with the younger students exceeding those between 23 and 27 years. This show that younger people have a higher tendency for frequent apparel fashion purchases than the older ones.

Influence of Age on Apparel Fashion Style

This study sought to establish the influence of age on apparel fashion style among university students. Table 4.7 presents the results.

Table 4.7: Apparel Fashion Style among University Students.

		Age of Respondents				Total	
		18 - 22 years		23 - 27 years		Freq	%
		Freq	%	Freq	%	Freq	%
What is your apparel fashion style?	Casual	68	16.0%	13	16.9%	81	16.1%
	Official	89	20.9%	20	26.0%	109	21.7%
	Sport	37	8.7%	4	5.2%	41	8.2%
	Elegant	79	18.5%	13	16.9%	92	18.3%
	Sexy	67	15.7%	14	18.2%	81	16.1%
	Stylish	55	12.9%	8	10.4%	63	12.5%
	Trendy	31	7.3%	5	6.5%	36	7.2%
Total		426	100.0%	77	100.0%	503	100.0%

The study results show that of 426 students between the age of 18 – 22 years, the majority (20.9%) preferred official clothing while 18.5% liked elegant clothing. However, 26% of the students between 23 and 27 years wore official clothes. Cumulatively, the majority of the students preferred official apparel fashion while trendy apparel fashion attracted the least number of students. More students between the age of 18-22 years preferred stylish and trendy clothes as compared to their older counterparts between 23 and 27 years of age.

Influence of Age on Satisfaction with Apparel Fashion Purchased

This study established the influence of age on satisfaction of apparel fashion purchased. Table 4.8 presents the results.

Table 4.8: Satisfaction with right Decision to Purchase New Clothes

			After you buy new clothing, how often do you feel satisfied/convinced you made the right purchase?				Total
			Rarely	S/times	Often	Always	
Age of	18 - 22	F	107	134	78	107	426
Responden	years	%	25.1%	31.5%	18.3%	25.1%	100.0%
ts	23 -27	F	19	30	10	18	77
	years	%	24.7%	39.0%	13.0%	23.4%	100.0%
Total		F	126	164	88	125	503
		%	25.0%	32.6%	17.5%	24.9%	100.0%

Results in table 4.8 show that more (25.1%) younger students at the age of 18 – 22 years were rarely satisfied with their choice of apparel fashion purchase than their older counterparts. However, while almost 39% of the students between 23 – 27 years were sometimes satisfied, only 31.5% of those between 18 -22 years were sometimes satisfied with the purchase of apparel fashion they made.

The results indicate that more (25.1%) younger students were satisfied with the purchase they made than their older counterparts (23.4%). This show that most students were less likely to be satisfied with the apparel fashion purchases they made. The study concluded that age does not seem to be associated with satisfaction in apparel fashion purchases.

Influence of Age on Need on Conceptualization before Buying New Clothes

This study sought to determine the influence of age on the conceptualization of the need before buying new clothes among university students. The responses are presented in table 4.9.

Table 4.9: Influence of Age on Need on Conceptualization

			Before buying new clothes, I start by conceptualizing a need					Total
			Never	Rarely	S/times	Often	Always	
Age of Respondents	18 - 22 years	F	86	134	50	79	77	426
		%	20.2%	31.5%	11.7%	18.5%	18.1%	100.0%
	23 - 27 years	F	16	22	11	10	18	77
		%	20.8%	28.6%	14.3%	13.0%	23.4%	100.0%
Total		F	102	156	61	89	95	503
		%	20.3%	31.0%	12.1%	17.7%	18.9%	100.0%

The results in Table 4.9 show that while 23.4% of the students between 23 – 27 years always started by conceptualizing the need before buying new clothes, only 18.1% of those between 18–22 years always did. The study however showed that there were more (18.5%) students of the between 18–22 years’ old who often started by conceptualizing the need as compared to 13% of their old counterparts. The study also shows that 20.2% of those between 18 and 22 years and 20.8% of those between 23 and 27 years never started by conceptualizing the purchase need. The study further shows that only 18.1% of the younger students always conceptualized their apparel fashion need as compared to 23.4% of their older counterparts. This shows that students who were between 23 -27 years old were

more likely to conceptualize the need before purchasing new clothing than those between age 18-22.

Influence of Age on the Expectation on what to Buy

This study determined if respondents usually had expectations about what to buy before the actual apparel fashion purchase. There responses are presented in table 4.10.

Table 4.10: Influence of Age on Expectation of what to Buy

			Before shopping for clothes, I usually have expectation about what I am going to Buy					Total
			Never	Rarely	S/times	Often	Always	
Age of	18 - 22	f	57	101	48	76	144	426
Respondents	years	%	13.4%	23.7%	11.3%	17.8%	33.8%	100.0%
	23- 27	f	4	24	5	17	27	77
	years	%	5.2%	31.2%	6.5%	22.1%	35.1%	100.0%
Total		f	61	125	53	93	171	503
		%	12.1%	24.9%	10.5%	18.5%	34.0%	100.0%

Results in table 4.10 show that 13.4% of the respondents between the age of 18 and 22 years never had any expectations about what they were to buy before the actual purchase while 34.8% of them always had expectations. The study shows that 35.1% of students between 23 and 27 years always had expectations of what they were to buy before the actual purchase while only 5.2% never had expectation of what to buy before the purchase. The study revealed that students who were between 18 and 22 years were less likely to have expectations of what to purchase before the actual purchase while the age group between 23-27 years had expectations of what to purchase.

Influence of Age on Knowledge of the Latest Apparel Fashion Trends

This study determined the influence of age on the knowledge of the respondents on the latest apparel fashion trends. Table 4.11 presents the results.

Table 4.11: Knowledge of Latest Apparel Fashion Trends by Respondents'

Age

			Before buying new clothes, I have knowledge about the latest apparel fashion trends and what's in/out in apparel fashion					Total
			Never	Rarely	S/times	Often	Always	
Age	18 - 22	f	47	83	30	89	177	426
of Respondents	years	%	11.0%	19.5%	7.0%	20.9%	41.5%	100.0%
	23 -27	f	10	21	7	13	26	77
	years	%	13.0%	27.3%	9.1%	16.9%	33.8%	100.0%
Total		f	57	104	37	102	203	503
		%	11.3%	20.7%	7.4%	20.3%	40.4%	100.0%

Table 4.11 shows that the majority (41.5%) of the students between 18 and 22 years always had knowledge of the latest apparel fashion trends in apparel fashion before buying new clothes. From the study, 33.8% of students of ages 23-27 years always had knowledge of the latest apparel fashion trends while 11.1% and 13% of students between the ages of 18 – 22 and those between 23 – 27 never had knowledge about the latest apparel fashion trends and what was in/out of fashion. This shows that younger students were more knowledgeable in the latest apparel fashion trends than their older counterparts.

The study also reveals that cumulatively, 41.5% of students between the ages of 18 and 22 years and 33.8% of those between the ages of 23 and 27 years were

always knowledgeable about apparel fashion trends showing that university students have interest on matters apparel fashion.

Influence of Age on Search for Information on Apparel Fashion Product

This study established the influence of age on the search for information about the product before purchasing apparel fashion. The results are presented in table 4.12.

Table 4.12: Influence of Age on Search for Information on Apparel Fashion

			I use time to search for information about the product					Total
			Never	Rarely	S/times	Often	Always	
Age of Respondents	18 - 22 years	F %	71 16.7%	121 28.4%	31 7.3%	56 13.1%	147 34.5%	426 100.0%
	23 -27 years	f %	7 9.1%	23 29.9%	12 15.6%	11 14.3%	24 31.2%	77 100.0%
Total		f %	78 15.5%	144 28.6%	43 8.5%	67 13.3%	171 34.0%	503 100.0%

The results in table 4.12 show that, 34.5% of the students between the age 18-22 years always shad time to search for information on apparel fashion products before purchase, while31.2% of students between the age 23-27 years had time to search for information on apparel fashion products before purchase. However, the study noted that there was slightly small difference between those who rarely used time to search for information on apparel fashion before purchase in both age groups. The results indicate that 34.5% of those between the age of 18-22 always used time to search for information on apparel fashion products more than those of age between 23- 27 (31.2%) who always searched of information on apparel

fashion products. This suggests that both groups used time to search for information about the apparel fashion products.

Influence of Age on Evaluation of Possible Alternatives

This study established the influence of respondents' age on evaluation of possible alternatives to the product purchased. The responses of the respondents are presented in table 4.13.

Table 4.13: Influence of age on Evaluation of Possible Alternatives

			Before deciding on which new apparels to buy, I use time to evaluate between possible alternatives					Total
			Never	Rarely	S/times	Often	Always	
Age of Respondents	18 - 22 years	F	82	145	70	64	61	422
		%	19.4%	34.4%	16.6%	15.2%	14.5%	100.0%
	23 - 27 years	F	11	23	18	9	16	77
		%	14.3%	29.9%	23.4%	11.7%	20.8%	100.0%
Total		F	93	168	88	73	77	499
		%	18.6%	33.7%	17.6%	14.6%	15.4%	100.0%

The study shows that 14.5% of the students between the ages of 18 and 22 years always evaluated between possible alternatives while 20.8% of those between the ages of 23 and 27 years always evaluated possible alternatives. The study also indicates that 15.2% of the students between the ages of 18 and 22 years often used time to evaluate between possible alternatives before deciding to which new apparel fashion to purchase.

Lastly, 19.4% of those between 18 and 22 years and 14.3% of those between 23 and 27 years never evaluated possible alternatives before deciding on which new apparel to buy. This shows that majority of students between the age of 23 and 27 years evaluate possible alternatives before buying than their counterparts between

the age of 18 and 22 years. It can be concluded that age does not seem to be associated with evaluation of possible alternative before purchase.

Influence of Age on Post-Purchase Evaluation

This study sought to establish the influence of age on post purchase evaluation by the respondents. The results from the respondents are presented in Table 4.14.

Table 4.14: Influence of Age on Post -purchase Evaluation

			After I buy any new clothing, I do a post-purchase evaluation to determine whether I made the best decision					Total
			Never	Rarely	S/time	Often	Always	
			s					
Age of	18 - 22	f	135	116	56	74	45	426
Responde	years	%	31.7%	27.2%	13.1%	17.4%	10.6%	100.0%
nts	23 - 27	f	21	22	8	14	12	77
	years	%	27.3%	28.6%	10.4%	18.2%	15.6%	100.0%
Total		f	156	138	64	88	57	503
		%	31.0%	27.4%	12.7%	17.5%	11.3%	100.0%

The study findings in table 4.14 show that there was a minimum difference in representation of students who often did a post purchase evaluation after buying new clothing. The study also indicates that more students aged 23 – 27 years (15.6%) than those between 18 and 22 years (10.6%) always did a post purchase evaluation. The majority of the students (31.7% of those between 18 – 22 years and 27.3% of those between 23 – 27 years) never did a post-purchase evaluation after every apparel fashion purchase. The study therefore revealed that older students were more likely to do a post purchase evaluation after buying new apparel. Generally, fewer students did a post-purchase evaluation to determine if they had made the right purchase decision.

Influence of Age on Impulse Buying of Apparel Fashion

This study established the influence of age of the students on the tendency to impulse buying of new clothing. The results are presented in table 4.15.

Table 4.15: Influence of Age on Impulse Buying of Apparel Fashion

			I make impulse buying decisions					Total
			Never	Rarely	S/times	Often	Always	
Age of Respondents	18 - 22	f	90	100	122	47	67	426
	years	%	21.1%	23.5%	28.6%	11.0%	15.7%	100.0%
	23 - 27	f	23	23	22	1	8	77
	years	%	29.9%	29.9%	28.6%	1.3%	10.4%	100.0%
Total		f	113	123	144	48	75	503
		%	22.5%	24.5%	28.6%	9.5%	14.9%	100.0%

The study results show that 21.1% of the students between the ages of 18 and 22 years never made impulse buying decision in apparel fashion purchase while 29.9% of those between 23 and 27 years never made impulse buying decision in apparel fashion. There were an equal percentage of both age groups (28.6%) that sometimes-bought apparel fashion by impulse. The study further indicates that 15.7% of the students between 18 and 22 years always made apparel fashion consumption decisions by impulse while only 10.4% of those between 23 and 27 years were always involved in impulse decision making when purchasing clothing. These findings revealed that younger students were more likely to make an impulse purchase than their older counterparts.

Influence of Age on Seeking Promotions, Deals and discounts

This study sought to establish the influence of the age of the respondents on the probability of the students to seek promotions, deals and discounts on clothing.

The responses are presented in table 4.16

Table 4.16: Influence of Age on Seeking Promotions, Deals and discounts

			I look for promotions, deals and discounts					Total
			Never	Rarely	S/time:	Often	Always	
Age of	18 - 22	F	82	71	40	109	124	426
Respondents	years	%	19.2%	16.7%	9.4%	25.6%	29.1%	100.0%
	23 - 27	F	6	15	9	15	32	77
	years	%	7.8%	19.5%	11.7%	19.5%	41.6%	100.0%
Total		F	88	86	49	124	156	503
		%	17.5%	17.1%	9.7%	24.7%	31.0%	100.0%

Table 4.16 results show that 19.2% of students who were 18 -22 years and 7.8% of those who were 23–27 years never looked for promotions, deals and discounts before purchasing apparel fashions. The study also shows that 16.7% of students aged 18 to 22 years and 19.5% of the students who were 23 to 27 years old rarely looked for promotions, deals and discounts.

The study further shows that 29.1% of the younger group of students always looked for promotions, deals and discounts as compared to 41.6% of their older counterparts who always looked for promotions, deals and discounts when purchasing apparel fashion. Lastly, the study revealed that while 29.1% of the younger students and 41.6% of the students between the ages of 23 and 27 years always looked for promotions, deals and discounts, 61% of their older counterparts looked for promotions, deals and discounts cumulatively. The study

reveals that more of older students look for promotions, deals and discounts when purchasing new clothes.

Influence of Age on same Product Purchase

This study sought to establish if age had an influence of age on buying of the same product on every purchase. Table 4.17 presents the results.

Table 4.17: Influence of Age on same Product Purchase

			I buy the same product every time					Total
			Never	Rarely	S/times	Often	Always	
Age of Respondents	18 - 22 years	F %	172 40.4%	127 29.8%	47 11.0%	55 12.9%	25 5.9%	426 100.0%
	23 - 27 years	F %	23 29.9%	29 37.7%	7 9.1%	8 10.4%	10 13.0%	77 100.0%
Total		F %	195 38.8%	156 31.0%	54 10.7%	63 12.5%	35 7.0%	503 100.0%

The study results in table 4.17 show that 40.4% of the younger age group (18-22 years) never bought the same product every time they did apparel fashion shopping while 29.9% of those between 23-27 years never bought the same product. While 12.9% of students between the age of 23 – 27 years often bought the same product every time, 10.4% of those between 18 -22 years often/always bought the same product on every apparel fashion purchase. The study further found that 5.9% of the students between the age of 19 – 22 years and 13% of those of the age 23 -27 years always bought the same apparel fashion every time. The findings reveal that older students were more likely to buy the same product every time they did apparel fashion purchase than their younger counterparts.

Influence of Age on Expenditure

This study sought to establish the influence of age on the amount of money spent on apparel fashion every time they purchased among university students. Results are presented in Table 4.18.

Table 4.18: Age of Students and Expenditure

			How much is spent on each clothing purchase						Total
			500 or less	501 – 1000	1001 - 2000	2001 - 5000	5001 - 10 000	Over 20 000	
Age of Respondents	18 - 22 years	f	103	148	107	65	2	1	426
		%	24.2%	34.7%	25.1%	15.3%	0.5%	0.2%	100.0%
	23 - 27 years	f	23	23	15	13	2	1	77
		%	29.9%	29.9%	19.5%	16.9%	2.6%	1.3%	100.0%
Total	F	126	171	122	78	4	2	500	
	%	25.0%	34.0%	24.3%	15.5%	0.8%	0.4%	100.0%	

The results in Table 4.18 show that majority (34.7%) of the students between the age 18-22 years spent between 501 – 1000 shillings on apparel fashion every time they did apparel fashion shopping while 29.9% of those between 23-27 years spent 501-1000 shillings. The study also showed that 0.5% and 0.2% of the respondents between 18-22 years spent 5001 and 10 000 and above Ksh. 20 000 respectively on every purchase while 4% of those between 23-27 years spent 5001 and above on every purchase.

This showed that younger students spent lesser money than their older counterparts. However, the trends changed in the upper echelon of expenditure where there were older students than the younger ones. For instance, while only 0.2% of those between 18 and 22 spent more than Sh. 20 000, 1.3% of those

between 23 and 27 years spent more than Sh. 20 000 every time they did apparel fashion purchase. This could be explained as an indicator of more earnings to the older students than the younger ones.

In conclusion, frequency of apparel fashion shopping, apparel fashion style, satisfaction with right decision to purchase new clothes, knowledge to the latest apparel fashion trends and impulse buying are association with the younger students between the age of 18-22 years than their older counterparts between the age of 23 and 27 years. Need for conceptualization, expectation of what to buy, post purchase evaluation, seeking for promotions, deals and discounts and purchase of the same products were more likely to be associated to older students than their younger counterparts. Enthusiasm, search for information on apparel fashion products and evaluation of possible alternative had almost similar percentages on both ages.

Influence of Gender on Apparel Fashion Consumption Decision Making

This section presents the influence of gender on the variables of apparel fashion consumption decision making among university students.

Influence of Gender on Apparel Fashion Enthusiasm

This study established the influence of gender on apparel fashion enthusiasm. The respondents were asked “*To what extent would you consider yourself an apparel fashion enthusiast when it comes to making decision on apparel fashion*”. Figure 4.11 presents the results.

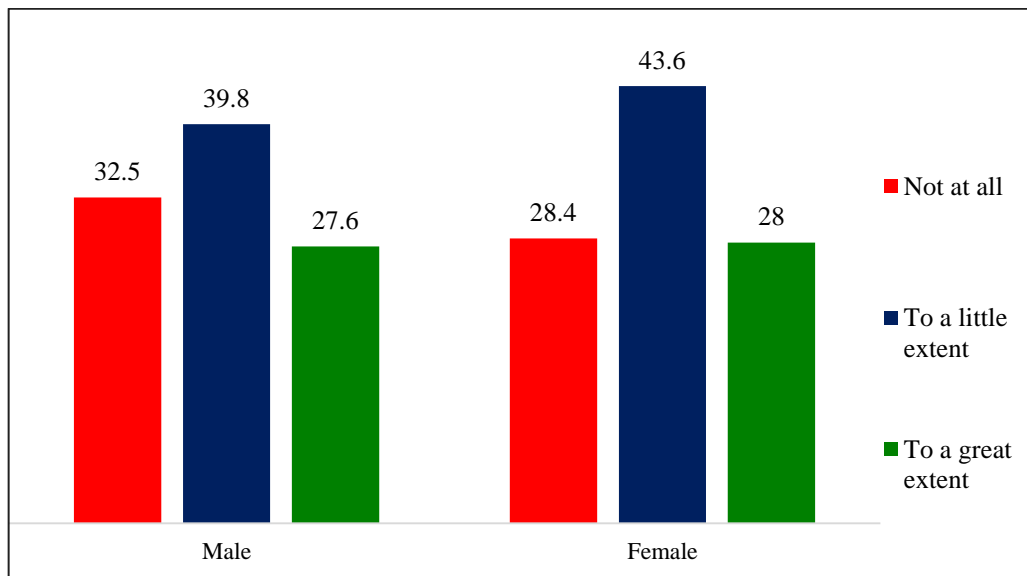


Figure 4.11: Influence of gender on apparel fashion enthusiasm.

Figure 4.11 shows that 32.5% of males and 28.4% of females were not at all apparel fashion enthusiasts. The study also shows that 39.8% of males and 43.6% of females were apparel fashion enthusiasts to a little extent while 27.6% of the males and 28% of the females were apparel fashion enthusiasts to a great extent, showing that female students were more enthusiastic about apparel fashion than their male counterparts. The study show that gender has great influence on apparel fashion enthusiasm

Influence of gender on Frequency of Apparel Fashion Shopping

This study determined the influence of gender on the frequency of apparel fashion shopping. The respondents were asked “*How often do you go shopping for clothes (frequency of shopping)?*”. Results are presented in figure 4.12

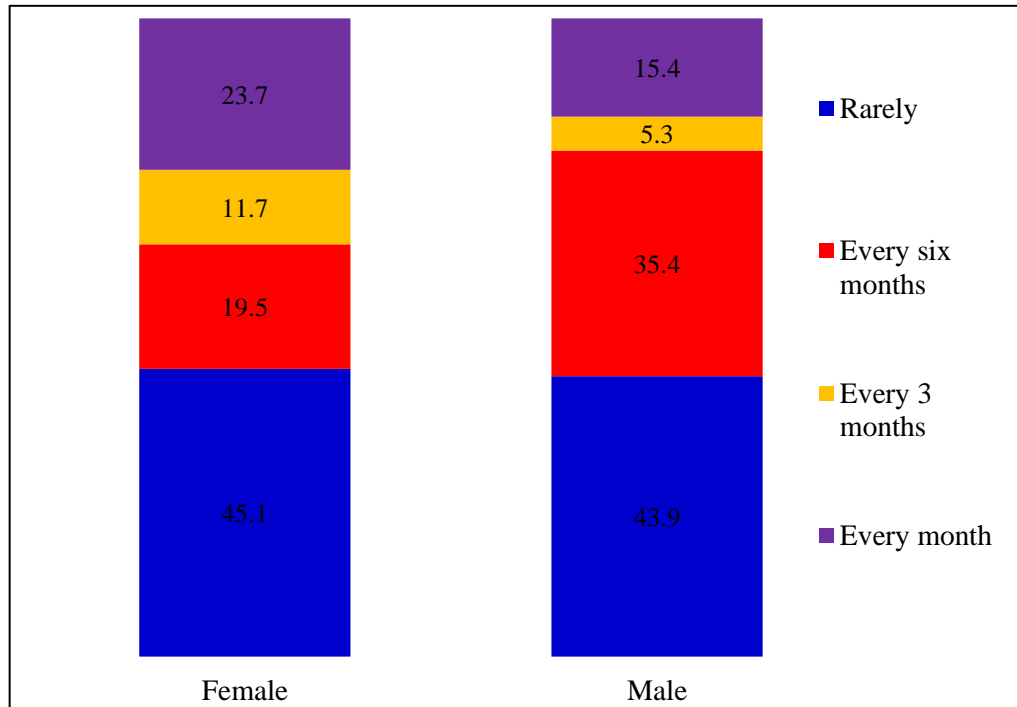


Figure 4.12: Influence of gender on frequency of apparel fashion shopping

The results in figure 4.12 show that close to half, that is, 45.1% of females and 43.9% of male students rarely went shopping, 19.5% of male and 35.4% of female did shopping every six months, 23.7% of females and 15.4% of males did shopping every month. This indicates that about one quarter of women shop every month than their male counterparts. About one third of men shop twice a year. In conclusion, gender did not seem to have great influence on frequency of apparel fashion shopping

Influence of Gender on Apparel Fashion Style

This study sought to establish the influence of gender on apparel fashion style.

The researcher asked the respondents “*What is their apparel fashion style*”.

Figure 4.13 presents the results.

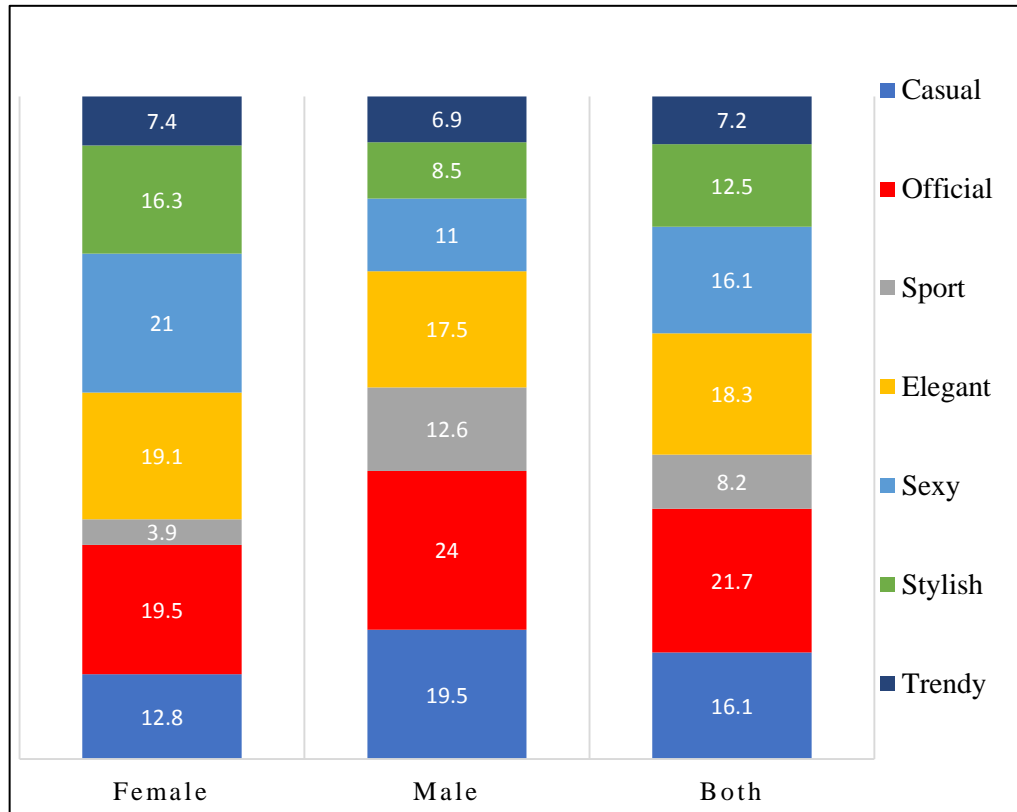


Figure 4.13: Influence of gender on the apparel fashion style

The study results show that 19.5% of females and 24% of the male students liked official clothing. While 11% of the males and 21% of the female students preferred sexy clothing. Sporty clothing was liked by 3.9% of female and 12.3% of the male students. Trending clothing was the least liked at 7.2% among the males. The study also shows that while 16.3% of the female purchased stylish clothes, only 8.5% of the males purchased stylish clothes. The study indicates that

official style was preferred by male students while sexy and stylish types of apparel fashion were preferred by female students. Therefore, this indicates that each gender has their own preferences of style.

Influence of Gender on Satisfaction of Apparel Fashion Purchased

This study established the influence of gender on satisfaction of the apparel fashion purchased by the students. The respondents were asked *“After they buy new clothing, how often do they feel satisfied/convinced you made the right purchase?”* Results are presented in Figure 4.14

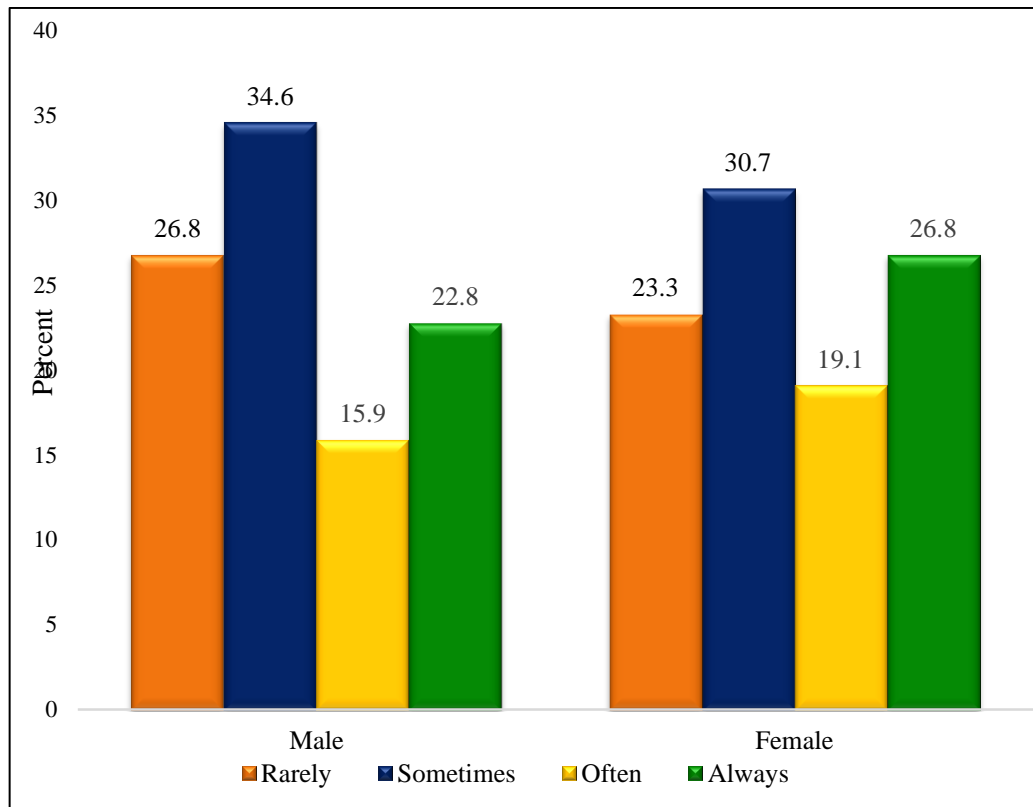


Figure 4.14: Influence of gender on apparel fashion purchase satisfaction

Figure 4.14 shows that the majority of the students (30.7% of females and 34.6% of males) were sometimes satisfied with the choice of clothing they purchased. The study shows that close to 23.3% of females and 26.8% of the males were rarely

satisfied with the purchase they made. Further, 26.8% of females and 22.6% of males were always satisfied with the choice of clothing they had purchased. While 16% of the male were often satisfied, 19% of females were often satisfied with the apparel fashion purchase they made. This revealed that majority of male students were less satisfied with their apparel fashion purchases they made than their female counterparts. All the same, gender did not seem to have influence on satisfaction of apparel fashion purchase made by students.

Influence of Gender on Conceptualizing a Need Before Buying New Clothes

This study established the influence of gender on the likeliness of students to conceptualize the need before buying new clothes. The respondents were asked “*how often before buying new clothes, they start by conceptualize a need*” Results are presented in figure 4.15

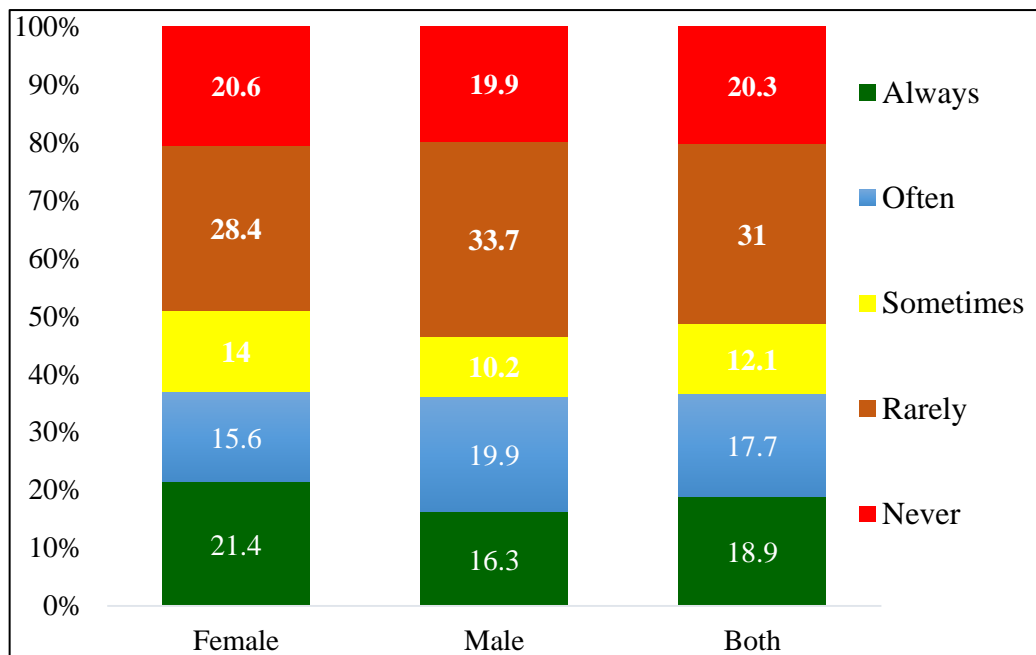


Figure 4.15: Influence of Gender on Need Conceptualization a Need

The study results indicate that close to (20.6%) females and (19.9%) males never started by conceptualizing the need to buy new clothes before the actual purchase. The study shows that majority (33.7%) of the males and 28.4% of female rarely conceptualized the need for new clothes before buying them. 37% of the female and 36% of male students often/always conceptualized the need for new clothes prior to the purchase. The results indicate a similarity that both male and female students conceptualize a need before buying new clothes.

Influence of Gender on Expectations about what to Buy

This study established the influence of gender on the expectations about what to buy before buying new clothes. The respondents were asked “*how often before shopping for clothes, they usually have expectation about what they are going to Buy*”. Figure 4.16 presents the results.

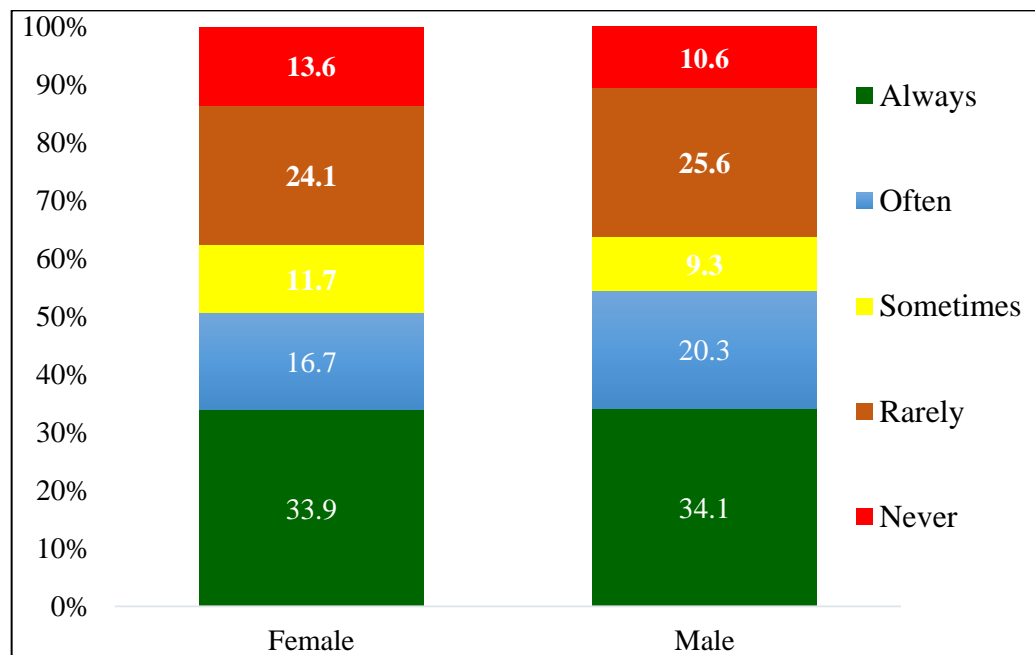


Figure 4.16: Influence of Gender on Expectations about what to Buy

Figure 4.16 shows that both males (34.1%) and females (33.9%) always had expectations about what they were going to buy before they purchase new clothes. The study also shows that 13.6% of the females and 10.6% of male students never had any expectation of what they were going to buy. Twenty-point three percent of the males and 16.7% of female often had expectations of the new clothes they were going to buy before the purchase. This study reveals that the majority (34.1%) of the male students and 33.9% of the females always had expectations about what they were going to buy suggesting that they always knew what they needed before making the purchase. Majority of both male and female always/or often had expectations about what to buy. In conclusion the study show that gender did not seem to have influence on the expectations about what to buy before buying new clothes

Influence of Gender on Knowledge about the Latest Apparel Fashion Trends

This study established the influence of gender on the students' knowledge about the latest apparel fashion trends on the market. The researcher asked the respondents *"how often before buying new clothes, they have knowledge about the latest apparel fashion trends and what's in/out in apparel fashion"* Results are presented in figure 4.17.

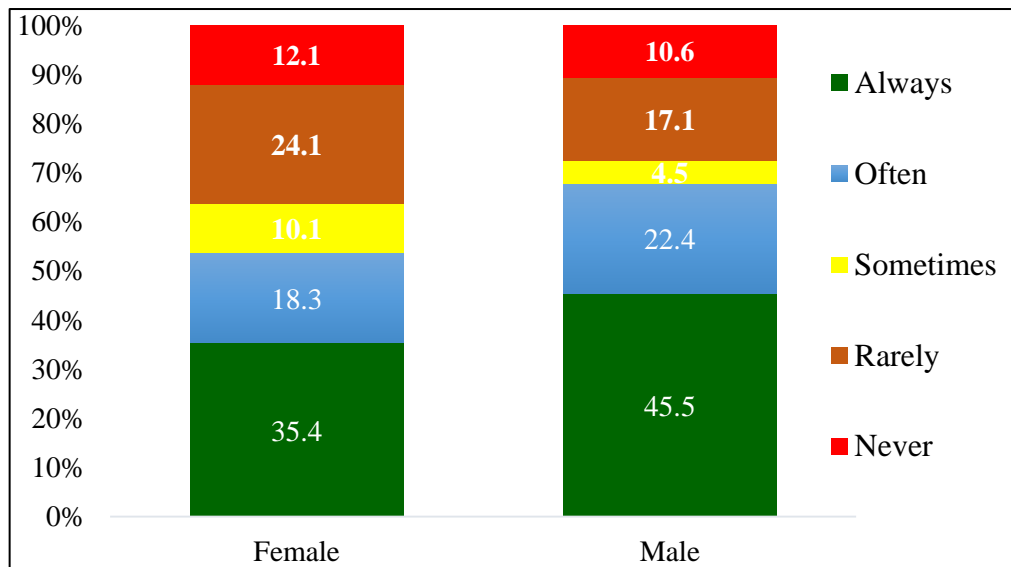


Figure 4.17: Influence of gender on knowledge about apparel fashion trends.

The study findings show that majority (45.5%) of the males and 35.4% of the female students always had the knowledge about the latest apparel fashion trends and what was in/out of apparel fashion before purchasing clothes. The study further reveals that 18.3% of the females and 22.4% of the males often had knowledge on the latest apparel fashion trends and what was in/out of apparel fashion before purchasing new clothes. The study also shows that 11.2% of females and 10.6% of the males never had any knowledge about the latest apparel fashion trend and what was in/out of apparel fashion before buying new clothes. The study cumulatively revealed that both male (68%) and female (54%) had knowledge about the latest apparel fashion trends and what was in/out of apparel fashion. In conclusion gender seems to have influence on knowledge on apparel fashion trends.

Influence of Gender on Search for Information Making a Purchase

This study established the influence of students' gender on search for information making a purchase. The respondents were asked "how often they use time to search for information about the product". Results are presented in figure 4.18.

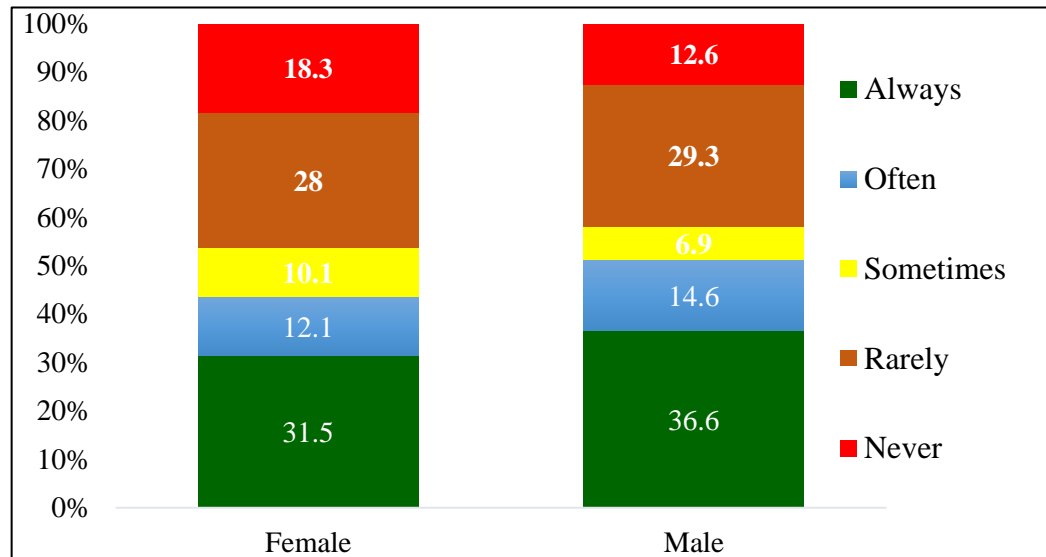


Figure 4.18: Influence of Gender on Search for Information Making a Purchase

The results on figure 4.18 established that 18.3% of the females and 12.6% of the males never searched for information about the product. It is also noted that 28% of the females and 29.3% of males rarely search for information about the product before purchase of new clothes. Twelve-point one percent of the females often search for information about the product, 36.6% of the males always search for information about an apparel fashion product showing that males were more informed about what they were going to buy than their female counterparts. The

responses for both genders were almost similar. This indicates that gender did not seem to have influence on search for information about apparel fashion product.

Influence of Gender on Evaluation of all Information on Making a Purchase

This study established the influence of students' gender on evaluation of all the information on making a purchase. The respondents were asked "*before buying new clothes, they evaluate all information making a purchase*" Figure 4.19 shows the results.

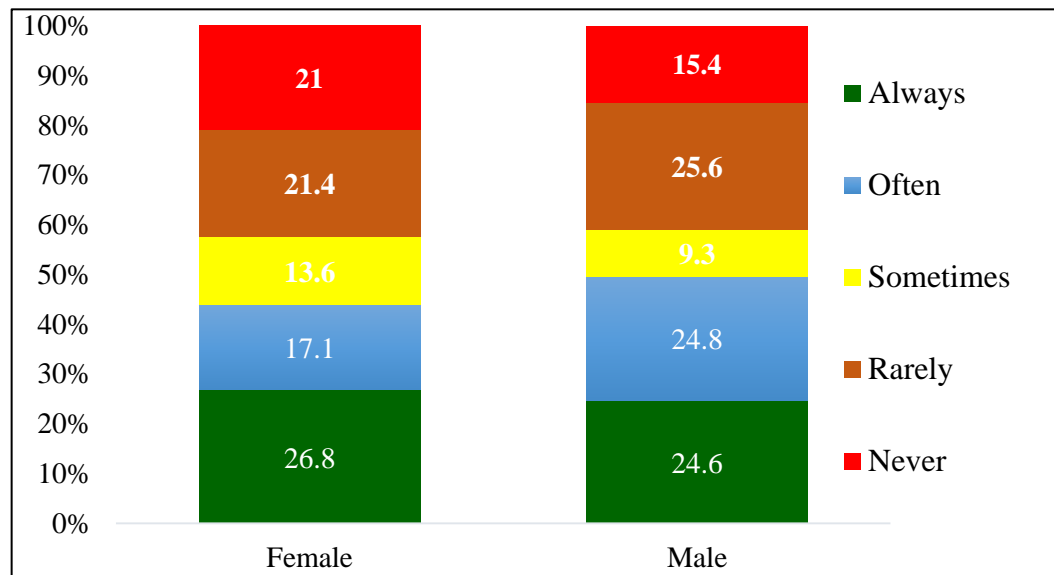


Figure 4.19: Influence of Gender on Evaluation of all Information on Making a Purchase

The study shows that 21% of the females and 15.4 % of the males never evaluated all information on making a purchase. The study also shows that 21.4% of the females and 26% of males rarely evaluated all the information on making a purchase of clothes. It is notable that 24.6% male than female (17.1%) often evaluated all information on making a purchase. Further, 26.8% of the females

and 24.6% of males always evaluated all the information on making a purchase of new clothes. Cumulatively, 60% percent of the males and 44% of the females always evaluated all information when making a purchase. This study reveals that more males evaluate information on making a purchase than their female counterparts suggesting that male students made a more informed decision of apparel fashion purchase.

Influence of Gender on Evaluation between Possible Alternatives

This study established the influence of gender on evaluation between possible alternatives among university students. The respondents were asked “*Before deciding on which new apparels to buy, they use time to evaluate between possible alternatives*” The results are presented in figure 4.20.

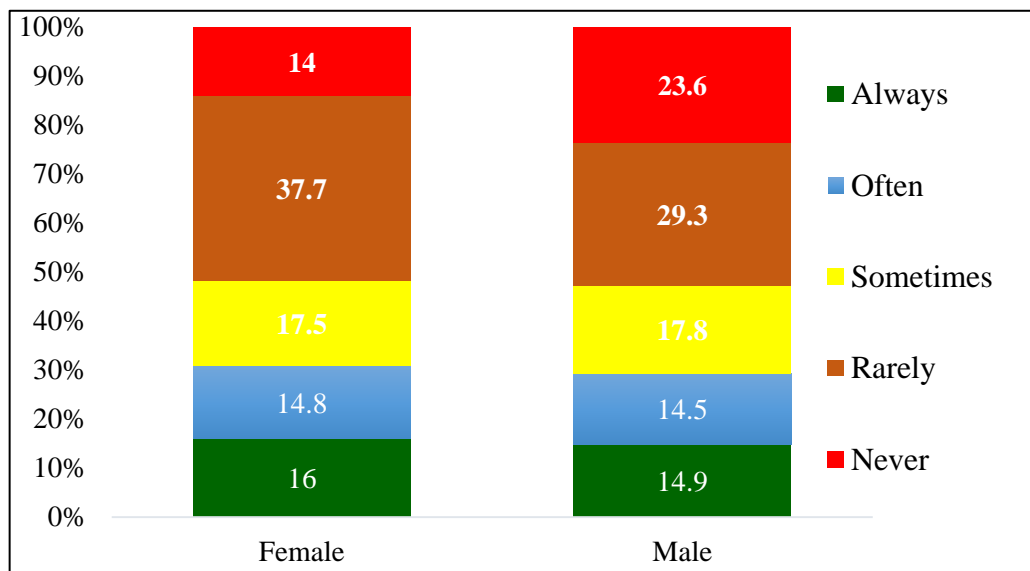


Figure 4.20: Influence of Gender on Evaluation between Possible Alternatives

Results in figure 4.20 shows that 14% of females and 23.6% of the males indicated that they never evaluated between possible alternatives before purchasing new clothes. Those who rarely took time to evaluate different alternatives for the new clothes were 37.7% of the females and 29.3% of the males while 14.8% of the females and 14.5% of the males often did an evaluation of other possible alternatives before purchasing new clothes.

The study also shows that 16% of female students and 14.9% of the male students always evaluated possible alternatives before purchasing new clothing. The study revealed that the majority of both males and females did not evaluate between possible alternatives before making apparel fashion purchase at 53% and 52% cumulative respectively. The study concludes that gender does not seem to have influence on evaluation between possible alternatives when making a purchase.

Influence of Gender on Post-Purchase Evaluation

This study sought to establish the influence of students' gender on post-purchase evaluation. The respondents were asked *“how often they buy any new clothing, they do a post-purchase evaluation to determine whether they made the best decision”* The results are presented in figure 4.21

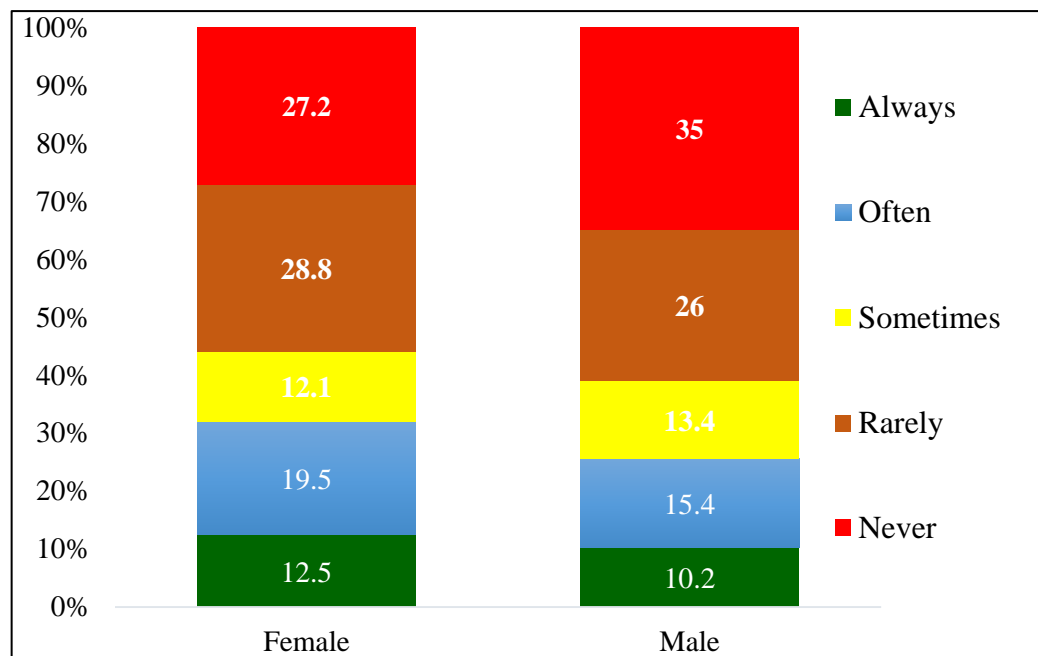


Figure 4.21: Influence of Gender on Post-Purchase Evaluation

The study in figure 4.21 shows that 35% of the male students never do post-purchase evaluation after the purchase of new clothes as compared to 27.2% of the female students who never did a post purchase evaluation on the best decision of new clothes bought. The study shows that 28.8% of the females and 26% of males rarely evaluated their post-purchase decision on new clothes purchase as the best while 12.1% of the females and 13.4% of males sometimes did an evaluation of the decision made after apparel fashion purchase.

The study also shows that 29.5% of the female students and 15.4% of the male students often evaluate post- purchase after every apparel fashion purchase. Finally, 12.5% of the females and 10.2% of the males always did a post purchase evaluation on whether they had made the best decision in purchasing the new clothes. The results indicate that (61%) males and (56%) female did not do a post-purchase evaluation of the purchase made. This shows that gender did not seem to influence evaluation of post-purchase decision on purchased new clothes.

Influence of Gender on Impulse Buying Decisions

This study sought to establish the influence of gender on impulse buying decisions among university students. The respondents were asked “*how often they make impulse buying decisions*” Results are shown in figure 4.22.

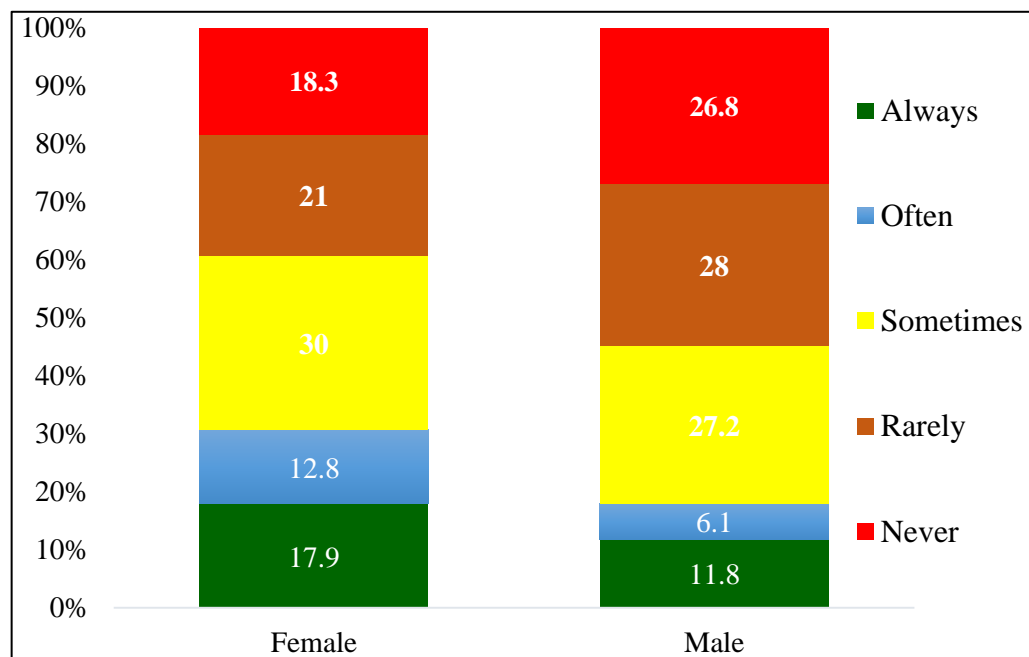


Figure 4.22: Influence of Gender on Impulse Buying Decisions

Results in figure 4.22 show that 18.3% of the females and 26.8% of the males never made impulse buying decisions. From the study findings, 21% of the females and 28% of the males indicate that they rarely bought new clothes through impulse buying decision. From the study findings, 30% of the female students and 27.2% of the males bought clothes by impulse sometimes. While 12.8% of the females bought apparel fashion by impulse often, only 6.1% of the males often made impulse purchase. The study findings reveal that 17.9% of females always bought new clothes by impulse than men (11.8%). This shows that more female students purchase new clothing through impulse buying than male. In conclusion, gender have influence on student's impulse buying decision.

Influence of Gender on Promotions, Deals and Discounts

This study sought to establish the influence of gender on students' likeliness of looking for promotions, deals and discounts when buying new clothes. The respondents were asked "how often they look for promotions, deals and discounts" Figure 4.23 shows the results.

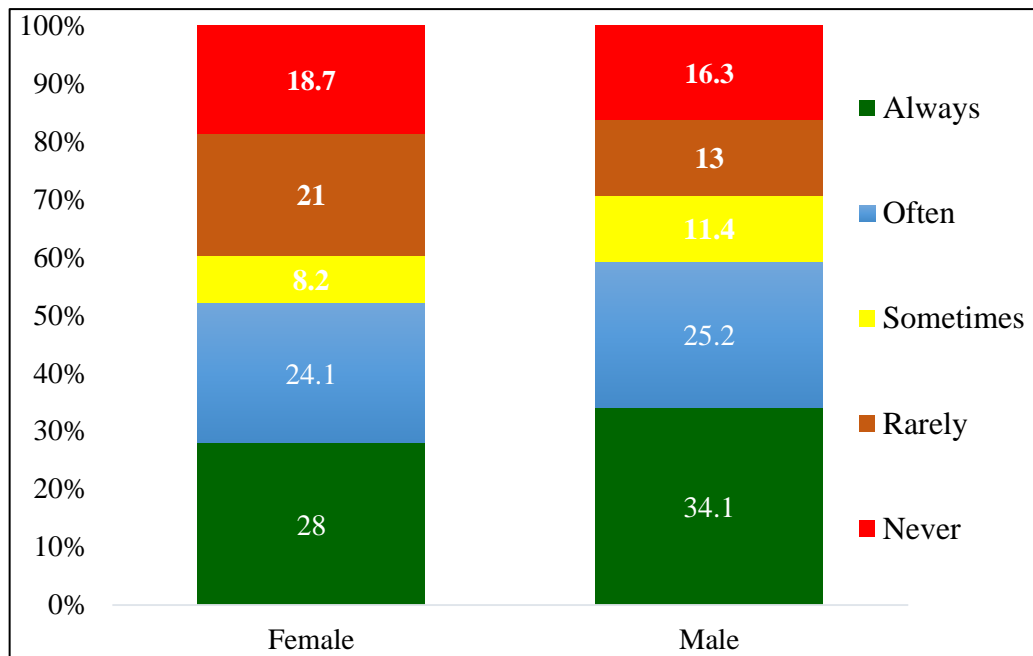


Figure 4.23: Influence of Gender on Promotions, Deals and Discounts

The study shows that more males (34.1%) than females (28%) always looked for promotions, deals and discounts when purchasing new clothes. The study also shows that 25.1% of male students and 24.1% of females often looked for promotions, deals and discounts when purchasing new clothes. It is further noted that 18.7% of females and 16.3% of the male students never looked for promotions, deals and discounts when purchasing new clothes. Cumulatively, while 52% of the females always/often looked for promotions, deals and

discounts, 59% of the males did so showing that males were more interested in promotions, deals and discounts than their female counterparts. This indicates that gender may influence on promotions, deals and discounts when making decision on buying new clothes.

Influence of Gender on Buying of the same product Every Time

This study established the influence of gender on buying the same apparel fashion product every time. The respondents were asked “*how often they buy the same product every time*” Results are presented in figure 4.24.

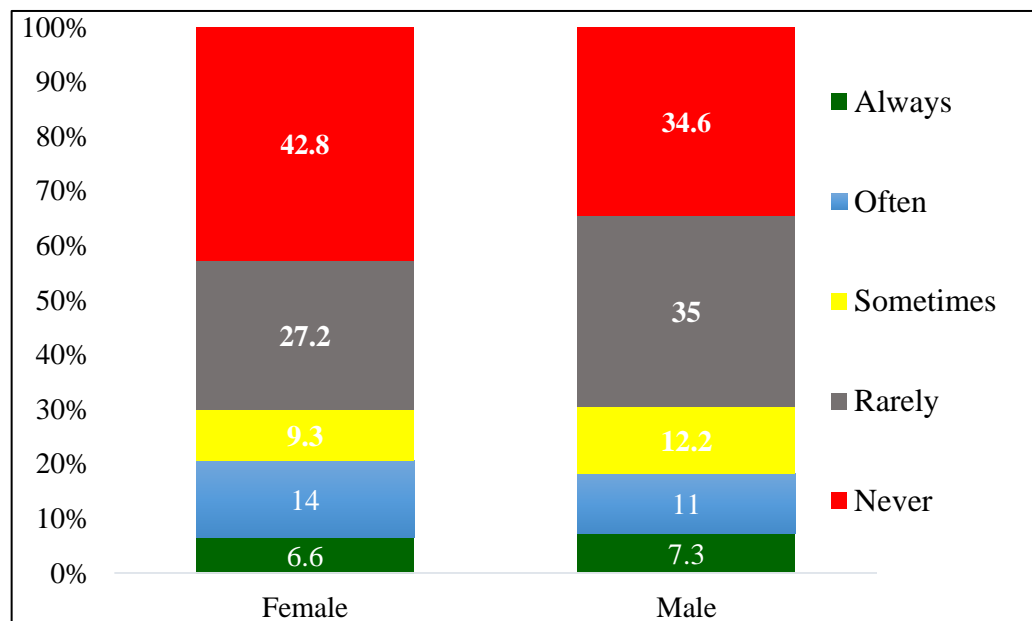


Figure 4.24: Influence of Gender on buying of the same product

The majority of the students 42.8% of females and 34.6% of males never bought the same products whenever they made a purchase. Twenty-seven-point two percent of females and 35% of male students rarely bought the same product. The study also shows that 7.3% of females and 6.6% of males always bought the same

product every time they did apparel fashion purchasing. The study indicates that both genders never/rarely bought the same product every time they did a purchase thus the study shows that gender may not have influence on buying the same product every time.

Means and Rank for Gender Influence on Apparel Fashion Consumption Decision Making Process

This study established the means and rank of the influence of gender on apparel fashion consumption decision making process. Table 4.19 presents the results.

Table 4.19: Means and Rank for Gender Influence on Apparel Fashion Consumption Decision making Process

Apparel fashion Consumption Decision Making Process	Female	Male	Average	Rank
Before buying new clothes, I have knowledge about the latest apparel fashion trends and what's in/out in apparel fashion	3.44	3.91	3.675	1
Before shopping for clothes, I usually have expectation about what I am going to Buy	3.33	3.42	3.375	2
I look for promotions, deals and discounts	3.22	3.48	3.35	3
I use time to search for information about the product	3.11	3.33	3.22	4
Before buying new clothes, I evaluate all information making a purchase	3.07	3.18	3.125	5
Before deciding on which new apparels to buy, I use time to evaluate between possible alternatives	2.81	2.67	2.74	6
Before buying new clothes, I start by conceptualize a need	2.88	2.28	2.58	7
I make impulse buying decisions	2.69	2.39	2.54	8
After I buy any new clothing, I do a post-purchase evaluation to determine whether I made the best decision	2.61	2.52	2.565	9
I buy the same product every time	2.14	2.20	2.17	10

The results show that having knowledge about the latest apparel fashion trends, what was in/out of apparel fashion had the highest score among both genders. Having expectations about what is going to be bought was second while looking for promotions, deals and discounts followed with a mean of 3.22, 3.48 and 3.35 for female, male and average respectively. It is also noted that impulse buying decisions, post-purchase evaluation and evaluation of alternatives had higher score among females than males. Males had higher scores on having knowledge about the latest apparel fashion trends, having expectation about what they were going to buy and looking for promotions, deals and discounts than their female counterparts. Purchase of the same product every time had the lowest score with a mean of 2.14, 2.22 and 2.18 for females, males and average respectively. Males had higher scores than female on search for information in making purchase and evaluation of all information on making a purchase. In conclusion gender had more influence on search for information in making purchase and evaluation of all information on making a purchase.

In both male and female, gender had influence on apparel fashion enthusiasm, conceptualizing a need before buying new cloths, expectations about what to buy before buying new clothes, knowledge on apparel fashion trend and what was in/out of apparel fashion before purchasing new clothes and promotions, deals and discounts when making decision on buying new clothes

Gender did not seem to have influence on frequency of apparel fashion shopping, apparel fashion style, satisfaction of apparel fashion purchase made, evaluation between possible alternatives on making a purchase, evaluation of post-purchase

decision on purchased new clothes, impulse buying decision and buying the same product every time.

Influence of Marital Status on Apparel Fashion Enthusiasm

This study established the influence of respondents' marital status on apparel fashion enthusiasm. The respondents were asked "To what extent would you consider yourself an apparel fashion enthusiast when it comes to making decision on apparel fashion?" The results are presented in figure 4.25.

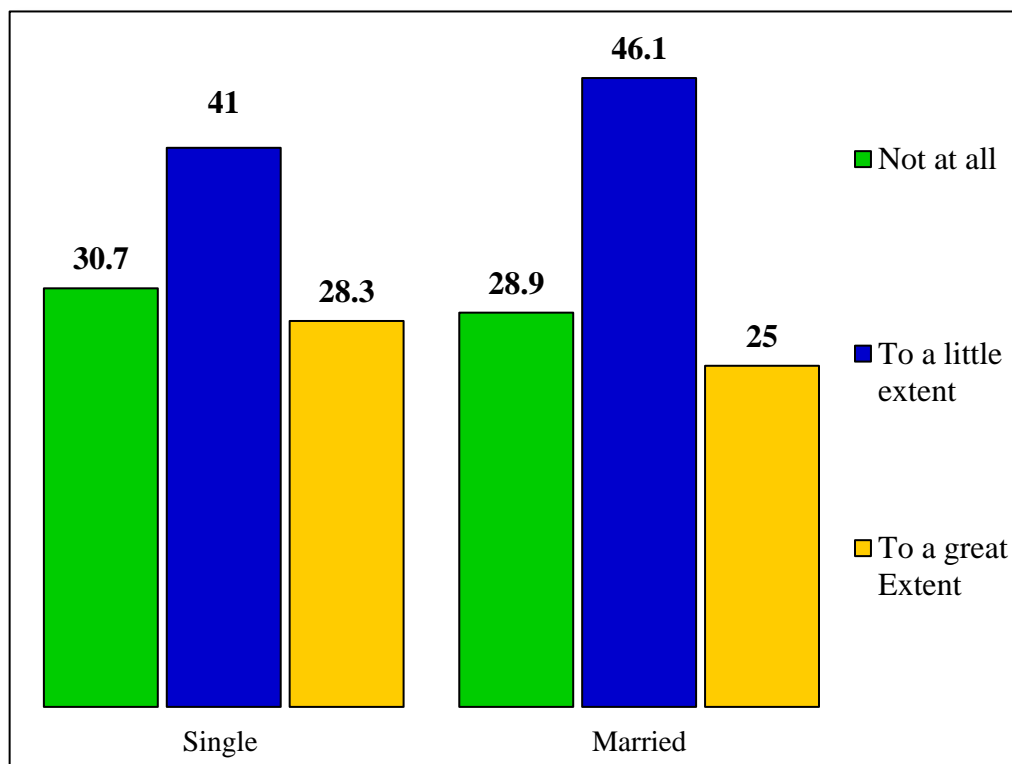


Figure 4.25: Influence of Marital Status on Apparel Fashion Enthusiasm

The results in figure 4.25 show minimal differences in apparel fashion enthusiasm across the two marital statuses. Single students who indicated that they were not apparel fashion enthusiasts were 30.7%, the married were 28.9%. The study also shows that 41% of the single students and 46.1% of the married

were apparel fashion enthusiasts to a little extent. Twenty-eight-point three percent of the single students and 25% of the married students were apparel fashion enthusiasts to a great extent. The results indicate that students of both marital status (single and married) has almost similar views on the extent of apparel fashion enthusiasm. This indicates that marital status did not seem to have influence on apparel fashion enthusiasm.

Influence of Marital Status on Apparel Fashion Shopping Frequency

This study established the influence of marital status of university students on apparel fashion shopping frequency. The respondents were asked “*How often they go shopping for clothes*” Results obtained are presented in table 4.20.

Table 4.20: Influence of the marital status on frequency of apparel fashion shopping

		How often do you go shopping for clothes (frequency of shopping)?				Total	
		Rarely	Every six months	Every semester/ 3 months	Every month		
Marital	Single	f	188	114	38	87	427
Status of		%	44.0%	26.7%	8.9%	20.4%	100.0%
Students	Married	f	36	23	5	12	76
		%	47.4%	30.3%	6.6%	15.8%	100.0%
Total		f	224	137	43	99	503
		%	44.5%	27.2%	8.5%	19.7%	100.0%

The study results showed that the majority (44% of the single and 47.4% of the married) students rarely did apparel fashion shopping. From the results, 26.7% of the single students and 30.3% of the married students did their apparel fashion shopping every six months. The study also shows that 8.9% of the single students

and 6.6% of the married students did apparel fashion shopping every three months. Lastly, the study shows that while 20.4% of the single students did their apparel fashion shopping every month, only 15.8% of the married students did their apparel fashion shopping every month. This indicates that single students were likely to do their apparel fashion shopping more often than the married students. This implies that marital status seems to have influence on frequency of apparel fashion shopping.

Influence of Marital status on Apparel Fashion Style

This study sought to establish the influence of students' marital status on apparel fashion style. The researcher asked the respondents "*What is their apparel fashion style*" Table 4.21 presents the results.

Table 4.21: Influence of Marital Status on Apparel Fashion Style

		Marital Status of Students				Total	
		Single		Married		f	%
		f	%	f	%		
What is your apparel fashion style?	Casual	66	15.5%	15	19.7%	81	16.1%
	Official	87	20.4%	22	28.9%	109	21.7%
	Sport	40	9.4%	1	1.3%	41	8.2%
	Elegant	77	18.0%	15	19.7%	92	18.3%
	Sexy	76	17.8%	5	6.6%	81	16.1%
	Stylish	54	12.6%	9	11.8%	63	12.5%
	Trendy	27	6.3%	9	11.8%	36	7.2%
Total		427	100.0	76	100.0	503	100.0%
			%		%		

Results in table 4.21 show that 19.7% of the married students liked casual clothes as compared to 15.5% of the single students who liked casual clothes; 17.8% of the single students liked sexy clothes while 6.6% of the married people indicated

that their apparel fashion style was sexy. Nine-point four percent of single students liked sport clothes than married ones (1.3%). The study also shows that 12.6% of single students liked stylish clothes than married students (11.8%). The study indicates that majority (21.7%) of the students preferred official clothes out of which 20.4% were single (n = 427) and 28.9% were married (n = 76). This shows that students of varied marital status as preferred different apparel fashion styles.

Influence of Marital Status on Satisfaction of Apparel Fashion Purchased

This study established the influence of the marital status on satisfaction of the apparel fashion clothing purchased by the respondents. The respondents were asked “*After they buy new clothing, how often do they feel satisfied/convinced they made the right purchase*”. The results obtained are presented in figure 4.26.



Figure 4.26: Influence of marital status on satisfaction on the apparel fashion purchased.

The study findings show that 28.9% of the married students were rarely satisfied as compared to 24.4% of the single students who were rarely satisfied with the apparel fashion they purchased. The study shows that 32.3% of the single and 34.2% of the married students were sometimes satisfied that they made the right apparel fashion decision.

The study also shows that 18.5% of the single students and 11.8% of the married students were often satisfied with the purchase made. Notably, both 25% of married and 24.8% of the single students were always satisfied with apparel fashion purchase made. The study indicates that both married and single had almost similar views on satisfaction on the apparel fashion purchased. Therefore, marital status did not seem to have influence on satisfaction on apparel fashion purchased.

Influence of Marital Status on other Apparel Fashion Consumption Decision Making Variables

This study sought to establish the influence of students' marital status on apparel fashion decision making. The respondents were asked "*to what extent, before buying new clothes, they start by conceptualizing a need*". Figure 4.27 shows the results of the influence of marital status on conceptualization need.

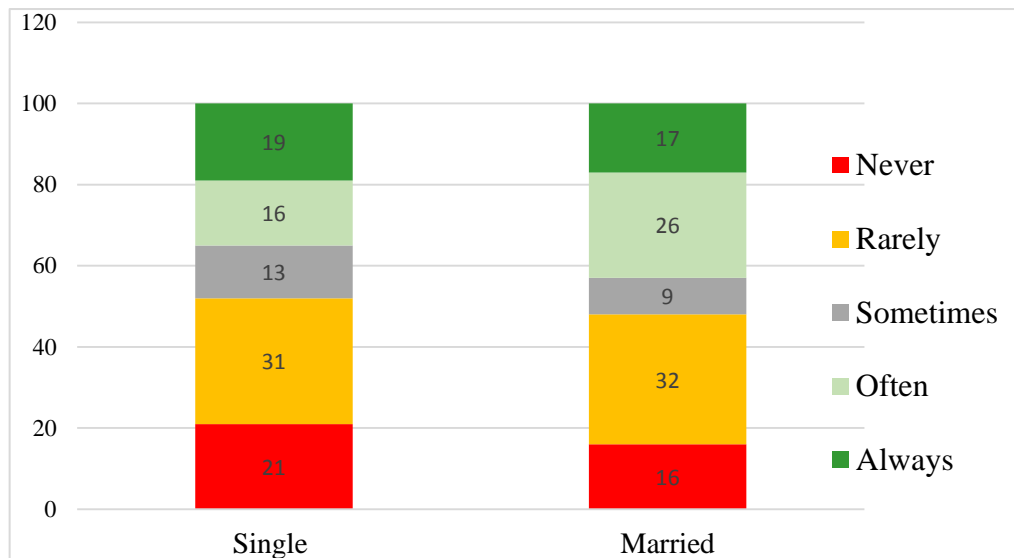


Figure 4.27: Influence of students' marital status on conceptualizing need

The study revealed that slightly more single (21%) students than married students (16%) never conceptualized apparel fashion need before buying. Thirty five percent of the single students and 43% of married students often/always had conceptualization need. The study also shows that more single students 21% never conceptualized the need before buying, compared to married students (16%). This study shows that married students conceptualized the need than their single counterparts on purchase made.

Influence of Marital Status on having knowledge of latest apparel fashion trends

This study established the influence of students' marital status on having knowledge about the latest apparel fashion trends and what is/out of apparel fashion by the students before buying new clothes. The respondents were asked *“to what extent before buying new clothes, they have knowledge about the latest apparel fashion trends and what's in/out in apparel fashion”* Figure 4.28 presents the results.

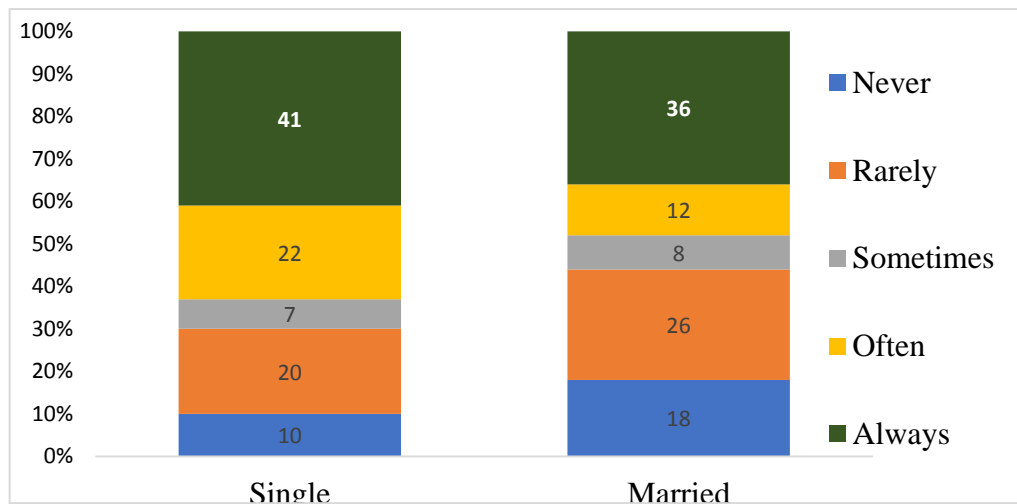


Figure 4.28: Influence of students' marital status on Knowledge about latest apparel fashion trends.

The study revealed that more (18%) married students than single (10%) never had knowledge about the latest apparel fashion trends and what was in/out of apparel fashion before buying new clothes. More single students (41%) always had knowledge about the latest apparel fashion trends and what was in/out of apparel fashion before buying new clothes than the married students (36%). This study reveals that single students had knowledge about the latest apparel fashion trends than their married counterparts. This implies that marital status seems to have influence on knowledge about latest apparel fashion trends.

Influence of Marital Status on Search of Information about the Product

This study established the influence of respondents' marital status on search for information about apparel fashion product. The respondents were asked "*the extent to which they use time to search for information about the product*"

Results are presented in figure 4.29.

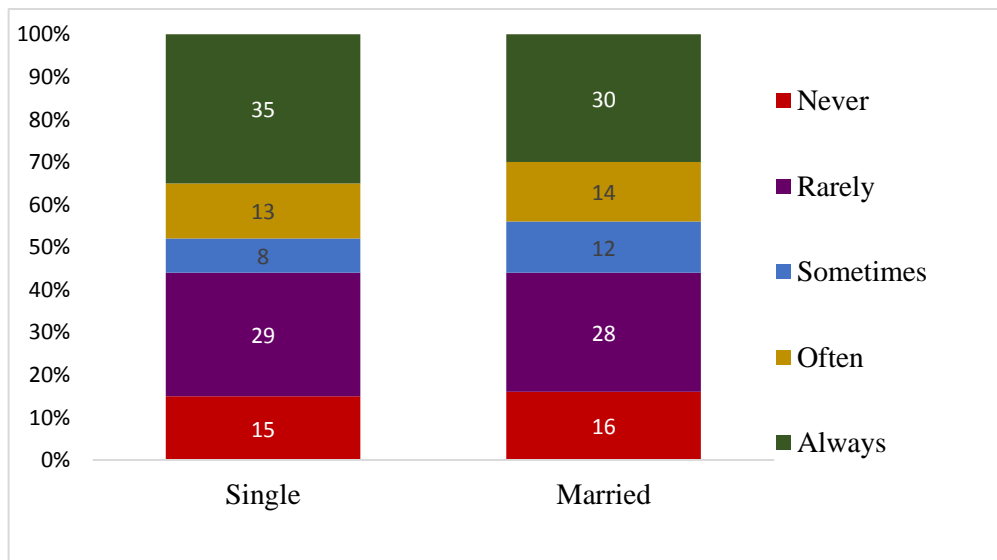


Figure 4.29: Influence of Marital status on search for information about the Product

Results in figure 4.29 shows that 35% of single and 30% of married students always used time to search for information about the product before buying new clothes while 13% of the single students and 14% of the married students often used time to search for information about the product before buying new clothes. The study also shows that 15% of the single and 16% of the married students never search for information about the product. The results show that both single and married had similar views on searching for information about the product. Therefore, marital status did not seem to have influence on search for information about the product.

Influence of Marital Status on Evaluation of Possible Alternatives

This study established the influence of students' marital status on evaluation of possible alternatives before deciding on which new apparel to buy. The respondents were asked *"the extent to which before deciding on which new*

apparel to buy, they use time to evaluate between possible alternatives’” Figure 4.30 presents the results.

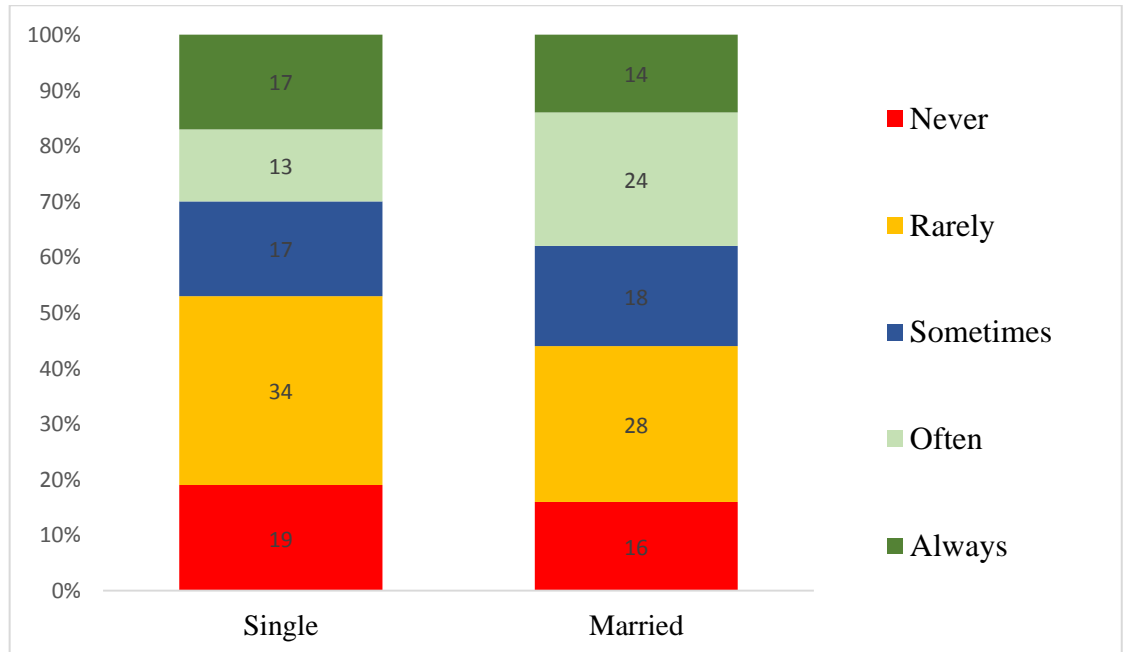


Figure 4.30: Influence of Marital Status on Evaluation of Possible Alternatives

The results show that 17% of the single and 14% of the married students always evaluate possible alternatives on which apparel to buy. From the study results, 34% of single students and 28% of married students rarely evaluated the possible alternatives before purchasing new apparel. Less than 20% of both singles and married students never evaluated between possible alternatives. These show more married students evaluated possible alternatives when deciding on purchase than their single counterparts. This implies that, marital status seems to have influence on evaluation of possible alternatives when deciding to purchase.

Influence of marital Status on Impulse Buying

This study established the influence of the students' marital status on making impulse buying of new clothes. The respondents were asked "the extent to which they make impulse buying decisions" The results are presented in figure 4.31.

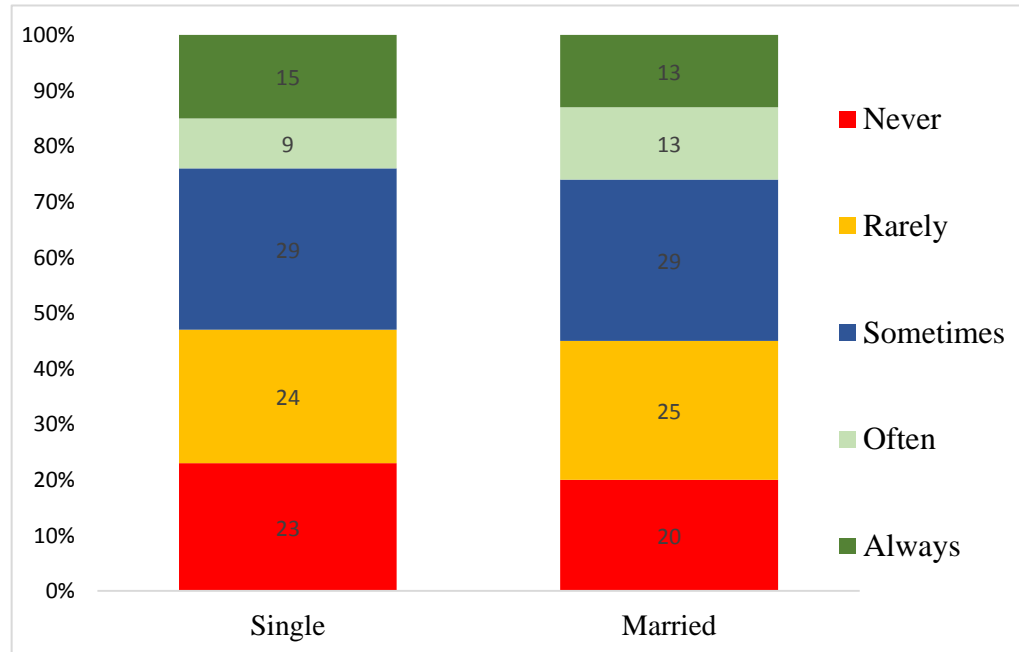


Figure 4.31: Influence of Marital Status on Making Impulse Buying Decision

The results indicate that 24% of the single students and 25% of the married students rarely made impulse buying decisions when buying clothes. The study also shows that 23% of the single and 20% of the married students never made impulse buying decision when buying new clothes. The study reveals that cumulatively, 26% of married students made impulse buying decision than their single counterparts (24%). In conclusion, marital status does not seem to have influence on impulse buying decision.

Table 4.22: Shows a summary of the influence of the marital status on decision making process.

Variable of the decision-making process	Responses	
	Single	Married
Apparel fashion Enthusiasm	To a greater extend	To a less extend
Apparel fashion Shopping Frequency	More often	Less often
Apparel fashion Style	Sporty, Elegant, sexy, stylish	Casual, official, trendy
Satisfaction of apparel fashion purchased	No unique response	No unique response
Conceptualizing Need	No unique response	No unique response
Knowledge of latest apparel fashion trends	Higher knowledge	Less knowledge
Search Information on the Product	Higher	Lower
Evaluation of Possible Alternatives	Less likely	More likely
Impulse Buying	Less frequent	Less frequent

The results in table 4.22 show that married students ignored most of the steps of apparel fashion consumption decision making process. The single status achieved four of eight steps as compared to only two of the married students.

Influence of Students' Religion on Apparel Fashion Consumption Decision making Process

This study established the influence of religion on students' apparel fashion consumption decision making process among university students in Nairobi.

Influence of Religion on Apparel Fashion Enthusiasm

This study sought to establish the influence of religion on apparel fashion enthusiasm when it comes to decision making on apparel. The respondents were asked “*the extent to which they would consider themselves a apparel fashion enthusiast when it comes to making decision on apparel fashion*” The results are presented in table 4.23.

Table 4.23: Influence of Religion on Apparel Fashion Enthusiasm

			To what extent would you consider yourself a apparel fashion enthusiast when it comes to making decision on apparel fashion?			Total
			Not at all	To a little extent	To a great extent	
Students' Religion	Catholic	f	49	56	46	151
		%	32.5%	37.1%	30.5%	100.0%
	Muslim	f	13	5	5	23
		%	56.5%	21.7%	21.7%	100.0%
	Hindu	f	2	0	1	3
		%	66.7%	0.0%	33.3%	100.0%
	Protestant	f	83	137	73	293
		%	28.3%	46.8%	24.9%	100.0%
	Others	f	6	12	15	33
		%	18.2%	36.4%	45.5%	100.0%
Total	f		153	210	140	503
	%		30.4%	41.7%	27.8%	100.0%

Results in table 4.23 show that 45.5% of other religions students were more of apparel fashion enthusiasts than Hindus (33.3%), Catholics (30.5%), Protestants (24.9%) and then Muslims at 21.7% who were apparel fashion enthusiasts to a great extent. The study also shows that 66.7% of the Hindus, 56.5% of the Muslims and 32.5% of the Catholics indicated that they were not at all apparel fashion enthusiasts when it comes to making decisions on apparel fashion.

The study reveals that Hindu students formed the greatest portion of students who did not consider themselves as apparel fashion enthusiasts followed by Muslims. Catholics, Protestants and others were apparel fashion enthusiasts when making decision on apparel fashion. In conclusion, religion seems to have influence on apparel fashion enthusiasts.

Influence of Religion on Frequency of Apparel Fashion Shopping

This study sought to establish the influence of students' religion on frequency of apparel fashion shopping. The respondents were asked "how often they go shopping for clothes" The results are presented in Figure 4.32.

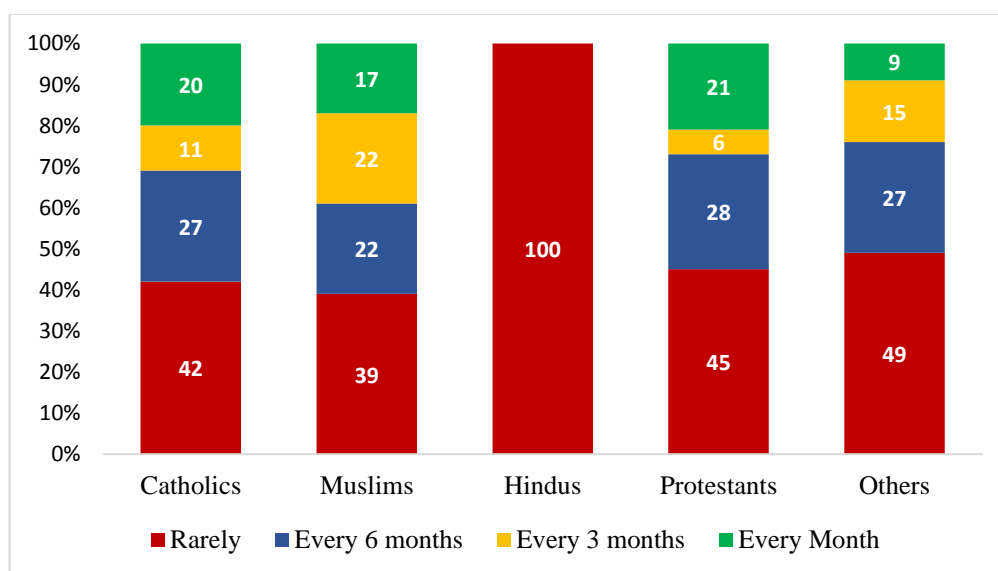


Figure 4.32: Influence of religion on frequency of apparel fashion shopping

The study results show that all the Hindus rarely went out for apparel fashion shopping while 49% of the students from religions other than Catholic, Protestant, Hindu and Muslim rarely did their apparel fashion shopping. The study also reveals that 28% of the Protestants, 22% of the Muslims and 27% of the Catholics went for apparel fashion shopping every six months. Further, the

study shows that 21% of the Catholics, 17% of the Muslims and 21% of the protestant students went for apparel fashion shopping every month. The study indicates that Protestants, Catholics, Muslims and others had almost similar views on frequency on apparel fashion shopping. This shows that religion seems to have little influence on frequency on apparel fashion shopping

Influence of Religion on Apparel Fashion Style

This study established the influence of students' religion on apparel fashion style. The respondents were asked "*what is their apparel fashion style*" Table 4.24 presents the results.

Table 4.24: Influence of Religion on Apparel Fashion Style

		What is your apparel fashion style?							Total
		Casual	Officia l	Sport	Elegant	Sexy	Stylish	Trendy	
Students' Religion	Catholic	F 20 % 13.2%	33 21.9%	11 7.3%	30 19.9%	25 16.6%	18 11.9%	14 9.3%	151 100.0%
	Muslim	F 4 % 17.4%	4 17.4%	2 8.7%	6 26.1%	1 4.3%	1 4.3%	5 21.7%	23 100.0%
	Hindu	F 1 % 33.3%	1 33.3%	0 0.0%	0 0.0%	0 0.0%	1 33.3%	0 0.0%	3 100.0%
	Protestant	F 50 % 17.1%	63 21.5%	27 9.2%	49 16.7%	51 17.4%	39 13.3%	14 4.8%	293 100.0%
	Others	F 6 % 18.2%	8 24.2%	1 3.0%	7 21.2%	4 12.1%	4 12.1%	3 9.1%	33 100.0%
Total		F 81 % 16.1%	109 21.7%	41 8.2%	92 18.3%	81 16.1%	63 12.5%	36 7.2%	503 100.0%

Results in table 4.24 show that the majority (21.9%) of the Catholic students preferred official cloths while 16.6% of them preferred sexy clothes. The

majority (26.1%) of the Muslim student preferred elegant clothing while only 4.3% preferred sexy and stylish clothes. The study also shows that 21.5% of the protestant students indicated to prefer official clothes while only 4.8% liked trendy clothes. Students from other religions preferred official cloths (24.2%) and elegant (21.2%) respectively. Further, the study showed that 33% of the Hindus students preferred casual, official and stylish apparel fashion styles. The study indicates that casual, official and stylish wear outstands when it comes to influence of religion on apparel fashion style. Chi-square tests showed $\chi^2 = 22.064$, $df = 24$ and a p-value = 0.575 indicating that there was no significant relationship between students' religion and apparel fashion styles.

Influence of Religion on Satisfaction of the Purchased Apparel Fashion

This study sought to establish the influence of students' religion on how often they are satisfied of making the right decision made in purchasing new clothes. The respondents were asked *"how often after they buy new clothing, how often do they feel satisfied/convinced of making you made the right purchase"* The results are presented in Table 4.25.

Table 4.25: Influence of Religion on satisfaction of apparel fashion purchased

		After you buy new clothing, how often do you feel satisfied/convinced you made the right purchase?				Total	
		Rarely	Sometimes	Often	Always		
Students' Religion	Catholic	F	38	46	29	38	151
		%	25.2%	30.5%	19.2%	25.2%	100.0%
	Muslim	F	1	9	5	8	23
		%	4.3%	39.1%	21.7%	34.8%	100.0%
	Hindu	F	3	0	0	0	3
		%	100.0%	0.0%	0.0%	0.0%	100.0%
	Protestant	F	74	104	43	72	293
		%	25.3%	35.5%	14.7%	24.6%	100.0%
	Others	F	10	5	11	7	33
		%	30.3%	15.2%	33.3%	21.2%	100.0%
Total		F	126	164	88	125	503
		%	25.0%	32.6%	17.5%	24.9%	100.0%

Results in table 4.25 show that all the three (100%) of the Hindu students rarely felt satisfied they had made the right purchase. The study also shows that 25.2% of the Catholics and 25.3% of the Protestants were rarely satisfied that they had made the right purchase. The study shows that 25.2% of Catholics, 34.5% of Muslims, 25.3% of protestants and 21.2% of others felt satisfied that they had made the right decision of purchase every month. The study indicates that Muslim students (34.8%) were more satisfied with the purchase made than any other religion. It can be concluded that, religion seems to have influence on satisfaction of apparel fashion purchased.

Influence of Religion on Conceptualization Need

This study sought to establish the influence of students' religion on conceptualization need before purchasing new clothes. The respondents were asked "*the extent to which before buying new clothes, they start by conceptualize a need*" Results are presented in table 4.26.

Table 4.26: Influence of Religion on Conceptualization Need

		Before buying new clothes, I start by conceptualize a need					Total
		Never	Rarely	S/times	Often	Always	
Students' Religion	Catholic	F 28	46	20	27	30	151
		% 18.5%	30.5%	13.2%	17.9%	19.9%	100.0%
	Muslim	F 2	12	2	5	2	23
		% 8.7%	52.2%	8.7%	21.7%	8.7%	100.0%
	Hindu	f 1	1	1	0	0	3
		% 33.3%	33.3%	33.3%	0.0%	0.0%	100.0%
	Protestant	f 63	89	32	52	57	293
		% 21.5%	30.4%	10.9%	17.7%	19.5%	100.0%
	Others	f 8	8	6	5	6	33
		% 24.2%	24.2%	18.2%	15.2%	18.2%	100.0%
Total		f 102	156	61	89	95	503
		% 20.3%	31.0%	12.1%	17.7%	18.9%	100.0%

This study shows that 19.9% of Catholic and 19.5% of the Protestant students always started by conceptualizing the need before buying new clothes. The study also shows that 18.5% of the Catholics, 8.7% of the Muslims, 33.3% of the Hindus, 21.5% of the Protestants and 24.2% of other religion never conceptualized the apparel fashion need before purchasing new clothes. Further, 30.5% of the Catholic, 52.2% of Muslims, 33.3% of the Hindus, 30.4% of protestants and 24.2% of others indicated that they rarely conceptualized the need before buying new clothes. The study indicates that majority of religions

rarely/never conceptualized on the apparel fashion need before purchasing new cloths. This shows that religion did not seem to have influence on conceptualization of need before purchase.

Influence of Religion on Having Expectations about what to Buy

This study sought to establish the influence of students' religion on expectations on what they were going to buy. The respondents were asked "*to what extent before shopping for clothes, they usually have expectation about what they are going to buy*" The results are presented in table 4.27.

Table 4.27: Influence of Religion on Expectations of what to Buy

		Before shopping for clothes, I usually have expectation about what I am going to Buy					Total
		Never	Rarely	Sometimes	Often	Always	
Students' Religion	Catholic	f 15 % 9.9%	46 30.5%	16 10.6%	25 16.6%	49 32.5%	151 100.0%
	Muslim	f 6 % 26.1%	5 21.7%	1 4.3%	3 13.0%	8 34.8%	23 100.0%
	Hindu	f 0 % 0.0%	0 0.0%	0 0.0%	2 66.7%	1 33.3%	3 100.0%
	Protestant	f 37 % 12.6%	70 23.9%	33 11.3%	55 18.8%	98 33.4%	293 100.0%
	Others	f 3 % 9.1%	4 12.1%	3 9.1%	8 24.2%	15 45.5%	33 100.0%
Total		f 61 % 12.1%	125 24.9%	53 10.5%	93 18.5%	171 34.0%	503 100.0%

The study results in table 4.27 show that Hindu students often/always (100%) had expectations about what they were going to buy. The study shows that 45.5% of the students of religions other than Catholic, Protestant, Hindu and Muslim

always had expectations of what they were going to buy. The study also shows that 26.1% of the Muslim students never had expectations of what they were going to purchase. The study further shows that 12.6% of the Protestants, and 9.9% of the Catholics never had expectations of what they were going to buy. The study indicates that Hindus and others had expectations of what to buy than protestants, Muslims and Catholics. In conclusion, religion seems to have influence on expectations on expectations of what to buy.

Influence of Religion on Knowledge of Latest Apparel Fashion Trends

This study sought to establish the influence of religion on knowledge by the students on the latest apparel fashion trends before buying new clothes. The respondents were asked “*how often before buying new clothes, they have knowledge about the latest apparel fashion trends and what’s in/out in apparel fashion*” The study results are presented in Table 4.28

Table 4.28: Influence of Religion on Knowledge of Latest Apparel Fashion Trends

			Before buying new clothes, I have knowledge about the latest apparel fashion trends and what’s in/out in apparel fashion					Total
			Never	Rarely	S/times	Often	Always	
Students' Religion	Catholic	f	15	27	11	36	62	151
		%	9.9%	17.9%	7.3%	23.8%	41.1%	100.0%
	Muslim	f	2	10	2	3	6	23
		%	8.7%	43.5%	8.7%	13.0%	26.1%	100.0%
	Hindu	f	1	0	0	0	2	3
		%	33.3%	0.0%	0.0%	0.0%	66.7%	100.0%
	Protestant	f	34	56	21	62	120	293
		%	11.6%	19.1%	7.2%	21.2%	41.0%	100.0%
Others	f	5	11	3	1	13	33	
	%	15.2%	33.3%	9.1%	3.0%	39.4%	100.0%	
Total	f	57	104	37	102	203	503	
	%	11.3%	20.7%	7.4%	20.3%	40.4%	100.0%	

Results in table 4.28 show that 41.1% of the Catholics, 26.1% of Muslim, 66.1% of Hindus, 41% of protestants, 39.4% of other religion students always had knowledge of the latest apparel fashion trends. Majority of the Muslims (43.5%) rarely had knowledge of the latest apparel fashion trends before purchasing new clothes. The study indicates that majority of Hindus, Catholics and Protestants had knowledge on the latest apparel fashion trends while most of other religion rarely/never had knowledge on the latest apparel fashion trends. This shows that religion seems to have influence on knowledge of Latest Apparel fashion Trends.

Influence of Religion on Search for Information on Apparel Fashion Products

This study established the influence of students' religion on search for information on apparel fashion products. The respondents were asked "*to what extent they use time to search for information about the product*" Results of the study are presented in table 4.29.

Table 4.29: Influence of Religion on Search for Information on Apparel Fashion Products

		I use time to search for information about the product					Total
		Never	Rarely	S/times	Often	Always	
Students' Religion	Catholic	f	22	46	10	22	51
		%	14.6%	30.5%	6.6%	14.6%	33.8%
	Muslim	f	6	5	1	5	6
		%	26.1%	21.7%	4.3%	21.7%	26.1%
	Hindu	f	1	0	1	0	1
		%	36.3%	0.0%	33.3%	0.0%	30.3%
	Protestant	f	44	82	28	34	105
		%	15.0%	28.0%	9.6%	11.6%	35.8%
	Others	f	5	11	3	6	8
		%	15.2%	33.3%	9.1%	18.2%	24.2%
Total		f	78	144	43	67	171
		%	15.5%	28.6%	8.5%	13.3%	34.0%

The study shows that 33.8% of Catholics, 26.1% of Muslims, 30.3% of Hindu, 35.8% Protestants and 24.2% of other religion always search for information about the apparel fashion products before buying new clothes. The study also shows that 14.6% of the Catholics, 26.1% of the Muslims, 36.3% of Hindus, 15% of the Protestants and 15.2% of other religion never searched for information about apparel fashion product before purchase of new clothes. The study shows that all religions had almost similar views on search for information on apparel fashion products.

Influence of Religion on Evaluation of Information on Making a Purchase

This study sought to establish the influence of religion on evaluation of information on making a purchase. The respondents were asked *“to what extent before buying new clothes, they evaluate all information making a purchase”* Results of the study are presented in table 4.30.

Table 4.30: Influence of Religion on Evaluation of Information on Making a Purchase

		Before buying new clothes, I evaluate all information making a purchase					Total	
		Never	Rarely	S/times	Often	Always		
Students' Religion	Catholic	f	29	27	16	38	41	151
		%	19.2%	17.9%	10.6%	25.2%	27.2%	100.0%
	Muslim	f	4	2	1	5	11	23
		%	17.4%	8.7%	4.3%	21.7%	47.8%	100.0%
	Hindu	f	0	0	0	1	2	3
		%	0.0%	0.0%	0.0%	33.3%	66.7%	100.0%
	Protestant	f	56	77	33	60	67	293
		%	19.1%	26.3%	11.3%	20.5%	22.9%	100.0%
	Others	f	3	11	7	3	9	33
		%	9.1%	33.3%	21.2%	9.1%	27.3%	100.0%
Total		f	92	117	57	107	130	503
		%	18.3%	23.3%	11.3%	21.3%	25.8%	100.0%

This study shows that 52.4% of the Catholic students and 43.4% of the Protestants always/often evaluated information on making a purchase. The majority (69.5%) of the Muslims students always/often evaluated all the information on making a purchase before buying new clothes while 66.7% of the Hindus always evaluated information on making a purchase before the actual apparel fashion purchase. The study also shows that 17.4% of the Muslims, 19.2% of the Catholics and 19.1% of the Protestants never evaluated all the information on making a purchase before buying new clothes. The study reveals that other than those who never/rarely evaluated information on making a purchase, most of the religious groups did not show significant difference on

evaluation of information on making a purchase This indicates that religion seems to have influence on evaluation of information on making a purchase.

Influence of Religion on Evaluation of Possible Alternatives

This study sought to establish the influence of students' religion on evaluating possible alternatives before deciding to make new apparel purchase. The respondents were asked *“to what extent before deciding on which new apparels to buy, they use time to evaluate between possible alternatives”* The findings are presented in table 4.31.

Table 4.31: Influence of Religion on Evaluation of Possible Alternatives

		Before deciding on which new apparels to buy, I use time to evaluate between possible alternatives					Total
		Never	Rarely	S/times	Often	Always	
Students' Religion	Catholic	f 34	49	31	16	21	151
		% 22.5%	32.5%	20.5%	10.6%	13.9%	100.0%
	Muslim	f 3	7	7	3	3	23
		% 13.0%	30.4%	30.4%	13.0%	13.0%	100.0%
	Hindu	f 1	1	1	0	0	3
		% 33.3%	33.3%	33.3%	0.0%	0.0%	100.0%
	Protestant	f 64	106	38	43	42	293
		% 21.8%	36.2%	13.0%	14.7%	14.3%	100.0%
	Others	f 6	12	3	6	6	33
		% 18.2%	36.4%	9.1%	18.2%	18.2%	100.0%
Total		f 108	175	80	68	72	503
		% 21.5%	34.8%	15.9%	13.5%	14.3%	100.0%

The results in table 4.31 show that 22.5% of the Catholics, 13% of Muslims and 21.8% of the Protestants never evaluated possible alternatives before deciding on which new apparel to buy. The study also shows that 10.6% of the Catholics, 13% of the Muslims and 14.7% of the Protestants often evaluated possible alternatives before deciding on which apparel to purchase. The study shows that 13.9% of the Catholics and 14.3% of the Protestants always evaluated possible alternatives before deciding on which apparel to buy. The study indicates that most Hindus, Protestants, Catholics and others never/rarely evaluated possible alternatives before deciding on which apparel to purchase. Therefore, religion did not seem to have influence on evaluation of possible alternatives before purchase.

Influence of Religion on Post-Purchase Evaluation of Decision Made

This study established the influence of students' religion on post-purchase evaluation to determine if they had made the best decision after buying new clothes. The respondents were asked "*to what extent they do a post-purchase evaluation to determine whether they made the best decision after they buy any new clothing*" The results are presented in table 4.32.

Table 4.32: Influence of Religion on Post-Purchase Evaluation of Decision Made

		After I buy any new clothing, I do a post-purchase evaluation to determine whether I made the best decision					Total	
		Never	Rarely	S/times	Often	Always		
Students' Religion	Catholic	f	50	42	21	27	11	151
		%	33.1%	27.8%	13.9%	17.9%	7.3%	100.0%
	Muslim	f	6	8	4	3	2	23
		%	26.1%	34.8%	17.4%	13.0%	8.7%	100.0%
	Hindu	f	2	0	0	1	0	3
		%	66.7%	0.0%	0.0%	33.3%	0.0%	100.0%
	Protestant	f	98	82	37	43	33	293
		%	33.4%	28.0%	12.6%	14.7%	11.3%	100.0%
	Others	f	11	10	0	7	5	33
		%	33.3%	30.3%	0.0%	21.2%	15.2%	100.0%
Total		f	167	142	62	81	51	503
		%	33.2%	28.2%	12.3%	16.1%	10.1%	100.0%

The results in table 4.32 show that 33.1% of the Catholics, 26.1% of the Muslims, 66.7% of the Hindu, 33.4% of the Protestants students in universities never did a post-purchase evaluation to determine whether they had made the best decision after purchasing new clothing. The study also shows that 34.8% of the Muslims, 30.3% of others, 28% of the Protestants, and 27.8% of the Catholics rarely did a post purchase evaluation of their decision to do purchase of new clothes. However, only 7.3% of the Catholics, 8.7% of the Muslims and 11.3% of the Protestants always did a post-purchase evaluation of the decision they had made. The study indicates that majority of the students never/rarely did a post-purchase evaluation on decision made. In conclusion, religion does not seem to have influence on post purchase evaluation of decision made.

Influence of religion on Making Decision on Impulse Buying

This study sought to establish if religion of the students had an influence on their impulse buying decision. The respondents were asked “*to what extent they made impulse buying*” The results are presented in table 4.33.

Table 4.33: Influence of religion on Impulse Buying of Apparel Fashion

		I make impulse buying decisions					Total	
		Never	Rarely	S/times	Often	Always		
Students' Religion	Catholic	f	32	47	55	7	10	151
		%	21.2%	31.1%	36.4%	4.6%	6.6%	100.0%
	Muslim	f	6	5	7	4	1	23
		%	26.1%	21.7%	30.4%	17.4%	4.3%	100.0%
	Hindu	f	1	0	2	0	0	3
		%	33.3%	0.0%	66.7%	0.0%	0.0%	100.0%
	Protestant	f	70	66	92	33	32	293
		%	23.9%	22.5%	31.4%	11.3%	10.9%	100.0%
	Others	f	2	10	9	7	5	33
		%	6.1%	30.3%	27.3%	21.2%	15.2%	100.0%
Total		f	111	128	165	51	48	503
		%	22.1%	25.4%	32.8%	10.1%	9.5%	100.0%

The results in table 4.34 show that 21.2% of the Catholic students, 26.1% of the Muslims, 33.3% of Hindus, 23.9% of the Protestant and 6.1% of others never bought clothes by impulse. The study further shows that 6.6% of Catholics, 4.3% of the Muslims, 10.9% of the Protestants and 15.2% of other religion always made impulse buying of new clothes.

Influence of Religion on Promotions, Deals and Discounts

This study established the influence of religion on looking for promotions, deals and discounts. The respondents were asked “*to what extent they look for promotions, deals and discounts before they made a purchase*” Results are presented in table 4.34.

Table 4.34: Influence of Religion on Promotions, Deals and Discounts

		I look for promotions, deals and discounts					Total	
		Never	Rarely	S/times	Often	Always		
Students' Religion	Catholic	f	21	33	17	39	41	151
		%	13.9%	21.9%	11.3%	25.8%	27.2%	100.0%
	Muslim	f	5	5	3	5	5	23
		%	21.7%	21.7%	13.0%	21.7%	21.7%	100.0%
	Hindu	f	1	0	0	1	1	3
		%	33.3%	0.0%	0.0%	33.3%	33.3%	100.0%
	Protestant	f	55	43	27	72	96	293
		%	18.8%	14.7%	9.2%	24.6%	32.8%	100.0%
	Others	f	6	5	2	7	13	33
		%	18.2%	15.2%	6.1%	21.2%	39.4%	100.0%
Total		f	88	86	49	124	156	503
		%	17.5%	17.1%	9.7%	24.7%	31.0%	100.0%

The results presented in Table 4.34 show that most (27.2%) of the Catholic students 33.3% of the Protestants and 39.4% of students from other religious groups always looked for promotions, deals and discounts. The study also shows that 13.9% of the Catholics, 21.7% of the Muslims, 33.3% of Hindus and 18.8% of the Protestants indicated that they never looked for promotions, deals and discounts. It is further noted that 21.9% of the Catholics and 14.7% of the Protestants rarely looked for promotions while 26% of the Catholics and 22% of the Muslims often looked for promotions, deals and discounts when purchasing

new clothes. The study indicates that most of Hindus, Protestants and Catholics always looked for promotions, deals and discounts before making decision to buy clothes.

Influence of Religion on Purchase of the same Product Every Time

This study established the influence of students' religion on buying of the same product every time. The respondents were asked "to what extent they buy the same product every time" The study results are presented in table 4.35

Table 4.35: Influence of Religion on Purchase of the same Product Every Time

		I buy the same product every time					Total	
		Never	Rarely	S/times	Often	Always		
Students' Religion	Catholic	f	55	45	24	15	12	151
		%	36.4%	29.8%	15.9%	9.9%	7.9%	100.0%
	Muslim	f	10	3	3	5	2	23
		%	43.5%	13.0%	13.0%	21.7%	8.7%	100.0%
	Hindu	f	3	0	0	0	0	3
		%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	Protestant	f	115	99	25	38	16	293
		%	39.2%	33.8%	8.5%	13.0%	5.5%	100.0%
	Others	f	12	9	2	5	5	33
		%	36.4%	27.3%	6.1%	15.2%	15.2%	100.0%
Total		f	195	156	54	63	35	503
		%	38.8%	31.0%	10.7%	12.5%	7.0%	100.0%

The study results in table 4.35 show that all the Hindu students indicated that they never bought the same apparel fashion products every time while 43.5% of the Muslims also indicated that they never bought the same apparel fashion products every time they did apparel fashion shopping. The study also shows that the

majority of the Catholics (36.4%) and Protestants (39.2%) never bought the same products every time. On the contrary only 8% of the Catholics and 9% of the Muslims indicated to have bought the same apparel fashion product every time. Twenty-two of the Muslims also showed that they often bought the same apparel fashion product every time they went out for apparel shopping.

The results indicate that most students from all religions never bought the same productions every time. Therefore, religion did not seem to have influence on purchase of the same product every time. The results in table 4.36 shows that students from all religious groups presented no significant differences in frequency of apparel fashion shopping. Catholics seem to have observed the highest number of steps of apparel fashion consumption decision making process while Hindu and others had the highest adherence to the five steps of apparel fashion consumption decision making process.

Table 4.36 : Influence of religion on apparel fashion consumption decision making process.

Variable of the decision-making process	Religion				
	Catholic	Muslim	Hindu	Protestant	Others
Apparel fashion Enthusiasm	Yes	no	no	yes	yes
Apparel fashion Shopping Frequency	Similar	similar	similar	similar	similar
Apparel fashion Style	Official, Elegant,	Elegant, trendy	Casual, official	Casual, official, sexy, elegant	Official , elegant
Satisfaction of apparel fashion purchased	s/times	S/times	Rarely	sometimes	Often
Conceptualizing Need	Rarely	Rarely	Rarely	Rarely	Rarely
Expectations of what to Buy	Always	Always	often	Always	Always
Knowledge of latest apparel fashion trends	Always	Always	Always	Always	Always
Search Information on the Product	Always	Always	Never	Always	Rarely
Evaluation of Possible Alternatives	Always	Always	Always	Rarely	Rarely
Impulse Buying	Rarely	Rarely	Rarely	Rarely	Rarely

Influence of Students' Residence on Apparel Fashion Consumption Decision Making Process

This study established the influence of students' residence on apparel fashion consumption decision making. The residence was categorized as urban or rural.

Influence of Respondents' Residence on Apparel Fashion Enthusiasm

This study established the influence of residence on apparel fashion enthusiasm among university students. The respondents were asked “*To what extent would they consider themselves apparel fashion enthusiast when it comes to making decision on apparel fashion*” Figure 4.33 shows the results.

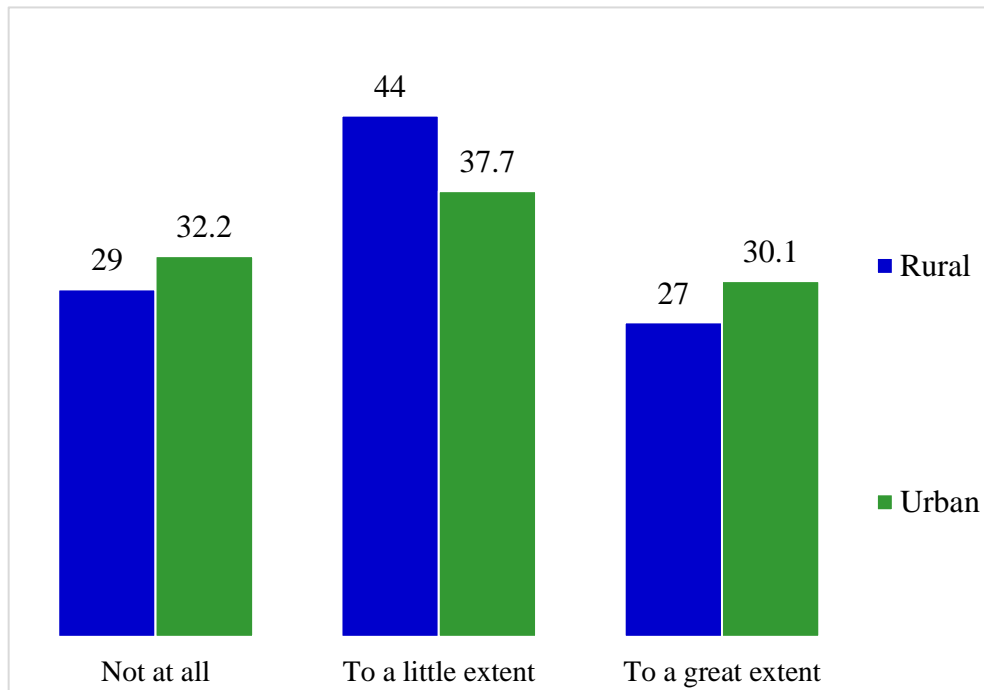


Figure 4.33: Influence of Residence on Apparel Fashion Enthusiasm

The results in figure 4.33 show that 29% of the students who hailed from the rural areas indicated that they were not at all apparel fashion enthusiasts. The study also shows that 44% of those students from rural and 38% of those from the urban areas considered themselves apparel fashion enthusiasts to a little extent. Finally, the study shows that 27% of the students from the rural areas and 30% of those from urban areas considered themselves apparel fashion enthusiasts to a great extent. The study shows that both students from rural and urban areas are apparel

fashion enthusiasm. In conclusion residence seems to influence apparel fashion enthusiasm decision making.

Influence of Residence on Frequency of Apparel Fashion Shopping

This study sought to establish the influence of the students' residence on the frequency of apparel fashion shopping. The respondents were asked "*How often they go shopping for clothes*" Table 4.37 shows the results

Table 4.37: Influence of Residence on Frequency of Apparel Fashion Shopping

			How often do you go shopping for clothes (frequency of shopping)?				Total
			Rarely	Every six months	Every semester/3 months	Every month	
Students' Residence	Rural	f	145	91	34	50	320
		%	45.3%	28.4%	10.6%	15.6%	100.0%
	Urban	f	73	51	16	43	183
		%	39.9%	27.9%	8.7%	23.5%	100.0%
Total		f	218	142	50	93	503
		%	43.3%	28.2%	9.9%	18.5%	100.0%

Results in table 4.38 show that more students (23.5%) from the urban residence bought their clothes every month while only 16% of those from the rural residence purchased new clothes every month. The study also shows that 45.3% of the students who lived in the rural areas rarely purchased new clothes, 49.9% of those who lived in the urban center rarely did shopping for new clothes. The results indicate that most students from rural areas rarely went for apparel fashion frequently. To conclude, the residence of students seems to influence frequency of shopping.

Influence of Students' Residence on Apparel Fashion Style

This study established the influence of students' residence on apparel fashion style. Table 4.38 shows the results.

Table 4.38: Influence of Residence on Apparel fashion Style

		Students' Residence				Total	
		Rural		Urban		Freq	%
		Freq	%	Freq	%		
What is your apparel fashion style?	Casual	29	9.1%	26	14.2%	55	10.9%
	Official	52	16.3%	28	15.3%	80	15.9%
	Sport	12	3.8%	5	2.7%	17	3.4%
	Elegant	87	27.2%	42	23.0%	129	25.6%
	Sexy	67	20.9%	42	23.0%	109	21.7%
	Stylish	47	14.7%	26	14.2%	73	14.5%
	Trendy	26	8.1%	14	7.7%	40	8.0%
Total		320	100.0%	183	100.0%	503	100.0%

The study results in table 4.38 show that 27.2% of the students from the rural areas preferred elegant clothes while 23% of their counterparts from the urban areas preferred elegant clothes. The study also shows that more (16.3%) of the students from the rural liked official clothes than their counterparts from the urban (15.3%) who had the majority of apparel fashion preference (23%) in the sexy clothing category as compared to (20.9%). The study however shows that 14% of the urban students liked casual clothes as compared to only 9% of their counterparts from the rural areas. The results indicate that both students from rural and urban areas had almost the same percentage on apparel fashion style. In conclusion, residence did not seem to influence apparel fashion style.

Influence of Respondents' Residence on Satisfaction of Purchase Made

This study established the influence of respondents' residence on how often they felt satisfied the decision made in purchasing new clothes. The study results are presented in table 4.39.

Table 4.39: Influence of Respondents' Residence on Satisfaction of Purchase Made

			After you buy new clothing, how often do you feel satisfied/convinced you made the right purchase?				Total
			Rarely	S/times	Often	Every month	
Students' Residence	Rural	f	95	99	49	77	320
		%	29.7%	30.9%	15.3%	24.1%	100.0%
	Urban	f	32	65	40	46	183
		%	17.5%	35.5%	21.9%	25.1%	100.0%
Total		f	127	164	89	123	503
		%	25.2%	32.6%	17.7%	24.5%	100.0%

Results in table 4.39 shows that after purchase of new clothing, 39.7% of the students from the rural areas were rarely satisfied that they had made the right decision while 17.5% of those from the urban rarely felt satisfied that they had made the right decision. Fifteen percent of those from the rural areas were often satisfied that they had made the right decision while 21.9% of those from urban areas were often satisfied with the purchase made. Further, 24.1% and 25.1% of the rural and urban students respectively were satisfied that they had made the right decision on apparel fashion purchase after every month. The results indicate that majority of students from both rural and urban areas got satisfied with the purchase they made. To conclude, residents seem to influence satisfaction of purchase made.

Influence of Respondents' Residence on Conceptualizing a Need

This study established the influence of respondents' residence on the conceptualizing the need to purchase cloths. The respondents were asked "to what extent they start by conceptualizing a need before purchasing clothes" The study results are presented in figure 4.34.

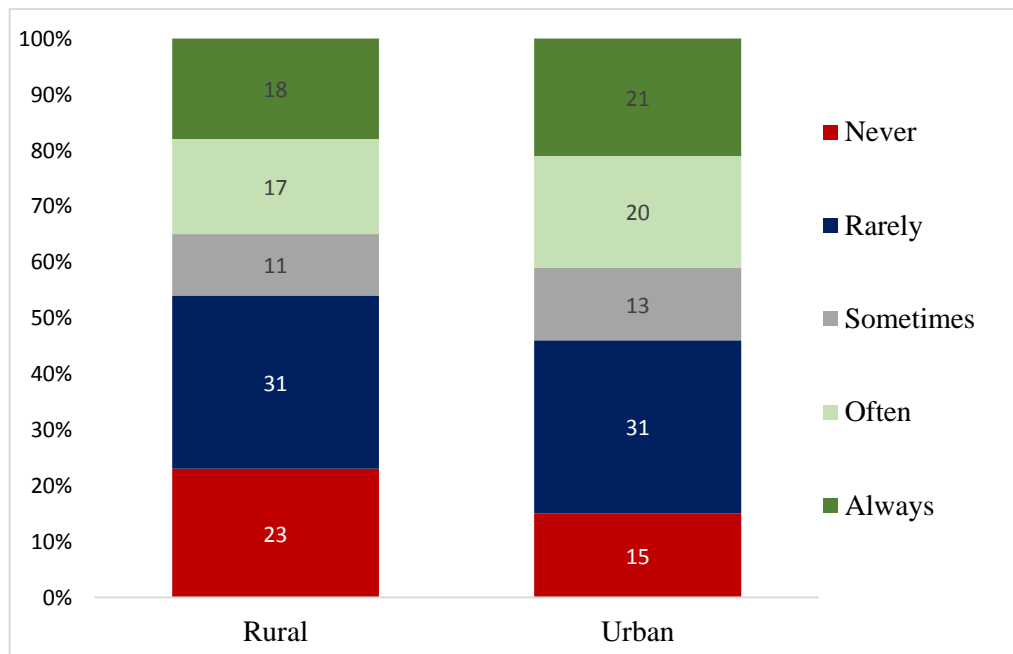


Figure 4.34: Influence of Students' Residence on Need Conceptualization.

The study shows that both students (31%) from the rural and urban areas rarely conceptualized the need to buy new clothes before the actual purchase, while 23% of students from rural and 15% never conceptualized the need. The study also shows that 18% of the students from the rural and 21 from urban areas always conceptualized apparel fashion purchase need. The study shows that more students (54%) from the rural setting as compared to 46% of those from urban rarely/never conceptualized the need for a new apparel fashion purchase. In

conclusion, residence from rural areas does not seem to conceptualize the need before apparel fashion purchase while residence from urban areas seem to conceptualize the need before apparel fashion purchase.

Influence of Residence on Expectations about what to Buy

This study established the influence of residence on expectations about what to buy. The respondents were asked “to what extent they usually have expectation about what they are going to buy before shopping for clothes” Figure 4.35 presents the results.

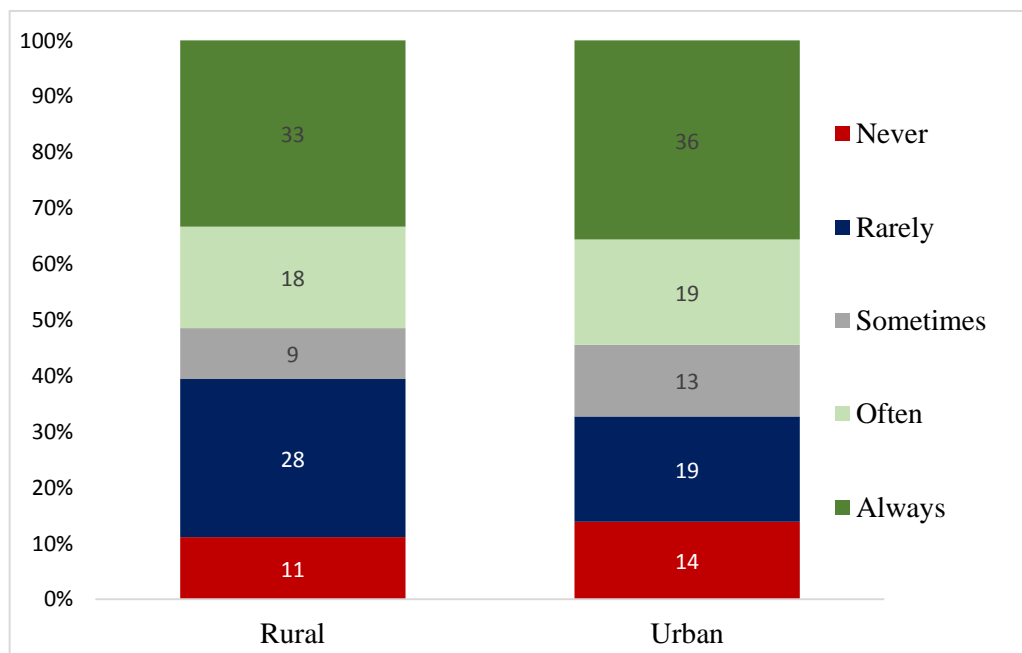


Figure 4.35: Influence of Residence on Expectations about what to Buy.

The study shows that 33% of the students from the rural and 36% of those from the urban areas always had expectations about what they were going to buy before the actual shopping. The study indicates that only 11% of the rural and 14% of the urban students never had expectations of what they were going to buy before

shopping for new clothes. The study revealed that 18% of the rural and 19% of the urban students often had expectations of what they were going to purchase before shopping for new clothes. The study shows that both students from rural (60%) and urban (68%) areas had expectations about what to buy before apparel fashion purchase. To conclude, residence seems to influence expectations about what to buy before apparel fashion purchase.

Influence of Residence on Knowledge about Latest Apparel Fashion Trends

This study established the influence of students' residence on knowledge about the latest apparel fashion trends and what's in/out of apparel fashion. The respondents were asked "to what extent they have knowledge about the latest apparel fashion trends and what's in/out in apparel fashion before buying new clothes" Results are presented in figure 4.36.

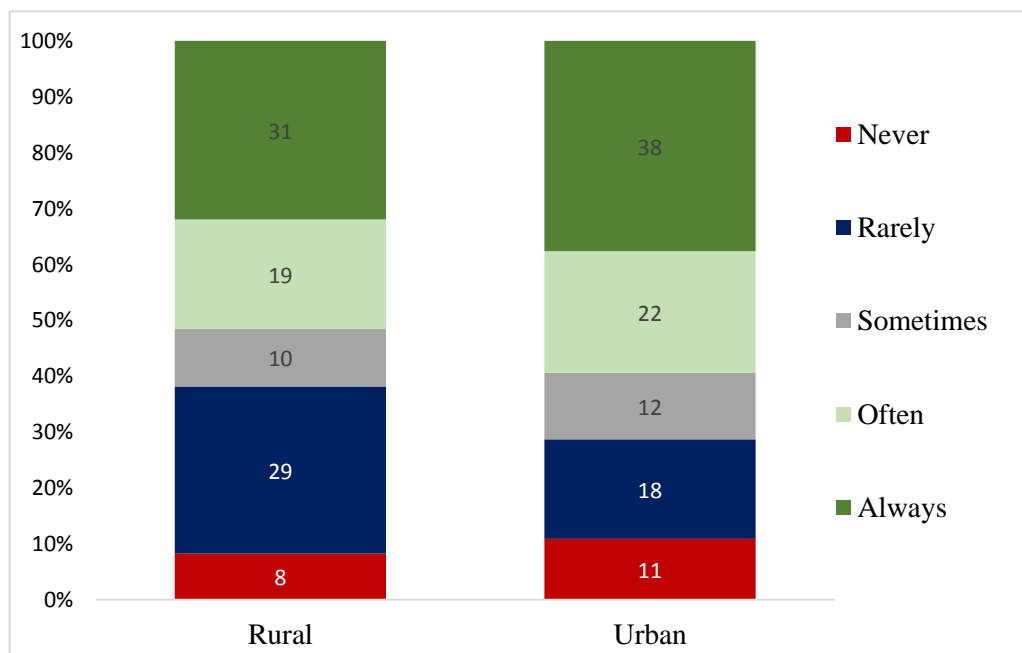


Figure 4.36: Influence of residence on knowledge about latest apparel fashion trends.

The study shows that 31% of the rural and 38% of the urban students always had knowledge of the apparel fashion trends while 8% of the rural and 11% of the urban never had knowledge of the latest apparel fashion trends before the purchase of new clothes. The study further shows that 19% of the rural and 22% of the urban students often had knowledge of the latest apparel fashion trends before purchasing new clothes. The study shows that both students from rural (60%) and urban (72%) had knowledge of the latest apparel fashion trends and what was in/out of apparel fashion. In conclusion, residence seem to influence knowledge of the latest apparel fashion trends and what was in/out of apparel fashion.

Influence of Residence on search for information about the product

This study sought to establish the influence of respondents' residence on search for information about the product. The respondents were asked "to what extent they search for information about the product" Results are presented in figure 4.37.

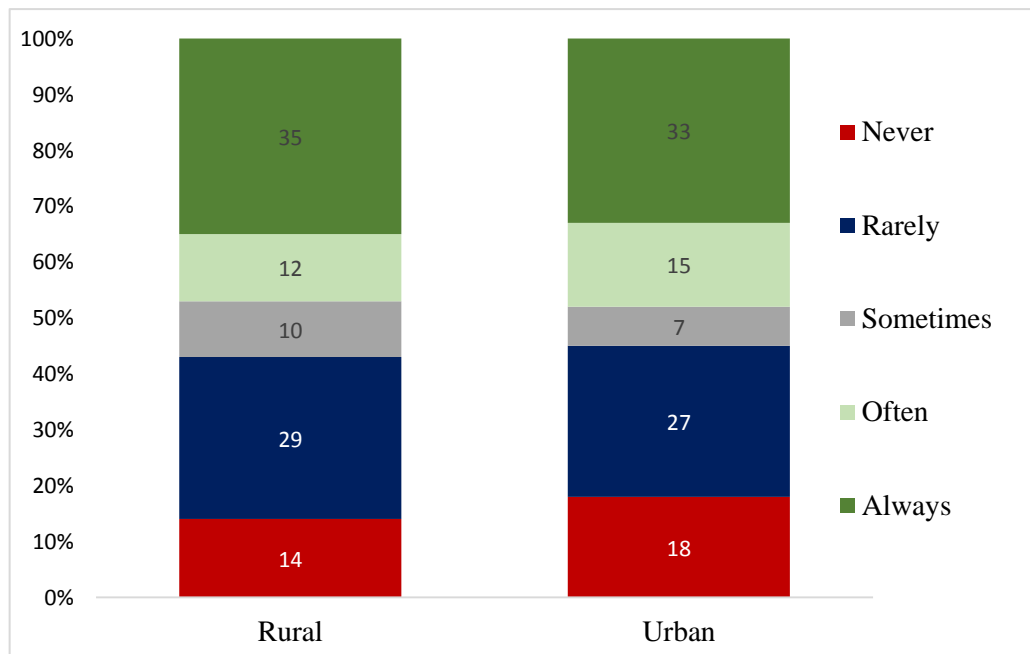


Figure 4.37: Influence of residence on search for information about the product

The study shows that 35% of the rural and 33% of the urban students always search for information about the product before purchasing new clothes. Those who never search for information about the product were 14% of the rural and 18% of the urban students. Also, 10% of the rural and 7% of the urban students only sometimes searched for information about apparel fashion product before purchasing new clothes. The study shows that both students from rural and urban

areas do search for information about apparel fashion product. To conclude, the residence seems to influence search for information about apparel fashion product.

Influence of Residence on Evaluation of all information on Purchase Made

This study sought to establish the influence of residence on evaluation of all the information Purchase made. The respondents were asked “*to what extent they evaluate all information making a purchase before buying new clothes*” The results are presented in figure 4.38.

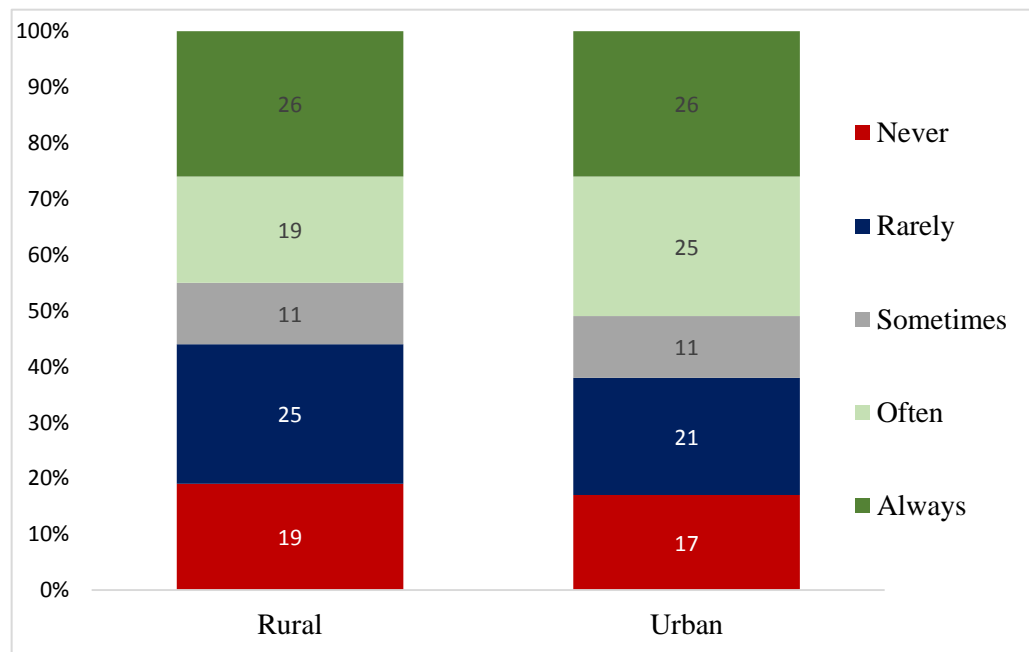


Figure 4.38: Influence of Residence on Evaluation of all information making a Purchase

The study showed that there were insignificant differences between students from the rural and urban areas on evaluation of the all information on purchase made. For instance, 19% of the rural and 17% of the urban never evaluate all the information making a purchase while 19% of the rural and 25% of the urban

students often evaluated all the information on purchase made. The study also shows that 25% of the rural and 21% of the urban students rarely evaluated all the information on purchase made. The results indicate that both rural and urban residence always evaluated the information on purchase made. In conclusion, residence seem to influence evaluation of all information on purchase made.

Influence of Residence on Evaluation between Possible Alternatives

This study sought to establish the influence of residence on evaluation between possible alternatives. The respondents were asked *“to what extent they evaluate between possible alternatives before deciding on which new apparels to buy”*.

The results are presented in figure 4.39

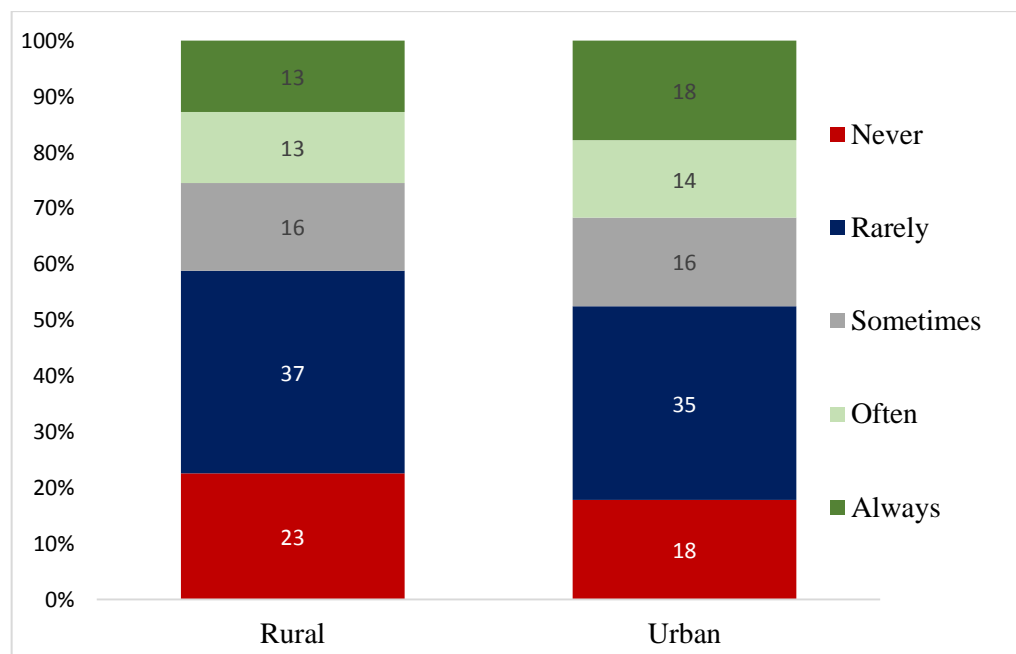


Figure 4.39: Influence of Residence on Evaluation between Possible Alternatives

The results indicated that 23% of the students from the rural and 18% of those from urban never evaluated between possible alternatives before deciding on which apparel to buy. The study also revealed that 13% of the students from the

rural and 18% of the students from the urban areas always evaluated possible alternatives. Thirteen percent of the student who lived in the rural areas and 14% of the students who lived in the urban areas often evaluated between possible alternatives before deciding on which apparel fashion to buy. The study reveals that students from rural areas (60%) and urban areas (53) did not evaluate between possible alternatives before purchase. In conclusion residence did not seem to influence evaluation between possible alternatives before purchase.

Influence of Residence on Post Purchase Evaluation

This study sought to establish the influence of residence on post purchase evaluation to determine whether the students made the right decision. The respondents were asked “*to what extent they do a post-purchase evaluation to determine whether they made the best decision after buying new clothing*” Results are presented in figure 4.40.

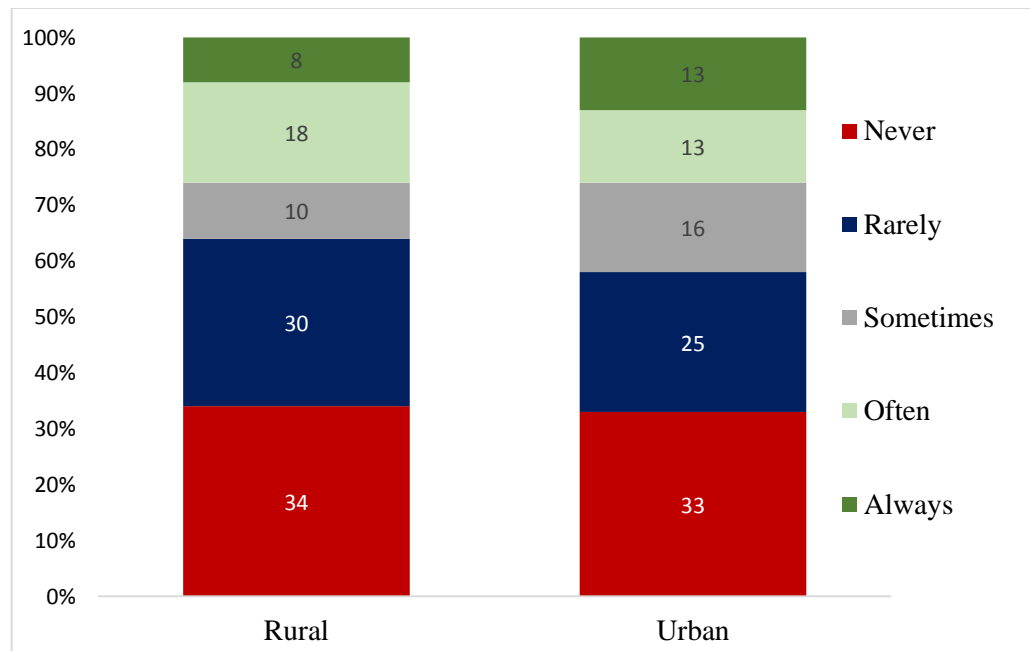


Figure 4.40: Influence of Residence on Post-Purchase Evaluation

The study indicates that 34% of the rural students and 33% of those from the urban areas never did a post-purchase to evaluate the decision made in purchasing new clothes. The study also shows that 10% of the students from the rural and 16% of the students from the urban areas sometimes did a post-purchase evaluation to determine whether they had made the best decision while 8% of the students from the rural and 13% of the students from the urban areas always did a post purchase evaluation of the decision they had made to purchase new clothes. The study reveals that more than half (63% and 58%) of both groups rarely/never did a post-purchase evaluation to determine whether they had made the best decision. This indicates that residence does not seem to influence post-purchase evaluation after buying new clothes.

Influence of Residence on Buying of the Same Product Every Time

This study established the influence of residence on the likelihood of the university students to purchase the same apparel fashion product every time they did purchase. The respondents were asked “*to what extent they buy the same product every time*” Results are presented in figure 4.41.

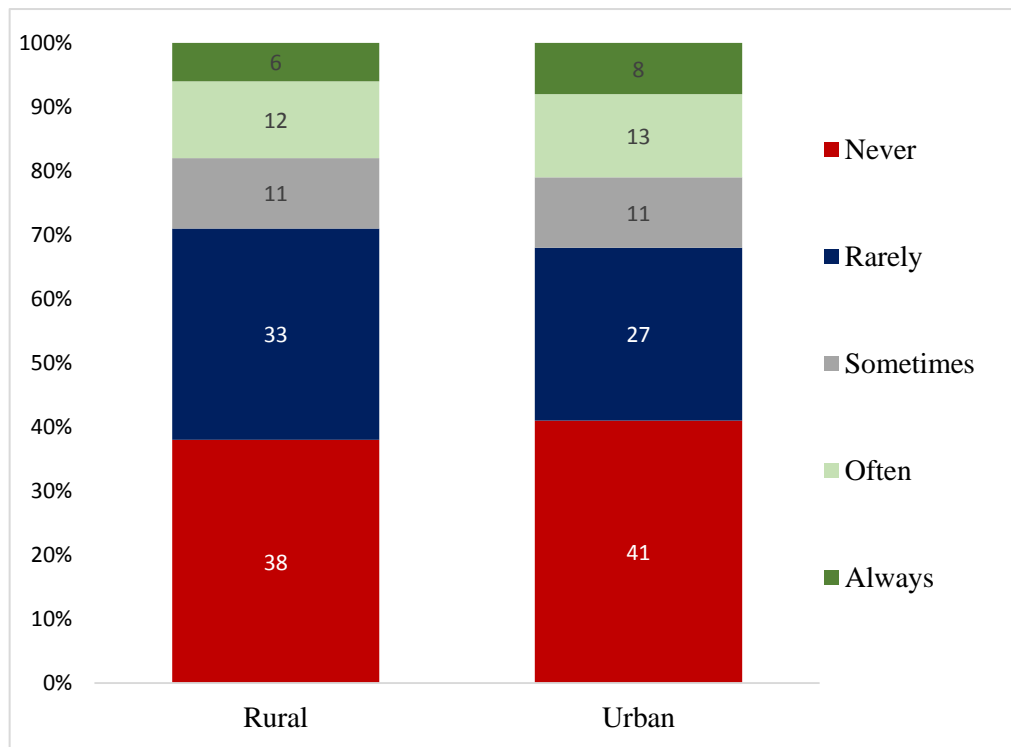


Figure 4.41: Influence of Residence on Buying of the Same Product Every Time

The results indicate that 38% of the students from rural and 41% of those from urban never bought the same product every time while 33% of the students from the rural areas and 27% of those from urban rarely bought the same product every time of apparel fashion purchase. The study also showed that only 6% of the rural students and 13% of the urban students always bought the same apparel fashion product every time they did a apparel fashion purchase. The study indicates that both students from rural and urban areas did not buy the same product every time. It can be concluded that residence does not seem to influence buying of the same product every time.

Influence of Residence on Impulse Buying

This study sought to examine the influence of the respondents' residence on the likelihood impulse apparel fashion purchase decisions. The respondents were asked "to what extent they make impulse buying decisions" Figure 4.42 presents the results.

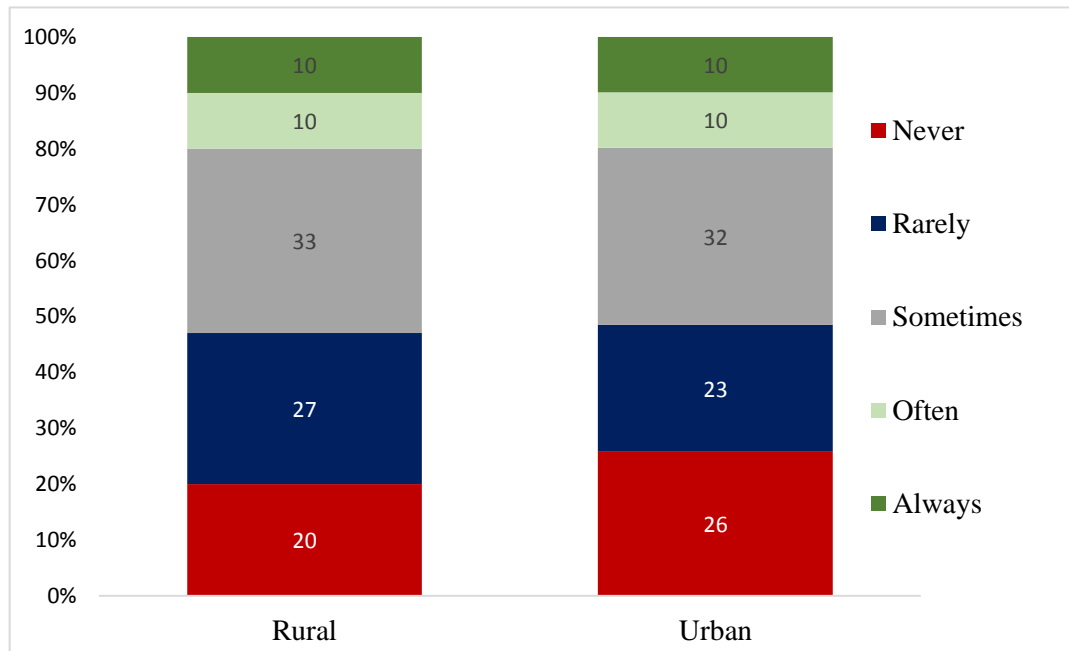


Figure 4.42: Influence of Residence on Impulse Buying

The results revealed that 10% of the rural and urban students always made impulse buying decisions while 20% of the students from the rural areas and 26% of the students from the urban areas never make impulse purchase decisions for new clothes. The study reveals that students from both rural and urban areas made impulse buying decisions with equal likelihood. To conclude, residence seem to influence impulse buying.

Influence of Residence on Promotions, Deals and Discounts

This study established the influence of residence on promotions, deals and discounts when purchasing new clothes. The respondents were asked “*to what extent they look for promotions, deals and discounts*” Figure 4.43 presents the results.

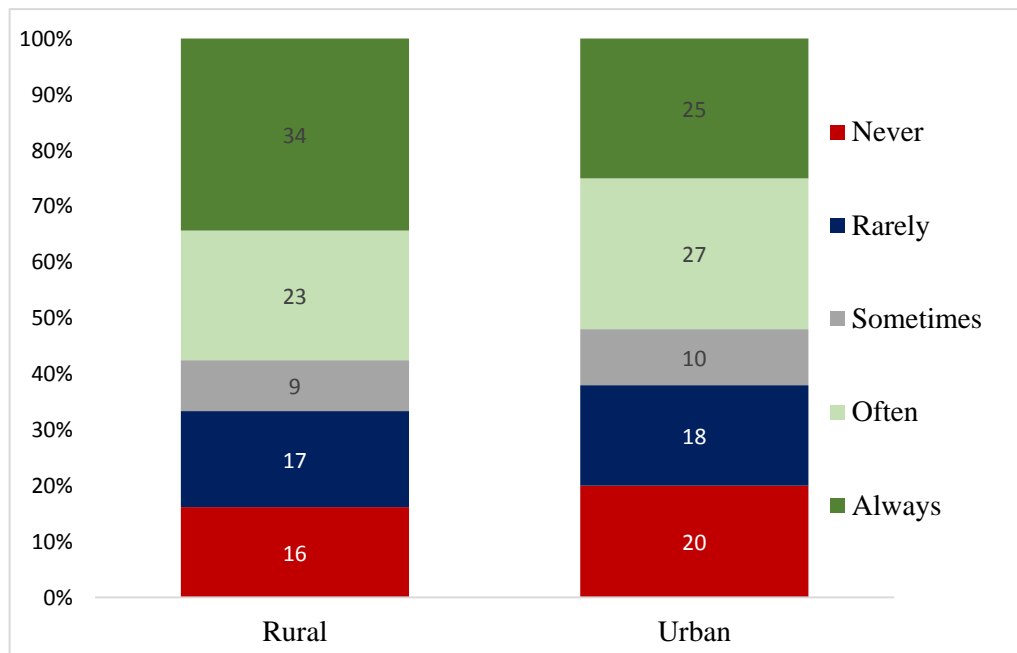


Figure 4.43: Influence of Residence on Promotions, Deals and Discounts

The results showed that the majority (34%) of the students from rural and 25% of the students from the urban always looked-for promotions, deals and discounts when purchasing new clothes. The study also shows that 23% of the students from rural and the majority (27%) of the students from urban often looked for promotions, deals and discounts when purchasing new clothes. These results indicate that rural (67%) and urban (62%) often/always looked for promotions,

deals and discounts when buying new clothes. In conclusion, residence seem to influence promotions, deals and discounts when buying new clothes.

To conclude, frequency of apparel fashion shopping, satisfaction of purchase, conceptualizing a need, evaluation of all information making a purchase and evaluation between possible alternatives had higher percentage among students from urban areas. Apparel fashion enthusiasm and promotion, deals and discounts when buying new clothes had high percentage among students from rural areas than urban areas. While expectation about what to buy, knowledge about latest apparel fashion trends, search for information about the product and impulse buying had almost the same percentage among both students from rural and urban.

4.4.2 Physiological Factors and Apparel Fashion Consumption Decision

Making

This study sought to establish the influence of physiological factors on apparel fashion consumption decision making among university students in Kenya. The factors considered are body covering, efficient body functioning, body size, body image, body type and body shape.

Influence of Body Covering on Apparel Fashion Consumption Decision Making

This study established how the body covering informed the respondents in their apparel fashion consumption decision making process. Below are some of the responses;

“I prefer trousers because they wholly cover my legs and there are no instances of clothe deflection by wind”.

Another student wrote;

“Decency is very important to me. Ensuring that most parts of my body are covered assures me of respect from people. I consider partial body covering an act of immorality”.

Yet another respondent noted;

“The clothes I wear depends on the weather and occasion. I could be partially covered in hot weather. I however fully cover my body in cold weather”.

From the responses, the study revealed that body covering was a factor that influenced university students on apparel fashion consumption decision making.

Influence of Efficient Body Functioning on Apparel Fashion Consumption Decision Making

This study established the influence of efficient body functioning on apparel fashion consumption decision making among university students in Nairobi County. Below are some of the responses;

“The clothes I wear should not be too tight for flexibility”.

Another respondent also said;

“I wear clothes that allow for my body movement and breathing”.

The study revealed that efficiency of body functioning was factor that informed the respondents on apparel fashion consumption decision making due to flexibility and body movement.

Influence of Body Size on Apparel Fashion Consumption Decision Making

This study established the influence of Body Size on apparel fashion consumption decision making. Some of the students responded;

It is always important to purchase clothes that fit my body size. Large bodies demand large clothes that fit and still make the body comfortable”.

“People define appropriate size differently depending on their tastes. It is however obvious that larger people require sizable clothes”.

The responses indicate that respondents’ viewed body size as an important factor when making apparel fashion consumption decision.

Influence of the Body Image on Apparel Fashion Consumption Decision Making

This study established the influence of body image on apparel fashion consumption decision making among university students in Nairobi County. Some of the respondents said as follows;

“I always buy clothes that brings out my body image, which displays the beauty in me. In fact, the beauty of an apparel fashion is as good as the wearer, which manifests in the body image”.

Most times, I wear fitting clothes that are able to bring out my body image, which I believe is the core purpose of apparel fashion”.

The study revealed that body image as a factor informed on beauty display on appearance and also fitting cloths brings out the body image as a core purpose of apparel fashion on apparel fashion consumption decision making.

The study populated the responses of students as regards physiological characteristics and their influence on apparel fashion consumption decision making process. The study determined those who were informed and those who were not informed by the factors when making apparel fashion consumption decision making, hence categorized as yes or no. Table 4.40 shows the results.

Table 4.40: Influence of Physiological factors on Apparel Fashion Consumption decision making

Physiological factors		Responses		Total	Mean
		Yes	No		
Body covering	F	220	283	503	1.44
	%	43.7	56.3	100.0	
Efficient body functioning	F	393	110	503	1.78
	%	78.1	21.9	100.0	
Body size	F	444	59	503	1.88
	%	88.3	11.7	100.0	
Body image	F	341	162	503	1.68
	%	67.8	32.2	100.0	
Body type	F	176	327	503	1.35
	%	35.0	65.0	100.0	
Body shape	F	426	77	503	1.85
	%	84.7	15.3	100.0	
Fit of the garment	F	324	179	503	1.64
	%	64.4	35.6	100.0	

The study shows that 88.3% of the students viewed body size as the most important physiological factor that influenced their apparel fashion consumption decision making while 84.7% of the students indicated that body shape was a consideration when making a decision to purchase new clothes. From the results

body type and body covering were the least factors considered by students when buying new clothes (means 1.35 and 1.44 respectively). The study indicates that body size and body shape are the important physiological factor that influenced apparel fashion consumption decision making by students.

4.4.3 Socio-Cultural Factors and Apparel Fashion Consumption Decision Making

This study established the socio-cultural factors influencing apparel fashion consumption decision making among university students. This section presents the results.

Influence of socialization on Apparel Fashion Consumption Decision Making

This study established if socialization (family, peer, mass media and university community) influenced their choice of new clothes. Responses are presented in figure 4.44

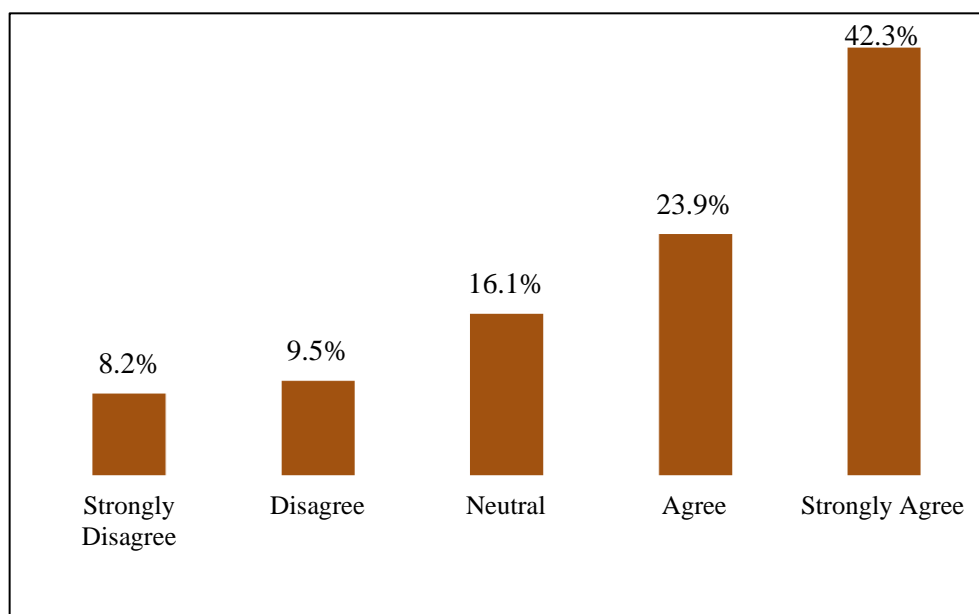


Figure 4.44: Influence of socialization on Apparel Fashion Consumption decision making.

The study results show that majority (42.3%) of the students strongly agreed, 23.9% agreed while only 8.2% strongly disagreed that socialization strongly influenced their choice of new clothes to purchase. This indicates that majority of students (50%) agree socialization influence apparel fashion consumption decision making.

Influence of Need for Harmony with Others on Apparel Fashion Consumption Decision Making

This study sought to establish how the need for harmony with others influenced apparel fashion consumption decision making. Results are presented in figure 4.45.

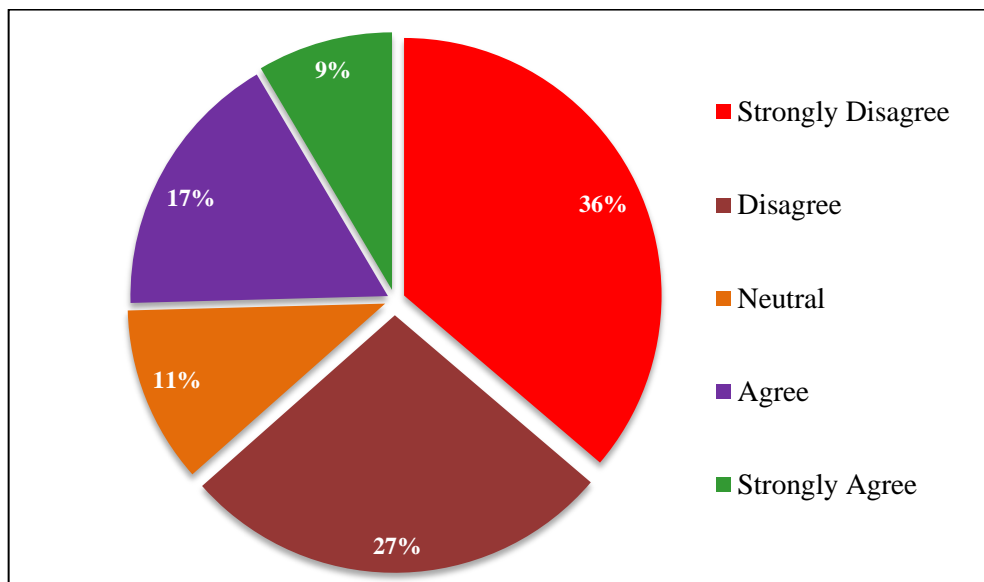


Figure 4.45: Influence of need for harmony on Apparel Fashion Decision making

Results in figure 4.45 show that 36% of the student strongly disagreed that being in harmony with others heavily influenced their choice of new clothes. The study

also shows that 27% disagreed, 17% agreed while only 9% strongly agreed that being in harmony with others heavily influenced their choice of new clothes. The study indicates that being in harmony with others does not influence apparel fashion consumption decision making.

Influence of other Socio-Cultural Factors on Apparel Fashion Consumption

Decision Making

This study also sought to establish the influence of other socio-cultural factors like the doctrine of the mean and regard for authority on apparel fashion consumption decision making. Figure 4.46 shows the results.

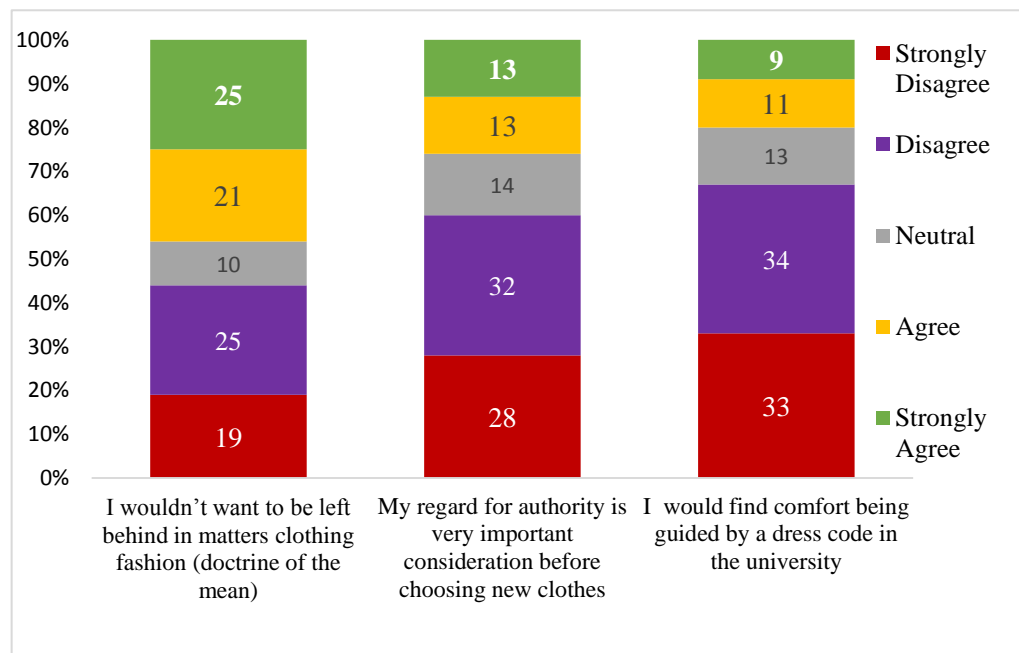


Figure 4.46: Influence of other socio-cultural factors on Apparel Fashion Consumption Decision making

Results in figure 4.46 show that majority (25%) of the students strongly agreed that they would not want to be left behind in matters of apparel fashion while 25%

disagreed on the same fact. The study also shows that 32% of the students disagreed that their regard for authority was very important consideration before choosing new clothing. The study further shows that 28% of the students strongly disagreed while 14% were neutral on the statement that their regard for authority was a factor for choice of new clothes.

Lastly, the study shows that 33% of the respondents strongly disagreed that they would find comfort being guided by a dress code in the university while 34% of the students disagreed that they would find comfort in being guided by a dress code. Only 11% of the students agreed while 9% strongly agreed that they would find comfort in being guided by a dress code. The study indicates that majority of the students (46%) agreed that they would not want to be left behind in matters of clothing apparel fashion. It also indicates that most students (60%) disagreed that the regard for authority is very important consideration before choosing new cloths. Lastly the study indicates that most of the respondents (67%) disagreed they would find comfort being guided by a dress code in the university. Table 4.41 shows summaries of the influence of socio-cultural factors on apparel fashion consumption decision making process.

Table 4.41: Means and Rank of socio-cultural factors' influence on Apparel Fashion Consumption decision making process.

Socio-cultural Factors	Mean	Rank
My socialization heavily influences my choice of new clothes	3.83	1
I wouldn't want to be left behind on matters clothing apparel fashion	3.10	2
My regard for authority is very important consideration before choosing new clothes	2.50	3
Being in harmony with other heavily influence my choice of clothing	2.34	4
I would be comfortable to be guided by a dress code.	2.28	5

The study results show that students' socialization was the greatest consideration in the choice of new clothing while the willingness to be guided by a dress code in university was the least factor. The study also showed that the doctrine of the mean – not wanting to be left behind in matters of clothing apparel fashion was second most important factor with a mean of 3.1 followed by regard to authority with a mean of 2.5.

Apparel fashion Change with Time, Place and Occasion

This study sought from the respondents if they changed their clothes with time, place or occasion. The study findings show that 57% of the respondents indicated that they changed their clothing with time, place and occasion while 43% did not.

This study also sought to establish the reasons behind the decision to change or not change clothes with occasions, place or time. One of the respondents wrote;

“Clothes to hang out with girls cannot be same as those worn for church services or lectures. Clothes can help one belong to the occasion”.

Yet another student wrote;

“Clothes worn before parents are different from those worn when I am with friends”.

The study reveal that most students change clothes on different time, place and occasion depending on prevailing activity at the time.

4.4.4 Psychological Factors and Apparel Fashion Consumption Decision Making

This study sought to establish the influence of psychological factors on apparel fashion consumption decision making. Figures 4.47– 4.49 shows the results.

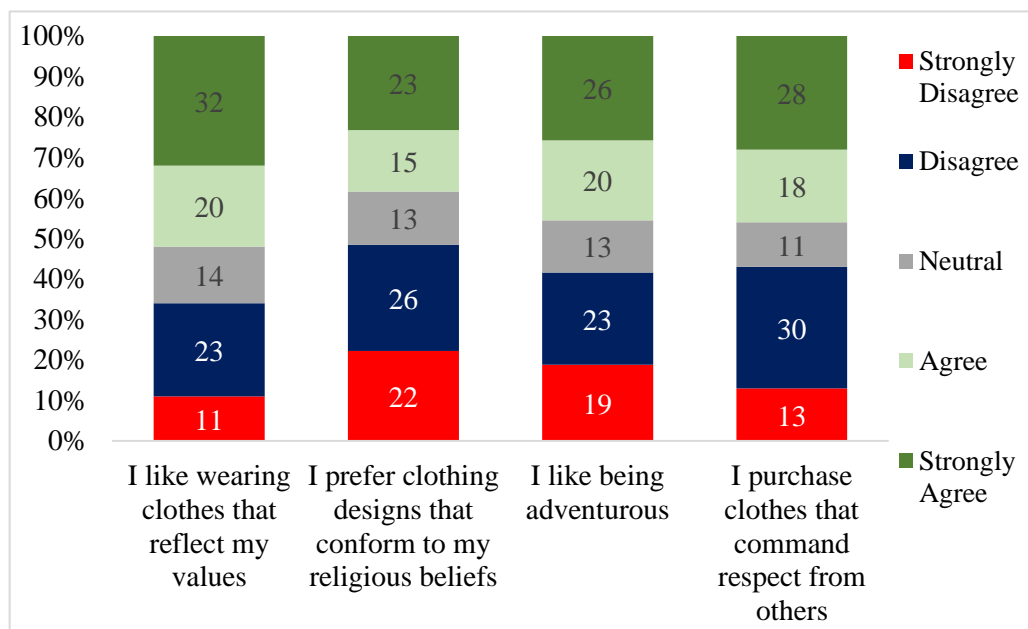


Figure 4.47: Influence of Values, Religion, Respect from Others and Adventure on Apparel fashion Consumption Decision Making Process

Results show that majority (32%) of the students strongly agreed that they liked wearing clothes that reflect their values while 23% of them disagreed that they wore clothes that reflect their values. The study also established that 26% of the

respondents disagreed that they preferred clothing designs that conformed to their religious beliefs while 23% of them strongly agreed that their clothing confirmed to their faith. Twenty-six percent of the respondents strongly agreed that they like being adventurous when it comes to apparel fashion while 19% strongly disagreed that they liked being adventurous on apparel fashion. The majority (30%) of the students disagreed that they purchased clothes to command respect from others. However, 28% of the respondents strongly agreed that they bought clothes to command respect from others. It was also noted that 18% of the students indicated that they agreed that they bought clothes to command respect from others.

The results from the figure indicate majority of the students (52%) agreed that they like wearing clothes that reflect their values. Most students (48%) disagreed that they prefer clothing that conform to their religious beliefs. The study also revealed majority of the students (46%) agreed that they like being adventurous. The study further indicates that majority (46%) of the respondents agreed that they purchase cloths that command respect from others.

The study also sought to establish the influence of personal image, perceptive purchase, personal identity and gap on apparel fashion consumption decision making process. Figure 4.48 presents the results.

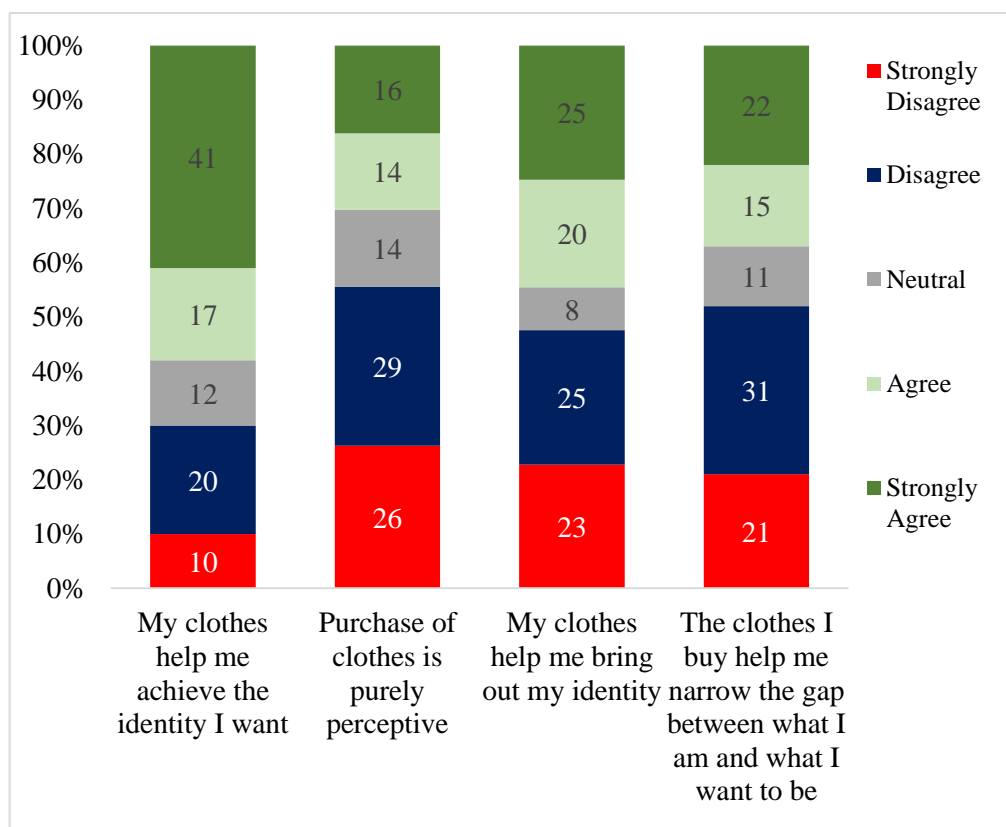


Figure 4.48: Influence of personal Image, Perceptive purchase, Personal Identity and Gap on Apparel Fashion Consumption Decision Making Process

The study established that 41% strongly agreed that they purchased clothes that reflect their personal image. The study also showed that 20% of the students disagreed that their clothes reflected their personal image.

The study also showed that 29% of the students disagreed that their purchase of clothes was purely perceptive while 26% strongly disagreed to the idea that the purchase of new clothes was purely perceptive. The study also showed that 16% strongly agreed that the purchase of clothes was perceptive. In establishing if clothes helped the students achieve their identity, 23% strongly disagreed, 25% disagreed while 25% strongly agreed that clothes helped them achieve the identity

they wanted. Thirty-one percent of the students disagreed while 21% strongly disagreed that clothes helped them to narrow the gap between what they were and what they were trying to be. The study also shows that 22% of the students strongly agreed and 15% agreed that the clothes they buy help them narrow the gap between what they are and what they want to be. The results indicate that most students (58%) agreed that the clothes they wear reflect their personal image. More than a half of the students (55%) disagreed that the purchase of clothes is purely perceptive; 48% of the students indicated that their clothes did not help them to achieve personal identity. Lastly the study indicates that majority (52%) disagreed that the clothes they buy help them to narrow the gap between what they are and what they want to be.

The study further sought to establish the influence of attention seeking, self-confidence, fitting among friends and competition with peers on apparel fashion consumption decision making process. Figure 4.49 represents the results.



Figure 4.49: Influence of Attention Seeking, Self Confidence, fitting among friends and Competition with Peers on Apparel Fashion Consumption Decision Making Process

The study showed that 33% of the students disagree that they put on clothes to seek attention from people. The study also shows that 28% of the students strongly disagreed that they wore clothes to seek attention from people with 13% agreeing to the fact. The study further showed that 16% of the students strongly agreed that they wore clothes to seek attention from people. The study also shows that 27% of students strongly agreed, 17% agreed, 18% strongly disagree and 22% disagreed that they wore clothes that gave the self-confidence.

The study established that 26% and 27% of the students disagreed and strongly agreed respectively that they bought clothes to fit well among the friends. Lastly, the study found out that 39% of the students strongly disagreed that they purchase

clothes to compete with their peers, 28% disagreed while 14% strongly agreed and 11% agreed to the fact that they purchased new clothes to compete with their peers. These results indicate that majority of students (61%) disagreed that they put on cloths that seek attention from people. Most students (44%) agreed that the clothes they wear give them confidence. Further the study indicates that most students (45%) agreed that they buy clothes to fit well among friends. Lastly, the study indicates that majority (67%) of the students they did not purchase clothes to compete with their peers.

This study sought to establish the most important psychological factor as discussed above. Their responses are presented in table 4.42.

Table 4.42: Important Psychological factors

Psychological Factors	Freq	Percent
I put on clothes that seek attention from people	5	1.0
Purchase of clothes is purely perceptive	8	1.6
The clothes I buy help me narrow the gap between what I am and what I try to be	11	2.2
I purchase my clothes to compete with my peers	23	4.6
I purchase clothes to command respect from others	96	19.1
I buy clothes to fit well among my friends	99	19.7
I like wearing clothes that reflect my values	106	21.1
I prefer clothing designs that conform to my religion beliefs	111	22.1
I like being adventurous	142	28.2
The clothes I wear give me self confidence	178	35.4
My clothes help me achieve the identity I want	186	37.0
My clothes help me bring out my identity.	382	75.9
My clothes reflect my personal image	408	81.1

***Multiple responses allowed.**

The study shows that 81% of the students indicated ‘the clothes they wore reflected their personal image’ was the most important factor they considered

when purchasing new clothes. The study also showed that 76% of the students indicating that clothes that brought out their identity was the most important factor.

4.4.5 Source of Information and Apparel Fashion Consumption Decision

Making

The study sought to establish sources of information on apparel fashion trends. Respondents' views are presented in table 4.43.

Table 4.43: Source of Information on Apparel Fashion Trends

Source	Frequency	Percent
Window Shopping (displays)	94	18.7
Celebrities	124	24.7
Apparel fashion Magazines	147	29.2
TV shows	201	40.0
Social Media	398	79.1

- Multiple responses accepted.

The study results show that majority (79%) of the students got information on apparel fashion trends from the social media while 40% of the students got the information from television shows. The study also revealed that 29% of the students got their information from apparel fashion magazines. The results indicate that most students get information on apparel fashion trends from social media.

This study sought to establish how often the respondents visited different social media on matters apparel fashion. Results are presented in figure 4.50.

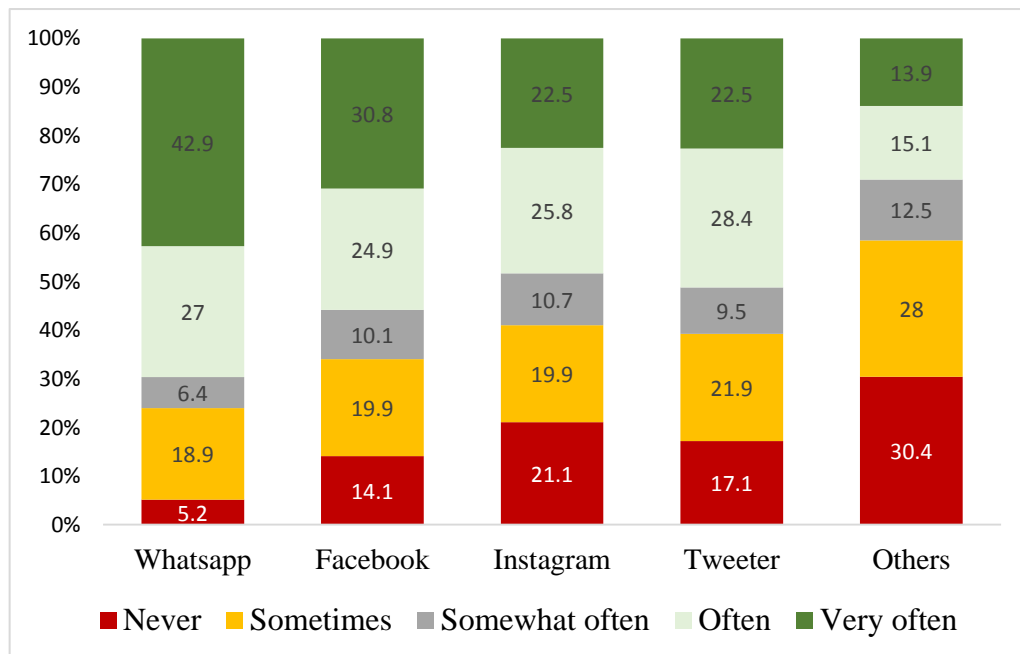


Figure 4.50: Frequency of Visits of social media and internet

The results in figure 4.50 shows that WhatsApp was the most visited social media for apparel fashion trend information with 42.9% of the students indicating to have visited very often followed by Facebook and then Instagram and tweeter. The study shows that 30.4% of the students never visited other social media for information on apparel fashion trends while 21.1% of the students never visited Instagram for information on apparel fashion trends. Further, the study shows that WhatsApp and tweeter were often visited by 27% and 28.4% of the students respectively. The study indicates that most students frequently visit WhatsApp (70%) and Facebook (55%) than other social media like Tiktok, YouTube, LinkedIn and Pinterest.

This study sought to establish how often the various social media platforms influenced the respondents' apparel fashion consumption decision making. Table 4.44 shows the results.

Table 4.44: Influence of Social Media and internet on apparel fashion Consumption

Media Platform		How often they influence apparel fashion consumption					Total
		Never	S/times	S/what often	Often	Very Often	
WhatsApp	f	165	135	63	76	64	503
	%	32.8	26.8	12.5	15.1	12.7	100.0
Facebook	f	93	103	54	127	126	503
	%	18.5	20.5	10.7	25.2	25.0	100.0
Instagram	f	97	113	53	117	123	503
	%	19.3	22.5	10.2	23.3	24.5	100.0
Twitter	f	141	147	54	80	81	503
	%	28.0	29.2	10.7	15.9	16.1	100.0
Other	f	113	109	53	99	129	503
	%	22.5	21.7	10.5	19.7	25.6	100.0

Results in table 4.44 show that 33% of the students never visited WhatsApp for information on apparel fashion trends while 13% very often visited it. The study showed that 25% of the students very often visited Facebook for information on apparel fashion trends while 16% of the students visited tweeter very often. The study further shows that 19% of the students never visited Instagram for information, while 25% very often visited Instagram for information for apparel

fashion trends. The results reveal that Facebook had the highest influence at 50% (often/very often) than other social media platforms.

Means for the influence of media on apparel fashion consumption decision making process were populated. Table 4.45 presents the results.

Table 4.225: Rank of the influence of social media and internet on apparel fashion consumption decision making process

Influence of social media	N Valid	Mean	Rank
How often does Facebook influence your apparel fashion consumption decision making	503	3.15	1
How often do other social media influence your apparel fashion consumption decision making	503	3.15	2
How often does Instagram influence your apparel fashion consumption decision making	503	3.08	3
How often does Tweeter influence your apparel fashion consumption decision making	503	2.72	4
How often does WhatsApp influence your apparel fashion consumption decision making	503	2.48	5

The results reveal that Facebook had the highest influence on apparel fashion consumption decision making (mean = 3.15, rank =1) followed by Instagram (mean 3.08). WhatsApp had the lowest influence (mean = 2.48) on apparel fashion consumption decision making process among university students in Nairobi county.

4.5 Relationship between Socio-Demographic Characteristics and Apparel Fashion Consumption Decision Making

The second objective of this study established the relationship between Socio-demographic characteristics of the respondents and their apparel fashion consumption decision making.

4.5.1 Relationship between Age and Apparel Fashion Consumption Decision Making

This study sought to establish the relationship between age of the respondents and apparel fashion consumption decision making. For clarity, EBK variables and results are presented separately.

Relationship between Age and Conceptualizing a Need

This study established the relationship between the age of students and conceptualizing a need before buying new clothes. Table 4.46 presents the cross tabulation of age and conceptualizing the need.

Table 4.46: Age-Conceptualization of a need cross tabulation

		Crosstab					Total	
		Before buying new clothes, I start by conceptualize a need						
		Never	Rarely	S/times	Often	Always		
Age	18 - 22	f	86	134	50	79	77	426
	years	%	20.2%	31.5%	11.7%	18.5%	18.1%	100.0%
	23 - 27	f	16	22	11	10	18	77
	years	%	20.8%	28.6%	14.3%	13.0%	23.4%	100.0%
Total		f	102	156	61	89	95	503
		%	20.3%	31.0%	12.1%	17.7%	18.9%	100.0%

The results show that there were more (52%, n = 426) of the younger students who did not conceptualize a need before buying new clothes (never/rarely) while

only 37% often/always conceptualized a need for purchasing new clothes. The study also reveals that 36% of the older students often/always conceptualized a need to buy new clothes.

Relationship between Age and Having Expectations about what to Buy

This study established if there existed a relationship between the age of the students and having expectation about what they were going to buy. Table 4.47 presents a cross tabulation for age and having expectations about what to buy.

Table 4.47: Age-Having Expectation about what to buy cross tabulation

		Crosstab					
		Before shopping for clothes, I usually have expectation about what I am going to Buy					Total
		Never	Rarely	S/times	Often	Always	
Age 18 - 22	f	57	101	48	76	144	426
years	%	13.4%	23.7%	11.3%	17.8%	33.8%	100.0%
23 - 27	f	4	24	5	17	27	77
years	%	5.2%	31.2%	6.5%	22.1%	35.1%	100.0%
Total	f	61	125	53	93	171	503
	%	12.1%	24.9%	10.5%	18.5%	34.0%	100.0%

The study reveals that 22.1% of the elder students and 17.8% of the younger students often had expectations about what they were going to buy. From the study findings, only 5% of the older students never had expectations while 13% of the younger students never had expectations about what they were going to buy before buying new clothes.

Relationship between Age and search for information about the product

This study sought to establish if there exist a relationship between students' age and search for information about the product. Table 4.48 shows the cross tabulation of age and search for information about the product.

Table 4.48: Age-Search for information about the Product Cross tabulation.

		Crosstab					Total	
		I use time to search for information about the product						
		Never	Rarely	Sometime	Often	Always		
Age	18 - 22	f	71	121	31	56	147	426
	years	%	16.7%	28.4%	7.3%	13.1%	34.5%	100.0%
	23 - 27	f	7	23	12	11	24	77
	years	%	9.1%	29.9%	15.6%	14.3%	31.2%	100.0%
Total		f	78	144	43	67	171	503
		%	15.5%	28.6%	8.5%	13.3%	34.0%	100.0%

The study results show that almost twice (17%) as much young students than older students (9%) never used time to search for information about apparel fashion product before buying new clothes. However, 48% of the younger students often/always searched for information about the product before buying new clothes.

Relationship between age and evaluation of all information making a purchase

This study sought to establish if there was a significant relationship between students' age and evaluation of all information making a purchase. Table 4.49 shows the age-evaluation of all information making a purchase cross tabulation.

Table 4.49: Age – Evaluation of all information Making a Purchase

			Crosstab					
			Before buying new clothes, I evaluate all information making a purchase					Total
			Never	Rarely	S/times	Often	Always	
Age	18 - 22	f	84	105	47	88	102	426
	years	%	19.7%	24.6%	11.0%	20.7%	23.9%	100.0%
	23 - 27	f	8	13	11	17	28	77
	years	%	10.4%	16.9%	14.3%	22.1%	36.4%	100.0%
Total		f	92	118	58	105	130	503
		%	18.3%	23.5%	11.5%	20.9%	25.8%	100.0%

The results indicate that 36.4% of the older students and 23.9% of the younger students always did an evaluation of all information making a purchase before buying new clothes suggesting that older students were more likely to evaluate all information making a purchase than their younger counterparts.

Relationship between Age and Evaluation Between Possible Alternatives

This study sought to establish if there was a relationship between age of students and evaluation between possible alternatives before deciding on which new clothes to buy. Table 4.50 shows the age-evaluation between possible alternatives cross tabulation.

Table 4.50: Age – Evaluation between Possible Alternatives Cross tabulation

			Crosstab					
			Before deciding on which new apparels to buy, I use time to evaluate between possible alternatives					Total
			Never	Rarely	S/times	Often	Always	
Age	18 - 22	f	85	145	70	64	62	426
	years	%	20.0%	34.0%	16.4%	15.0%	14.6%	100.0%
	23 - 27	f	11	23	18	9	16	77
	years	%	14.3%	29.9%	23.4%	11.7%	20.8%	100.0%
Total		F	96	168	88	73	78	503
		%	19.1%	33.4%	17.5%	14.5%	15.5%	100.0%

The study reveals that 20% of the younger students never evaluate between possible alternatives before buying clothes. The study showed that 29.9% of the younger students and 34% of the older students rarely used time to evaluate between possible alternatives. These findings indicate that older students had a little higher likelihood of evaluation between possible alternatives than their younger counterparts.

Relationship between Age and Post-Purchase Evaluation

This study sought to establish if there was a significant relationship between age and doing of post-purchase evaluation after buying new clothing. Results of age-post purchase evaluation cross tabulation are presented in table 4.51.

Table 4.51: Age-Post Purchase Evaluation Cross Tabulation

		Crosstab						
		After I buy any new clothing, I do a post-purchase evaluation to determine whether I made the best decision					Total	
		Never	Rarely	S/times	Often	Always		
Age	18 - 22	f	135	116	56	74	45	426
	years	%	31.7%	27.2%	13.1%	17.4%	10.6%	100.0%
	23 - 27	f	21	22	8	14	12	77
	years	%	27.3%	28.6%	10.4%	18.2%	15.6%	100.0%
Total		f	156	138	64	88	57	503
		%	31.0%	27.4%	12.7%	17.5%	11.3%	100.0%

The study shows that 10.6% of the young students and 18.2% of the older students always did a post-purchase evaluation to determine whether they had made the best decision. This study also shows that more (59%) of young students and 56% of the older students never/rarely did a post-purchase evaluation to determine if they had made the right decision. These findings reveal that fewer students did a

post-purchase evaluation but with older students slightly more than their younger counterparts.

Relationship between age and other variable of apparel fashion consumption decision making process.

This study sought to determine if a relation existed between students' age and apparel fashion consumption decision making process. The results revealed that that there was a statistically significant relationship between age of the students and impulse buying decisions ($\chi^2=11.032$, $df = 4$ and $p = 0.026 < 0.05$). Looking for promotions, deals and discounts had a significant relationship with age ($\chi^2=9.794$ and $p = 0.044 < 0.05$). Means of p-values for apparel fashion consumption decision making process are shown in table 4.52.

Table 4.52: Means of the P-values of the EBK apparel fashion consumption decision making process.

EBK Apparel fashion consumption decision making process	Sig
Before buying new clothes, I start by conceptualize a need	.162
Before shopping for clothes, I usually have expectation about what I am going to Buy	.129
I use time to search for information about the product	.091
Before buying new clothes, I evaluate all information making a purchase	.053
Before deciding on which new apparels to buy, I use time to evaluate between possible alternatives	.306
After I buy any new clothing, I do a post-purchase evaluation to determine whether I made the best decision	.698
Mean	0.239

The mean for the variables shows that the p-value = 0.239 meaning that there was no statistically significant relationship between age of the respondents and apparel fashion consumption decision making process among students in universities in Nairobi county.

4.5.2 Relationship between Gender and Apparel Fashion Consumption Decision Making

This study sought to establish the relationship between gender of the respondents and apparel fashion consumption decision making.

Relationship between Gender and Conceptualization of Need

This study sought to establish if there is a significant relationship between gender and conceptualization need before buying new clothes among university students in Nairobi County. Table 4.53 shows gender-conceptualization of need cross tabulation.

Table 4.53: Gender-conceptualization of Need Cross Tabulation

		Crosstab					Total	
		Before buying new clothes, I start by conceptualize a need						
		Never	Rarely	S/times	Often	Always		
Gender	Female	f	53	73	36	40	55	257
		%	20.6%	28.4%	14.0%	15.6%	21.4%	100.0%
	Male	f	49	83	25	49	40	246
		%	19.9%	33.7%	10.2%	19.9%	16.3%	100.0%
Total		f	102	156	61	89	95	503
		%	20.3%	31.0%	12.1%	17.7%	18.9%	100.0%

The study findings reveal that 21% of female and 16% of the male students always conceptualized a need before buying new clothes. The study also shows that 49% of the female students and 54% of the males never/rarely conceptualized

apparel fashion need before buying new clothes. The study reveals that females were more likely to conceptualize a need before buying new clothes than males.

Relationship between Gender and expectations about what to Buy

This study sought to establish if a significant relationship exists between gender and expectations about what the students were going to buy. A cross tabulation was done for gender and expectations about what to buy.

Table 4.54: Gender- expectations about what to buy

		Crosstab					Total	
		Before shopping for clothes, I usually have expectation about what I am going to Buy						
		Never	Rarely	S/times	Often	Always		
Gender	Female	f	35	62	30	43	87	257
		%	13.6%	24.1%	11.7%	16.7%	33.9%	100.0%
	Male	F	26	63	23	50	84	246
		%	10.6%	25.6%	9.3%	20.3%	34.1%	100.0%
Total		f	61	125	53	93	171	503
		%	12.1%	24.9%	10.5%	18.5%	34.0%	100.0%

This study revealed that 16.7% of females and 20.3% of males often had expectations about what they were going to buy. The study also shows that 24.1% of the females and 25.6% of the males rarely had expectations about what they were going to buy. The study results show that there was little difference in views between the two genders.

Relationship between gender and Search for information about the product

This study sought to establish if there is a significant relationship between gender and search for information about the product. Table 4.55 presents the gender – search for information about the product cross tabulation.

Table 4.55: Gender – search for Information about the Product cross tabulation

		Crosstab					Total	
		I use time to search for information about the product						
		Never	Rarely	S/times	Often	Always		
Gender	Female	f	47	72	26	31	81	257
		%	18.3%	28.0%	10.1%	12.1%	31.5%	100.0%
	Male	f	31	72	17	36	90	246
		%	12.6%	29.3%	6.9%	14.6%	36.6%	100.0%
Total		f	78	144	43	67	171	503
		%	15.5%	28.6%	8.5%	13.3%	34.0%	100.0%

The study shows that more males (36.6%) always searched for information about the product than their female counterparts (31.5%, n = 257).

Relationship between gender and evaluation of all information before making a purchase

This study established the relationship between gender and evaluation of all information before making a purchase. Table 4.56 presents gender – evaluation of all information before making a purchase cross tabulation.

Table 4.56: Gender – evaluation of all information before making a purchase cross tabulation

		Crosstab					Total	
		Before buying new clothes, I evaluate all information making a purchase						
		Never	Rarely	S/times	Often	Always		
Gender	Female	f	54	55	35	44	69	257
		%	21.0%	21.4%	13.6%	17.1%	26.8%	100.0%
	Male	f	38	63	23	61	61	246
		%	15.4%	25.6%	9.3%	24.8%	24.8%	100.0%
Total		f	92	118	58	105	130	503
		%	18.3%	23.5%	11.5%	20.9%	25.8%	100.0%

The results in table 4.56 shows that, 21% of the females and 15.4% of the males never evaluated all information before making a purchase while 26.8% of the females always evaluated all information before making a purchase before buying of new clothes. The study reveals that there was significant difference in the responses of both males and females.

Relationship between Gender and evaluation between possible Alternatives

This study sought to establish the relationship between gender and evaluation between possible alternatives before deciding on which new apparel to buy. Table 4.57 presents the cross tabulation between gender and evaluation between possible alternatives.

Table 4.57: Gender and evaluation between possible alternatives cross tabulation

		Crosstab					Total	
		Before deciding on which new apparels to buy, I use time to evaluate between possible alternatives						
		Never	Rarely	S/times	Often	Always		
Gender	Female	f	36	97	45	38	41	257
		%	14.0%	37.7%	17.5%	14.8%	16.0%	
	Male	f	60	71	43	35	37	246
		%	24.4%	28.9%	17.5%	14.2%	15.0%	100.0%
Total		f	96	168	88	73	78	503
		%	19.1%	33.4%	17.5%	14.5%	15.5%	100.0%

These results show that 24.4% of the males and 14% of females never evaluate between possible alternatives before buying new apparels. Fifteen percent of males and 16% of the females always evaluated possible alternatives. The results

show that females were more likely to evaluate between possible alternatives than their male counterparts.

Relationship between gender and post-purchase evaluation

This study sought to establish if a relationship exists between gender and post-purchase evaluation. Table 4.58 presents cross tabulation of gender and post-purchase evaluation

Table 4.58: Gender and post-purchase evaluation

		Crosstab					Total	
		After I buy any new clothing, I do a post-purchase evaluation to determine whether I made the best decision						
		Never	Rarely	S/times	Often	Always		
Gender	Female	f	70	74	31	50	32	257
		%	27.2%	28.8%	12.1%	19.5%	12.5%	100.0%
	Male	f	86	64	33	38	25	246
		%	35.0%	26.0%	13.4%	15.4%	10.2%	100.0%
Total		f	156	138	64	88	57	503
		%	31.0%	27.4%	12.7%	17.5%	11.3%	100.0%

The study shows that 27.2% of the females and 35% of the males never did a post-purchase evaluation. The study also shows that 12.5% of the females and 10.2% of the males always did a post-purchase evaluation. The study indicates that female students did a post-purchase evaluation than their male counterparts.

This study established the mean of the p-values of the relationship between gender and apparel fashion consumption decision making and obtained 0.251 suggesting that gender had no significant relationship with apparel fashion consumption decision making process.

4.5.3 Relationship between Marital Status and Apparel fashion Consumption

Decision Making

This study sought to establish the relationship between the marital status of respondents and apparel fashion consumption decision making.

Relationship between Marital Status and Conceptualization of Need

This study sought to establish if there exist a statistically significant relationship between marital status and conceptualization of need by students before buying new clothes. Table 4.59 presents the cross tabulation.

Table 4.59: Marital Status- Need Conceptualization Cross tabulation

		Crosstab					
		Before buying new clothes, I start by conceptualize a need					Total
		Never	Rarely	S/times	Often	Always	
Marital Status	Single	f 90	132	54	69	82	427
		% 21.1%	30.9%	12.6%	16.2%	19.2%	100.0%
	Married	f 12	24	7	20	13	76
		% 15.8%	31.6%	9.2%	26.3%	17.1%	100.0%
Total		f 102	156	61	89	95	503
		% 20.3%	31.0%	12.1%	17.7%	18.9%	100.0%

The results show that 19.2% of the single students and 17.1% of the married students always conceptualized a need before buying new clothes while more than half (52%) of the single students never/rarely did a need conceptualization before buying new clothes. The results reveal that more married students did a need conceptualization than single students.

Relationship between marital status and having expectations about what to buy

This study sought to establish if there is a relationship between students' marital status and having expectations about what they were going to buy. A cross tabulation for marital status – expectations about what to buy is presented in table 4.60.

Table 4.60: Marital Status- Having Expectations Cross Tabulation

		Crosstab					Total	
		Before shopping for clothes, I usually have expectation about what I am going to Buy						
		Never	Rarely	S/times	Often	Always		
Marital Status	Single	f	55	101	48	78	145	427
		%	12.9%	23.7%	11.2%	18.3%	34.0%	100.0%
	Married	f	6	24	5	15	26	76
		%	7.9%	31.6%	6.6%	19.7%	34.2%	100.0%
Total		f	61	125	53	93	171	503
		%	12.1%	24.9%	10.5%	18.5%	34.0%	100.0%

The results show that 52% of the single students and 54% of the married students had expectations of what to buy. The study also shows that more (13%) single students than married (8%) never had expectations about what they were going to buy before actual purchase of new clothes.

Relationship between Marital Status and Search for Information about the Product

This study sought to establish if a significant relationship exists between students' marital status and search for information about the product. Cross tabulation for marital status -search for information about the product is presented in table 4.61.

Table 4.61: Marital status -search for information about the product cross-tabulation

		Crosstab					Total	
		I use time to search for information about the product						
		Never	Rarely	S/times	Often	Always		
Marital Status	Single	f	66	123	34	56	148	427
		%	15.5%	28.8%	8.0%	13.1%	34.7%	100.0%
	Married	f	12	21	9	11	23	76
		%	15.8%	27.6%	11.8%	14.5%	30.3%	100.0%
Total		f	78	144	43	67	171	503
		%	15.5%	28.6%	8.5%	13.3%	34.0%	100.0%

The study shows that 35% of the single students always searched for information about the product while 16% of the married never searched for information about the product. The study indicates more single students (48%) searched for information about the product than their married counterparts (45%).

Relationship between Marital Status and Evaluation of all Information before Making a Purchase

This study sought to establish if there is a significant relationship between students' marital status and evaluation of all information before making a purchase. Cross-tabulation of marital status-evaluation of all information before making a purchase is presented in table 4.62.

Table 4.62: Cross-tabulation of Marital Status-Evaluation of all Information before Making a Purchase

		Crosstab					Total	
		Before buying new clothes, I evaluate all information						
		Never	Rarely	S/times	Often	Always		
Marital Status	Single	f	76	103	51	83	114	427
		%	17.8%	24.1%	11.9%	19.4%	26.7%	100.0%
	Married	f	16	15	7	22	16	76
		%	21.1%	19.7%	9.2%	28.9%	21.1%	100.0%
Total		f	92	118	58	105	130	503
		%	18.3%	23.5%	11.5%	20.9%	25.8%	100.0%

The results show that 42% of the single students never/rarely evaluated all information before making a purchase while 50% of the married students often/always evaluated all information before making a purchase. The study indicates that majority of married students evaluated all information before making a purchase than their single counterparts.

Relationship between marital status and use of time to evaluate between possible alternatives

This study sought to establish if there was a relationship between students' marital status and evaluation between possible alternatives. Table 4.63 shows the results.

Table 4.63: Marital status and use of time to evaluate between possible alternatives

		Crosstab					Total	
		Before deciding on which new apparels to buy, I use time to evaluate between possible alternatives						
		Never	Rarely	S/times	Often	Always		
Marital Status	Single	f	84	147	74	55	67	427
		%	19.7%	34.4%	17.3%	12.9%	15.7%	100.0%
	Married	f	12	21	14	18	11	76
		%	15.8%	27.6%	18.4%	23.7%	14.5%	100.0%
Total		f	96	168	88	73	78	503
		%	19.1%	33.4%	17.5%	14.5%	15.5%	100.0%

Results indicate that 54% of the single students rarely/never evaluate between possible alternatives while 38% of the married students often/always evaluated between possible alternatives.

Relationship between marital status and post-purchase evaluation

This study sought to establish if a relationship exists between students' marital status and post-purchase evaluation to determine whether the best decision was made. Table 4.64 shows the cross tabulation of marital status- post purchase evaluation.

Table 4.64: Marital status- post purchase evaluation cross tabulation

		Crosstab					Total	
		After I buy any new clothing, I do a post-purchase evaluation to determine whether I made the best decision						
		Never	Rarely	S/times	Often	Always		
Marital Status	Single	f	132	117	53	80	45	427
		%	30.9%	27.4%	12.4%	18.7%	10.5%	
Marital Status	Married	f	24	21	11	8	12	76
		%	31.6%	27.6%	14.5%	10.5%	15.8%	
Total		f	156	138	64	88	57	503
		%	31.0%	27.4%	12.7%	17.5%	11.3%	

The results in table 4.65 show that 29% of the single students often/always did a post -purchase evaluation while 58% rarely/never did. On the other hand, 59% of the married students rarely/never did a post-purchase evaluation while 26% often/always did. This shows that more single students did a post-purchase evaluation than married students.

Means for all the p-values for marital status and apparel fashion consumption decision making was determined as 0.351 showing that there was no significant

relationship between marital status of students and apparel fashion consumption decision making.

4.5.4 Relationship between Religion and Apparel Fashion Consumption

Decision Making

This study established the relationship between religion and apparel fashion consumption decision making. The study results show that there was no significant relationship between religion and all the EBK stages of apparel fashion consumption decision making. Other variable of apparel fashion consumption decision making process was tested for a relationship with students' religion.

4.5.5 Relationship between Residence and Apparel fashion Consumption

Decision Making

This study determined the relationship between residence and apparel fashion consumption decision making. The results on the relationship between students' residence and EBK apparel fashion consumption decision making process

The study findings showed that there was no significant relationship between the residence of students and the EBK apparel fashion consumption decision making.

The study also established the relationship between students' residence and other variables of apparel fashion consumption decision making process.

4.5.6 Chi-square Test for the Relationship between Demographic Characteristics and Apparel fashion Consumption Decision Making

Chi-square test for the means of demographic details was done and presented in table 4.65.

Table 4.65: Relationship between Demographic Characteristics and Apparel fashion Consumption Decision Making

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.000 ^a	12	.241
Likelihood Ratio	13.322	12	.346
Linear-by-Linear Association	.154	1	.695
N of Valid Cases	5		

a. 20 cells (100.0%) have expected count less than 5. The minimum expected count is .20.

Results showed that demographic characteristics of respondents had no significant relationship with apparel fashion consumption decision making among university students (df = 12 and p-value = 0.241 > 0.05). The null hypothesis, “Socio-demographic characteristics of university students have no relationship with their apparel fashion consumption decision making” therefore was not rejected.

4.6 Relationship Between Physiological Factors and Apparel Fashion Consumption Making

The third objective sought to establish if there was a significant relationship between physiological factors and apparel fashion consumption decision making among university students in Nairobi County. The factors considered were body covering, efficient body functioning, body size and body image. The other physiological factors were body type and body shape.

4.6.1 Relationship between Body Covering and Apparel Fashion Consumption Decision Making

This study established the relationship between body covering and EBK apparel fashion consumption decision making process among university students. Table 4.66 shows cross tabulation of body covering- need conceptualization.

Table 4.66: Body covering- need conceptualization cross tabulation

		Crosstab					Total	
		Before buying new clothes, I start by conceptualize a need						
		Never	Rarely	S/times	Often	Always		
Body covering	No	f	54	94	33	40	62	283
		%	19.1%	33.2%	11.7%	14.1%	21.9%	100.0%
	Yes	f	48	62	28	49	33	220
		%	21.8%	28.2%	12.7%	22.3%	15.0%	100.0%
Total		f	102	156	61	89	95	503
		%	20.3%	31.0%	12.1%	17.7%	18.9%	100.0%

The results show that 22% of the students who did not consider body covering always conceptualized the need before buying new clothes. The study also shows that 37% of the students who considered body covering as a factor always/often conceptualized a need before buying new clothes.

Relationship between Body Covering and expectation about what to buy

This study established the relationship between body covering and having expectations about what to buy among university students. Table 4.67 shows the results.

Table 4.67: Body Covering- Having expectations about what to buy

		Crosstab						
		Before shopping for clothes, I usually have expectation about what I am going to Buy					Total	
		Never	Rarely	S/times	Often	Always		
Body covering	No	f	24	58	32	55	114	283
		%	8.5%	20.5%	11.3%	19.4%	40.3%	100.0%
	Yes	f	37	67	21	38	57	220
		%	16.8%	30.5%	9.5%	17.3%	25.9%	100.0%
Total		f	61	125	53	93	171	503
		%	12.1%	24.9%	10.5%	18.5%	34.0%	100.0%

This study shows that 60% of the students who indicated that they did not consider body covering often/always had expectations about what they were to buy while 47% of those who considered body covering when buying clothes never/rarely had expectations about what to buy. The results show that students who did not see body covering had a higher likelihood of having expectations about what to buy.

Relationship between Body Covering and Search for Information about the Product

This study established the relationship between body covering and search for information about the product. Table 4.68 presents the results.

Table 4.68: Body Covering-Search for Information Cross Tabulation

			I use time to search for information about the product					Total
			Never	Rarely	S/times	Often	Always	
Body covering	No	f	38	76	28	38	103	283
		%	13.4%	26.9%	9.9%	13.4%	36.4%	100.0%
	Yes	f	40	68	15	29	68	220
		%	18.2%	30.9%	6.8%	13.2%	30.9%	100.0%
Total		f	78	144	43	67	171	503
		%	15.5%	28.6%	8.5%	13.3%	34.0%	100.0%

The study shows that 44% percent of the students who indicated yes and 50% of those who indicated *no* on consideration of body covering as a factor searched for information about the product. The study also shows that 18% of the students who indicated *no* never searched for information about the product.

Relationship between Body covering and evaluation of all information before making a purchase.

This study sought to establish the relationship between body covering and evaluation of all information before making a purchase. Table 4.69 shows the cross tabulation of body covering and evaluation of all information before making a purchase.

Table 4.69: Body covering and evaluation of all information before making a purchase Cross tabulation

			Crosstab					Total
			Before buying new clothes, I evaluate all information making a purchase					
			Never	Rarely	S/times	Often	Always	
Body covering	No	f	61	68	45	51	58	283
		%	21.6%	24.0%	15.9%	18.0%	20.5%	100.0%
	Yes	f	31	50	13	54	72	220
		%	14.1%	22.7%	5.9%	24.5%	32.7%	100.0%
Total		f	92	118	58	105	130	503
		%	18.3%	23.5%	11.5%	20.9%	25.8%	100.0%

The study shows that 46% of the students who indicated that they did not consider body covering evaluated all information before making a purchase while 57% of those who indicated *yes* often/always evaluated all information before making a purchase. The study reveals that students did not consider body covering were more likely to evaluate all information before making a purchase than their counterparts who indicated that body covering was a factor to consider before making a purchase.

Relationship between body Covering and Evaluation between possible alternatives

This study sought to establish the relationship between body covering and evaluation between possible alternatives. Table 4.70 presents body covering-evaluation between possible alternatives cross tabulation

Table 4.70: Body covering-evaluation between possible alternatives cross tabulation

			Before deciding on which new apparels to buy, I use time to evaluate between possible alternatives					Total
			Never	Rarely	S/times	Often	Always	
Body covering	No	f	42	86	56	47	52	283
		%	14.8%	30.4%	19.8%	16.6%	18.4%	100.0%
	Yes	f	54	82	32	26	26	220
		%	24.5%	37.3%	14.5%	11.8%	11.8%	100.0%
Total	f	96	168	88	73	78	503	
	%	19.1%	33.4%	17.5%	14.5%	15.5%	100.0%	

The study shows that 18% of the students who indicated *no* always evaluated between possible alternatives while 15% of them never did. The study also shows

that 23% of the students who considered body covering often/always evaluated between possible alternatives.

Relationship between body covering and post-purchase evaluation

This study sought to establish the relationship between body covering and post-purchase evaluation. Table 4.71 shows the results.

Table 4.71: Body Covering- Post Purchase Cross tabulation

		Crosstab					Total	
		After I buy any new clothing, I do a post-purchase evaluation to determine whether I made the best decision						
		Never	Rarely	S/times	Often	Always		
Body covering	No	f	83	79	39	41	41	283
		%	29.3%	27.9%	13.8%	14.5%	14.5%	100.0%
	Yes	f	73	59	25	47	16	220
		%	33.2%	26.8%	11.4%	21.4%	7.3%	100.0%
Total		f	156	138	64	88	57	503
		%	31.0%	27.4%	12.7%	17.5%	11.3%	100.0%

The study shows that 57% of the students who did not consider body covering and 59% of students who considered body covering never/rarely did a post purchase evaluation. The study shows that 29% of the students who said no and 29% of those who indicated that body covering was a consideration often/always did a post-purchase evaluation. The study indicates majority of the students did not do a post purchase evaluation to determine the best decision.

4.6.2 Relationship between Efficient Body Functioning and Apparel Fashion Consumption Decision Making

This study established the relationship between efficient body functioning and apparel fashion consumption decision making among university students. Table 4.72 presents the results.

Table 4.72: Relationship between Efficient Body Functioning and Apparel fashion Consumption Decision Making

		Crosstab					Total	
		Before buying new clothes, I start by conceptualize a need						
		Never	Rarely	S/times	Often	Always		
Efficient	No	f	13	27	15	20	35	110
Body		%	11.8%	24.5%	13.6%	18.2%	31.8%	100.0%
Functionin	Ye	f	89	129	46	69	60	393
g	s	%	22.6%	32.8%	11.7%	17.6%	15.3%	100.0%
Total		f	102	156	61	89	95	503
		%	20.3%	31.0%	12.1%	17.7%	18.9%	100.0%

The study showed that half of the students who did not consider efficient body as a factor determining apparel fashion consumption always/often conceptualized the need before purchasing new apparel fashion. The study also established that 54% of the students who considered efficient body functioning never/rarely started by conceptualizing a need before purchasing new clothes. The study reveals that efficient body function had a negative correlation with conceptualization of the need.

Relationship between efficient Body Functioning and having Expectation about what to buy

This study sought to establish the relationship between efficient body functioning and expectations about what to buy. Table 4.73 shows the results.

Table 4.73: Relationship between efficient Body Functioning and having Expectation about what to buy

			Before shopping for clothes, I usually have expectation about what I am going to Buy					Total
			Never	Rarely	S/times	Often	Always	
Efficient Body Functioning	No	f	6	18	11	21	54	110
		%	5.5%	16.4%	10.0%	19.1%	49.1%	100.0%
Efficient Body Functioning	Yes	f	55	107	42	72	117	393
		%	14.0%	27.2%	10.7%	18.3%	29.8%	100.0%
Total		f	61	125	53	93	171	503
		%	12.1%	24.9%	10.5%	18.5%	34.0%	100.0%

In the study results, almost half (49%) of the students who did not consider body functioning as apparel fashion consumption decision making factor always had expectations about what to buy before the actual purchase. The results also show that 41% of the students who indicated to consider efficient body functioning never/rarely had expectation about what they were going to purchase. The study therefore reveals that efficient body functioning and having expectation about what to buy were negatively related.

Relationship between efficient body functioning and search for information about the Product

This study established the relationship between efficient body functioning and search for information about the product. Table 4.74 presents the results.

Table 4.74: Relationship between efficient body functioning and search for information about the Product

		Crosstab					Total	
		I use time to search for information about the product						
		Never	Rarely	S/times	Often	Always		
Efficient Body Functioning	No	f	19	25	15	17	34	110
		%	17.3%	22.7%	13.6%	15.5%	30.9%	100.0%
Yes	f	f	59	119	28	50	137	393
		%	15.0%	30.3%	7.1%	12.7%	34.9%	100.0%
Total	f	f	78	144	43	67	171	503
		%	15.5%	28.6%	8.5%	13.3%	34.0%	100.0%

This study established that 47% of the students who indicated to have considered efficient body functioning always/often searched for information about the product while 15% of them never/rarely searched for information. Forty percent of those who did not consider efficient body functioning never/rarely searched for information about the product.

Relationship between efficient body functions and evaluation of all information before making a purchase

This study sought to establish the relationship between efficient body functioning and evaluation of all information before making a purchase. Table 4.75 presents the results.

Table 4.75: Efficient body functioning and evaluation of all information before making a purchase

		Crosstab					Total	
		Before buying new clothes, I evaluate all information making a purchase						
		Never	Rarely	S/times	Often	Always		
Efficient Body Functioning	No	f	21	26	28	20	15	110
		%	19.1%	23.6%	25.5%	18.2%	13.6%	100.0%
	Yes	f	71	92	30	85	115	393
		%	18.1%	23.4%	7.6%	21.6%	29.3%	100.0%
Total		f	92	118	58	105	130	503
		%	18.3%	23.5%	11.5%	20.9%	25.8%	100.0%

These study results show that 50% of the students who considered efficient body functioning often/always evaluated all information before making a purchase. The study also shows that 32% of those who said did not consider efficient body functioning as a factor often/always evaluated all information before making a purchase of new clothes.

Relationship between efficient body functioning and evaluation between possible alternatives

This study sought to establish the relationship between efficient body functioning and evaluation between possible alternatives. Table 4.76 presents the results.

Table 4.76: Relationship between efficient body functioning and evaluation between possible alternatives.

		Crosstab					Total	
		Before deciding on which new apparels to buy, I use time to evaluate between possible alternatives						
		Never	Rarely	S/times	Often	Always		
Efficient	No	f	14	26	30	17	23	110
Body		%	12.7%	23.6%	27.3%	15.5%	20.9%	100.0%
Functioni	Yes	f	82	142	58	56	55	393
ng		%	20.9%	36.1%	14.8%	14.2%	14.0%	100.0%
Total		f	96	168	88	73	78	503
		%	19.1%	33.4%	17.5%	14.5%	15.5%	100.0%

This study shows that 15.5% of students who considered efficient body functioning and 36% of students who did not always used time to evaluate between possible alternatives. Of those who indicated that they considered efficient body functioning as a factor in apparel fashion consumption decision making, 57% of them never/rarely evaluated possible alternatives.

Relationship between Efficient Body Functioning and Post-Purchase Evaluation

This study sought to establish the relationship between efficient body functioning and post purchase evaluation. Table 4.77 shows the results.

Table 4.77: Relationship between efficient body functioning and post purchase evaluation

		Crosstab					Total
		After I buy any new clothing, I do a post-purchase evaluation to determine whether I made the best decision					
		Never	Rarely	S/times	Often	Always	
Efficient	No	23	30	19	12	26	110
Body							
Functionin	g	20.9%	27.3%	17.3%	10.9%	23.6%	100.0%
	Yes	133	108	45	76	31	393
		33.8%	27.5%	11.5%	19.3%	7.9%	100.0%
Total		156	138	64	88	57	503
		31.0%	27.4%	12.7%	17.5%	11.3%	100.0%

The study findings revealed that the majority (66%) of the students who considered efficient body functioning never/rarely did post-purchase evaluation to determine if they had made the best decision. Only 8% of this group always did a post-purchase evaluation to determine if they made the best decision after buying new clothes.

Relationship between Body Size and Apparel Fashion Consumption Decision Making.

This study established the relationship between body size and apparel fashion consumption decision making among university students.

Relationship between Body Size and Conceptualization of Need

This study established the relationship between body size and conceptualization of need. Table 4.78 shows the results.

Table 4.78: Relationship between body size and conceptualization of need

		Crosstab					Total	
		Before buying new clothes, I start by conceptualize a need						
		Never	Rarely	S/times	Often	Always		
Body Size	No	f	9	10	4	24	12	59
		%	15.3%	16.9%	6.8%	40.7%	20.3%	100.0%
	Yes	f	93	146	57	65	83	444
		%	20.9%	32.9%	12.8%	14.6%	18.7%	100.0%
Total		f	102	156	61	89	95	503
		%	20.3%	31.0%	12.1%	17.7%	18.9%	100.0%

The study revealed that more than half (61%) of those students who did not consider body size as a factor of apparel fashion consumption often/always conceptualized need before buying new clothes. The study also shows that only 19% of those who considered body size as a factor always conceptualized apparel fashion consumption need.

Relationship between body size and expectations about what to buy

This study established the relationship between body size and expectations about what to buy. Table 4.79 shows the results.

Table 4.79: Relationship between body size and expectations about what to buy

		Crosstab					Total	
		Before shopping for clothes, I usually have expectation about what I am going to Buy						
		Never	Rarely	S/times	Often	Always		
Body Size	No	f	17	16	9	11	6	59
		%	28.8%	27.1%	15.3%	18.6%	10.2%	100.0%
	Yes	f	44	109	44	82	165	444
		%	9.9%	24.5%	9.9%	18.5%	37.2%	100.0%
Total		f	61	125	53	93	171	503
		%	12.1%	24.9%	10.5%	18.5%	34.0%	100.0%

The study shows that 56% of the students who considered body size often/always had expectations about what they were going to buy before shopping for new clothes. The study also shows that 29% of the students who did not consider body size as a factor of apparel fashion consumption never had expectations about what they were going to buy. This study reveals that more students who consider the body size as a factor had expectation about what they were going to buy than their counterparts who did not.

Relationship between body size and search for information about the product

This study sought to establish the relationship between body size and search for information about the product. Table 4.80 presents the results.

Table 4.80: Relationship between body size and search for information about the product

		Crosstab					Total	
		I use time to search for information about the product						
		Never	Rarely	S/times	Often	Always		
Body Size	No	f	10	14	1	19	59	
		%	16.9%	23.7%	1.7%	32.2%	25.4%	100.0%
	Yes	f	68	130	42	48	156	444
		%	15.3%	29.3%	9.5%	10.8%	35.1%	100.0%
Total		f	78	144	43	67	171	503
		%	15.5%	28.6%	8.5%	13.3%	34.0%	100.0%

The table reveals that 45% of the students who indicated that body size determined their apparel fashion consumption decision making never/rarely searched for information about the product. The study also shows that 58% of the students who did not consider body size as a factor of apparel fashion consumption often/always searched for information about the product. The study

reveals that there was a negative relationship between body size and search for information about the product i.e. majority of students who did not consider body size as a determinant of apparel fashion consumption decision making searched for information about the product than those who considered.

Relationship between body size and evaluation of all information before making a purchase

This study sought to establish the relationship between body size and evaluation of all information before making a purchase. Table 4.81 shows the results.

Table 4.81: Relationship between body size and evaluation of all information making a purchase

		Crosstab					Total	
		Before buying new clothes, I evaluate all information making a purchase						
		Never	Rarely	S/times	Often	Always		
Body Size	No	f	6	10	3	19	21	59
		%	10.2%	16.9%	5.1%	32.2%	35.6%	100.0%
	Yes	c	86	108	55	86	109	444
		%	19.4%	24.3%	12.4%	19.4%	24.5%	100.0%
Total		f	92	118	58	105	130	503
		%	18.3%	23.5%	11.5%	20.9%	25.8%	100.0%

Results from table 4.82, show that more students (36%) who did not consider body size as a factor of apparel fashion consumption decision making always evaluated all information before making a purchase than their counterparts who considered body size as a factor (25%). The study also shows that 44% of students who considered body size as a factor of apparel fashion consumption decision making never/rarely evaluated all information before making a purchase.

Relationship between body size and evaluation between possible alternatives

This study sought to establish the relationship between body and evaluation between possible alternatives. Table 4.82 presents the results.

Table 4.82: Relationship between body size and evaluation between possible alternatives

		Crosstab					Total	
		Before deciding on which new apparels to buy, I use time to evaluate between possible alternatives						
		Never	Rarely	S/times	Often	Always		
Body Size	No	f	14	22	12	9	2	59
		%	23.7%	37.3%	20.3%	15.3%	3.4%	100.0%
	Yes	f	82	146	76	64	76	444
		%	18.5%	32.9%	17.1%	14.4%	17.1%	100.0%
Total		f	96	168	88	73	78	503
		%	19.1%	33.4%	17.5%	14.5%	15.5%	100.0%

The results show that only 3% of students who did not consider body size and 17% of those who consider body size as a factor always evaluated between possible alternatives. The study also shows that 51% of the students who considered body size as a determinant of apparel fashion consumption decision making never/rarely evaluated between possible alternatives. The study reveals that the students who considered body size as a factor of apparel fashion consumption decision making process were more likely to evaluate between possible alternative than their counterparts who did not.

Relationship between body size and post-purchase evaluation

This study sought to establish relationship between body size and post-purchase evaluation. Table 4.83 presents the results.

Table 4.83: Relationship between body size and post-purchase evaluation

		Crosstab						
		After I buy any new clothing, I do a post-purchase evaluation to determine whether I made the best decision					Total	
		Never	Rarely	S/times	Often	Always		
Body Size	No	f	19	13	9	14	4	59
		%	32.2%	22.0%	15.3%	23.7%	6.8%	100.0%
	Yes	f	137	125	55	74	53	444
		%	30.9%	28.2%	12.4%	16.7%	11.9%	100.0%
Total		f	156	138	64	88	57	503
		%	31.0%	27.4%	12.7%	17.5%	11.3%	100.0%

Results show that 27% of the students who considered body size as a factor determining apparel fashion consumption often/always did a post-purchase evaluation to determine if they had made the best decision. In the results, more than half (59%) of the students who indicated that they considered body size, never/rarely did a post-purchase evaluation to determine if they had made the best decision.

4.6.3 Relationship between Body Image and Apparel Fashion Consumption Decision Making

This study established the relationship between body image and apparel fashion consumption decision making among university students.

Relationship between Body Image and Conceptualization of need

This study sought to establish the relationship between body image and conceptualization of need. Results are presented in table 4.84.

Table 4.84: Relationship between Body Image and conceptualization of need

		Crosstab					Total	
		Before buying new clothes, I start by conceptualize a need						
		Never	Rarely	S/times	Often	Always		
Body Image	No	f	25	37	19	43	38	162
		%	15.4%	22.8%	11.7%	26.5%	23.5%	
	Yes	f	77	119	42	46	57	341
		%	22.6%	34.9%	12.3%	13.5%	16.7%	
Total		f	102	156	61	89	95	503
		%	20.3%	31.0%	12.1%	17.7%	18.9%	

The study revealed that 50% of students who did not consider body image as a factor determining apparel fashion consumption decision making often/always conceptualize the need before buying new clothes. Fifty-seven percent of the students who indicated to have considered body image as a factor of apparel fashion consumption never/rarely conceptualized the need before buying new clothes. This study therefore reveals that few students who considered body image as a factor of apparel fashion consumption conceptualize a need before buying new clothes.

Relationship between Body Image and Expectation about what to buy

This study sought to establish the relationship between body image and expectation about what to buy among university students in Nairobi County. Table 4.85 shows the results.

Table 4.85: Relationship between Body Image and Expectation about what to buy

			Before shopping for clothes, I usually have expectation about what I am going to Buy					Total
			Never	Rarely	S/times	Often	Always	
Body Image	No	f	33	39	20	29	41	162
		%	20.4%	24.1%	12.3%	17.9%	25.3%	100.0%
	Yes	f	28	86	33	64	130	341
		%	8.2%	25.2%	9.7%	18.8%	38.1%	100.0%
Total		f	61	125	53	93	171	503
		%	12.1%	24.9%	10.5%	18.5%	34.0%	100.0%

The study results show that 57% of the students who considered body image when purchasing new clothes often/always had expectations about what they were going to buy. Among students who did not consider body image, 45% never/rarely had expectations about what they were going to buy. The study reveals that body image influenced students' expectations about what they were going to purchase such that those who considered body image were more likely to have expectations than their counterparts who did not.

Relationship between body image and search for information about the product

This study sought to establish the relationship between body image and search for information about the product. Table 4.86 shows the results.

Table 4.86: Relationship between body image and search for information about the product

		Crosstab					Total	
		I use time to search for information about the product						
		Never	Rarely	S/times	Often	Always		
Body Image	No	f	39	44	11	25	43	162
		%	24.1%	27.2%	6.8%	15.4%	26.5%	
	Yes	f	39	100	32	42	128	341
		%	11.4%	29.3%	9.4%	12.3%	37.5%	
Total		f	78	144	43	67	171	503
		%	15.5%	28.6%	8.5%	13.3%	34.0%	

The study shows that 38% of the students who considered body image always searched for information about the product before buying new clothes. The study also shows that 51% of the students who did not consider body image as a factor determining apparel fashion consumption decision making never/rarely searched for information about the product. The study shows that there was a more likelihood of students who considered body image to search for information about the product than those who did not

Relationship between body image and evaluation of all information before making a purchase

This study established the relationship between body image and evaluation of all information before making a purchase among university students in Nairobi County. Table 4.87 shows the results.

Table 4.8723: Relationship between body image and evaluation of all information before making a purchase

			Crosstab					Total
			Before buying new clothes, I evaluate all information making a purchase					
			Never	Rarely	S/times	Often	Always	
Body Image	No	f	16	39	22	37	48	162
		%	9.9%	24.1%	13.6%	22.8%	29.6%	
	Yes	f	76	79	36	68	82	341
		%	22.3%	23.2%	10.6%	19.9%	24.0%	100.0%
Total		f	92	118	58	105	130	503
		%	18.3%	23.5%	11.5%	20.9%	25.8%	100.0%

The study results show that 30% of the students who indicated that they did not consider body image as a factor always evaluated all information before making a purchase while 24% of those who considered body image always evaluated all information before making a purchase of new clothes. The study also shows that 34% of the students who did not consider body image and 46% of those who considered never evaluated all information before making a purchase.

Relationship between body image and evaluation of possible alternatives

This study established the relationship between body image and evaluation of all possible alternatives before deciding on which apparels to buy. Table 4.88 presents the results.

Table 4.88: Relationship between body image and evaluation of possible alternatives

			Crosstab					Total
			Before deciding on which new apparels to buy, I evaluate between possible alternatives					
			Never	Rarely	S/times	Often	Always	
Body Image	No	f	42	53	30	18	19	162
		%	25.9%	32.7%	18.5%	11.1%	11.7%	
	Yes	f	54	115	58	55	59	341
		%	15.8%	33.7%	17.0%	16.1%	17.3%	100.0%
Total		f	96	168	88	73	78	503
		%	19.1%	33.4%	17.5%	14.5%	15.5%	100.0%

The study shows that 58% of the students who did consider body image never/rarely evaluate between possible alternatives before deciding on which new apparels to buy. The study also shows that 33% of the students who indicated that they considered body image as a factor influencing their apparel fashion consumption decision making often/always evaluated between possible alternatives.

Relationship between body image and post-purchase evaluation

This study established the relationship between body image and post-purchase evaluation to determine if they had made the best decision after buying new clothes. Table 4.89 shows the results.

Table 4.89: Relationship between body image and post-purchase evaluation

		After I buy any new clothing, I do a post-purchase evaluation to determine whether I made the best decision					Total	
		Never	Rarely	S/times	Often	Always		
Body Image	No	f	45	42	27	25	23	162
		%	27.8%	25.9%	16.7%	15.4%	14.2%	100.0%
	Yes	f	111	96	37	63	34	341
		%	32.6%	28.2%	10.9%	18.5%	10.0%	100.0%
Total		f	156	138	64	88	57	503
		%	31.0%	27.4%	12.7%	17.5%	11.3%	100.0%

The study shows that 53% of the students who did not consider body image never/rarely did a post-purchase evaluation to determine whether they had made the best decision. The study also shows that 29% of the students who considered their body image as a factor of apparel fashion consumption often/always did a post-purchase evaluation to determine whether they had made the best decision.

4.6.4 Relationship between Body Type and Apparel Fashion Consumption Decision Making

This study sought to establish the relationship between body type and apparel fashion consumption decision making among university students.

Relationship between body type and conceptualization of Need

This study established the relationship between body type and conceptualization of need.

Table 4.90: Relationship between body type and conceptualization of Need

		Crosstab					Total	
		Before buying new clothes, I start by conceptualize a need						
		Never	Rarely	S/times	Often	Always		
Body type	No	f	68	110	40	45	64	327
		%	20.8%	33.6%	12.2%	13.8%	19.6%	100.0%
	Yes	f	34	46	21	44	31	176
		%	19.3%	26.1%	11.9%	25.0%	17.6%	100.0%
Total		f	102	156	61	89	95	503
		%	20.3%	31.0%	12.1%	17.7%	18.9%	100.0%

This study established that 54% of the students who did not consider body type as a factor never/rarely started by conceptualization of need. The study also showed that 42% of the students who indicated that they considered body type often/always started by conceptualizing the need.

Relationship between Body Type and Expectation about what to Buy

This study established the relationship between body type and expectation about what to buy. Table 4.91 presented the results.

Table 4.91: Relationship between body type and expectation about what to buy

		Crosstab					Total	
		Before shopping for clothes, I usually have expectation about what I am going to Buy						
		Never	Rarely	S/times	Often	Always		
Body type	No	f	27	74	33	60	133	327
		%	8.3%	22.6%	10.1%	18.3%	40.7%	100.0%
	Yes	f	34	51	20	33	38	176
		%	19.3%	29.0%	11.4%	18.8%	21.6%	100.0%
Total		f	61	125	53	93	171	503
		%	12.1%	24.9%	10.5%	18.5%	34.0%	100.0%

The results show that majority (59%) of the students who did not consider body type often/always had expectations about what they were going to buy. The study also shows that 40% of the students who considered body type often/always had expectations about what they were going to buy

Relationship between body type and Search for information about the product

This study sought to establish the relationship between body type and search for information about the product. Table 4.92 shows the results.

Table 4.92: Relationship between body size and Search for information about the product

		Crosstab					Total	
		I use time to search for information about the product						
		Never	Rarely	S/times	Often	Always		
Body type	No	f	41	93	32	40	121	327
		%	12.5%	28.4%	9.8%	12.2%	37.0%	100.0%
	Yes	f	37	51	11	27	50	176
		%	21.0%	29.0%	6.3%	15.3%	28.4%	100.0%
Total		f	78	144	43	67	171	503
		%	15.5%	28.6%	8.5%	13.3%	34.0%	100.0%

The study revealed that 44% of the students who considered body type often/always searched for information about the product while 21% of them never searched for information about the product. The study further shows that 37% of the students who did not consider body type always used time to search for information about the product.

Relationship between body type and evaluation of all information before making a purchase

This study sought to establish the relationship between body type and evaluation of all information before making a purchase. Table 4.93 presents the results.

Table 4.93: Relationship between body type and evaluation of all information making a purchase

		Crosstab					Total	
		Before buying new clothes, I evaluate all information making a purchase						
		Never	Rarely	S/times	Often	Always		
Body type	No	f	77	77	45	64	64	327
		%	23.5%	23.5%	13.8%	19.6%	19.6%	100.0%
	Yes	f	15	41	13	41	66	176
		%	8.5%	23.3%	7.4%	23.3%	37.5%	100.0%
Total		f	92	118	58	105	130	503
		%	18.3%	23.5%	11.5%	20.9%	25.8%	100.0%

The study revealed that 39% of the students who indicated that body type was not a factor they considered in apparel fashion consumption often/always evaluated all information making a purchase (n = 237). Of the students who indicated that they considered body type, 61% often/always evaluated all information before making a purchase.

Relationship between body type and evaluation of possible alternatives

This study sought to establish the relationship between body type and evaluation of possible alternatives among university students in Nairobi County. Table 4.94 shows the results.

Table 4.94: Relationship between body type and evaluation of possible alternatives

			Before deciding on which new apparels to buy, I use time to evaluate between possible alternatives					Total
			Never	Rarely	S/times	Often	Always	
Body type	No	f	50	103	62	53	59	327
		%	15.3%	31.5%	19.0%	16.2%	18.0%	100.0%
	Yes	f	46	65	26	20	19	176
		%	26.1%	36.9%	14.8%	11.4%	10.8%	100.0%
Total		f	96	168	88	73	78	503
		%	19.1%	33.4%	17.5%	14.5%	15.5%	100.0%

The study shows that the majority (63%) of the students who considered body type never/rarely evaluate between possible alternatives while only 11% of them always evaluated between possible alternatives. The study reveals that most of the students who did not consider body type were more likely to evaluate between possible alternatives before deciding on which new apparel to buy.

Relationship between body type and post-purchase evaluation

This study established the relationship between body type and post-purchase evaluation. Table 4.95 presents the results.

Table 4.95: Relationship between body type and post-purchase evaluation

		Crosstab					Total	
		After I buy any new clothing, I do a post-purchase evaluation to determine whether I made the best decision						
		Never	Rarely	S/times	Often	Always		
Body type	No	f	98	94	44	50	41	327
		%	30.0%	28.7%	13.5%	15.3%	12.5%	100.0%
	Yes	f	58	44	20	38	16	176
		%	33.0%	25.0%	11.4%	21.6%	9.1%	100.0%
Total		f	156	138	64	88	57	503
		%	31.0%	27.4%	12.7%	17.5%	11.3%	100.0%

The study shows that more than half of the students from both groups – those who considered body type (58%) and those who did not (59%) never/rarely did a post purchase evaluation to determine whether they had made the best decision. Only 9% (n = 176) of those who considered body type always did a post-purchase evaluation to determine if they had made the best decision

4.6.5 Relationship between Body Shape and Apparel Fashion Consumption Decision Making

This study sought to establish the relationship between body shape and apparel fashion consumption decision making among university students.

Relationship between body shape and conceptualization of need

This study sought to establish the relationship between body shape and conceptualization of need among university students in Nairobi County. Table 4.96 shows the results.

Table 4.96: Relationship between body shape and conceptualization of need

			Before buying new clothes, I start by conceptualize a need					Total
			Never	Rarely	S/times	Often	Always	
Body shape	No	f	14	13	7	29	14	77
		%	18.2%	16.9%	9.1%	37.7%	18.2%	100.0%
	Yes	f	88	143	54	60	81	426
		%	20.7%	33.6%	12.7%	14.1%	19.0%	100.0%
Total		f	102	156	61	89	95	503
		%	20.3%	31.0%	12.1%	17.7%	18.9%	100.0%

The results show that 24% of the students who indicated that they considered body shape often/always conceptualized the need before buying new clothes. The study also shows that the majority of the students never/rarely conceptualized the need.

Relationship between body shape and expectation about what to buy

This study sought to establish the relationship between body shape and expectation about what to buy among university students in Nairobi County. Table 4.97 presents the results.

Table 4.97: Relationship between body shape and expectation about what to buy

			Crosstab					Total
			Before shopping for clothes, I usually have expectation about what I am going to Buy					
			Never	Rarely	S/times	Often	Always	
Body shape	No	f	21	22	11	14	9	77
		%	27.3%	28.6%	14.3%	18.2%	11.7%	100.0%
	Yes	f	40	103	42	79	162	426
		%	9.4%	24.2%	9.9%	18.5%	38.0%	100.0%
Total		f	61	125	53	93	171	503
		%	12.1%	24.9%	10.5%	18.5%	34.0%	100.0%

The study shows that more than half (57%) of the students who considered body shape (n = 426) always/often had expectations about what they were going to buy. The majority of the students who did not consider their body shape before shopping for new clothes never had expectations about what they were going to buy.

Relationship between body shape and search for information about the product

This study established the relationship between body shape and search for information about the product. Table 4.98 shows the results.

Table 4.98: Body shape and search for information about the product

		Crosstab					Total	
		I use time to search for information about the product						
		Never	Rarely	S/times	Often	Always		
Body shape	No	f	14	21	5	19	18	77
		%	18.2%	27.3%	6.5%	24.7%	23.4%	100.0%
	Yes	f	64	123	38	48	153	426
		%	15.0%	28.9%	8.9%	11.3%	35.9%	100.0%
Total		f	78	144	43	67	171	503
		%	15.5%	28.6%	8.5%	13.3%	34.0%	100.0%

The study revealed that 36% of the students who considered body shape (n = 426) always search for information about the product. The study also shows that 45% of those who did not consider their body shape as a factor of apparel fashion consumption never/rarely searched for information about the product.

Relationship between body shape and evaluation of all information before making a purchase

This study established the relationship between body shape and evaluation of all information before making a purchase. Table 4.99 presents the result.

Table 4.99: Relationship between body shape and evaluation of all information before making a purchase

		Crosstab					Total	
		Before buying new clothes, I evaluate all information making a purchase						
		Never	Rarely	S/times	Often	Always		
Body shape	No	f	6	19	9	18	25	77
		%	7.8%	24.7%	11.7%	23.4%	32.5%	100.0%
	Yes	f	86	99	49	87	105	426
		%	20.2%	23.2%	11.5%	20.4%	24.6%	100.0%
Total		f	92	118	58	105	130	503
		%	18.3%	23.5%	11.5%	20.9%	25.8%	100.0%

The study results show that 56% of the students who did not and 45% of those who considered body shape as a factor determining apparel fashion consumption decision making often/always evaluated all information before making a purchase.

Relationship between body shape and evaluation between possible alternatives

This study established the relationship between body shape and evaluation between possible alternatives. Table 4.100 shows the results.

Table 4.100: Relationship between body shape and evaluation between possible alternatives

			Before deciding on which new apparels to buy, I use time to evaluate between possible alternatives					Total
			Never	Rarely	S/times	Often	Always	
Body shape	No	f	23	29	12	11	2	77
		%	29.9%	37.7%	15.6%	14.3%	2.6%	100.0%
	Yes	f	73	139	76	62	76	426
		%	17.1%	32.6%	17.8%	14.6%	17.8%	100.0%
Total		f	96	168	88	73	78	503
		%	19.1%	33.4%	17.5%	14.5%	15.5%	100.0%

The study revealed that only 3% of the students who did not consider body shape always used time to evaluate between possible alternatives while 67% of them never/rarely evaluated between possible alternatives. The study also shows that 40% of the students who indicated to have considered body shape never/rarely evaluated between possible alternatives.

Relationship between body shape and post-purchase evaluation

This study sought to establish the relationship between body shape and post-purchase evaluation. Table 4.101 presents the results.

Table 4.101: Relationship between body shape and post-purchase evaluation

			Crosstab					Total
			After I buy any new clothing, I do a post-purchase evaluation to determine whether I made the best decision					
			Never	Rarely	S/times	Often	Always	
Body shape	No	f	23	19	9	19	7	77
		%	29.9%	24.7%	11.7%	24.7%	9.1%	100.0%
	Yes	f	133	119	55	69	50	426
		%	31.2%	27.9%	12.9%	16.2%	11.7%	100.0%
Total		f	156	138	64	88	57	503
		%	31.0%	27.4%	12.7%	17.5%	11.3%	100.0%

The study revealed that 60% of the students who indicated to have considered body shape never/rarely did a post-purchase evaluation to determine whether they had made the best decision. The study also shows that 28% of the students who considered body shape often/always did a post-purchase evaluation.

The study results show that apparel fashion style among students and purchase of apparel fashion by impulse had a significant relationship with apparel fashion consumption decision making among university students at p-values 0.000 and 0.031 respectively.

4.6.6 Chi-square test for the relationship between physiological factors and Apparel fashion Consumption decision making

Chi-square test for the relationship between the physiological factors of body covering, efficient body functioning, body size, body image, body type and apparel fashion consumption decision making process. Results are presented in table 4.102.

Table 4.102: Relationship between physiological factors and Apparel fashion Consumption decision making

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.000 ^a	14	.139
Likelihood Ratio	13.302	14	.161
Linear-by-Linear Association	.124	1	.182
N of Valid Cases	6		

a. 20 cells (100.0%) have expected count less than 6. The minimum expected count is .29.

Results show that the physiological factors of respondents had a significant relationship with apparel fashion consumption decision making among university students (chi-square = 21.000, df = 14 and p-value = 0.139 > 0.05). The null hypothesis;” There is no significant relationship between physiological factors and apparel fashion consumption decision making among university students”, was not rejected.

4.7 Relationship Between Socio-Cultural Factors and Apparel Fashion Consumption Decision Making

The fourth objective sought to establish if a relationship exists between the socio-cultural factors and apparel fashion consumption decision making. The socio-cultural factors tested were socialization, need for harmony with others, doctrine of the mean, regard for authority and dress code.

Means of the socio-cultural factors were obtained and chi-square determined for the means. Chi-square for the mean was done to establish the relationship between socio-cultural factors and apparel fashion consumption decision making was done and results presented in table 4.103.

Table 4.103: Chi-square for the means of the socio-cultural factors and apparel fashion consumption decision making

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.000 ^a	16	.220
Likelihood Ratio	16.094	16	.446
Linear-by-Linear Association	.027	1	.870
N of Valid Cases		5	

a. 25 cells (100.0%) have expected count less than 5. The minimum expected count is .20.

The study revealed that there was no significant relationship between socio-cultural factors and apparel fashion consumption decision making among university students with a chi-square= 20.000, df= 16, p-value 0.220 > 0.05. The null hypothesis: “There is no significant relationship between socio-cultural factors and apparel fashion consumption decision making among university students” was not rejected.

4.8 Relationship between Psychological Factors and Apparel Fashion Consumption Decision Making

The fifth objective sought to determine if a relationship exist between psychological factors and apparel fashion consumption decision making among university students in Nairobi County. Thirteen psychological factors were considered in this study including liking to wear clothes that reflect one’s values, religious beliefs, personal image, identity, being adventurous, commanding respect from others, self-confidence, bridging the social gap, seeking public attention and perceptive purchase of clothes.

4.8.1 Relationship between Likelihood of Clothes Reflecting One’s Values and Apparel Fashion Consumption Decision Making

This study established the relationship between liking clothes that reflect one’s values and Conceptualization of a Need. Results are presented in table 4.104.

Table 4.24: Relationship between liking clothes that reflect one's values and search for information about the product

			Before buying new clothes, I start by conceptualize a need					Total
			Never	Rarely	S/times	Often	Always	
			I like wearing clothes that reflect my values	Strongly Disagree	f	15	17	
	Disagree	%	27.8%	31.5%	16.7%	7.4%	16.7%	100.0%
	Disagree	f	26	41	14	25	11	117
		%	22.2%	35.0%	12.0%	21.4%	9.4%	100.0%
	Neutral	f	15	22	6	10	18	71
		%	21.1%	31.0%	8.5%	14.1%	25.4%	100.0%
	Agree	f	21	29	15	23	14	102
		%	20.6%	28.4%	14.7%	22.5%	13.7%	100.0%
	Strongly Agree	f	25	47	16	27	43	158
		%	15.8%	29.7%	10.1%	17.1%	27.2%	100.0%
Total		f	102	156	60	89	95	502
		%	20.3%	31.1%	12.0%	17.7%	18.9%	100.0%

The study findings indicate that 59% of the students who strongly disagreed (n =54) that they liked wearing clothes that reflect their values never/rarely conceptualized the need while 46% of those who strongly agreed that they liked wearing clothes that reflect their values never/rarely started by conceptualizing a need.

Relationship between liking clothes that reflect one's values and evaluation of all information making a purchase

This study established the relationship between liking clothes that reflect one's values and evaluation of all information making a purchase. Table 4.105 presents the results.

Table 4.105: Relationship between liking clothes that reflect one's values and evaluation of all information making a purchase

		Crosstab					Total	
		Before buying new clothes, I evaluate all information making a purchase						
		Never	Rarely	S/times	Often	Always		
I like wearing clothes that reflect my values	Strongly Disagree	f	6	10	10	12	16	54
		%	11.1%	18.5%	18.5%	22.2%	29.6%	100.0%
	Disagree	f	20	26	6	29	36	117
		%	17.1%	22.2%	5.1%	24.8%	30.8%	100.0%
	Neutral	f	14	14	12	17	14	71
		%	19.7%	19.7%	16.9%	23.9%	19.7%	100.0%
	Agree	f	21	30	11	18	22	102
		%	20.6%	29.4%	10.8%	17.6%	21.6%	100.0%
	Strongly Agree	f	31	38	19	29	41	158
		%	19.6%	24.1%	12.0%	18.4%	25.9%	100.0%
Total	f	92	118	58	105	129	502	
	%	18.3%	23.5%	11.6%	20.9%	25.7%	100.0%	

The study results show that among 102 students who agreed that they wear clothes that reflect their values, 39% often/always evaluated all information making a purchase while 21% never evaluated all information making a purchase. Thirty percent of the students of the students who strongly disagreed that they wore clothes that reflect their values always evaluated all information making a purchase.

Relationship between Liking Clothes that Reflect One's Values and Evaluation between Possible Alternatives

This study sought to establish the relationship between the liking of clothes that reflect one's values and evaluation between possible alternatives before buying

new clothes among university students in Nairobi county. Table 4.106 presents the results.

Table 4.25: Relationship between Liking Clothes that Reflect One's Values and Evaluation between Possible Alternatives

		Crosstab					Total	
		Before deciding on which new apparels to buy, I use time to evaluate between possible alternatives						
		Never	Rarely	S/times	Often	Always		
I like wearing clothes that reflect my values	Strongly Disagree	f	9	25	8	5	7	54
		%	16.7%	46.3%	14.8%	9.3%	13.0%	100.0%
	Disagree	f	31	31	20	19	16	117
		%	26.5%	26.5%	17.1%	16.2%	13.7%	100.0%
	Neutral	f	16	20	15	14	6	71
		%	22.5%	28.2%	21.1%	19.7%	8.5%	100.0%
	Agree	f	16	39	19	13	15	102
		%	15.7%	38.2%	18.6%	12.7%	14.7%	100.0%
	Strongly Agree	f	23	53	26	22	34	158
		%	14.6%	33.5%	16.5%	13.9%	21.5%	100.0%
Total	f	95	168	88	73	78	502	
	%	18.9%	33.5%	17.5%	14.5%	15.5%	100.0%	

The study reveals that 35% of the students who liked wearing clothes that reflected their values often/always used time to evaluate between possible alternatives. The study also shows that the majority (53%) of the students who strongly disagreed that they liked wearing clothes that reflect their values never/rarely used time to evaluate between possible alternatives.

Relationship between liking clothes that reflect one's values and post-purchase Evaluation

This study sought to establish if there was a relationship between liking clothes that reflect one's values and post-purchase evaluation. Results are presented in table 4.107.

Table 4.107: Relationship between liking clothes that reflect one's values and post-purchase Evaluation

			Crosstab					
			After I buy any new clothing, I do a post-purchase evaluation to determine whether I made the best decision					Total
			Never	Rarely	S/times	Often	Always	
I like wearing clothes that reflect my values	Strongly Disagree	f	19	16	8	9	2	54
		%	35.2%	29.6%	14.8%	16.7%	3.7%	100.0%
	Disagree	f	44	28	13	20	12	117
		%	37.6%	23.9%	11.1%	17.1%	10.3%	100.0%
	Neutral	f	20	20	15	6	10	71
		%	28.2%	28.2%	21.1%	8.5%	14.1%	100.0%
	Agree	f	31	30	13	19	9	102
		%	30.4%	29.4%	12.7%	18.6%	8.8%	100.0%
	Strongly Agree	f	41	44	15	34	24	158
		%	25.9%	27.8%	9.5%	21.5%	15.2%	100.0%
Total	f	155	138	64	88	57	502	
	%	30.9%	27.5%	12.7%	17.5%	11.4%	100.0%	

The study shows that the majority (65%) of the students who disagreed that they liked wearing clothes that reflected their values never/rarely did a post-purchase evaluation to determine whether they had made the best decision. The study reveals that 37% of the students who strongly agreed that they liked wearing clothes that reflect their values often/always did a post-purchase evaluation to determine whether they had made the best decision

4.8.2 Chi-square test for Relationship between Psychological Factors and Apparel Fashion Consumption Decision Making

The relationship between the psychological factors and apparel fashion consumption decision making was established.

The study shows a chi-square = 168.000, df = 156 and p-value = 0.242 > 0.05 revealing no significant relationship between psychological factors and apparel fashion consumption decision making among university students. Therefore was not rejected.

4.9 Influence of Internet and Media on Apparel Fashion Consumption Decision Making

The sixth objective of this study sought to assess the influence of internet and media on apparel fashion consumption decision making among university students in Nairobi County. The variables tested were the source of information, frequency of visit to various social media and the influence of social media on apparel fashion consumption decision making.

4.9.1 Chi-square test for Relationship between Media and apparel Fashion Consumption Decision Making

Chi square test was done to establish the relationship between the dependent and independent variables.

The study results show that there was no significant relationship between internet & media and apparel fashion consumption decision making among university students at chi-square = 154.000, degree of freedom = 143 and p-value =

0.250 > 0.05. the Null Hypothesis “ There is no significant relationship between media, internet and apparel fashion consumption decision making among university students in Nairobi City County” was not rejected.

4.10 University students Apparel Fashion Decision Making Process and the Engel-Kollat-Blackwell model

The seventh objective of this study sought to investigate whether university students are guided by Engel-Kollat-Blackwell model in their apparel fashion consumption decision making in Nairobi County. To achieve this objective, this study established the means for apparel fashion consumption decision making process among the university students. The values were compared to EBK model (Figure 2.1). The responses were rated on a five-point Likert Scale of Never (1), Rarely (2), Sometimes (3), Often (4) and Always (5). Table 4.108 shows means of the responses to the above statements.

Table 4.108: Means for Apparel fashion Consumption Decision Making

Statement	Mean
Extent considered apparel fashion enthusiast when it comes to making decision on apparel fashion	2.14
Frequency of shopping	2.04
Apparel fashion style	4.07
After buying new clothing, how often i feel satisfied/convinced i made the right purchase	2.41
Before buying new clothes, I start by conceptualize a need	2.87
Before shopping for clothes, I usually have expectation about what I am going to Buy	3.37
Before buying new clothes, I have knowledge about the latest apparel fashion trends and what's in/out in apparel fashion	3.67
I use time to search for information about the product	3.22
Before buying new clothes, I evaluate all information making a purchase	3.13
Before deciding on which new apparels to buy, I use time to evaluate between possible alternatives	2.64
After I buy any new clothing, I do a post-purchase evaluation to determine whether I made the best decision	2.42
I make impulse buying decisions	2.60
I look for promotions, deals and discounts	3.35
I buy the same product every time	2.18
Mean	2.87

The results in Table 4.108 shows that the mean for students having knowledge of the latest apparel fashion trends had the highest score of 3.67 while frequency of shopping had the lowest score of 2.18 as the mean of the responses as viewed by the students.

All the responses of the students were therefore categorized into five levels of apparel fashion consumption decision making as problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase evaluation. A 2.5 point (mean) and above was considered agreement and hence points below 2.5 was regarded as disagreement. Table 4.111 shows the categorization.

Table 4.109: EBK Stage Categorization

Category	Variables	Means
Problem Recognition	- Before buying new clothes, I start by conceptualize a need	2.87
	- Before shopping for clothes, I usually have expectation about what I am going to Buy	3.37
Information Search	- I use time to search for information about the product	3.22
Evaluation of Alternatives	Before deciding on which new apparels to buy, I use time to evaluate between possible alternatives	2.64
Purchase Decision	- Before buying new clothes, I evaluate all information making a purchase	3.13
	- I make impulse buying decisions	2.60
	- I look for promotions, deals and discounts	3.35
	- I buy the same product every time	2.18
Post-purchase Evaluation	- After I buy any new clothing, I do a post-purchase evaluation to determine whether I made the best decision	2.42
	- After buying new clothing, how often i feel satisfied/convinced i made the right purchase	2.41

From the results, problem recognition had a mean of 3.12 from the two variables of conceptualizing a need before buying new clothes and having expectations about what to buy. Use of time to search for information about the product had a mean of 3.22 under EBK stage of information search, while post purchase evaluation had a mean of 2.42 out of two variables of post-purchase evaluation to determine whether one has made and feeling satisfied/convinced that the right purchase has been made.

The study results show that university students' apparel fashion consumption decision making agreed with the first four stages of EBK model which are

problem recognition, information search, evaluation of alternatives and purchase decision. However, the students did not satisfactorily do a post-purchase evaluation. This reveals that university students' apparel fashion consumption decision making process did not fully follow EBK model.

4.11 A Model Explaining Apparel Fashion Consumption Decision Making Process among University Students

University students were apparel fashion enthusiasts and sought information on apparel fashion from the internet and social media. After they bought the apparel fashion, only few were satisfied or convinced that they had made the right purchase; this made most of them to do shopping more often. While EBK model had five stages running from problem recognition, to information search, to evaluation of alternatives to purchase decision then purchase. According to EBK, post purchase evaluation is done after the purchase to determine if the purchases done was the best decision. University students missed out the last and possibly one of the most important stage of apparel fashion consumption decision making since it affects the decision to make a subsequent purchase.

The study further showed that the students had expectations about what they were going to buy because of the search for information about the apparel fashion product and apparel fashion trends. From the findings in table 4.207, the students followed four stages in their apparel fashion consumption decision making. The stages are problem recognition, information search, evaluation of alternatives and purchase decision. Figure 4.51 shows that students undertook apparel fashion

consumption need recognition, then went ahead to information search, evaluated alternatives and made the purchase decision.

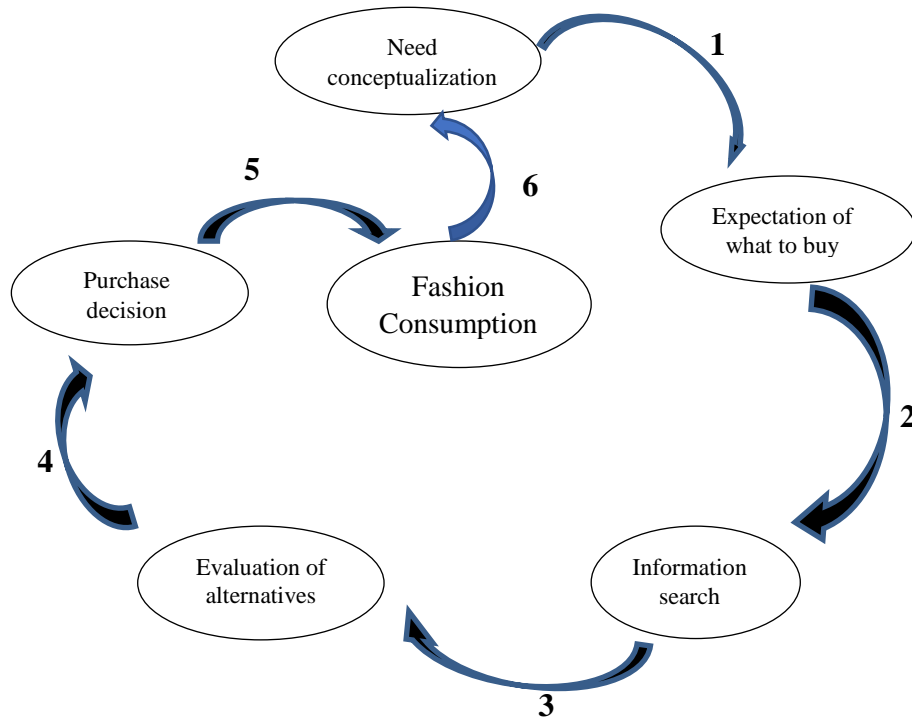


Figure 4.51: University students' Apparel Fashion Consumption Model on Decision Making.

Source: Researcher, 2022.

Figure 4.51 presents apparel fashion consumption decision making cycle among university students in Nairobi City County in Kenya. The cycle is made of six steps herein labeled 1 – 6. After the first stage of conceptualizing the need for apparel fashion purchase with a mean of (2.87), the students (consumer) moves to a stage of determining the expectations of the purchase with a mean of (3.37). This may be determined by the socio-demographic characteristics like economic status, religion, age, marital status etc. Other factors like cultural, physiological and psychological factors may also be at play. The step labelled 2 leads to

information search with a mean of (3.22). The search may preferably be about the price, source, type of apparel fashion (sexy, trending, official etc.).

Depending on the information obtained, arrow labelled 3 leads the consumer to seek alternatives and evaluate them on the basis of the price, source, type of apparel fashion, apparel fashion occasion among others which had a mean of (2.64). This stage ensure that the students make the right purchase according to the aforementioned factors. After the right information is obtained, arrow labelled 4 leads the students make the decision to make the purchase which consequently leads to the actual purchase. Since the students do not necessarily make post purchase evaluation to determine if the purchase made was the right one which had a mean of (2.42), arrow labelled 5 leads the students to apparel fashion consumption, then the process starts all again and go through the stages of purchasing new clothes which is represented by the arrow labelled 6.

CHAPTER FIVE: DISCUSSIONS OF FINDINGS

5.1 Introduction

This chapter presents the discussion of the findings of this study guided by the objectives of the study. The discussions are further related to other studies that corroborate or contradict the findings of this study. The objectives of the study were;

- i. To establish factors influencing apparel fashion consumption decision making among Kenyan university students in Nairobi County.
- ii. To establish if a relationship exists between socio-demographic characteristics and apparel fashion consumption decision making among Kenyan university students in Nairobi County.
- iii. To establish if a relationship exists between physiological factors and apparel fashion consumption decision making among university students in Nairobi County.
- iv. To determine if a relationship exists between socio-cultural factors on apparel fashion consumption decision making among university students in Nairobi County.
- v. To determine if a relationship exist between psychological factors and apparel fashion consumption decision making among university students in Nairobi County.
- vi. To assess the influence of internet and media on apparel fashion consumption decision making among university students in Nairobi County

- vii. To investigate whether university students are guided by Engel-Kollat-Blackwell model in their apparel fashion consumption decision making in Nairobi County.
- viii. To develop a model that will help explain the behavioral reaction, need and consumption of apparel fashion among university students.

5.2. Demographic Characteristics of University Students

The study established the demographic characteristics of the respondents. They include; Age, gender, marital status, religion and residence of the respondents were established.

Age of Respondents

The study findings revealed that there were more (84.7%) students who were between 18 and 22 years than those who were between 23 and 27 years (15.3%). This shows that most students in university are between the age of 18-22. These findings agree with those of Romaguera et al. (2011) who found out that the average age of students in a Spanish university was 21.9 years. When studying time, money, leisure and guilt among student in a regional university in Australia, Stone & O'Shea (2013) found that 61% of the students were above 21 years hence agreeing with these study findings

Gender of Respondents

The study revealed that 51% of the sampled students were female while 49% were male. Nevertheless, the findings concur with the findings by Bakker-Edoh (2018)

who revealed that 69% of the student apprentices within Koforidua area of Ghana were female. Handa and Khare (2013) also agree with the findings that more female students had more knowledge about apparel fashions under study. This study therefore shows that females are more apparel fashion conscious than their male counterparts.

Marital Status of Respondents

This study established that only 15% of the university students were married. When describing the participants' knowledge and attitudes on child abuse and neglect and the interrelationships between knowledge, attitudes and their biographical variables, Elarousy, Helal & de Villiers (2012) found that 86.1% of the female students at Alexandria University were single while 13.5% were married. Their findings affirm the results of this study where 85% were single.

Students' Religion

This study established that 58% of the students were Protestants, 30% were Catholics, 5% were Muslims, 1% was Hindus while 6% belonged to other religions. This indicates that most of the students were Christians. These findings agree with those of Momanyi & Akinyi (2014), which found that in Maseno University 97.3% were Christians, 1.4% was Muslims and other traditional religions were represented by 1.4% of the 74 students sampled. Christianity is most practiced religion in Kenya where the study was done.

Respondents' Residence

This study established that 36% of the students lived in urban areas while 64% lived in rural settings. These findings corroborate those of Sohbet & Geçici (2014) who noted that 56.6% of students in Thailand lived in rural areas while 43.4% lived in urban areas. In conclusion, the typical Kenyan university student was female aged between 18-22 who are not married and are of Christian faith and reside in rural settings are more apparel fashion conscious.

5.3 Factors influencing apparel fashion consumption decision making

The first objective sought to establish the factors influencing apparel fashion consumption decision making among Kenyan university students. The factors considered were socio-demographic characteristics, physiological factors, socio-cultural factors, psychological factors and media & internet.

5.3.1 Influence of Socio-Demographic Characteristics

This study established the influence of the socio-demographic characteristics on apparel fashion consumption decision making among Kenyan university students in Nairobi County. The socio-demographic characteristics included; age, gender, marital status, religion and residence of the respondents.

Influence of age on Apparel fashion Consumption Decision Making

This study revealed that younger students had a higher apparel fashion shopping frequency than their older counterparts. Younger students preferred stylish, sexy, elegant and trendy apparel fashion style while their elder counterparts preferred

official and casual clothes. Also, younger students had knowledge on the latest apparel fashion trends and what was in/out of apparel fashion, searched for information on apparel fashion products and making impulse purchase decisions than their older counterparts.

On the contrary, older students conceptualized purchase need before getting new clothes, had expectations of what they were going to buy before the actual purchase, evaluated between possible alternatives, did post-purchase evaluation and sought for promotions, deals and discounts than their younger counterparts. These results show that age influenced apparel fashion consumption decision making, hence younger generation were more likely to make hasty decisions and consume more apparel fashion than older students.

These results corroborate those of Lin & Xia (2012) which showed that cognitive age plays a mediatory role between apparel fashion attitudes and apparel fashion behavior. Khare, Mishra, Parveen, & Srivastava (2011) concurs with the findings by establishing that age moderated normative influence and affected apparel fashion clothing involvement. Further, Anić and Mihić (2015) affirms these findings that younger consumers were more prone to apparel fashion shopping than older consumers.

Influence of Gender on Apparel Fashion Consumption Decision Making

The study established that more females than males were apparel fashion enthusiastic, had a higher apparel fashion purchase frequency, loved elegant and sexy clothes while more of their male counterparts preferred official and casual clothes. More females were less convinced/satisfied that they had made the best

decision in purchasing new clothes. The study also noted that more males had more information on apparel fashion trends and what was in/out of apparel fashion than their female counterparts and also took time to seek for information about apparel fashion product before purchasing. This study agrees with Anić and Mihić (2015) that female students were more likely to enjoy apparel fashion shopping than their male counterparts. These results disagree with those of Saluja (2016) that gender did not have any impact on consumers' buying behaviour.

Influence of Marital Status on Apparel Fashion Consumption Decision Making

Results revealed that more single students had a higher apparel fashion shopping frequency, preferred sexy and elegant apparel fashion styles and involved in impulse apparel fashion purchase decisions. On the other hand, married students looked for promotions, deals and discounts and bought the same apparel fashion product every time. In general, single students were more active in apparel fashion consumption than their married counterparts. These findings corroborate those by Ranjbarian, Barari & Zabihzade (2011) that married respondents were more conservative in making a choice and are more concerned with the consequences of their decisions and particularly, financial implications probably because they have greater responsibilities.

Influence of Religion on Apparel Fashion Consumption Decision Making

This study established that most Muslims and Hindus had the lowest frequency of apparel fashion shopping as compared to Catholics and Protestants. Muslims were the most satisfied with the purchase they had made and ranked least in

conceptualizing apparel fashion need and seeking for possible alternatives because they mostly bought the same items. It is therefore observed that religion affected apparel fashion consumption decision making. These results however disagree with those of Farrag and Hassan (2015) that a negative relationship exists with all of the religiosity dimensions and attitude of youth towards apparel fashion indicating that there was no relationship between religion and attitude towards apparel fashion among Egyptian Muslim students.

Influence of Residence on Apparel Fashion Consumption Decision Making

More students from the rural residence took time to evaluate between possible alternatives and bought the same apparel fashion product every time as compared to the urban counterparts who most had information on the apparel fashion trends. They also had information on the apparel fashion product and more knowledge on the apparel fashion trends. This study disagrees with that of Chang (2017) that there is no rural/urban gap in apparel fashion consumption of hipster apparel fashion in Taiwan. In conclusion, gender and age seemed to influence Kenyan university students' apparel fashion consumption most.

5.3.2 Influence of Physiological Factors

The physiological factors include; body covering, efficient body functioning, body size, body image, body type, body shape and fit of the garment. This study established that 32.6% rarely covered their bodies fully while only 15.3% of them always dressed clothes that fully covered their bodies. These findings agree with Neagu (2015) who found a significant association between body cathexis (satisfaction with head/upper body, lower body, height, weight and torso) and body shape.

Most of the students noted that they bought clothes that allowed for flexibility and normal body functioning (70.6%). The majority (83.3%) of the students indicated that they preferred body fitting clothes. Body image was an important factor when purchasing new clothes by university students. The findings concur with Solomon (2006) that clothes were a fundamental need that helps to improve the body image and appearance. The study also supports the findings by Neagu (2015) that showed that one's physique and mental image were primary factors in apparel fashion consumption decision making.

5.3.3 Influence of Socio-cultural Factors

The socio-cultural factors include; accepted by others, love, sense of belonging, modesty and self-fulfillment. Socialization and (students not wanting to be left behind on matters of apparel fashion (the doctrine of the mean) were found to have the highest influence on apparel fashion consumption decision making among university students. Sadachar (2014) posits that differences in cultural values result in different preferred methods of apparel fashion consumption and different ways of perceiving things. This study also agrees with Solomon (2006) who found that apparel fashion styles change to keep up with time since people are influenced greatly by changing culture. Khare (2014) also found that clothing choice criteria, personal values and lifestyle, self- concept, apparel fashion involvement, social and cultural factors influenced decision making.

5.3.4 Influence of Psychological Factors

The psychological factors were; Attitude, Behaviour intention, Perception, Respect by others and Self-realization. This study established that values, respect

from others, self-image and identity were highly considered when making apparel fashion consumption decisions among university students. Other key considerations were fitting among friends and gaining confidence. These results affirm that apparel fashion consumers have unique characteristics that are inclined towards self-image which is developed through interactions with the members of peer groups (Gupta and Gentry, 2019). The study also agrees with Manchiraju & Sadachar (2014) who revealed that an individual's personal values were related to their apparel fashion consumption and intentions to engage in ethical behavior.

5.3.5 Influence of Social Media & Internet

The social media platforms include Facebook, Web pages, WhatsApp, Twitter, Instagram, magazines, television and newspapers. Social media was a major source of apparel fashion information accounting for almost 80% of the information sources. WhatsApp, Facebook, Instagram and twitter in that order the most visited social media with WhatsApp accounting for 42.9%. However, Facebook and Twitter had the highest influence on apparel fashion consumption decision making because they have a wider reach with a possibility of more contacts unlike WhatsApp that can allow limited contacts. More so, information flow is multi-directional in Facebook and Instagram while WhatsApp is two way. These study results agree with Emilia (2015) who observed that exposure to social media content of sustainable organizations, eco-activism and apparel fashion bloggers predicted respondents' attitudes regarding buying apparel which predicted the intention to buy sustainable apparel.

5.4 Relationship between Socio-Demographic Characteristics and Apparel Fashion Consumption Decision Making

The second objective of this study was to establish if a relationship exists between socio-demographic characteristics and apparel fashion consumption decision making among Kenyan university students in Nairobi City County. The socio-demographic characteristics were age, gender, marital status, religion and residence. Age was found to have a significantly relationship to impulse buying decisions and looking for promotions, deals and discounts among university students. Gender had a significant relationship with the frequency of apparel fashion shopping, apparel fashion style, knowledge on the latest apparel fashion trends and what was in/out of apparel fashion, evaluation of all information making a purchase and impulse buying.

Marital status had a significant relationship with apparel fashion style and evaluation of all possible alternatives. Religion had a significant relationship with apparel fashion enthusiasm, satisfaction of the right purchase and impulse buying decisions among university students. Students' residence was found to have a significant relationship with satisfaction of the right purchase decision among university students. Generally, the socio-demographic characteristics of the respondents had no significant relationship with apparel fashion consumption decision making process.

The results agree with Anić and Mihić (2015) who found out those younger consumers were more prone to apparel fashion shopping than older consumers; females were more likely to enjoy apparel fashion shopping than males. The study

also affirms Zhang & Kim (2013) who found that social demographics were significantly related to attitude towards purchasing luxury apparel fashion goods. These findings affirm that socio-demographic characteristics of Kenyan university students had significant relationship with apparel fashion consumption decision making.

5.5 Relationship between Physiological Factors and Apparel Fashion Consumption Making

The third objective was to establish if a relationship exists between physiological factors and apparel fashion consumption decision making among university students in Nairobi City County. The physiological factors were body cover, efficient body functioning, body cathexis and body type. The study showed that body covering was significantly related to apparel fashion consumption decision making among university students. Wearing of clothes that allow for efficient body functioning was significant relationship with apparel fashion style, satisfaction of the best purchase decision, conceptualization of the need, expectation of what they were going to buy, evaluation of all information making a purchase and evaluation between possible alternatives. The study agreed with Makhanya and Mabuza (2020) who found that there was a significant association between body cathexis (satisfaction with head/upper body, lower body, height, weight and torso) and body shape. Bly, Gwozds and Reishch (2015) also established that one's physique and mental image are primary factors in apparel fashion consumption decision making.

Impulse buying and buying of the same product was also found to be significant with efficient body functioning. These results agree with Neagu (2015) who found

a significant association between body cathexis (satisfaction with head/upper body, lower body, height, weight and torso) and body shape. The study also found a significant relationship between body type and apparel fashion style, satisfaction of the purchase made, knowledge of apparel fashion trends, evaluation of all information making a purchase and impulse apparel fashion purchase decision making.

When finding the relationship between body type and fit preferences, Neagu (2015) showed a significant association between body cathexis (satisfaction with head/upper body, lower body, height, weight and torso) and body shape. The study revealed that the degree of satisfaction with different body parts depended on the body type of the individual. In conclusion, there was a significant relationship between physiological factors and apparel fashion consumption decision making.

5.6 Relationship between Socio-Cultural Factors and Apparel Fashion Consumption Decision Making

The fourth objective was to determine if a relationship exists between socio-cultural factors on apparel fashion consumption decision making among university students in Nairobi City County. The socio-cultural factors were; socialization, harmony, doctrine of the mean (peer influence). The study results show that socialization was significantly related to the search of information about the product, evaluation of all information before making a purchase and looking for promotions, deals and discounts when buying new clothes among university students.

Need for harmony has a significant relationship with apparel fashion enthusiasm, frequency of apparel fashion purchase, apparel fashion style and satisfaction of making the right purchase. Need for harmony was also related to search for information about apparel fashion product, evaluation of all information making a purchase and purchase of the same product every time. The study further revealed that the modesty (likelihood of students not wanting to be left behind) had a significant relationship with apparel fashion style and post-purchase evaluation to determine whether the best decision was made. The findings concurred with Solomon (2006) who noted that apparel fashion styles change to keep up with time since people are influenced greatly by changing culture.

Regard for authority had a significant relationship with satisfaction of the purchase made, conceptualization of the apparel fashion purchase need, evaluation of all information making a purchase and purchase of the same product every time. Manchiraju and Sadachar (2014) noted that consumers' desires are shaped by the society they belong to. Differences in cultural values result in different preferred methods of apparel fashion consumption and different ways of perceiving things. Willingness to be guided by a dress code was significantly related to apparel fashion style and evaluation of all information making a purchase. The findings concurs with Yang and Mattila (2017) who noted that consumers' behavior is socially and personally included to peer group interests, which is driven by the need to impress others and self-fulfillment. In conclusion, there was no significant relationship between socio-cultural factors and apparel fashion consumption decision making.

5.7 Relationship between Psychological Factors and Apparel Fashion Consumption Decision Making

Objective five of this study was to determine if a relationship exists between psychological factors and apparel fashion consumption decision making among university students in Nairobi City County. The psychological factors considered in this study included; liking to wear clothes that reflect one's values, religious beliefs, personal image, identity, being adventurous, commanding respect from others, self-confidence, bridging the social gap, seeking public attention and perceptive purchase of clothes. The results concurred with Gupta and Gentry (2019) who asserted that apparel fashion conscious persons are competitive, adventurous, self-assertive, attention-seekers and self-confidence.

Apparel fashion style, satisfaction and getting convinced to have made the right decision, conceptualization of the apparel fashion purchase need and looking for promotions, discounts and deals were found to have a significant relationship with values of respondents. Dhurup (2014) found that emotional gratification and apparel fashion involvement were significant predictors of impulse buying behavior. Conformation to religion was significantly related to evaluation of all information making a purchase, evaluation between possible alternatives and looking for promotions, discounts and deals.

Personal image was significantly related only to use of time to evaluate between possible alternatives. Narrowing of the social gap was found to be significantly related to apparel fashion style, satisfaction of the apparel fashion purchased, information about the latest apparel fashion, what is in/out of apparel fashion,

evaluation of possible alternatives and buying of the same things every time. Assawavichairoj and Taghian (2017) assert that self-image is developed through interactions with the members of peer group which shapes their apparel fashion consumption.

The likelihood of students purchases clothes that gave them self-confidence was significantly related to frequency of apparel fashion purchase, seeking for information between possible alternatives and purchasing of the same product every time. These finding corroborates those of Lee & Chow (2020) who asserted that attitudes and subjective norms were key predictors of consumers' intentions to participate in online fashion renting. In conclusion, there was no significant relationship between psychological factors and apparel fashion decision making.

5.8 Influence of Media & Internet on Apparel Fashion Consumption Decision Making

The sixth objective was to assess the influence of internet and media on apparel fashion consumption decision making among university students in Nairobi City County. The internet and media included; Facebook, Web pages, WhatsApp, Twitter, Instagram, Magazines, Television and Newspapers. Tweeter. Among the social media, WhatsApp was the most visited while Facebook had the highest influence on apparel fashion consumption decision making among the students. However, the results showed that there was no significant relationship between the use of internet & social media and apparel fashion consumption decision making with chi-square= 154.000, df= 143, p-value 0.250 > 0.05. The findings differed with Shin and Lee (2021) who established that social media fashion

influences were effective in the new fashion adoption process when using a social shopping service.

These results agree with Asare *et al.* (2016) who indicated that the female students acquired their clothing information from the media, peers, family members, apparel fashion leaders, store displays and sales persons and that the strongest social and psychological factors that influenced the selection of clothing among female students were found to be the media and body image. In conclusion, the internet and media influenced apparel fashion consumption decision making.

5.9 Apparel Fashion Consumption and the Engel-Kollat-Blackwell model

This study sought to investigate whether university students were guided by Engel-Kollat-Blackwell model in their apparel fashion consumption decision making. The study established that out of the five stages of EBK model, the students' apparel fashion consumption decision making agreed with the first four stages of *Problem Recognition* (mean = 3.12), *Information Search* (mean = 3.22), *Evaluation of Alternatives* (mean = 2.64) and *Purchase Decision* (mean = 2.82). Kumra (2007) established that consumers weigh between the alternatives as they compare the apparel fashion features, fiber content and peer interest, hence they come up with a list of brands to assess their value and the appropriate style for wearing as they make their decision. However, the study results showed that they did not do post-purchase evaluation (mean = 2.42). This findings differed with Webster and Lusch (2013) who post that at post purchase evaluation stage, consumers evaluate the product performance as they utilize it to determine whether it satisfies its purpose socially, culturally or psychologically. Therefore,

the study concluded that the students' apparel fashion consumption decision making process was not fully guided by EBK model.

5.10 Model of Behavioral Reaction, need and consumption of Apparel Fashion

The eighth objective of this study sought to develop a model that will help explain the behavioral reaction, need and consumption of apparel fashion among university students. The study identified the variables with an agreement rating (rating from the Likert scale) and above to be considered agree or strongly agree.

The variables identified were: Before buying new clothes, I start by conceptualize a need before shopping for clothes, I usually have expectation about what I am going to buy; before buying new clothes, I have knowledge about the latest apparel fashion trends and what's in/out in apparel fashion; I use time to search for information about the product before buying new clothes; I evaluate all information making a purchase before deciding on which new apparels to buy; I use time to evaluate between possible alternatives and after I buy any new clothing; I do not do a post-purchase evaluation to determine whether I made the best decision revealing that Kenyan university students did not do a post-purchase evaluation. Figure 5.1 presents the illustration model.

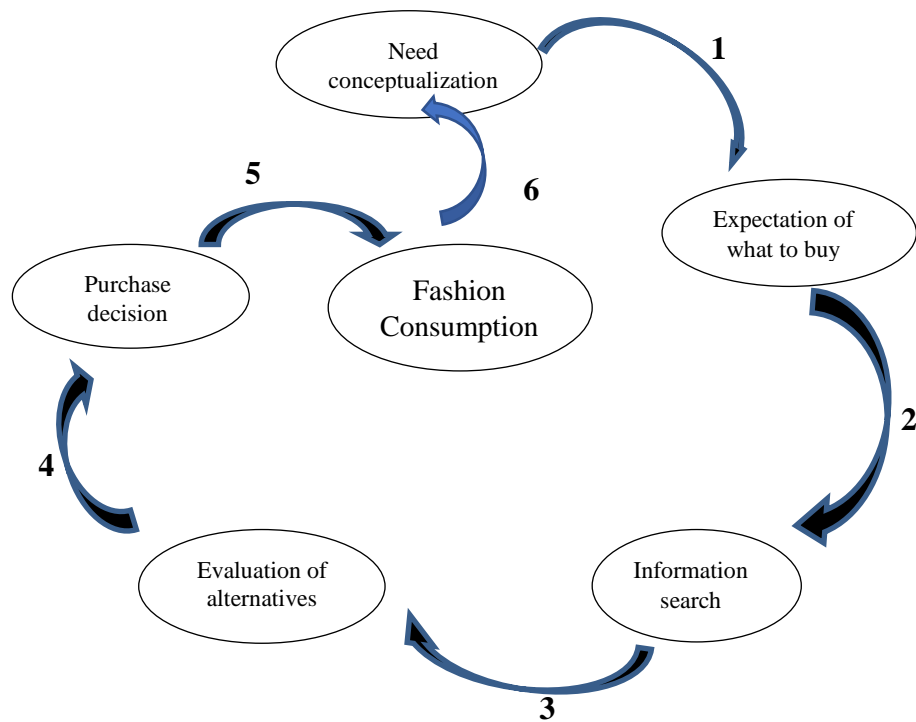


Figure 5.1: Model of Behavioral Reaction, need and consumption of Apparel fashion

The cycle is made of six steps herein labelled 1 – 6. After the first stage of conceptualizing the need for apparel fashion purchase with a mean of (2.87), the students (consumer) moves to a stage of determining the expectations of the purchase with a mean of (3.37). This may be determined by the socio-demographic characteristics like economic status, religion, age, marital status etc. Other factors like cultural, physiological and psychological factors may also be at play. The step labelled 2 leads to information search with a mean of (3.22). The search may preferably be about the price, source, type of apparel fashion (sexy, trending, official etc.).

Depending on the information obtained, arrow labelled 3 leads the consumer to seek alternatives and evaluate them on the basis of the price, source, type of apparel fashion, apparel fashion occasion among others which had a mean of (2.64). This stage ensure that the students make the right purchase according to the aforementioned factors. After the right information is obtained, arrow labeled 4 leads the students make the decision to make the purchase which consequently leads to the actual purchase. Since the students do not necessarily make post purchase evaluation to determine if the purchase made was the right one which had a mean of (2.42), arrow labeled 5 leads the students to apparel fashion consumption, then the process starts all again and go through the stages of purchasing new clothes which is represented by the arrow labeled 6 then they go back to need conceptualization.

CHAPTER SIX: SUMMARY, CONCLUSION AND RECOMMENDATIONS

6.1 Summary

6.1.1 Factors Influencing Apparel Fashion Consumption Decision Making

This study revealed that apparel fashion consumption decision making among university students was influenced by demographic characteristics such as age, gender and marital status. However, gender had the highest influence among the demographic characteristics showing that more females than males were apparel fashion enthusiastic, had a higher apparel fashion purchase frequency, loved elegant and sexy clothes while more of their male counterparts preferred official and casual clothes

Body fit, shape and size were considered by most students especially females when making decision to purchase new clothes. Socialization and the doctrine of the mean of peer pressure were found to have highest social factors influencing apparel fashion consumption decision making. Self-value, image and respect from others were seen to influence decision to purchase new clothes among the psychological factors. Media and internet played a key role in providing information on apparel fashion among university students. While WhatsApp was the most visited, Facebook was the most influential factor in apparel fashion consumption decision making.

6.1.2 Relationship between Socio-demographic Characteristics and Apparel Fashion Decision Making.

The study revealed that there was significant relationship between socio-demographic characteristics (age, gender, marital status, religion and residence) and apparel fashion consumption decision making among university students with ($df = 12$ and $p\text{-value} = 0.241 > 0.05$). The null hypothesis, “*Socio-demographic characteristics of university students have no relationship with their apparel fashion consumption decision making*” was not rejected.

6.1.3 Relationship between Physiological Factors and Apparel Fashion Consumption Making

The study results show that there was a significant relationship between physiological factors (apparel fit, body size, safety and body image) and apparel fashion consumption decision making among university students ($\chi^2 = 21.000$, $df = 14$ and $p\text{-value} = 0.139$). The null hypothesis; “*there is no significant relationship between physiological factors and apparel fashion consumption decision making among university students*”, was not rejected.

6.1.4 Relationship between Socio-Cultural Factors and Apparel Fashion Consumption Decision Making

There was no significant relationship between socio-cultural factors (acceptance by others, sense of belonging, modesty, self-fulfillment and love) and apparel fashion consumption decision making among university students buying the same product every time at $\chi^2 = 20.000$, $df = 16$, $p = .0.220 > 0.05$. Therefore, the

null hypothesis; *“there is no significant relationship between socio-cultural factors and apparel fashion consumption decision making among university students”* was not rejected.

6.1.5 Relationship between Psychological Factors and Apparel Fashion Consumption Decision Making

There was no significant relationship between psychological factors (attitude, behavior intention, perception, respect by others and self-realization) and apparel fashion consumption decision making among university students at chi-square = 168.000, $df = 156$ and $p\text{-value} = 0.242 > 0.05$. The null hypothesis; *“there is no statistically significant relationship between psychological factors and apparel fashion consumption decision making among university students”* was not rejected.

6.1.6 Influence of Media & Internet on Apparel Fashion Consumption Decision Making

There was no significant relationship between internet & media and apparel fashion consumption decision making among university students at chi-square = 154.000, degree of freedom = 143 and $p\text{-value} = 0.250 > 0.05$. The null hypothesis; *“there is no significant relationship between media, internet and apparel fashion consumption decision making among university students in Nairobi County”* was not rejected.

6.1.7 Apparel Fashion Consumption and the Engel-Kollat-Blackwell Model

Based on Maslow's model, this study established that a number of factors were responsible for satisfaction of each level of the Maslow hierarchy of needs. For instance, younger students had greater likelihood for apparel fashion shopping than their older counterparts, showing that age played a role in determining the ability of the students to get to a higher level of need. Maslow theory was therefore key in establishing why different type of students were (un)likely to move further into the next level according to Maslow. The more they failed to make evaluation of the purchases made and get satisfied of the purchases made, the more they did more apparel fashion shopping. University students were not fully guided by EBK model since many students did not satisfactorily do post evaluation. The study showed that of the five stages of EBK model, the students' apparel fashion consumption decision making process was guided by the first four stages of EBK model of need recognition, information search, evaluation of possible alternatives and purchase decision, hence leaving out post purchase evaluation.

6.1.8 A Model explaining Apparel Fashion Consumption Decision Making among University Students

Behavioural reaction, need and consumption of apparel fashion consumption decision making was explained by six major stages; need conceptualization, expectation of what to buy, information search, evaluation of alternatives, purchase decision and apparel fashion consumption.

6.2 Conclusions

From the findings, the study concluded the following;

Demographic characteristics of students such as age, gender, marital status, religion and residence play a key role in students' apparel fashion decision making. The study revealed that in conclusion, female students of the age between 18-22 who are not married and are of Christian faith and reside in rural settings are more apparel fashion conscious.

Socio-demographic characteristics (age, gender, marital status, income, religion and residence) seem to have influence on student's apparel fashion consumption decision making. Gender and age seemed to influence students apparel fashion consumption most. Physiological (has apparel fit, body size and body image) also seemed to influence students' apparel fashion consumption decision making. Clothes were a fundamental need that helps to improve the body image and appearance. Students buy clothes that allowed for flexibility and normal body functioning. This implies that physiological factors are vital when making decision to buy new clothes.

Psychological factors seem to influence apparel fashion consumption decision making. Socio-cultural factors influenced apparel fashion consumption decision making by students. Socialization and the doctrine of the mean were found to have the highest influence on apparel fashion consumption decision making among university students. Internet and media (Facebook, WhatsApp, Tweeter, Instagram, television and newspapers) influence students' apparel fashion decision making.

On the hypothesis testing 'five' hypothesis was tested using Chi-square test of association. Therefore, *there was no significant relationship between socio-demographic characteristics and apparel fashion consumption decision making among university students* (chi-square = 15.000, df = 12 and p-value = 0.241). The null hypothesis was not rejected.

On physiological factors, there was no significant relationship with apparel fashion consumption decision making (chi-square = 21.000, df = 14 and p-value = 0.139). The null hypothesis; *"there was a significant relationship between physiological factors and apparel fashion consumption decision making among university students"* the hypothesis was not rejected. This implies that there is no statistical significant relationship between physiological factors, socio-cultural factors, psychological factors, internet and media on apparel fashion consumption decision making.

Not all university students were fully guided by Engel-Kollat-Blackwell model in their apparel fashion consumption decision making, since most did not satisfactorily do a post-purchase evaluation. The Engel-Kollat-Blackwell model has five stages and students mostly followed four stages in their apparel fashion consumption decision making. These stages are problem recognition, information search, evaluation of alternatives and purchase decision.

The study developed a model with six stages (need conceptualization, expectation of what to buy, information search, evaluation of alternatives, purchase decision and fashion consumption) on apparel fashion consumption decision making that were followed by the students when purchasing clothes. After the sixth stage it

informed the students on stating the cycle again by going back to the need conceptualization.

6.3 Recommendations

6.3.1 Recommendations for policy

Apparel fashion designers should come up with age and gender appropriate apparel fashion to ensure that these university students are satisfied and comfortable with their choice of apparel fashion.

There should be established a Centre in every university to offer counsel and direction on best clothes depending on the factors discussed herein and apparel fashion consumption model derived.

Even though body shape, size and images were vital considerations in apparel fashion consumption decision making, there could be established a center in every university to offer counsel and direction on best clothes depending on these physiological factors.

The study established that socialization was considered as a factor in apparel fashion consumption decision making. This rests an important role on education institutions like universities under the guiding and counselling departments, mentors, apparel fashion books and journals, discussions and university regulations on the expected type of clothing on admission of new students to ensure right upbringing in matters of apparel fashion apparel is adhered to.

The study established that socio-demographic characteristics from the peer pressure influenced the fashion consumption as they associated with one another.

Therefore, university regulations need to be put forward on a dress code to guide the students.

Guidance and counselling may also go a long way in advising students on the dress code. The education institutions in lower levels like primary and secondary schools have the ability to guide children on avoiding negative peer pressure and particularly from social media.

The government may come up with policies to regulate the apparel fashion industry to ensure that what is made is in line with national values.

6.3.2 Recommendation for practice

The study designed a model followed by university students when making apparel fashion consumption decisions making. This model presents a basis for university students' apparel fashion consumption decision making.

Knowing the reason behind the choice of apparel fashion by university students will enable the apparel fashion industry managers to better design apparel fashion for university students as they administer the overall production and marketing in a factory.

The apparel fashion designers need to participate in apparel fashion trade fairs to capture brand awareness, achieve all targets of the market and provide the required input for the development of the apparel fashion for the university students.

This study also unearthed forces informing apparel fashion consumption decision making. The apparel fashion producers and vendors should identify

these forces and build on them to ensure that age, gender, marital status and other factors are considered when designing apparel fashion.

Apparel consumption among teachers could escalate a public discourse on the importance of role model to students at both lower educational levels and at colleges.

This study also unearthed forces informing apparel fashion consumption decision making. The apparel fashion producers and venders should identify these forces and build on them to ensure that age, gender, marital status and other factors are considered when designing apparel fashion.

Apparel consumption among teachers could escalate a public discourse on the importance of role model to students at both lower educational levels and at colleges.

A study on determinants of choice of apparel among industrial workers may help to ensure that physiological and safety guidelines are observed.

The model established that university students did not follow EBK model in their apparel fashion consumption decision making. A study to establish how other groups of people make fashion consumption will be welcome and make comparisons with the model obtained herein.

6.3.3 Recommendation for further research

This study was carried out in Nairobi county universities. A similar study should be carried out in other counties particularly in rural setting so that factors responsible for apparel fashion consumption can be established since it is possible

that urban environment of the respondents could influence the demographic, cultural and psychological attributes of respondents.

This study established determinants of apparel fashion decision making among university students.

A study should be carried out to establish factors influencing consumption of non-apparel fashion like jewelry, shoes or make-ups which contributes on apparel fashion industry in Kenya or other apparel products and factors responsible for consumption among the populace.

Hair fashion among university students could add to a body of research on apparel fashion.

A study on determinants of choice of apparel among industrial workers may help to ensure that physiological and safety guidelines are observed.

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APPENDICES

Appendix A: Informed Consent Form

I am a PhD student for Kenyatta University. I am conducting a study on “Determinants of Apparel Fashion Consumption Decision Making among University Students in Nairobi City County, Kenya”.

Procedures to be followed

Participation in this study will require you to fill a questionnaire. You have the right to refuse participation in this study. Please remember that participation in the study is voluntary. You may ask questions related to the study at any time.

You may refuse to respond to any questions at any time. You may also stop being in the study at any time without any consequences.

Discomforts and risks

Some questions you will be asked may be embarrassing or make you uncomfortable. If this happens you may refuse to answer these questions. The process may take approximately an hour.

Benefits

If you participate in this study you will help apparel fashion designers in understanding personality characteristics of the university students. It will also help the players in apparel industry to respond to the apparel fashion-conscious segment better. It will help to enhance understanding of the potential disconnect between apparel fashion consumers’ decision making and existing theories which may be of great help to the members of academia since existing models are limited by time and space.

Reward

If you agree to participate in this study, I will highly appreciate you by saying thank you.

Confidentiality

Data confidentiality and respondent anonymity will get guaranteed since the information will only be used for academic purpose.

Contact information

If you have any questions you may contact Dr. Tumuti on 0720380866 or Dr. Bosibori on 0733826829 or the Kenyatta University Ethical Review Committee Secretariat on chairman.kuerc@ku.ac.ke.

Participant's statement

The above information regarding my participants in the study is clear to me. I have been given a chance to ask questions and my questions have been answered to my satisfaction.

Code of participant

Signature

Date

Investigator's statement

I, the undersigned, I have explained to the volunteer in language she/he understand, the procedures to be followed in the study and the risks and benefit involved.

Name of interviewer.....

Interviewer signature

Date

SECTION B: PHYSIOLOGICAL FACTORS

8. Briefly explain how the following informs your apparel fashion consumption decision making'

a. Body covering

b. Efficient body functioning

c. Body size

d. Body image

e. Body type

f. Body shape

g. Fit of the garment

SECTION C: SOCIO- CULTURAL FACTORS

Which socio-cultural factors among the following do you consider when selecting clothing?

9. SOCIO-CULTURAL FACTORS		Strongly disagree	Disagree	Neutral	Somewhat agree	Strongly agree
	My socialization (family, peer, mass media and university community) heavily influences my choice of new clothing					
	Being in harmony with others heavily influences my choice of new clothing					
	I wouldn't want to be left behind in matters to do with clothing apparel fashion (The doctrine of the mean)					
	My regard for authority is very important consideration before choosing new clothing					
	I would find comfort being guided by a dress code in the university					

9. (b)Which do you consider most important socio-cultural factor

Why? -----

10. a). Do you change apparel fashion variations at different times, place or occasion?

Yes No

b). If Yes, briefly explain the reason behind the decision(s)

SECTION D: PSYCHOLOGICAL FACTORS

Which psychological factors among the following do you consider when selecting clothing?

14	Psychological Factors	Strongly disagree	Disagree	Neutral	Somewhat agree	Strongly agree
	I like wearing clothes that reflect my values					
	I prefer clothing designs that conform to my religion					
	I like being adventurous					
	I purchase clothes to command respect from					
	I purchase clothes to command respect from					
	Purchase of clothes is purely perceptive					
	My clothes help me achieve the identity I					
	The clothes I buy help me narrow the gap between what I am and what I try to be					
	My clothes help me bring out my identity.					
	I put on clothes that seek attention from people					
	The clothes I wear give me self confidence					
	I buy clothes to fit well among my friends					
	I purchase my clothes to compete with my					

11. (b) Which is the most important psychological factor? -----

Why? -----

SECTION E: MEDIA AND APPAREL FASHION CONSUMPTION DECISION MAKING

12. Where do you get information about apparel fashion trend?
 Apparel fashion Magazine TV shows Social media
 Window Shopping Celebrities.

13. Of the following platforms, how often do you visit (Tick appropriately)

Media influence		Very often	Often	Somewhat often	Sometimes	Never
Social media visited	WhatsApp					
	Facebook					
	Instagram					
	Tweeter					
	Other (specify)					
Which one of these mostly influence your apparel fashion consumption decision making	WhatsApp					
	Facebook					
	Instagram					
	Tweeter					
	Other, specify (e.g. Pinterest, LinkedIn, YouTube, tik tok)					

16.(b) Which media influences you most? -----

Explain your answer-----

17. In your decision-making process, how often does the media influence your decision?

- very often Often Sometimes Never

SECTION F: APPAREL FASHION CONSUMPTION DECISION MAKING PROCESS

18. To what extent would you consider yourself an apparel fashion enthusiast when it comes to making decision on apparel fashion?

- Not at all To a little extent To a great extent

19. How often do you go shopping for clothes (frequency of shopping)?

- Rarely Every six months Every semester/3 months Every month

20. What is your apparel fashion style?

Casual Official Sport Elegant Sexy Stylish Trendy

21. After you buy new clothing, how often do you feel satisfied/convinced you made the right purchase?

Never sometimes often

SECTION G: APPAREL FASHION CONSUMPTION DECISION MAKING PROCESS

Instruction: How do you make your purchasing decision when buying new clothes?

Please rate following on a scale of one to five

22	APPAREL FASHION CONSUMPTION DECISION MAKING PROCESS	Never	Rarely	Sometimes	Often	Always
	Before buying new clothes, I start by conceptualize a need					
	Before shopping for clothes, I usually have expectation about what I am going					
	Before buying new clothes, I have knowledge about the latest apparel fashion trends and what's in/out in apparel fashion					
	I use time to search for information about the product					
	Before buying new clothes, I evaluate all information making a purchase					
	Before deciding on which new apparels to buy, I use time to evaluate between possible alternatives					
	After I buy any new clothing, I do a post-purchase evaluation to determine whether I made the best decision					
	I make impulse buying decisions					
	I look for promotions, deals and discounts					
	I buy the same product every time					

THANK YOU.

Appendix C: Measurement of Variables

Objective	Information needed Indicators	Data Collection Tool	Analytical technique Statistics for questions and hypothesis testing
Demographic characteristics of apparel fashion consumers among Kenyan public universities students	<ul style="list-style-type: none"> • Age • Sex • Gender • Marital status • Religion • Income • residence 	Questionnaire	Descriptive - Measures of central tendency - Measures of dispersion - Mean differences Chi square
Physiological factors influencing apparel fashion consumption decision making	<ul style="list-style-type: none"> • Body size • Apparel fit • Body shape • Body image • Body covering • Body type • Relationship between variables 	Questionnaire	Descriptive - Measures of central tendency - Measures of dispersion - Mean differences Chi square
Socio-cultural factors influencing apparel fashion consumption	<ul style="list-style-type: none"> • Accepted by others • Love • Sense of belonging • Modesty • Self-fulfillment • Relationship between variables 	Questionnaire	Descriptive - Measures of central tendency - Measures of dispersion - Mean differences Chi square
Psychological factors influencing apparel fashion consumption decision making	<ul style="list-style-type: none"> • Attitude • Behaviour intention • Perception • Respect by others • Self-realization • Relationship between the independent. and dependent variables 	Questionnaire	Descriptive - Measures of central tendency - Measures of dispersion - Mean differences Chi square

<p>To determine whether university students in Nairobi County are guided by EBK model in apparel fashion consumption decision making</p>	<ul style="list-style-type: none"> • Apparel fashion consumption decision making process - Need conceptualization - Search for alternative solutions - Evaluation of alternatives - Purchasing of selected alternative • Post purchase evaluation 	<p>Questionnaire</p>	<p>Descriptive</p> <ul style="list-style-type: none"> - Measures of central tendency - Measures of dispersion -
<p>Model Building</p>	<ul style="list-style-type: none"> • Determinants of apparel fashion consumption decision making • Strength (weight) of the determinants on decision making 	<p>Questionnaire</p>	<ul style="list-style-type: none"> - Variance - Bayesian estimation techniques

Appendix D: Sampling Distribution among Universities

Target university	Proportion
Public Universities and University Colleges	
1. University of Nairobi	0.415
2. Kenyatta University	0.299
3. Multimedia University	0.084
4. Technical University of Kenya	0.051
Private universities	
1. Catholic University of Eastern Africa	0.002
2. United States International University	0.029
3. Pan-African Christian University	0.002
4. Inoorero University	0.002
5. Nairobi Evangelical Graduate School of Theology	0.001
6. East Africa School of Theology	0.001
7. Aga Khan University	0.002
8. Kiriri Women's University of Science and Technology	0.001
9. Pan-African University	0.001
10. Africa International University	0.013
11. International Leadership University	0.003
12. KCA university	0.063
13. Management University of Africa	0.002
14. Pioneer University	0.002
15. Riara University	0.006
16. Strathmore University	0.020

Source: Preliminary Survey (2020)

Appendix E: Sampling Distribution among universities per year of study and gender

Sample university	Sample size	Gender	Sample distribution per year of study				Total
			4th	3rd	2nd	1st	
UoN	222	M	28	28	28	27	111
		F	28	28	28	27	111
KU	160	M	20	20	20	20	80
		F	20	20	20	20	80
MMU	45	M	6	6	6	5	23
		F	6	6	6	5	23
KCA	27	M	5	5	4	4	18
		F	5	5	4	4	18
USIU	16	M	2	2	2	2	8
		F	2	2	2	2	8
TUK	34	M	4	4	4	4	16
		F	4	4	4	4	16
STU	11	M	3	3	3	2	11
		F	3	3	3	2	11
Total	534		136	136	134	128	534

Key 2: M = male, F = female

Source: Preliminary Survey (2020)

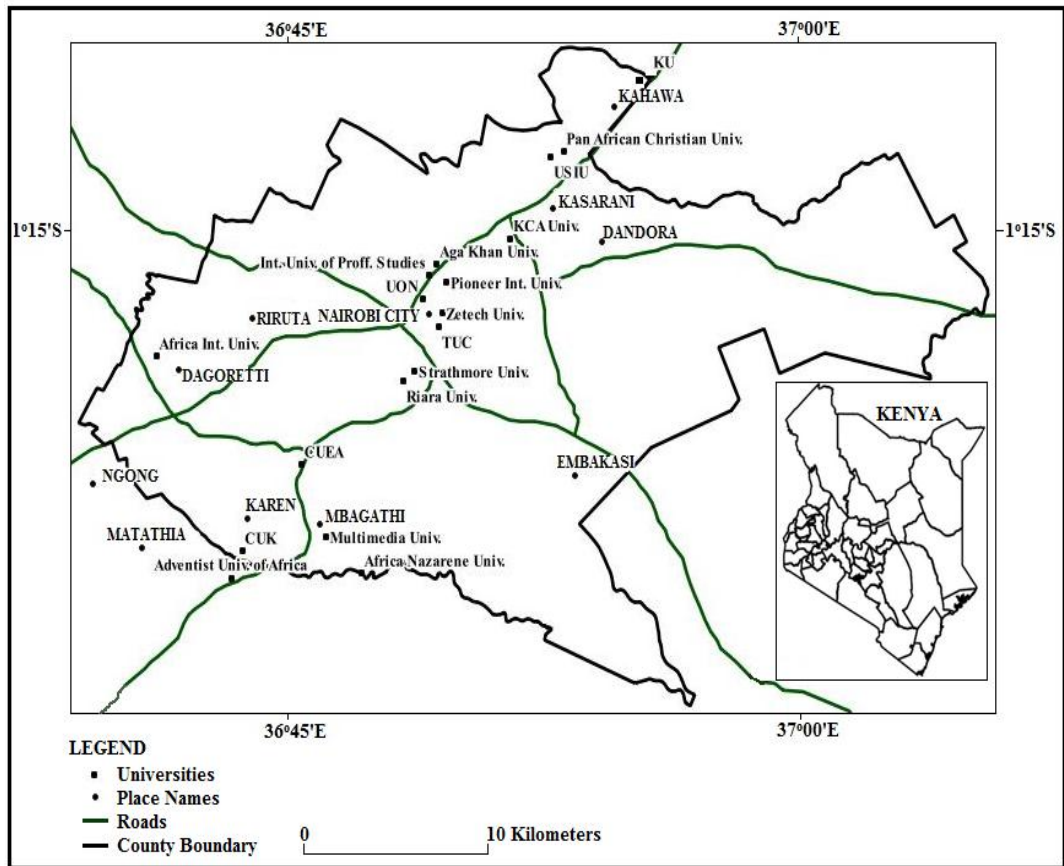
Appendix F: Response Rate

Sample university	Gender	Sample Size	No. of Returned Tools	%age Returned
1	M	111	107	96.4
	F	111	110	99.1
2	M	80	74	92.5
	F	80	77	96.3
3	M	23	21	91.3
	F	23	22	95.7
4	M	18	17	94.4
	F	18	16	88.9
5	M	8	6	75.0
	F	8	8	100.0
6	M	16	12	75.0
	F	16	14	87.5
7	M	11	9	81.8
	F	11	10	90.9
Total		534	503	94.2

Key: M = male, F = female

PU. U. = Public University, PR. U. = Private University

Appendix G: A Map of the Study Area



Map of Nairobi County Showing the Location of Universities

Source: Google Earth Maps 2017

**Appendix H: Research Authorization Letter from Kenyatta University
Graduate School**



KENYATTA UNIVERSITY
GRADUATE SCHOOL

E-mail: dean-graduate@ku.ac.ke

Website: www.ku.ac.ke

OUR REF: H87/23637/13

P.O. Box 43844, 00100
NAIROBI, KENYA
Tel. 8710901 Ext. 57530

Date: 24th April, 2019

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

Dear Sir/Madam,

RE: RESEARCH AUTHORIZATION FOR MS. MILLICENT KIMEMIA REG. NO. H87/23637/13

I write to introduce Ms. **Kimemia** who is a Postgraduate Student of this University. She is registered for Ph.D. Degree programme in the **Department of Fashion Design & Marketing in the School of Creative & Performing Arts, Film & Media Studies.**

Ms. **Kimemia** intends to conduct research for Ph.D. Thesis entitled, **“Determinants of Apparel Fashion Consumption Decision Making among University Students in Nairobi County, Kenya”**

Any assistance given will be highly appreciated.

Yours faithfully,

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

RM/cao



**Appendix I: Approval Letter by Kenyatta University Ethics Review
Committee**



**KENYATTA UNIVERSITY
ETHICS REVIEW COMMITTEE**

Fax: 8711242/8711575
Email: kuerc.chairman@ku.ac.ke

P. O. Box 43844,
Nairobi, 00100
Tel: 8710901/12

Website: www.ku.ac.ke

Our Ref: **KU/ERC/ APPROVAL /VOL.1/278**

Date: 15th July, 2019

Kimemia Milicent Wamuyu
P.O Box 43844-00100
NAIROBI

Dear Ms. Kimemia

**APPLICATION NUMBER PKU/1035/I1085 DETERMINANTS OF APPAREL FASHION
CONSUMPTION DECISION MAKING AMONG UNIVERSITY STUDENTS IN
NAIROBI COUNTY, KENYA**

1. IDENTIFICATION OF PROTOCOL

The application before the committee is with a research topic “**Determinants of Apparel Fashion Consumption Decision Making among University Students in Nairobi County, Kenya**” received on 17th May, 2019 and discussed on 11th June, 2019

2. APPLICANT

Kimemia Milicent Wamuyu

3. SITE

Nairobi County, Kenya

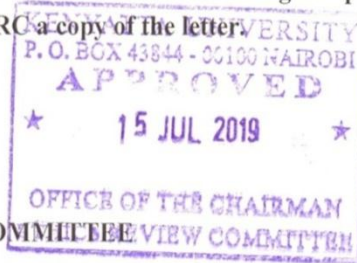
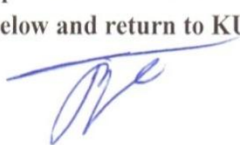
4. DECISION

The committee has considered the research protocol in accordance with the Kenyatta University Research Policy (section 7.2.1.3) and the Kenyatta University Ethics Review Committee Guidelines and **APPROVED that the research may proceed for a period of ONE year from 11th June, 2019.**

- 5. Progress reports are submitted to the KU-ERC every six months and a full report is submitted at the end of the study.
 - i. Serious and unexpected adverse events related to the conduct of the study are reported to this committee immediately they occur.
 - ii. Notify the Kenyatta University Ethics Committee of any amendments to the protocol.
 - iii. Submit an electronic copy of the protocol to KUERC.


When replying, kindly quote the application number above.

If you accept the decision reached and advice and conditions given please sign in the space provided below and return to KU-ERC a copy of the letter.



PROF. JUDITH KIMIYWE
CHAIRMAN ETHICS REVIEW COMMITTEE

I, S. MEMIA MUKIGENT...accept the advice given and will fulfill the conditions therein.

Signature........ Dated this day of 15th JULY...2019..... 2019.

cc. DVC-Research Innovation and Outreach

Appendix J: Research Authorization from NACOSTI



NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY AND INNOVATION

Telephone: +254-20-2213471,
2241349, 3310571, 2219420
Fax: +254-20-318245, 318249
Email: dg@nacosti.go.ke
Website: www.nacosti.go.ke
When replying please quote

NACOSTI, Upper Kabete
Off Waiyaki Way
P.O. Box 30623-00100
NAIROBI-KENYA

Ref. No. **NACOSTI/P/19/68078/30476**

Date: **30th May, 2019.**

Millicent Wamuyu Kimemia
Kenyatta University
P.O. Box 43844-00100
NAIROBI.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on "*Determinants of apparel fashion consumption decision making among University students in Nairobi County, Kenya*" I am pleased to inform you that you have been authorized to undertake research in **Nairobi County** for the period ending **23rd May, 2020.**

You are advised to report to **the County Commissioner and the County Director of Education, Nairobi County** before embarking on the research project.

Kindly note that, as an applicant who has been licensed under the Science, Technology and Innovation Act, 2013 to conduct research in Kenya, you shall deposit **a copy** of the final research report to the Commission within **one year** of completion. The soft copy of the same should be submitted through the Online Research Information System.

**BONFACE WANYAMA
FOR: DIRECTOR-GENERAL/CEO**

Copy to:
The County Commissioner
Nairobi County.


The County Director of Education
Nairobi County.

Appendix K: Research Permit from NACOSTI

THIS IS TO CERTIFY THAT:

MS. MILLICENT WAMUYU-KIMEMIA
of KENYATTA UNIVERSITY, 0-10200
MURANGA, has been permitted to
conduct research in Nairobi County
on the topic: DETERMINANTS OF
APPAREL FASHION CONSUMPTION
DECISION MAKING AMONG UNIVERSITY
STUDENTS IN NAIROBI COUNTY, KENYA
for the period ending:
23rd May, 2020

Permit No. : NACOSTI/P/19/68078/30476
Date Of Issue : 30th May, 2019
Fee Received :Ksh 2000



Applicant's Signature

Director General
National Commission for Science,
Technology & Innovation