

**ATTRIBUTES INFLUENCING PURCHASE BEHAVIOUR OF HOUSEHOLD
BEDDING BY PUBLIC PRIMARY SCHOOL FEMALE TEACHERS IN
NAIROBI CITY COUNTY, KENYA**

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DECLARATION

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

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DEDICATION

This thesis is dedicated to my selfless parents Mr. and Mrs. David Karoro and to my son Aston Jabali whose unyielding love, support and encouragement have enabled me to reach this far in life.

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LIST OF ABBREVIATIONS AND ACRONYMS

ATUS	:	American Time Use Survey
BEd	:	Bachelor of Education
BOM	:	Board of Management
BSc	:	Bachelor of Science
NACOSTI	:	National Commission for Science and Innovation
MEd	:	Master of Education
MSc	:	Master of Science
NCC	:	Nairobi City County
NCEO	:	Nairobi City Education Office
NSF	:	National Sleep Foundation
PhD	:	Doctor of Philosophy
PPSFT	:	Public Primary School Female Teachers
SPSS	:	Statistical Package for Social Sciences
TSC	:	Teachers Service Commission

DEFINITION OF TERMS

Anti-microbial household bedding

This refers to household bedding that has a treatment added to it enabling it fight and inhibit the growth of microorganisms therefore keeping it clean, allergy free and smelling fresh.

Baluster

This refers to a long narrow cylindrical pillow used for decoration or lumber support.

Bedcover

This refers to a textile covering for the bed used to protect household bedding from dirt and contamination and to decorate the bedroom.

Blanket

This refers to a thick textile covering used to provide warmth to the user as they sleep.

Comforter

This refers to a quilted covering for the bed used to keep the user warm as they sleep.

Customer

A customer is the end user or a target to whom products and services are sold to.

Duvet

This refers to a soft flat bag filled with down, feathers or poly-fibre used on a bed to provide warmth to the user as they sleep.

Fitted sheet

This refers to the bottom sheet used to fit tightly over the mattress.

Flat sheet

This refers to the top sheet that is tucked around the mattress over the mattress with the fourth side at the head of the bed undone.

Polyurethane Foam

This refers to a sponge-like material produced from petroleum that is made to measure.

Hollow Fibre

This refers to a type of fibre filling used for pillows and duvets and is made from thousands of hollow spun microfiber fibres e.g. from polyester.

Household

This refers to a group of people living under one roof and are composed of a family for example the husband, children, siblings, relatives.

Hypoallergenic household bedding

These are household bedding which are made from materials that do not trigger allergens such as dust mites therefore keeping the user from allergies such as stuffy nose, itchy eyes, and skin irritation.

Likert scale

This refers to a psychological measurement device mainly used in questionnaires to measure attitudes, values and opinions.

Mattress Protector

This refers to a textile laid on top of the mattress of a bed used to keep the mattress from dirt such as food, sweat, saliva, blood, sexual fluids and dust collected from outside as well as protect the user from allergens.

Memory Foam

This refers to a special type of foam that enables the pillow to contour around the shape of the user's neck hence enhancing proper support and comfort during sleep.

Primary School

These are schools which offer the first stage of compulsory education. Primary school runs from standard one to standard eight.

Trained Teacher

A trained teacher is one who has attended a teacher training college and awarded a teaching certificate or diploma or is a graduate with a degree of Bachelor of Education or a degree in any other profession with a teaching diploma.

Public School

These are schools which are established, operated and supported by the government.

Questionnaire

A questionnaire is a research instrument consisting of a list of questions and other prompts for the purpose of collecting information from respondents.

School

A school is an institution recognised by the state which undertakes educational operations.

Textile

This refers to any fabric or goods produced by weaving, knitting or felting

Untrained Teacher

An untrained teacher is one who has not attended a teacher training college and has not been awarded a teaching certificate for example a teaching diploma or degree.

OPERATIONAL DEFINITION OF TERMS

Attributes Influencing Purchase Behaviour of Household Bedding

An attribute is a characteristic or quality of a product. The attributes influencing purchase behaviour of household bedding in this study were demographic characteristics, product characteristics and psychological characteristics.

Demographic characteristics

A demographic is the statistical characteristic of a human population. It is an independent variable in the study which was measured by identifying personal characteristics such as age, marital status, education level, income, job position and number of dependents.

Household bedding

These are textiles which are found at home and are laid on top of the mattress of a bed to cover or support the body during sleep.

Public Primary School Female Teachers

These refer to those teachers who work in public primary schools that are women.

Product Characteristics

A product is an object that is made available for use by customers. It is an independent variable in the study which was measured on a 5 point Likert scale by determining attributes of household bedding such as type and category, raw materials for household bedding, durability, size and construction, care requirements, special finishes and aesthetic value.

Psychological Characteristics

A psychological characteristic is a behaviour that is influenced by a person's way of thinking. It is an independent variable in the study which was measured by assessing the motivations for household bedding purchase, knowledge of household bedding and personalities that may influence purchase behaviour of household bedding.

Purchase Behaviour

Purchase behaviour is the behaviour exhibited by people in planning, purchasing and using economic goods and services. It is the dependent variable in the study which was measured by evaluating household bedding purchase frequency, household bedding brand Choice and household bedding retail outlet Choice.

ABSTRACT

There has been growing concern about purchase behaviour of household bedding in developed countries such as USA, Canada and Europe as a third of the average human beings lifetime is spent in bed. People use household bedding to provide warmth and comfort during sleep and to accessorise the bedroom. Although there is an assortment of goods available in the market for people to purchase many people are challenged with finding durable, good quality, aesthetically appealing products that they can afford. In Kenya, there is limited research in bedding thus creating the need for this study. The purpose of the study was to evaluate attributes influencing purchase behaviour of household bedding by Public Primary School Female Teachers (PPSFT) in Nairobi City County (NCC). The major objectives of the study were to: identify the demographic characteristics of PPSFT in NCC, investigate product characteristics of household bedding purchased by PPSFT in NCC, assess the psychological characteristics that influence purchase behaviour of household bedding by PPSFT in NCC, determine the purchase behaviour of household bedding by PPSFT in NCC and establish the relationship between age, income and job position on the purchase behaviour of household bedding by PPSFT in NCC. The study used a descriptive cross-sectional survey mixed methods research design to achieve its objectives. Data was collected using a questionnaire administered by the researcher to a total of 324 respondents out of which 276 were returned appropriately filled and therefore used in data analysis. The data collected was coded, entered and analysed using SPSS version 22. Means, percentages and frequencies were used for descriptive statistics and the data presented in frequency distribution tables. The study found that most PPSFT in NCC were between the ages 40-49 years, they were married and had 1-3 dependants. PPSFT in NCC had varying education levels and served as lower primary, upper primary, senior, and deputy or head teacher. PPSFT attributed their purchase behaviours to the price, raw materials, durability, size, care requirements and special finishes of household bedding, handling and examining the product and information from sales people. The study found that age and income were significant factors that influenced purchase of household bedding. The study concluded that PPSFT were cautious buyers as they only purchased products that were durable, practical and useful due to their low income levels. The study recommended that manufacturers, retailers, and designers of household bedding should avail affordable products that are suitable in functionality, raw materials, durability, size, care requirements, special finishes and aesthetic value. It also recommended that they should be aware of demographic characteristics of their customers and product knowledge and experience channels that PPSFT prefer so as to maximize the number of people likely to purchase them. Further research should be conducted to determine the purchase behaviour of household bedding among female teachers in private primary schools, as the study was limited to Public Primary School Female Teachers. It also recommended further research of the topic among different groups of women and within rural regions in Kenya.

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

The bed is a place where people end and begin their day creating a private sanctuary away from the rest of the world (Mitton & Nystuen, 2011). The Bureau of Labour statistics (2015) reveals that the average person spends one third of their life in bed taking up the highest percentage of activities that a person will engage in a lifetime. The National Sleep Foundation (NSF) (2014) further points out that bedding greatly contributes to a good quality sleep which is vital in enhancing an individual's energy demands to perform day to day activities. These factors outline the importance of household bedding to every individual pointing out that it is vital for people to make wise purchase decisions on them.

The Kenya National Bureau of Statistics (2019) reports that there are 12.2 million households in Kenya signalling that there may be huge consumption purchases of household bedding in Kenya. Nevertheless people have unique preferences hence they may exhibit different purchase behaviours (Milgrom, 2004). Kotler & Keller (2012) argue that it is important to understand purchase behaviour as understanding the needs and expectations of customers provides a basis to make recommendations to manufacturers and retailers of products. This created the need to determine purchase behaviour of household bedding in this study.

Public Primary School Female Teachers (PPSFT) in Nairobi City County (NCC) were considered in this study as a survey by Silverstein & Sayre (2009) in the United States revealed that women make 94% of the purchase decisions in household furnishings. They are the largest group employed by the Teachers Service Commission (TSC) which is the largest employer in the public sector in Kenya (Government of Kenya, 2015).

They may have varying demographic characteristics such as age, education level and income which influenced purchase behaviour of household bedding therefore demographic characteristics were identified in this study.

Tapping, 2016; Sayers, 2016; Breyer, 2015; Ryan, 2014; Barnes, 2011; Austin, 2013; Bartosch (2015) and Barnes, (2011) observed that there is a wide variety of household bedding in the market for people to choose from varying in raw materials, care requirements, special finishes and aesthetic value. This study investigated product characteristics that influence purchase behaviour of household bedding.

Hawkins, Best & Coney (2003) observe that people have different motivations for purchasing household bedding for example they may buy bedding to furnish a new house; replace used ones that show signs of aging or replace a pillow causing neck pain. According to Shah (2016) people acquire knowledge about products from various stimuli as they interact with different environment and this influences what they purchase. When people have a good experience with a product they are likely to purchase it again (Shah, 2016). People's personalities are highly reflected by the kind of products they purchase (Jordan, 2008). Psychological factors that influenced purchase behaviour of household bedding by PPSFT were assessed in this study.

This literature outlines the importance of household bedding to every individual however it also points to limited research carried out in Kenya regarding the topic. This created a need for the study.

1.2 Problem Statement

The Market Report (2021) showed that the household bedding industry has grown remarkably over the last decade due to an increase in population, more nuclear families, increased awareness regarding the positive effects of a good sleep and the growth of the real estate industry. This has led to concern about purchase behaviour of household bedding in developed countries such as USA, Canada and Europe as many people are challenged with finding durable, good quality, aesthetically appealing products that they can afford. (Stewart, 2016; Bartosch, 2015; Kukes, 2015; Breyer, 2015; Mccann, 2013; Ball, 2011 and Barnes, 2011).

Vitafoam (2019) and Mekan (2019) have argued that it is important for people to purchase good quality household bedding as it promotes a good quality sleep which in turn increases a persons productivity to perform day to day activities. Nevertheless there is limited research on household bedding in Kenya therefore these findings may not be applicale when making reccommendations to consumers, local manufacturers and retailers of household bedding as it is still a developing country (Musyoka, Ng'ang'a & Wambugu, 2015).

In view of these the researcher sought to evaluate attributes that may influence purchase behaviour of household bedding.

1.3 Purpose of the Study

The purpose of this study was to evaluate attributes influencing purchase behaviour of household bedding by Public Primary School Female Teachers in Nairobi City County, Kenya.

1.4 Objectives of the Study

The study was guided by the following objectives;

1. Identify the demographic characteristics of Public Primary School Female Teachers in Nairobi City County.
2. Investigate product characteristics of household bedding purchased by Public Primary School Female Teachers in Nairobi City County.
3. Assess the psychological characteristics that influence purchase behaviour of household bedding by Public Primary School Female Teachers in Nairobi City County.
4. Determine the purchase behaviour of household bedding by Public Primary School Female Teachers in Nairobi City County.
5. Establish the relationship between age, income, job position and purchase behaviour of household bedding by Public Primary School Female Teachers in Nairobi City County.

1.5 Hypothesis

This study tested the following null hypothesis.

- H₀₁ There is no significant relationship between the age of PPSFT in NCC and the purchase behaviour of household bedding.
- H₀₂ There is no significant relationship between the income of PPSFT in NCC and the purchase behaviour of household bedding.
- H₀₃ There is no significant relationship between the job position of PPSFT in NCC and the purchase behaviour of household bedding.

1.6 Significance of the Study

The findings of this study will be disseminated through seminars, workshops and publications therefore having several significances. The findings are expected to increase Kenyan women's knowledge on important attributes that influence their household bedding purchase behaviour.

The findings of this study will assist household bedding manufacturers and retailers understand the expectations of customers based on their demographic characteristics such as age, marital status, income, job position and number of dependents which will aid them in offering products that appeal to the right target customer groups.

The findings of this study will inform household bedding manufacturers and retailers on important product characteristics considered by PPSFT during purchase thus enabling them to provide products that can satisfy their customer needs.

The findings of this study will further assist household bedding manufacturers and retailers come up with marketing strategies which will stir people's desire to purchase their products by understanding the motivations behind household bedding purchase, their product knowledge stimuli for household bedding and attributes regarding category choice, brand choice and retail outlet choice.

The findings of this study will also be made available at the Kenyatta University library and will enrich the existing literature in the fashion marketing. It may be used as reference material and provide a basis for further studies. The study will also be important for scholars in its suggested areas of further research.

1.7 Delimitations of the Study

The study was delimited to the attributes influencing purchase behaviour of household bedding by Public Primary School Female Teachers in Nairobi City County.

1.8 Limitation of the Study

The study was based on the following limitations;

1. The study was limited to Public Primary School Female Teachers therefore generalisation of the findings to other employed women should be done with caution.
2. The study was conducted in Nairobi City County therefore generalisation of the findings to other regions should be done with caution as purchase behaviour of household bedding may differ due to climatic difference.
3. The findings of this study were limited to the results of data collected from a questionnaire.

1.9 Assumptions of the Study

The study was based on the following assumptions;

1. The main source of acquiring household bedding by the respondents was through purchase.
2. All PPSFT in NCC understood their purchase behaviours and household bedding product features.
3. Lastly the study assumed that all the respondents were willing to take part in filling the questionnaire.

1.10 Theoretical Framework

This study was based on two theories namely the Marshallian theory and the Psychoanalytic theory that have attempted to explain purchase behaviour.

1.10.1 Marshallian Theory

The Marshallian theory suggests that consumers purchase products that offer them the greatest satisfaction (Marshall, 1920). Kotler & Keller (2012) observed that this theory suggests that although customers have different tastes they spend their income on the most affordable goods provided they are of good quality. The theory guided the current study as it acknowledged that the quality of household bedding is determined by the product characteristics namely the raw materials durability, care requirements, special finishes and aesthetic value of household bedding and people will purchase those that offer them the most satisfaction. This study however also points that there are different kinds and categories of household bedding in the market at varying prices for people to purchase.

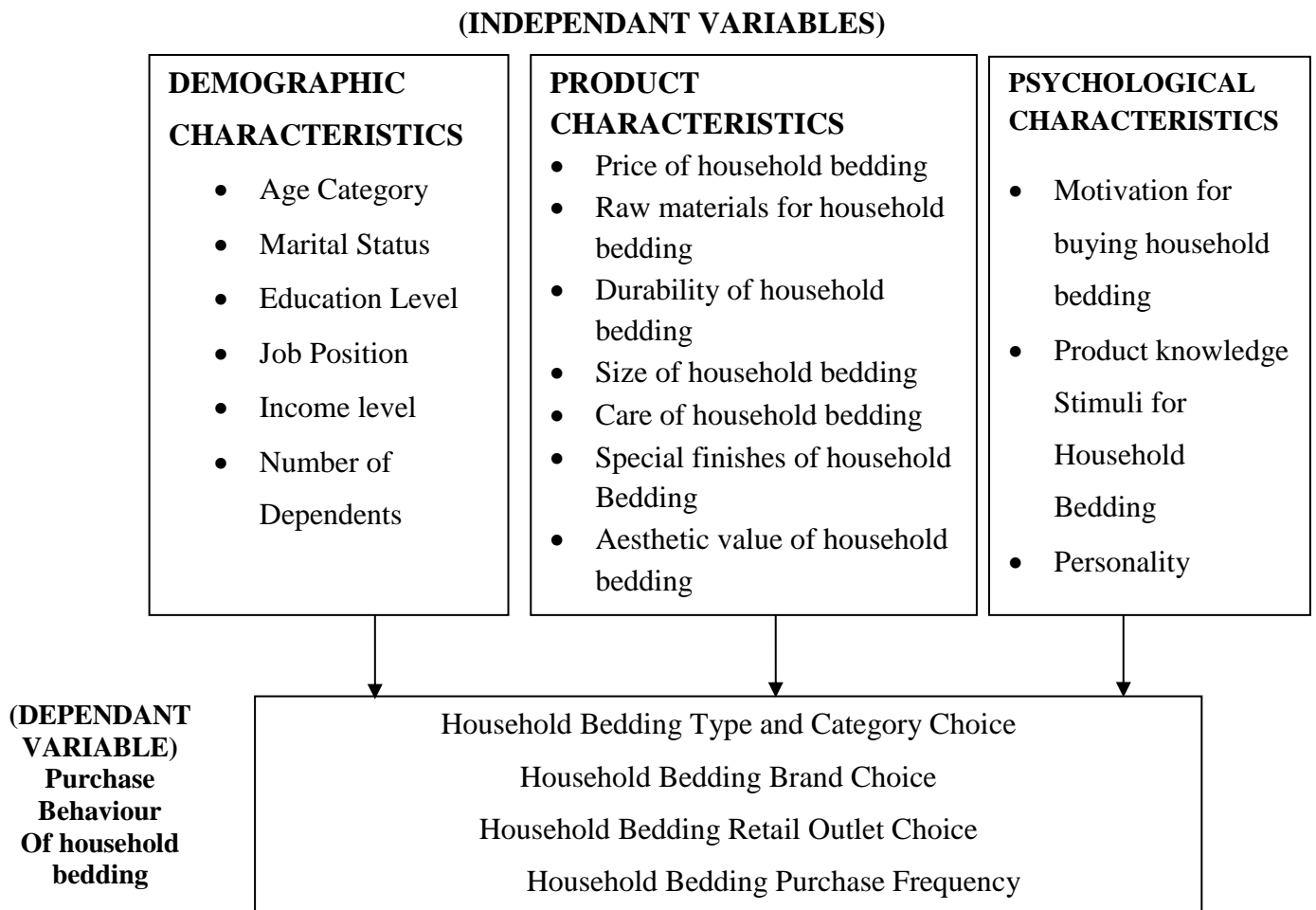
1.10.2 Psychoanalytic Theory

The Psychoanalytic theory suggests that peoples' purchase decisions are largely unconscious and people may not be able to understand the reasons behind their purchase decisions (Daniella, 2011). Kotler & Keller (2012) noted that demographic characteristics such as age and income can be used to determine the reasons behind purchase behaviour. This study determined the demographic characteristics of PPSFT in NCC which may have influenced purchase behaviour of household bedding. He further argued that although demographic characteristics can be used to determine purchase decisions they cannot be used alone. There are certain factors that originate from a person's mind that influence their decisions. This study therefore pointed out motive for household bedding purchase, knowledge of household bedding and buyer personalities of household bedding as psychological characteristics that may have influenced purchase behaviour of household bedding.

1.11 Conceptual Framework

The conceptual framework is a diagrammatic representation of the relationship between the dependent and the independent variables to achieve the purpose of the study (Mugenda, 2009). This study modifies the black box model of consumer behaviour used by Claessens (2015) and Kotler & Keller, (2012) to explain attributes that play in a consumers mind to influence their purchase decisions. According to the researchers the customer is confronted by marketing and other stimuli such as price and product features which are presented to the buyers black box which is the customers mind. The customer responses to these stimuli are the product choice, brand choice, retail outlet choice and purchase frequency. This study acknowledged that purchase behaviour of household by PPSFT in NCC was influenced by demographic characteristics, product characteristics and psychological characteristics as shown in Figure 1.1. These factors represented the independent variables. The household bedding category choice, household bedding brand choice, household bedding retail outlet choice and purchase frequency represented the dependent variables in this study.

Fig 1.1 Attributes Influencing Purchase Behaviour of Household Bedding



Source: Modified from the 'Black Box' model of consumer behaviour by Claessens (2015) and Kotler & Keller (2012)

CHAPTER TWO: LITERATURE REVIEW

2.1 Purchase Behaviour of Household Bedding

Kibera & Waruingi (2007) define purchase behaviour as the behaviour exhibited by people in planning, purchasing and using economic goods and services. Kotler (2012) asserted that understanding the consumer buying process was vital in making recommendations to consumers, manufacturers and retailers of products. Although there has been growing concern worldwide regarding the kinds of household bedding that people purchase not much research has been done locally. This study therefore aimed at filling this gap. Purchase behaviour in this study includes; household bedding type and category choice, household bedding brand choice, household bedding retail outlet Choice and household bedding purchase frequency.

2.1.1 Household Bedding Type and Category Choice

Stewart (2016) argues that there are different kinds of household bedding in the market which people can purchase depending with their function. Bartosch (2015) states that bed sheets come as fitted sheets which are used to cover the mattress or as top sheet which is used to separate the sleeper from the blanket or duvet. The blanket and duvet are used to provide warmth during sleep.

Barnes (2011) further lists pillows such as the sleeping pillow used to lay the head during sleep; bolster and continental pillows are used for lumbar support or decoration and pregnancy pillows are used to support the bodies of pregnant women. Stewart (2010) notes that pillow cases, duvet and mattress covers protect household bedding from dirt such as sweat, body and hair oils, blood or sexual fluids. Types of household bedding were investigated in the study as PPSFT in NCC may purchase any of them.

Levin and Milgrom (2004) argued that peoples purchase behaviour result from their unique preferences for example some people may purchase household bedding as a complete set whereas others may purchase them as a single piece. In Kenya Household Bedding can be locally made, custom made or imported and people may purchase any of them (Pam Golding Properties, 2016). According to Ball (2011) the purchase of used household bedding can be an inexpensive way to furnish a bed however some people feel that they may be sleeping in another person's dirt. This study assessed the categories of household bedding purchased by PPSFT in NCC.

2.1.2 Household Bedding Brand Choice

Blythe (2008) points that people may develop relationships with brands for instance some people are loyal to a particular brand. Britt (2008) argued that many people view product brands which have a higher price to be of a higher quality. He further noted that some people only buy from reputable brands whereas others are comfortable purchasing any product as long as it serves its intended purpose. Ferguson (2016) further found that some people always ask salesmen for more information before they can be comfortable to make a purchase. These associations were assessed in this study as no studies have looked at household bedding brand choice in Kenya.

2.1.3 Household Bedding Retail Outlet Choice

Shah (2016) argues that people will buy household bedding from stores which are accessible, secure, have good reputation and have friendly salesmen who provide more information to customers about the various products. Nina (2014) noted that some Kenyans avoid shopping in areas which are renowned for poor security such as attack by pick pockets and carjacking such as Gikomba, River Road or Eastleigh. Perner (2008) states that some people may buy household bedding which is well displayed and

easy to view and where there is a wide assortment of household bedding to choose from. It is not stated whether the retail outlet attributes in Kenya influences whether people will make household bedding purchase or not. This was verified in the study.

2.1.4 Household Bedding Purchase Frequency

According to McIntyre (2015) many people change their household bedding when they show visible signs of wear and tear such as thinning, yellowing or fading. Clement & Clement 2011, Serico (2014), Breyer (2015) and Davis (2015) however opinionated that after a few years of using household bedding they are manifested by dustmites which feed on dirt such as sweat, sexual fluids and leftover from food therefore they need to be changed frequently even if they are not worn out. Despite this factor Hodgekiss (2013) argued that some people do not feel the need to replace household bedding as long as they are functional. Burch (2019) recommended that people should change their household bedding after every two to three years however there is no documentation of household bedding purchase frequency in Kenya and this was addressed in this study.

2.2 Demographic characteristics

Demographic characteristics was an important attribute in this study as it assisted the researcher understand people's needs and wants for household bedding based on their age category, income category, number of dependents, education level, marital status and job position.

2.2.1 Age Category

Chris (2012) found that the kind of products people buy changes as they age as age carries knowledge and experience Young people have less experience and few

responsibilities hence they tend to buy trendy products which they want to try out (Rani, 2014). Ganter (1998) argues that people in old age may have a higher purchasing power due to higher income levels and few obligations. No studies appeared to have addressed these associations in relation to purchase behaviour of household bedding in Kenya and were verified in this study.

2.2.2 Marital Status and Number of Dependents

Kotler (2012) argues that marital status determines the kinds of products that people purchase for instance single people have few responsibilities hence they may have more resources to spend on household bedding. Newly married couples and families with dependent children may spend cautiously as they invest in securing the well-being of their family's future. Daniela (2011) pointed out that the the combined income of married partners will determine the quality and brands of products that they purchase. Hausler & Mason (2016) further argued that the personality type, interests and tastes of married partners are reflected in the kinds of products that they purchase. He pointed out that a person may have a reserved, outgoing, traditional, modern, and lavish or sports oriented partner and this will influence what they purchase. According to Perreau (2015) dependents and family members such as the husband, children and relatives greatly influence purchase decisions as they may support, reject the idea or give options. This study identified the marital status and number of dependents of PPSFT in NCC as they had a potential influence on purchase behaviour of household bedding.

2.2.3 Income Level

Kotler (2012), Chris (2012) and Hausler & Mason (2016) asserted that income determines a person's purchasing power. This means that the higher income that a person has the higher their purchasing power. PPSFT in Kenya belong to various job

groups where majority are salaried by the National Government of Kenya through the Teachers Service Commission (TSC). Some primary school teachers are supported by the community or Board of management (NCC, 2014). Some teachers may have other sources of income apart from salaries such as combined family income, savings and returns from businesses to boost their purchasing power. A study conducted by Kalunde (2014) on purchase of clothing by professional women in Machakos Kenya shows that women with higher income purchased clothing more frequently. The income of PPSFT had a potential influence on purchase behaviour of household bedding and was verified in this study.

2.2.4 Education Level and Job Position

NCC (2014) notes that PPSFT have varying education levels such as P2, P1, diploma, Bed and Med therefore they can all read and write. Murray (2013) and Kotler (2012) observed that the higher the education level a person the more enlightened they are and the more they will seek for information about products and compare the characteristics of different alternatives. This means that PPSFT who have higher education levels may select better quality bedding brands or shop at retail outlets with a wide variety of products to choose from and this was investigated in this study.

Edwin (2015) argued that people with higher job positions are likely to have higher education levels and higher income levels therefore they can purchase higher quality products. Primary school teachers may have different job positions such as head teachers, deputy teachers, senior teacher, class teacher, lower primary teachers, upper primary teachers. Ramya & Mohammed (2016) opined that persons who had similar job positions had the same tastes when purchasing products. Kotler & Keller (2012) however argued that people who have higher job positions may select better quality

household bedding brands and shop at locations that match their higher status quo. Not much documentation has been made on the influence of job position on purchase behaviour of household bedding in Kenya therefore this study verified these associations.

2.3 Product Characteristics of Household Bedding

Product characteristics in this study include price, raw materials, durability, size, care requirements, special finishes and aesthetic value of household bedding.

2.3.1 Price of Household Bedding

According to Han, Nunes and Dreze (2010) people assess the price of different products available in the market to distinguish those that they can afford. Vitafoam (2019) and Mekan (2019) demonstrate that the price range for household bedding ranges from very low which are basic products to very expensive and luxurious products. The influence of price on purchase behaviour of household bedding in Kenya has not been verified and this study will fill this gap.

2.3.2 Raw Materials for Household bedding

According to Sayers (2016) people determine the performance of household bedding by assessing the raw materials used to make them. Nevertheless, it is not clear what raw materials influence purchase behaviour of household bedding in Kenya. Owino (2013) found that the performance of textiles may be determined by the individual fibres that make up the clothing and this information is found on clothing labels. Fibres used in household bedding may be natural, manmade or a combination of both (Gross 2015). Sayers (2016) argues that cotton is the most commonly used fibre to make household bedding such as bed sheets, pillows, duvets and blankets due to its durability,

breathability, softness and ability to withstand high temperatures and frequent washing. Sayers (2016) however notes that cotton is expensive, wrinkles and soils very easily. Austin (2013) notes that synthetic textiles such as polyester are wrinkle resistant, drape well, dry quickly and do not require dry cleaning. Blankets are made from cotton, acrylic, wool or polyester cotton blends (Klaxon ,2013).

According to Barnes (2011) the fillings for pillows and duvets may be comprised of natural or manmade fibres. Natural pillow fillings include cotton, down, feathers, wool or latex. Down and feathers are obtained from the birds such as geese and ducks whereas wool is obtained from the outer covering of sheep's skin and latex is derived from the rubber tree. According to Ryan (2014) some examples of manmade fibres that are used to make pillows are hollow-fibre and foam. Foam pillows are either made from solid foam; foam crumbs fillings or memory foamy. There is not much documentation of the type of the influence of raw materials on purchase behaviour of household bedding and this study filled this gap.

2.3.3 Durability and Size of Household bedding

Riungu (2009) found that durability was the most outstanding product characteristic assessed by teachers in clothing Choice in Meru District, Kenya. Kukes (2015) observed that people check the construction of household bedding to assess its durability for example by checking the strength of seams or scratching the surface to check for unusual thickness or thinness of threads. Austin (2013) states that the size of bed-sheets, bedcovers and duvets range from single, twin, double and king size and are selected depending on the size of the bed. Pillows come in a range of sizes depending on the dimensions and amount of filling. Ryan (2014) argues that people will select

pillows based on their comfort level, sleep position and their arrangement on the bed. This study verified these associations.

2.3.5 Care Requirements of Household bedding

Care is an important factor that influences the purchase of household bedding however it is not certain whether it influences purchase of household bedding in Kenya as no studies have tackled the topic. Breyer (2015) argues that duvets, pillows and blankets may be washed at home by hand or in a washing machine or may require to be taken to a dry cleaner. He further pointed out that care instructions will determine whether chemicals in the dry cleaner may break down the fibre composition of the fabrics and fillings or not. Ball (2011) claims that experiences by reviewers on Houzz an interior decorating website indicates that white household bedding needs careful care as they easily get soiled and may require bleaching to keep them white. This study investigated the influence of care on purchase behaviour of household bedding.

2.3.6 Special Finishes for Household bedding

According to Lacasse and Baumann (2012) special finishes for household bedding are treatments added to household bedding to enhance their performance such as the feel, appearance and health benefits. Tapping (2016) notes that anti-microbial properties of household bedding suppress the growth of mould and mildew hence keep household bedding free from foul odour and stains. Austin (2013) suggested that wrinkle resistant finishes makes household bedding easy to care for. Flame retardant properties of household bedding slow the rate of ignition and flame spread therefore enabling the textile to be self-extinguishing.

Nielson (2007) argues that embossing, napping and resin application make household bedding textiles more appealing. Although these treatments have been studied in other countries (Tapping, 2016; Austin, 2013; Nielson 2007) the treatments on textiles in Kenya may be different as it is still a developing country. This study verified the influence of special finishes on household bedding purchase.

2.3.7 Aesthetic Value of Household bedding

According to Ball (2011) many people are able to decorate their bedroom into a desired theme by selecting household bedding with appealing colours and patterns. The Market Report (2021) also states that many people layer different household bedding to build a luxurious feel. Mccann (2013) argues that people may select household bedding with solid or mixed colours in neutral, cool or warm hues. Blythe (2008) argues that women who are too feminine may purchase household bedding which looks chic whereas those who are sophisticated may purchase more sophisticated colours and patterns.

Stewart (2016) observes that household bedding comes in printed or dyed patterns like animal, geometric shapes or floral patterns. Ball (2011) states that people may associate a simple and tailored household bedding with neutral colours as elegant, sophisticated and luxurious. On the other hand bold colours and elaborate patterns may present a casual look. Perner (2008) further argues that stripes and geometric patterns are associated with men whereas floral prints and toile fabrics with women.

Tabel (2009) points out that the top surface of household bedding such as for bedcovers and duvets may be quilted, appliquéd or embroidered to give an aesthetic finish. Construction methods such as frills, pleats and French seams may be used to decoratively finish the edges of pillow cases, duvet covers, bed covers or bed sheets.

This literature lists important aesthetic values in household bedding and these were determined in this study. The influence of the aesthetic value of household bedding on purchase behaviour of household bedding has not yet been clarified in Kenya hence it is not clear whether it influences purchase behaviour or not. This study filled this gap.

2.4 Psychological Characteristics

Psychological characteristics in this study include; motivation for household bedding purchase, knowledge on household bedding and personality.

2.4.1 Motivation for Household Bedding Purchase

According to Stewart (2016) people may purchase household bedding to replace aged ones that have stains, faded patterns, frayed hems or uneven distribution of fillings in pillows and duvets. Barnes (2011) observes that people may purchase pillows which no longer give proper support resulting to neck or back pain. Stewart (2016) adds that some people purchase household bedding for a new bed or house. Motivations for household bedding purchase were investigated in the study as they may vary.

2.4.3 Product Knowledge Stimuli of Household Bedding

Chris (2012) argues that people are more comfortable buying products which they are knowledgeable about however it is not evident where Kenyans acquire product knowledge on household bedding. Perner (2008) considers word of mouth, visiting shopping outlets and the media as the main sources of product knowledge. Isika (2006) and Kalunde (2014) found that displays, fashion magazines, television, family members and sales personell were the most popular sources of product knowledge.

Stewart (2010) notes that people can find product knowledge on household bedding such as raw materials used, care requirements and origin of manufacture on labels

attached to the packaging. A study by Owino (2013) found that in Kenya, quality assurance labels on clothes from testing agencies such as Kenya Bureau of Standards (KEBS) assure people that the products are of good quality.

Perner (2008) observed that businesses market their products through advertisements, promotions and discount sales through the press such as television and radio stations available in the country. According to Shah (2016) sales staff working at shopping outlets may offer consumers product knowledge based on their personal experiences, customer feedback, and product training from manufacturers and from competitor product knowledge. Gathii (2015) notes that online platforms such as OLX and Jumia in Kenya offer easy access to product knowledge through mobile phones. This study assessed sources of product knowledge sought by PPSFT in NCC as they purchased household bedding.

According to Ganter (1998) older people have more experience with household bedding hence are very careful during purchase, whereas young people tend to make trial purchases. Shah (2016) further argues that the type of experience at the shopping outlet such as friendly salesmen and good display of products may influence whether people will purchase the products again. Many shopping outlets allow customers to feel the textures of household bedding and to test their sizes hence enabling them to gain some experience with the product (Shah, 2016). This literature shows that product experience is important when consumers are deciding which household bedding will be purchased however not much has been reported in Kenya regarding it. This factor was investigated in the study.

2.4.3 Personality

Silverstein & Sayre (2009) reveal that women have different personalities hence they will exhibit different purchase behaviours. Blythe (2008) argues that impulsive buyers purchase household bedding that is more expensive and in more quantities whereas careful buyers will buy only what is necessary and within their budget. Ball (2011) observes that some people take time to evaluate alternate products and look out for discounts and offers where they will spend less. Some people purchase the same products every time due to familiarity and comfort with a product. Kotler & Keller (2012) further argue that pragmatists often buy what is practical, useful and durable. There is not much documentation of the influence of buyer personality on purchase behaviour of household bedding in Kenya as people purchase products that reflect their personalities. This study verified these associations.

2.5 Summary of Literature Reviewed

Although this chapter reflects on literature which highlights the influence of attributes related to purchase behaviour of household bedding for instance Stewart (2016), Barnes (2011), Ryan (2014), Bartosch (2015), Sayers (2016) little documentation of the topic has been done in Kenya. Demographic, product and psychological characteristics may influence purchase behaviour of household bedding in Kenya as they have been researched on women clothing purchase (Isika, 2006; Riungu, 2009; Kalunde 2014). Silverstein & Sayre (2009) argue that women make the most purchases in household furnishings however limited research has been made in Kenya regarding women as being key purchasers of household bedding. This study attempted to fill these identified gaps by determining attributes influencing purchase behaviour of household bedding in Kenya.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Research Design

This study used a descriptive cross-sectional survey mixed methods research design. The descriptive cross-sectional survey design was the most suitable as it can be used to investigate multiple characteristics of a population at a specific point in time (Mertens, 2010). The mixed methods research design employed enabled the researcher to collect quantitative and qualitative data concurrently, analyse them separately and interpret the results during the discussion of findings. This study used the mixed methods convergent parallel approach. Gay et.al (2009) argued that the mixed methods convergent parallel approach is suitable when the researcher needs to collect both quantitative and qualitative data at the same time within a short period of time as it requires only one visit to the field.

3.2 Measurement of Variables

3.2.1 Independent Variables

The independent variables were measured as they influenced the purchase behaviour of household bedding. The independent variables in this study were demographic characteristics, product characteristics and psychological characteristics. A questionnaire was used to measure these variables. Mertens (2010) argued that a questionnaire is the most suitable in collecting data about very personal matters while keeping the respondents anonymous.

3.2.1.1 Demographic Characteristics

The demographic characteristics were measured using a questionnaire which is a research instrument comprising of a set of printed questions as shown in Table 3.1.

Table 3.1 Measurement of Demographic Characteristics

Age category	The respondents were asked to tick on a given list their age category
Marital status	The respondents were asked to tick on a given list their marital status
Education	The respondents were asked to tick on a given list the highest level of education acquired
Job position	The respondents were asked to indicate their job positions in a given list
Income	The respondents were asked to tick on a given list their gross monthly income category and to list any other sources of income.
Number of dependents	The respondents were asked to indicate their job positions in a given list.

3.2.1.2 Product Characteristics

This variable was measured from a series of statements on a questionnaire which comprised a set of printed questions regarding the influence of the product characteristics shown in Table 3.2. A 5point Likert scale was used to answer response rate questions where 1=Never, 2=Rarely, 3=Sometimes, 4=Often, 5=Always.

Table 3.2 Product Characteristics of Household Bedding

Price	High price equals higher quality
Raw Materials	Textiles used, fibre type/ content, filling type, warmth distribution
Durability	Construction of seams, even thickness of fabric
Size	King size, queen size, twin size, single size
Care Requirements	Washing, Ironing, Dry cleaning, bleaching
Special finishes	Easy care, antimicrobial, wrinkle resistant, press free
Aesthetic value	Prints, dyes, quilting, applique, frills

3.2.1.3 Psychological Characteristics

The influence of psychological characteristics on purchase behaviour of household bedding was measured using a series of statements on a questionnaire which comprised

a set of printed questions regarding the influence of motivation for household bedding purchase, product knowledge stimuli, and buying personality. A 5point Likert scale was used to answer response rate questions where 1=Never 2=Rarely 3=Sometimes 4=Often 5=Always

3.2.2 Dependant Variables

The dependent variable in this study was the purchase behaviour of household bedding and was measured using a questionnaire which comprised a set of printed questions as follows;

Table 3.3 Measurement of Purchase Behaviour

Household Bedding type and category choice	Respondent were asked to tick on a given list the types and categories of household bedding that they purchased.
Household bedding brand Choice	Respondents were asked to indicate household bedding brand attributes that influenced purchase behaviour from a series of statements on a 5point Likert scale where 1=Never 2=Rarely 3= Sometimes 4=Often 5=Always
Household bedding retail outlet Choice	Respondents were asked to indicate retail outlet attributes that influenced purchase behaviour of household bedding from a series of statements on a 5point Likert scale where 1=Never 2=Rarely 3= Sometimes 4=Often 5=Always
Household bedding purchase frequency	Respondent were asked to state how often they purchased household bedding between less than one year, between one to three years or more than three years. They were also asked to give reasons for their answer.

3.3 Study Area

The study was conducted in Nairobi City County which is the largest and capital city of Kenya. Nairobi County was chosen as the study location as it is cosmopolitan, has many shopping outlets, good infrastructure, and a fast paced lifestyle (Socio Economic Atlas of Kenya, 2014). Nairobi City County consists of nine sub-counties namely Embakasi, Makadara, Kamukunji, Westlands, Langata, Starehe, Njiru, Dagoretti and Kasarani.

3.4 Target Population

The study targeted all Public Primary School Female Teachers in Nairobi City County as they have a standardised salary scale and a minimum education qualification of a P1 certificate (NCEO, 2015). This made a homogenous sample. Public primary school teachers are the majority of employees in the TSC (See Appendix F, G) which is the largest employer in the public sector in Kenya (Government of Kenya, 2015). Female teachers comprise 50.4% of public primary school teachers employed by the TSC. PPSFT are employed through the TSC, the school Board of Management, community based projects such as CDF (NCC, 2014).

3.4.1 Inclusion Criteria

All trained Public Primary Female School Teachers employed by the TSC who worked in the public primary schools in NCC were included in the study.

3.4.2 Exclusion Criteria

All untrained Public Primary School Female Teachers and those who were not employed by the TSC who worked in the public primary schools in NCC were excluded in the study as they did not have minimum qualification requirements.

3.5 Sampling Technique

Multistage stratified random sampling was used to select the sample for the study. According to Mertens (2010) this technique was suitable as the study population is large and a list of subdividing it is available i.e. primary schools in the nine Sub Counties in NCC and a PPSFT in each primary school in this study. The nine Sub counties in NCC namely Embakasi, Makadara, Kamukunji, Westlands, Langata, Starehe, Njiru, Dagorretti and Kasarani formed the first strata. A list of all public schools in NCC was obtained (See Appendix K). A random number table (See Appendix M) was used to randomly select a proportionate number of schools from each sub-county. This gave all schools an equal chance of being selected for inclusion in the final sample.

Figure 3.1 Sampling Procedure

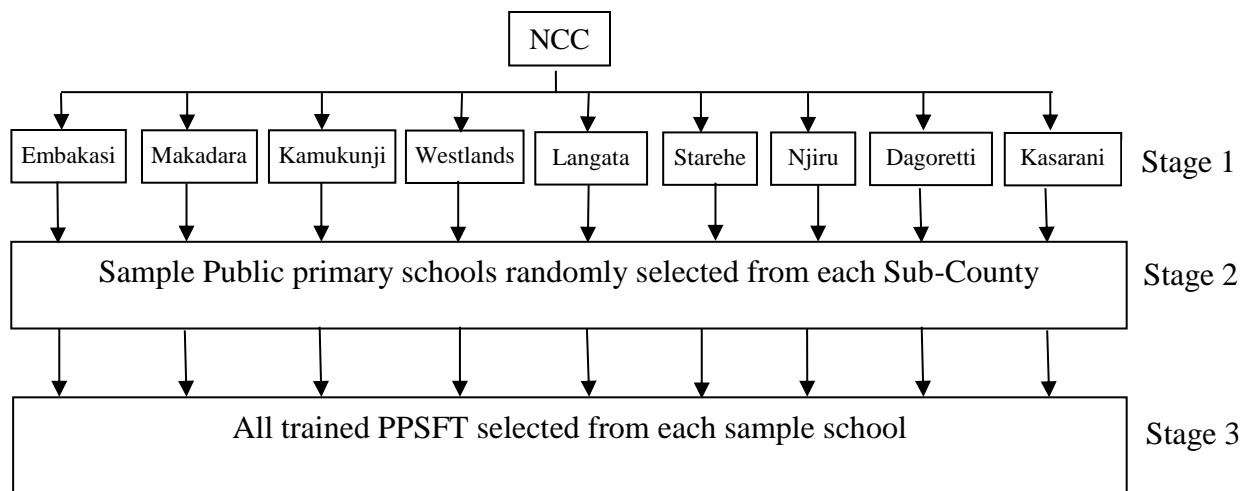


Table 3.4 shows the public primary schools in NCC that were therefore selected for the study and all female teachers from these schools were used as a sample for the study.

Table 3.4 Public Primary Schools Selected in NCC

Sub-County in NCC	Public Primary School Selected in the Sub-County
Embakasi	Maua Primary School Thawabu Primary School
Dagoretti	Mutuini Primary School Ruthimitu Primary School
Njiru	Tom Mboya Primary School Ushirika Primary School
Kamukunji	Kimathi Primary School Zawadi Primary School
Kasarani	Kiwanja Primary School Thika Rd. School
Langata	Langata West Primary School
Makadara	Ofafa Jericho Primary School Harambee Primary School Nairobi South Primary School
Starehe	St. Peters Claver Primary School Pangani Primary School Daima Primary School,
Westlands	Highridge Primary School Loresho Primary School Muthangari Primary School.

3.6 Sample Size

Gay, Mills, & Airasian, (2009) argue that a sample of ten percent of the total population is representative enough for a descriptive survey research study. Ten percent of the total

schools in NCC were used as sample for the study and all the PPSFT were used as a sample for the study. This was computed as follows:

Table 3.5 Sample Size Computation

	Population Size	Sample size (10% population size)
Public Primary Schools in NCC	205	21

The actual sample size for each stratum in the sampling frame was determined using the formula; $n_h = (N_h / N) * n$ proposed by Sounders, Lewis, & Thornbill, 2009

Where n_h is the sample size for stratum h , N_h is the population size for stratum, N is the total population size and n is the total sample size. The results were obtained and represented in Table 3.6

Table 3.6 Total Population Size for Schools in Each Sub-County

Sub-County	Population Size Computation $n_h = (N_h / N) * n$	Total Population Size for each Stratum (n_h)
1. Dagoretti	$n_h = (23 / 205) * 21$	2
2. Embakasi	$n_h = (21 / 205) * 21$	2
3. Njiru	$n_h = (21 / 205) * 21$	2
4. Kamukunji	$n_h = (17 / 205) * 21$	2
5. Kasarani	$n_h = (26 / 205) * 21$	3
6. Lang'ata	$n_h = (14 / 205) * 21$	1
7. Makadara	$n_h = (26 / 205) * 21$	3
8. Starehe	$n_h = (31 / 205) * 21$	3
9. Westlands	$n_h = (26 / 205) * 21$	3
TOTAL		21

3.7 Research Instrument

The data was collected using a self-administered questionnaire to address the objectives of this study. According to Gay et al (2009) a questionnaire is a written collection of self-report questions to be answered by a selected group of research participants. A questionnaire was used because a lot of information can be collected within a short time and it is less expensive in terms of time, energy and money (Barlett, Kotrilik, & Higgins, 2001). It contained both close ended and open-ended questions. A five-point Likert scale ranging from 1=Never, 2=Rarely, 3= Sometimes, 4= Often, 5=Always was used to answer response rate questions. The questionnaire was structured into five sections. The first section was a letter of consent which is a written request for the respondents to give their permission to participate in filling the questionnaire. The other four other sections covered the study objectives namely demographic characteristics, product characteristics of household bedding, psychological characteristics and purchase behaviour of household bedding.

3.8 Pilot Study

According to Mugenda (2009) a pilot study refers to a mini version of the study. In order to pre-test the research instruments a pilot study was conducted at Uhuru Gardens Primary School to enable the researcher identify it's weaknesses and correct them before finalizing it. This school was selected through Multi-stage stratified random sampling where one Sub-County from the nine Sub-Counties in NCC, Kenya was picked and the selected school randomly selected from that Sub-County. All the PPSFT in Uhuru Gardens Primary school were used for the pilot study. They were excluded as a sample for the study. Pretesting of the instrument ensured that the questionnaire was reliable as all the respondents understood the questions.

3.9 Validity and Reliability of the Research Instrument

Validity of the research instrument was done to ascertain that the instrument measured the intended construct under study (Mugenda, 2009). Validity was ascertained by seeking expert judgement from Kenyatta University Fashion department lecturers to ensure that the questions cover all the study objectives while developing the instrument and revising it accordingly.

Reliability is a measure of the degree to which the research instrument produces stable and consistent results (Gay et al, 2009). Test retest method was used to measure the reliability of the instrument. According to Hair, Black & Anderson (2010) this test assesses the consistency of the instrument from one time to another. For this purpose the questionnaire was administered to the selected pretest sample, coded and entered into SPSS version 22 and administered again to the same sample after a month and the responses again coded and entered into SPSS version 22. Cronbach alpha formula was used to measure the degree of correlation between the results obtained and a value of ($\alpha \geq 0.7$) was considered acceptable.

3.10 Data Collection Procedure

Permission was sought from Nairobi City County Education Office and the selected sample school Head teachers to conduct the study. Arrangements were made with the head teachers when to administer and collect the questionnaires. The questionnaires were personally handed out to the respondents to enable the researcher explain its importance and to assure them of their confidentiality and anonymity during the study.

3.11 Data Analysis and Presentation

The data was collected both qualitatively and quantitatively to address each of the study objectives. The research instruments were checked for completeness and accuracy after

data was collected. Qualitative data was drawn from responses to open ended questions and coded according to certain words, patterns, and phrases then arranged into categories. They were later used to supplement, explain and interpret the quantitative data. Quantitative data were coded, cleaned and analysed using SPSS software version 22. Percentages and frequencies were used for descriptive statistics and the data summarised and presented in frequency distribution tables. The dependent variables were computed into a composite score enabling the researcher test the hypothesis. The hypothesis was tested using Chi Square. According to Leavy (2017) Chi-square test was used as it is simple to use and it tests the relationship between variables within the same population. The P-Values of results of the chi-square test was used to test for significance of the relationship between variables. If the p value was less than 0.05 then the hypothesis was rejected and it was deemed that a significant relationship existed between the stated hypothesis and purchase behaviour.

3.12 Ethical and Logistical Considerations

An approval and introduction letter was obtained from Kenyatta University Graduate School to conduct the study. Further, a permit to conduct the study was obtained from the National Commission of Science Technology and Innovation (NaCOSTI) (See Appendix C) and a clearance letter from Kenyatta University Ethics Review Commission Board (See Appendix B). Anonymity and confidentiality of the respondents was maintained by informing the respondents that serial code numbers would be used in place of names and the information they gave would only be used for purposes of this study (See Appendix A).

CHAPTER FOUR: FINDINGS

4.1 Introduction

This chapter deals with the presentation of data collected from Public Primary School Female Teachers (PPSFT) in Nairobi City County (NCC) against the study objectives. As discussed in Chapter three a total of 325 questionnaires were administered to PPSFT in 21 targeted public primary schools randomly selected from each Sub County in NCC namely Westlands, Kamukunji, Embakasi, Makadara, Langata, Starehe, Njiru, Dagoretti and Kasarani. A total of 276 questionnaires were returned appropriately filled and therefore used in qualitative and quantitative data analysis. This figure gave a response rate of eighty five percent (85.1 %) which was above seventy percent (70%) considered to be very good by Saunders et al (2009).

4.2 Demographic Characteristics of PPSFT in NCC

4.2.1 Age of PPSFT in NCC

The study sought to establish the age of PPSFT in NCC and the frequencies in each age bracket is presented in Table 4.1.

Table 4.1 Distribution of Age Category of PPSFT in NCC

Age Category	Frequency	Percent
20 -29 years	45	16.3
30 - 39 years	69	25
40 - 49 years	97	35.1
Above 50 years	67	23.6
Total	276	100

Table 4.1 indicates that most (35.1%) PPSFT in NCC were between 40-49 years while twenty three percent (23.6%) were above fifty years of age. These findings imply that PPSFT in NCC were mature and have past experience in shopping.

4.2.2 Marital status of PPSFT in NCC

The marital status of PPSFT in NCC was recorded and the data obtained is presented in Table 4.2.

Table 4.2 Distribution of Marital Status of PPSFT in NCC

Marital status	Frequency	Frequency (Percent)
Married	160	57.9
Single	86	31.2
Widowed	21	7.6
Divorced	9	3.3
Total	276	100

Table 4.2 shows that majority (57.9 %) of PPSFT in NCC were married with the rest being single (31.2%), widowed (7.6%) or divorced (3.3%). Marital status of PPSFT in NCC was an important variable to consider because other family members such as the spouse and children may influence the purchase of household bedding.

4.2.3 Education Level of PPSFT in NCC

The study sought to identify the education level of PPSFT in NCC and obtained the data presented in Table 4.3.

Table 4.3 Distribution of Education Level of PPSFT in NCC

Education Level	Frequency	Percent (%)
P1 Certificate	276	100
S1 Diploma	99	35.9
B.Ed.	93	33.7
M.Ed.	17	6.2
Total	276	100

Table 4.3 shows that a hundred percent (100%) of PPSFT in NCC have attained the basic requirement of Primary Teacher Education (P1) Certificate. The finding further shows that thirty six percent (35.9%) of PPSFT in NCC have enrolled for Diploma in Education, Bachelor of Education (33.7%) and Master of Education (6.2%). This finding is an indicator that PPSFT in NCC had varied education levels with some advancing to the Masters level. The education level of PPSFT in NCC was an important factor to consider as it would influence a more informed choice of household bedding as they could read and write.

4.2.4 Distribution of the Job Position of PPSFT in NCC

The job position of Public Primary School Female Teachers in NCC was an important attribute in determining purchase behaviour. PPSFT in NCC were asked to indicate their job position and the data obtained is presented in Table 4.4.

Table 4.4 Distribution of Job Position of PPSFT in NCC

Job Position	Frequency	Percent
Head teacher	13	4.7
Deputy teacher	16	5.8
Senior teacher	17	6.2
Upper primary teacher	132	47.8
Lower primary teacher	98	35.5
Total	276	100

Table 4.4 shows that PPSFT in NCC played various roles namely; upper primary teachers (47.8%), lower primary teachers (35.5%), senior teachers (6.2%), deputy head teachers (5.8%) and head teachers (4.7%).

4.2.5: Income of PPSFT in NCC

PPSFT in NCC were asked to indicate their monthly income according to specified categories and the data obtained is presented in Table 4.5.

Table 4.5 Distribution of Monthly Income of PPSFT in NCC

Monthly Income	Frequency	Percent
Ksh 5,000 - 9,999	4	1.4
Ksh 10,000 – 19,999	38	13.8
Ksh 20,000 – 29,999	127	46
Ksh 30,000 – 39,999	69	25
Above Ksh. 40,000	38	13.8
TOTAL	276	100

The finding revealed that majority (46%) of PPSFT in NCC earns an income of between Kenya Shillings 20,000 to 29,999 (Table 4.5). This was followed by 25% who earned an income of between Ksh. 30,000 to 39,999. This findings show that the teachers have little income which may influence purchase of household bedding.

A few PPST in NCC mentioned that they had other sources of income such as business, investments and farming which boosted their monthly income. This implies that PPSFT in NCC rely solely on their basic salaries to cater for their needs and that of their dependents.

4.2.6 Number of Dependents

The study sought to identify the number of dependents of PPSFT in NCC and obtained the data presented in Table 4.6.

Table 4.6 Distribution of the Number of Dependents of PPSFT in NCC

Number of Dependents	Frequency	Percent
None	8	2.9
1-3 dependents	156	56.5
4-6 dependents	108	39.1
Above 7 dependents	4	1.5
TOTAL	276	100

Table 4.6 reveals that almost all PPSFT in NCC had dependents with only 2.9% not having dependents. The number of dependants was an important consideration in the study as the resources available are to be distributed amongst the people in that household

4.3 Product Characteristics of Household Bedding Purchased by PPSFT in NCC

The researcher determined the influence of price, raw materials, durability size, care, special finishes and aesthetic value of household bedding and obtained the results shown in table 4.7

Table 4.7 Product Characteristics of Household Bedding Purchased by PPSFT in NCC

	Never	Rarely	Sometimes	Often	Always
Product characteristic	(%)	(%)	(%)	(%)	(%)
Price	0.3	5.8	12.7	28.9	52.3
Raw materials	12	7.6	19.9	21.4	39.1
Durability	0.4	4.7	13.4	30.8	50.7
Aesthetic value	3.7	9.2	17.1	21.8	48.2
Size of household bedding	3.6	8	28.3	25.2	37
Care requirements	3.6	19.9	22.1	17.4	37
Special finishes	21.4	14.5	22.1	15.2	26.8

More than half of PPSFT in NCC reported that they were always influenced by the price of household bedding during purchase. This was an indicator that PPSFT in NCC purchased only what they could afford. The findings in Table 4.7 indicate that Nearly half (48.2%) of PPSFT in NCC were ‘always’ influenced by the aesthetic value of household bedding during household bedding purchase. This is an indicator that PPSFT in NCC were keen on purchasing household bedding that were appealing to them. On the other hand thirty nine percent (39.1%) of PPSFT in NCC were ‘always’ influenced

by the raw materials used to make household bedding e.g. textiles used, fiber type, content & type of filling. This finding is an indicator that PPSFT in NCC were aware of the type of raw materials used to make household bedding.

Nearly half (More than half (50.7 %) of PPSFT in NCC were 'always' influenced by the durability of household bedding (Table 4.8). This finding reveals that PPSFT in NCC were keen on purchasing household bedding that could serve them for a good period of time. Thirty seven percent (37%) of PPSFT in NCC were 'always' influenced by the size of household bedding. This finding shows that PPSFT in NCC purchased different sizes of household bedding depending on their needs.

Thirty seven percent (37%) of PPSFT in NCC were 'always' influenced by the care requirements of household bedding. This finding points that PPSFT in NCC considered the care label when purchasing household bedding. It is interesting to note that while 26.8 % of PPSFT in NCC were 'always' influenced by special finishes in purchase of household bedding 21.4% of PPSFT in NCC were 'never' influenced. These findings indicate that special finishes in household bedding was not a very important factor influencing PPSFT in the purchase of household bedding in NCC.

4.4 Psychological Characteristics Influencing Purchase Behaviour of Household Bedding by PPSFT in NCC

4.4.1 Motivation for Household Bedding Purchase

The researcher asked PPSFT in NCC to list their motivations for household bedding purchase and they mentioned; to provide comfort, to provide warmth, for aesthetic value and to replace old ones that show signs of aging. These findings prove that PPSFT in NCC had different motivations for purchasing household bedding.

4.4.2 Product Knowledge Stimuli of Household Bedding for PPSFT in NCC

Product knowledge Stimuli of household bedding for PPSFT in NCC are presented in Table 4.8 below.

Table 4.8 Product Knowledge Stimuli of Household Bedding for PPSFT in NCC

Product Knowledge Stimuli	Frequency	Percentage (%)
Information from sales people	247	89.5
Handling, testing and examining the product	234	85.1
Prior product experience	223	80.8
Good experience at shopping outlet	210	76.2
Quality assurance/ product labels	190	68.9
Family, friends or neighbours	153	55.5
Household bedding packaging	148	53.6
Print Media	105	38.1
Internet and blogs	59	21.4

Table 4.8 shows that PPSFT in NCC had various sources of product knowledge for household bedding. The most popular product knowledge stimuli for household bedding was information obtained from sales people (89.5%) followed by handling, testing and examining the product (85.1%) and prior product experience (80.8%). The least important product knowledge stimuli for household bedding purchase were the internet and blogs (21.4%) and print media (38.1%). These findings show that PPSFT in NCC considered acquired more knowledge and experience from some sources over others in purchase of household bedding.

4.4.3 Personalities of PPSFT in NCC Influencing Purchase Behaviour of Household Bedding

The researcher analysed personalities of PPSFT in NCC that may influence purchase behaviour of household bedding and obtained the data presented in Table 4.9.

Table 4.9 Personalities of PPSFT in NCC Influencing Purchase Behaviour of Household Bedding

Personality	Never (%)	Rarely (%)	Sometimes (%)	Often (%)	Always (%)
Bargain buyer	9.8	17	21.7	29	22.5
Impulsive buyer	37	26.1	29.7	2.9	4.3
Loyal buyer	33.7	37.3	17.4	8.3	3.3
Pragmatic buyer	4	2.9	19.2	30.4	43.5

Table 4.9 indicates that the highest (29%) percentage of PPSFT in NCC were bargain buyers. This finding also shows that PPSFT in NCC try to get the best deals within their budget during purchase of household bedding. The highest percentages of PPSFT in NCC were ‘never’ (37%) impulsive in buying. This means that PPSFT in NCC were very cautious with their expenditure in purchase of household bedding. The results shows that most PPSFT in NCC ‘rarely’ (37.3%) and ‘never’ (33.7%) loyal buyers. This shows that PPSFT in NCC ‘rarely’ or ‘never’ made repeat purchases of household bedding. Forty four percent (43.5%) of PPSFT in NCC were ‘always’ pragmatic buyers (Table 4.9). This finding reveals that PPSFT in NCC were very careful when spending their resources on household bedding.

4.5 Purchase Behaviour of Household Bedding by PPSFT in NCC

The researcher analysed the household bedding type and category, household bedding brand choice, household bedding retail outlet choice and household bedding purchase frequency to determine purchase behaviour of household bedding and obtained the results as follows;

4.5.1 Household Bedding Type and Category Choice

4.5.1.1 Household Bedding Type Choice for PPSFT in NCC

PPSFT in NCC listed pillows, bed sheets, pillow cases, duvet, bed cover, blanket and mattress cover as types of household bedding that they purchased. These findings show that PPSFT in NCC purchased different some types of household bedding.

Table 4.4.1.2 Household Bedding Category Choice for PPSFT in NCC

The researcher analysed the categories of household bedding purchased by PPSFT in NCC and obtained the results shown in table 4.10.

Table 4.10 Categories of Household bedding Purchased by PPSFT in NCC

Category of Household bedding purchased	Frequency of respondents	Percentage (%) of respondents
New household bedding	47.5	47.5
Used household bedding	33.3	33.3
Complete set of household bedding	47.8	34.8
Single set of household bedding	47.8	47.7
Locally produced household bedding	59.4	59.8
Imported household bedding	34.1	34.1
Custom made household bedding	35.7	35.7

As shown in table 4.10, 47.5 % of PPSFT in NCC purchased new household bedding whereas 33.3% of them purchased used household bedding. These results indicate that PPSFT in NCC used both new and used household bedding. The table also shows that Forty eight percent (47.8%) of PPSFT in NCC purchased complete set of household bedding whereas 47.8% of them purchased single set of household bedding. The study further revealed that 59.4% of PPSFT in NCC ‘sometimes’ purchased locally produced household bedding while 34.1% of them ‘sometimes’ purchased imported household bedding. These results indicate that PPSFT in NCC purchased various categories of household bedding

4.5.2 Household Bedding Brand Choice for PPSFT in NCC

The researcher analysed the influence of brand on purchase of household bedding by PPSFT in NCC and obtained the results shown in Table 4.11.

Table 4.11 Household Bedding Brand Choice

Statement on brand attributes	Never (%)	Rarely (%)	Sometimes (%)	Often (%)	Always (%)
I only buy household bedding brands that are within my budget	5.8	4.7	8.3	33.3	47.8
I view household bedding brands with higher price to be of higher quality	17.8	19.9	33.3	20.3	9.1
I only purchase household bedding from reputable brands	11.6	12	46.7	24.6	5.1
I always ask for information about the brand before purchase	2.9	9.4	30.4	24.3	33.0

Forty eight (47.8%) of PPSFT in NCC ‘always’ and thirty three (33.3%) often purchase household bedding that was within their budget (Table 4.12). This shows that PPSFT in NCC were careful with their money during purchase of household bedding. The highest (33.3%) number of PPSFT in NCC stated that they ‘sometimes’ view household bedding with higher price to be of higher quality (Table 4.12). Notably 46.7% of PPSFT in NCC ‘sometimes’ purchased household bedding from reputable brands. Additionally 33% of PPSFT in NCC ‘always’ asked for information about the brand before purchasing the household bedding. This means that PPSFT in NCC were careful to buy products which will meet their needs and wants in terms of pricing and brand for household bedding.

4.5.3 Household Bedding Retail Outlet Choice

The factors regarding the retail outlet that may influence purchase behaviour of household bedding by PPSFT in NCC are presented in Table 4.13.

Table 4.12 Household Bedding Retail Outlet Choice

Attribute on Retail Outlet	Frequency of	
	Respondents	Percent (%)
Retail outlet with Helpful and knowledgeable salesman	232	84.1
Retail outlet with a wide variety of products	212	76.8
Accessible retail outlet	205	74.3
Retail outlet with good displays	196	71
Retail outlet with good security and reputation	171	62

The findings on table 4.12 showed that shopping outlets with helpful and knowledgeable salesmen (84.1%) was the most popular attribute of location influencing PPSFT in NCC purchase behaviour of household bedding.

4.5.4 Household Bedding Purchase Frequency by PPSFT in NCC

The researcher analysed the frequency of household bedding purchased by PPSFT in NCC and obtained the results shown in Table 4.14

Table 4.13 Frequency of Household bedding Purchase by PPSFT in NCC

	Frequency	Frequency (Percentage)
Less than 1 year	28	10.2
Between 1 to 2 years	51	18.4
Between 2 to 3 years	69	25.1
More than 3 years	128	46.3

Table 4.13 shows that most PPSFT in NCC (46.3%) purchased household bedding after more than three years.

The researcher asked the respondents to give reasons for their frequency of household bedding purchase and they listed lack of adequate resources as the most important reason. They also mentioned that they bought durable household bedding therefore they mostly made a purchase when it was worn out. Others reported that they only made a purchase when a need for household bedding such as having visitors arose.

4.6 Relationship between Age, Job Position and Income of PPSFT in NCC with Purchase Behaviour of Household Bedding.

A Chi square test of independence was performed using SPSS version 2.2 to determine whether there were any significant relationships between age, job position and monthly income of PPSFT in NCC and purchase behaviour of household bedding. Chi-square test for significance was used because the data collected were categorical in nature. The null hypothesis was rejected if the P-value was lower than the significance level equal at alpha 0.05 confidence level.

4.6.1 Relationship between Age of PPSFT in NCC and Purchase Behaviour of Household Bedding.

The researcher analysed the relationship between age of PPSFT in NCC and purchase behaviour of household bedding and obtained the results shown in Table 4.14.

Table 4.14 Chi-Square Test Result for the Relationship between Age of PPSFT in NCC & Purchase Behaviour of Household bedding by PPSFT in NCC

	Value	df	Assym. Sig. (2-sided)
Pearson Chi-Square	30.841	9	.000
Likelihood Ratio	29.999	9	.000
Linear-by-Linear Association	.095	1	.758
N of Valid Cases	276		

4 cells (25.0%) have expected count less than 5. The minimum expected count is .92.

The analysis in Table 4.14 produced a p value of 0.000 which is less than 0.05 ($p < 0.05$) thus the null hypothesis stating that there is no significant relationship between the age

of PPSFT in NCC and the purchase behaviour of household bedding was rejected. This means that there was a significant relationship between the age of PPSFT in NCC and the purchase behaviour of household bedding

4.6.2 Relationship between Job Position of PPSFT in NCC and Purchase Behaviour of Household bedding.

The researcher analysed the relationship between income of PPSFT in NCC and purchase behaviour of household bedding and obtained the results shown in Table 4.15.

Table 4.15 Chi-Square Test Result for the Relation between Income of PPSFT in NCC & Purchase Behaviour of Household Bedding

	Value	df	Assym. Sig. (2-sided)
Pearson Chi-Square	20.385	12	.006
Likelihood Ratio	20.730	12	.054
Linear-by-Linear Association	.000	1	.995
N of Valid Cases	276		

5 cells (40.0%) have expected count less than 5. The minimum expected count is .07.

The analysis in Table 4.15 produced a p value of 0.006 which is less than 0.05 ($p < 0.05$) therefore the null hypothesis stating that there is no significant relationship between the income of PPSFT in NCC and the purchase behaviour of household bedding was rejected. This means that there is a significant relationship between the income of PPSFT in NCC and the purchase behaviour of household bedding.

4.6.3 Chi-Square Test Result for the Relationship between Job Position of PPSFT in NCC with Purchase Behaviour of Household Bedding.

The researcher analysed the relationship between job position of PPSFT in NCC and purchase behaviour of household bedding and obtained the results shown in Table 4.16 below.

Table 4.16 Relationship between Job Position of PPSFT in NCC & Purchase Behaviour of Household Bedding

	Value	df	Assym. Sig. (2-sided)
Pearson Chi-Square	16.916	15	.324
Likelihood Ratio	17.654	15	.821
Linear-by-Linear Association	.088	1	.767
N of Valid Cases	276		

4 cells (22.0%) have expected count less than 5. The minimum expected count is .24

The analysis in Table 4.16 produced a p value of 0.324 which is greater than 0.05 ($p < 0.05$) therefore the null hypothesis stating that there is no significant relationship between the job position of PPSFT in NCC and the purchase behaviour of household bedding was accepted. This means that there is no significant relationship between the job position of PPSFT in NCC and the purchase behaviour of household bedding.

CHAPTER FIVE: DISCUSSION OF FINDINGS

5.1 Introduction

This chapter focuses on the discussion of results based on the findings of the study in relation to literature review. The purpose of the study was to determine the purchase behaviour of household bedding by Public Primary School Female Teachers (PPSFT) in Nairobi City County (NCC), Kenya. Studies on purchase behaviour of household bedding have been carried out in USA, Canada and Europe for instance Austin, 2013; Bartosch, 2015; Gross, 2015; Kukes, 2015. Nevertheless limited literature on the topic was found in the Kenyan scenario. This study was therefore able to fill this gap by providing literature on purchase behaviour of household bedding by PPSFT in NCC, Kenya.

5.2 Demographic Characteristics of PPSFT in NCC

The demographic characteristics of PPSFT in NCC were an important attribute in determining purchase behaviour of household bedding as they influenced the expenditure, product experience and knowledge on household bedding. The results of this study show that the highest proportion of PPSFT in NCC was in the age bracket of 40-49 years. These findings are similar with Mutea (2014) who found that majority of public primary school teachers in NCC are between the age brackets of 35-55 years. The findings are however contrary to the NCC (2014) which stated that the majority of teachers in public primary schools in NCC are above 50 years of age.

Most PPSFT (57.9 %) in NCC were married with the rest being single (31.2%), widowed (7.6%) or divorced (3.3%). Identifying the marital status of PPSFT in NCC was important as married people have more responsibilities compared to single people in caring for their families (Perreau 2015). Rani (2015) further argued that divorced,

widowed or separated people may also have greater responsibilities in caring for their families as they are the sole bread winners. The results of this study suggest that PPSFT in NCC may not spend much on household bedding as most of them being married may have many responsibilities in caring for their families.

According to the results of the study all PPSFT in NCC have attained above the basic requirement of Primary Teacher Education (P1) Certificate. This finding is in line with Nairobi City County (2014) that states that it is mandatory for all primary school teachers in Kenya to have attained a minimum of a P1 certificate. Similar results were obtained by Mutea (2015) and Imonje (2011) who found that all public primary school teachers in NCC had attained the P1 certificate and had enrolled for diploma of education. The study also found that PPSFT in NCC took up different roles i.e. head teacher, deputy teacher, senior teacher, class teacher, upper primary teacher, lower primary teacher.

The findings of this study reveal that most PPSFT in NCC earn an income of between Kenya Shillings 20,000 to 29,999 (See Table 4.5). This finding concurs with Oduor (2017) who stated that P1 teachers earn an income of between Kenya shillings 21,756 and a maximum of Kenya Shillings 27,195. The researcher further stated that head teachers, deputy teachers and senior teachers earn an income of between Kenya Shillings 40,849 to Kenya Shillings 60,613. The income of PPSFT in NCC reflects an income distribution of Kenya where majority of the citizens belong to the lower class earning an income of between sh. 20000 to Ksh 49,000 (Kenya National Bureau of Statistics, 2014). These findings indicate that PPSFT had low income levels which could inhibit their household bedding purchases.

This study found that the highest (73.9%) proportion of PPSFT in NCC do not have any other sources of income apart from their monthly salary. This finding is an indicator that PPSFT in NCC have to budget their little monthly salary to fit all their household needs. This may affect the purchase behaviour in purchase of household bedding as they may not afford good quality bedding or purchase the frequently.

Table 4.7 reveals that almost all PPSFT in NCC have dependents with only 2.9 % having no dependents. This finding is an indicator that the money available for purchase of household bedding may be limited to first meeting the needs of their dependents and not much may be available for purchase of household bedding.

5.3 Product Characteristics of Household Bedding Influencing PPSFT in NCC

Table 4.8 demonstrated that more than half of PPSFT in NCC were always influenced by the price of household bedding during purchase. These findings are in line with Han, Nunes and Dreze (2010) who opinionated that people assess the price of different products available in the market to distinguish those that they can afford.

According to Table 4.8 the highest number of PPSFT in NCC were always influenced by the raw materials used to make household bedding e.g. textiles used, fiber type, content & type of filling. A possible explanation is that all PPSFT in NCC had minimum qualifications for a primary school teacher hence they can read and write and assess the features of household bedding. Claessens (2015) argued that the more education a person has the more discretion he will employ when making a purchase. PPSFT in NCC are hence capable of seeking for more information on the performance of the various raw materials for instance from books, the internet, magazines and care labels. This findings are thus in line with Sayers (2016), Gross (2015) and Owino

(2014) who found that people assess the type of materials to make household bedding before purchase.

The aesthetic value of household bedding was always an important factor to nearly half (48.2%) of PPSFT in NCC when making a purchase. These findings are in line with Ball (2011), McCann (2013), Blythe (2008), Stewart (2016), Perner (2008) and Tabel (2009) who demonstrated .

More than half of PPSFT in NCC are always influenced by the durability of household bedding. This finding corresponds to that of Ryan (2014) and Kukes (2013) who stated that people assess the construction of household bedding to determine its durability. PPSFT in NCC considered the durability of household bedding during purchase as their low income did not allow frequent purchase.

Thirty seven percent (37%) of PPSFT in NCC were always influenced by the size of household bedding. These findings are similar with that of Austin (2013) who found that people may purchase household bedding of different sizes as they have different needs. For instance married people or those with partners may require a larger bed such as 5 feet by 6 feet bed or 6 feet by 6 feet bed. Children on the other hand may require much smaller beds such as 3feet by 6feet bed.

Thirty seven percent (37%) of PPSFT in NCC were always influenced by the care requirements of household bedding. A possible explanation for this is that PPSFT in NCC purchased different types of household bedding which had different care requirements for instance laundry of cotton requires a temperature of about 40 degrees above which the fibers may be destroyed. Breyer (2015) also illustrated various ways in which people take care of household bedding for instance dry cleaning, hand washing

or machine washing. It is highly possible that due to the low income levels of PPSFT in NCC they needed to ensure that there would be no added cost to caring for household bedding.

It is interesting to note that special finishes of household bedding was not an important factor influencing purchase of household bedding. Special finishes in household bedding may not be an important factor to PPSFT in NCC as they are more costly for instance Mekan East Africa and Vitafoam Products sell their hollow fibre pillows at four hundred to six hundred shillings whereas a latex and memory foam pillows costs from three thousand shillings onwards depending on the size (Mekan, 2019 & Vitafoam, 2019)

5.4 Psychological Characteristics of PPSFT in NCC

5.4.1 Motivation for Household Bedding Purchase by PPSFT in NCC

The main motives for purchasing household bedding by PPSFT in NCC was when it is worn out and also when need for household bedding arises e.g. having visitors, for warmth, comfort and aesthetic value. This finding concurs with Stewart (2016) who argued that people purchase household bedding to replace aged ones that have stains, faded patterns, frayed hems or uneven distribution of fillings in pillows and duvets.

5.4.2 Knowledge on Household Bedding Sources by PPSFT in NCC

Product knowledge obtained from sales people was the most popular source for PPSFT in NCC. These findings point to inadequate product knowledge on household bedding available as the less information there is about a product the further the customer will go in search for explanation (Hoyer & MacLinnis, 2011)

Most (85.1%) of PPSFT in NCC reported that handling testing and examining the product influenced purchase of household bedding. This was in line with Shah (2016) who argued that many shopping outlets allow customers to feel the textures of household bedding and to test their sizes hence enabling them to gain some experience with the product (Shah, 2016). This finding is also in line with Kukes (2015) who noted that people scratch the surface of household bedding or put them under light to assess those that are of good quality. Mekan (2019) and Vitafoam (2019) reported that they allow customers to sleep on household bedding within their stores in Kenya so that customers can have a feel of their wide variety of their products.

Eighty one percent (80.8%) of PPSFT in NCC stated that they were influenced by product experience while purchasing household bedding. It is highly likely that product experience was an important knowledge stimulus for PPSFT in NCC considering that the highest number was in the age category of 40-49 years. Rani (2014) argued that older people have more buying experience. These findings concur with Chris (2012) who argued that people are more comfortable using products that they have used before.

Sixty nine percent (68.9%) of PPSFT were influenced by product labels. Product labels contain important information such as the brand logo, quality assurance and pricing. Similar findings were reported by Chris (2012) who argued that product labels give more information about a product. PPSFT in NCC may be influenced by product labels considering that in their age bracket (40-49) years they make informative purchases compared to younger people.

Fifty six percent (55.5%) of PPSFT in NCC were influenced by family, friends or neighbours. These findings are in line with Kotler & Keller (2012) and Perreau, 2015

who argued that family members create an environment to develop attitudes and perceptions towards products. He further argued that a person can develop perceptions towards a certain product in the adult life without realizing that the family they grew up in influenced these perceptions.

Only thirty eight percent (38.1%) of PPSFT in NCC were influenced by print media such as newspapers and magazines. This finding is similar with a survey carried out by Rani (2014) which demonstrated that print media has an influence on purchase behaviour. It is however interesting to note that in this digital age the internet and blogs were the least product knowledge stimuli. Connected Women (2015) argued that women, people with low income levels and the aged in Kenya are less likely to have a smartphone or get online. This may be a possible explanation for this finding considering the age of majority (40-49 years) of PPSFT in NCC.

5.4.3 Personalities of PPSFT in NCC that Influence Purchase Behaviour of Household bedding

Silverstein & Sayre (2009) revealed that women have different personalities hence they will exhibit different purchase behaviours. The findings of this study revealed that PPSFT in NCC were pragmatic buyers. This finding points that PPSFT in NCC manage spending their income by getting the best deals out of their household bedding purchase.

The study results further demonstrated that PPSFT in NCC were not loyal buyers of household bedding. It could be possible that PPSFT in NCC were not loyal buyers of household bedding as they do not purchase them frequently. Most PPSFT in NCC stated that they only buy what is practical, useful and durable. PPSFT in NCC may be pragmatic buyers as they have a low income hence not much is available for household

bedding purchase. These findings concur with Han, Nunes and Dreze (2010) who argued that price helps people distinguish products that they can afford.

5.5 Purchase Behaviour of Household bedding by PPSFT in NCC

5.5.1 Household Bedding Type and Category Choice

PPSFT in NCC purchased different types of household bedding namely pillows, bed sheets, pillow cases, duvets, bedcovers, blankets, bed sheets and mattress protectors. This finding is in line with Stewart (2016) who argued that there are different kinds of household bedding in the market and people may purchase any of them. These findings concurred with Bartosch (2015), Barnes (2011) and Stewart (2010) who argued that people purchase different types of household bedding depending on their function. For instance PPSFT in NCC indicated that they purchased blankets and duvet which are used to provide warmth whereas pillows are used for decoration and to lay the head.

The results of this study indicate that PPSFT in NCC purchased various categories of household bedding as they did not have a particular preference for new or used household bedding, complete set or single set of household bedding, locally produced household bedding or imported household bedding. This finding is in line with Levin and Milgrom (2004) who noted that there are different categories of household bedding in the market and people may purchase any of them.

5.5.2 Household Bedding Brand Choice by PPSFT in NCC

Wambugu (2014) argued that people assess the price of different products available in the market to distinguish those that they can afford. According to the current study PPSFT in NCC purchased household bedding that was within their budget and did not view higher priced products to be of higher quality. This finding proves that PPSFT in NCC were very cautious buyers.

The study further reveals that PPSFT in NCC did not have preference for a particular brand of household bedding as they bought any brand in the market as long as it was functional. The results also indicate that PPSFT in NCC do not purchase the same brand every time proving that they are not loyal buyers to any brand of household bedding. The study also indicates that PPSFT are cautious while selecting from different brands of household bedding as they always ask for more information before making a purchase.

5.5.3 Household Bedding Retail Outlet Choice by PPSFT in NCC

The highest percentage of PPSFT in NCC stated they were 'always' influenced by location outlets with helpful and knowledgeable salesman. This finding is in line with Shah (2016) who argued that sales staffs provide product knowledge to customers. More than half of PPSFT in NCC preferred shopping outlets that have a wide variety of products to choose from. This finding is in line with Sayers (2014) who stated that people have varying preferences and may purchase any products in the market.

Seventy four percent of PPSFT in NCC stated that they were 'always' influenced by the shopping outlet was important when selecting shopping outlet for household bedding purchase. Good security and reputation of shopping outlet was also an important factor in selecting the shopping outlet for household bedding purchase. Similar results were reported by Nina (2014) who noted that Kenyans preferred shopping in areas which were safe for instance areas not renowned for attack by pick pockets and carjacking.

5.5.4 Household Bedding Purchase Frequency

The study established that most PPSFT in NCC purchased household bedding after more than three years. This finding is not in line with recommendations from Burch

(2019) who argued that people should change household bedding every two years. PPSFT in NCC listed low income and durable household bedding as reasons for not purchasing household bedding frequently. PPSFT in NCC further indicated that they only replaced household bedding when worn out. It is very possible that PPSFT do not change household bedding frequently as they should due to their income levels.

5.6 Relationship between Age, Job Position and Monthly Income of PPSFT in NCC and Purchase Behaviour of Household Bedding

5.6.1 Relationship between Age of PPSFT and Purchase Behaviour of Household Bedding

A chi-square test carried out on the relation between age of PPSFT in NCC and purchase behaviour of household bedding confirms a significant relationship. This finding implies that the age of PPSFT influences the type of household bedding that they purchase. This finding is in line with Rani (2014) and Ganter (1998) who stated that the kind of things people buy changes as they age for instance old people may have a higher purchasing power due to higher income levels and fewer obligations. Most PPSFT in NCC are between the ages of forty to forty nine years hence this may have influenced their type of purchase. The researchers also found that the youth have less buying experience and fewer obligations hence they purchase products that they want to try out.

5.6.2 Relationship between Job Position of PPSFT in NCC and Purchase Behaviour of Household Bedding.

This study found that job position had no significant influence on the purchase behaviour of household bedding by PPSFT in NCC. This finding therefore did not concur with Kotler & Keller (2012) who indicated that people's roles influence purchase

behaviour for instance people with higher roles may select better quality household bedding brands and shop at locations that match their higher status quo.

5.6.3 Relationship between the Monthly Income of PPSFT in NCC with Purchase Behaviour of Household bedding.

This study found a significant relationship between the monthly income of PPSFT in NCC with purchase behaviour of household bedding. A similar observation was made by Ramya & Mohammed (2016) who noted that income determines what a consumer can afford to purchase. They also found that as the income level of a consumer increases expenditures and the need for luxuries also increases. PPSFT in NCC have low income levels hence they may not have much to purchase household bedding with suitable product characteristics such as durability.

CHAPTER SIX: SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

6.1 SUMMARY OF FINDINGS

6.1.1 Demographic Characteristics of PPSFT in NCC

The highest proportion of PPSFT in NCC was in the age bracket of 40-49 years. Most PPSFT in NCC were married with the rest being single, widowed or divorced. PPSFT in NCC have varying education levels with the minimum being Primary Teacher education (P1) Certificate. PPSFT in NCC had various roles such as lower primary teacher, upper primary teacher, class teacher, deputy teacher and head teacher. The highest percentage of PPSFT in NCC earns an income of between Kenya Shillings 20,000 to 29,999. More than half (73.9%) of PPSFT in NCC rely solely on their monthly income to meet their needs. Majority (56.5%) of PPSFT in NCC had between one to three dependents with a few (1.5 %) having above seven dependents.

6.1.2 Product Characteristics of Household Bedding Purchased by PPSFT in NCC

The price of household bedding was an important determinant of purchase behaviour of household bedding by PPSFT in NCC. Raw materials used to make household bedding e.g. textiles used, fibre type, content & type of filling were an important influence in purchase behaviour of household bedding by PPSFT in NCC. Nearly half of PPSFT considered the aesthetic value of household bedding during purchase. The largest number of PPSFT in NCC considered the durability of household bedding during purchase. The size of household bedding was an important factor in purchase of household bedding. Most PPSFT in NCC are always influenced by the care requirements of household bedding. Special finishes in household bedding is not a very important factor in purchase of household bedding.

6.1.3 Psychological Characteristics of Household bedding Influencing PPSFT in NCC

Most PPSFT in NCC purchased household bedding when a need arose or when the old ones showed signs of aging for warmth and comfort. The study revealed that the most (85.1%) popular source of product knowledge for household bedding was obtained from sales people, product experience (80.8%) followed by good experience at shopping outlet (76.2%). Only a few PPSFT in NCC were influenced by print media (38.1%) and online media (21.4%). The study revealed that the largest numbers of PPSFT in NCC were pragmatic buyers and only purchased what was within their budget. They were also not loyal customers as they did not purchase household bedding frequently. Most PPSFT in NCC only purchased household bedding which were practical, durable and useful.

6.1.4 Purchase Behaviour of Household bedding by PPSFT in NCC

The study revealed that PPSFT in NCC purchased different types and categories of household bedding. The low income of PPSFT in NCC did not allow them to purchase household bedding frequently as they only made purchases when household bedding was worn out or when a need arose. PPSFT in NCC purchased household bedding that was within their budget and did not view those with higher price to be of higher quality. PPSFT in NCC did not have a preference for popular or reputable brands of household bedding. The study reveals that they always asked for information about the brand of household bedding before making a purchase. Majority of PPSFT in NCC did not purchase the same brand of household bedding. The findings of this study show that PPSFT in NCC preferred shopping from outlets that had knowledgeable salesmen. Majority of PPSFT in NCC shopped for household bedding in outlets that were

accessible and had a wide variety of products to choose from. Good security and reputation of shopping outlet was also an important consideration in purchase of household bedding.

6.1.5 Relationship between the Age, Income and Job position of PPSFT in NCC with Purchase Behaviour of Household bedding.

The age of PPSFT in NCC influenced the purchase behaviour of household bedding. The job position of PPSFT in NCC never influenced purchase behaviour of household bedding. The monthly income of PPSFT in NCC influenced purchase behaviour of household bedding.

6.2 CONCLUSIONS

Based on the findings of this study the following conclusions were made.

1. PPSFT in NCC had varying demographic characteristics such as age, income, marital status, education level, job position and number of dependents therefore they had varying needs for household bedding.
2. PPSFT in NCC were always observant on the price, raw materials, durability, size care requirements, special finishes and aesthetic value when making purchase decisions on household bedding.
3. PPSFT in NCC purchased different types and categories of household bedding which are available in the market.
4. PPSFT in NCC purchased household bedding after more than three years or only when a need arose as they could not afford to make more frequent purchases due to their low income levels.
5. PPSFT in NCC were cautious buyers as they only purchased brands that were durable, practical and useful and could serve them longer.

6. Knowledge from salesmen and previous product experience provided the most important basis for purchasing household bedding for PPSFT in NCC.

6.3 RECOMMENDATIONS

The study findings led to various recommendations in relation to policy, practice and further research as highlighted below.

6.3.1 Recommendations for policy

1. Household bedding in the market should be made affordable and suitable in terms of warmth, comfort, ease of care, aesthetic appeal, durability and suitable special finishes increasing the number of people likely to purchase them.

6.3.2 Recommendations for practice

1. Household bedding manufacturers and retailers should understand the demographic characteristics of their customers such as age, marital status, income, job position and number of dependents as this will aid in offering products that appeals to the right target customers.
2. Household bedding companies and sellers should maximize on popular product knowledge channels preferred by PPSFT in NCC such as information from salesmen to ensure that their customers are well informed of their products.

6.3.2 Recommendations for further research

In view of the findings of this study the following were suggested for further studies

1. Further research should be conducted to determine the purchase behaviour of household bedding among female teachers in private primary schools as this

study was limited to Public Primary School Female Teachers who have a standardised salary scale and minimum education requirements.

2. Further research should be also conducted among different groups of women, such as the unemployed, employed part-time or full time. They may have varying demographic characteristics such as age and income and this will create more insight to retailers and consumers of household bedding on important factors that influence purchase decisions.
3. Further research needs to be conducted within rural regions in Kenya as the findings of this study are limited to Nairobi City County which is cosmopolitan and products appear here first before moving to other regions.

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APPENDICES

Appendix A: Letter of Consent

Date.....

Serial no.....

Karoro Angela Warau,
 Kenyatta University,
 Fashion Design and Marketing,
 P.O. Box 43844 Nairobi.

Dear Sir/Madam,

My name is Angela Warau Karoro. I am a Masters student at Kenyatta University. I am conducting a study on ‘Purchase Behaviour of Household bedding by Public Primary School Female Teachers in Nairobi City County Kenya’ The findings of this study will create insight to retailers and consumers of household bedding by highlighting the important factors that influence the purchase decisions of PPSFT in NCC.

Procedures to be followed

Participation in this study will require that you fill in a questionnaire containing both close ended and open-ended questions in order to determine the purchase behaviour of household bedding by Public Primary School Female teachers in Nairobi City County, Kenya.

You have the right to refuse participation in this study. Please remember that participation in this study is voluntary. You may ask questions related to the study at any time.

You may refuse to respond to any questions and you may stop answering the questionnaire. You may also stop being in the study at any time without any consequences.

Discomforts and risks

Participation in this study is voluntary and there are no known or anticipated risks. Some of the questions you will be asked are an intimate subject and may be embarrassing or make you uncomfortable. If this happens, you may refuse to answer these questions if you choose so. You may also stop the interview at any time.

Benefits

If you participate in this study you will help us to learn important purchase decisions taken by Primary School Female Teachers in Nairobi City County during household bedding purchase. There is no compensation for responding.

Confidentiality

The interviews and examinations will be conducted in a private setting within the school and will be arranged at a convenient schedule e.g. during break time and lunch time. Your name will not be recorded on the questionnaire. The questionnaire will be kept in a locked cabinet for safe keeping at Kenyatta University. Everything will be kept private.

Contact Information

If you have any questions you may contact Dr Gladwell Mbugua; Supervisor or Dr J. Isika; Supervisor 2. On +254-208710901 or the Kenyatta University Ethical Review Committee Secretariat on chairman.kuerc@ku.ac.ke, secretary kuerc@ku.ac.ke.
Ercku2008@gmail.com

Participant's statement

The above information regarding my participation 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. My participation in this study is entirely voluntary. I understand that I have the right to refuse participation in this study and I may stop being in the study at any time without any consequences.

Code of participant.....

.....

.....

Signature or thumbprint

Date

Investigator's Statement

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

Participant Signature

Appendix B: Ethical Review Committee Clearance Letter



Fax: 8711242/8711575
 Email: kuerc.chairman@ku.ac.ke
 kuerc.secretary@ku.ac.ke
 Website: www.ku.ac.ke

P.O. Box 43844
Nairobi, 00100
 Tel: 8710901/12

APPLICATION NUMBER: PKU/788/1856 “PURCHASE BEHAVIOUR OF HOUSEHOLD BEDDING BY PUBLIC PRIMARY SCHOOL FEMALE TEACHERS IN NAIROBI CITY COUNTY, KENYA”

Our Ref: **KU/ERC/APPROVAL/VOL.1 (217)**

Date: 19th January, 2019

Karoro Angela Warau
 P.O Box 43844, 00100
 Nairobi

Dear Karoro

1. IDENTIFICATION OF PROTOCOL

The application before the committee is with research topic “**Purchase Behaviour of Household bedding by Public Primary School Female Teachers in Nairobi, City County, Kenya**” received on 14th August, 2018 and discussed on 17th January 2019.

2. APPLICANT

Karoro Angela Warau

3. SITE

Nairobi City County

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 17th January 2019.**

Appendix C: Questionnaire**INSTRUCTIONS**

Household bedding in this study refers to any textiles placed on top of the mattress of a bed used to cover the body during sleep at home e.g. blanket, pillows, duvets, duvet cover and bed sheets. Please mark (X) to the most appropriate response that applies to you or fill in the blank space provided.

Section A: Demographic characteristics

1. Age group

- 20-29
- 30-39
- 40-49
- Above 50

2. Marital status

- Single
- Married
- Living with a partner
- Divorced
- Widowed

3. Highest level of education

- P2
- P1
- S1/Diploma
- B.Ed.
- MEd
- Other.....

4. What is your job position

.....

5. Indicate your gross monthly income (Ksh)

- 5,000 – 9,999
- 10,000 – 19,999
- 20,000 - 29,999
- 30,000 – 39,999
- Above 40,000

6. State any other sources of income

.....

.....

7. State the number of dependents in your household

.....

SECTION B: PRODUCT CHARACTERISTICS OF HOUSEHOLD BEDDING

1. On a scale of 1 to 5 indicate using the mark (X) how the following product characteristics influence you to purchase household bedding where 1= Never, 2= Rarely, 3= Sometimes, 4= Often, 5= Always

	Product characteristics	Never	Rarely	Sometimes	Often	Always
1.	Price of household bedding e.g. for warmth during sleep, support of neck & head, decoration					
2.	Raw materials for household bedding e.g. textiles used, fibre type and content, type of filling for pillows and duvets, warmth distribution					
3.	Aesthetic value of household bedding e.g. African prints,					

	geometric shapes, plain colours, construction methods					
4.	Durability of household bedding e.g. proper construction of seams, even thickness of fabric thread					
5.	Size of household bedding e.g. king size, queen size, twin size, single size					
6.	Care requirements for household bedding e.g. washing, drying, bleaching, dry clean					
7.	Special finishes e.g. easy care, hypoallergenic, antimicrobial					

SECTION C: PSYCHOLOGICAL CHARACTERISTICS

1. List what factors motivates you to purchase household bedding

.....

2. On a scale of 1-5 indicate using the mark (X) how the following statements regarding product knowledge that influence you to purchase household bedding where; 1=Never 2= Rarely 3= Sometimes 4= Often 5= Always

	Never	Rarely	Sometimes	Often	Always
I purchase household bedding recommended by family members, friends or neighbours					
I purchase household bedding based on the product knowledge I get from					

advertises or household bedding packaging,					
I purchase household bedding based on the product knowledge I get on the internet or blogs					
I purchase household bedding based on the product knowledge from print media e.g. newspapers, magazines					
I purchase household bedding based on the product information found in quality assurance and product labels					
I purchase household bedding recommended by sales people					
I purchase household bedding which I have used and had a good experience with it					
Good experience with salespeople at the shopping outlet					
Handling, testing or examining the product					

3. On a scale of one to five indicate using a mark (X) how the following statements regarding personality influence you to purchase household bedding where 1= Never, 2= Rarely, 3= Sometimes, 4= Often, 5= Always

	Never	Sometimes	Rarely	Often	Always
I look for promotions, deals and discounts					
I make impulse buying decisions					
I take time to compare between alternative products					
I buy the same product every time					
I have my own standards which determine what I purchase					

SECTION D: PURCHASE BEHAVIOUR OF HOUSEHOLD BEDDING

1a). How often do you purchase household bedding?

.....

b). Give reasons for your answer

.....

2. List the types of household bedding you purchase

.....

2b.) On a scale of one to five indicate using the mark (X) which of the following statements regarding categories of household bedding influence you to purchase household bedding where; 1= Never 2= Rarely 3= Sometimes 4= Often 5= Always

	Never	Rarely	Sometimes	Often	Always
I purchase new household bedding					
I purchase used household bedding					
I purchase complete set of household bedding e.g. (Pack of duvet & pillow case)					
I purchase single set e.g. bed sheet					
I purchase locally produced household bedding					
I purchase imported household bedding					

3. On a scale of one to five indicate using the mark (X) how the following statements regarding brand of household bedding influence you to purchase household bedding where; 1= Never 2= Rarely 3= Sometimes 4= Often 5= Always

	Never	Rarely	Sometimes	Often	Always
I only buy what is within my budget					
I view household bedding with higher price to be of higher quality					
I only purchase popular brands of household bedding					

I only purchase household bedding from reputable brands					
I only purchase the best brand of household bedding available					
I purchase the same brand of household bedding every time					
I always ask for information about the brand before I purchase it					
I do not mind buying any brand on the shelf as long as the product is functional					

4. On a scale of one to five indicate using the mark (X) how the following statements regarding location of shopping outlet influence you to purchase household bedding where 1= Never, 2= Rarely, 3= Sometimes, 4= Often, 5= Always

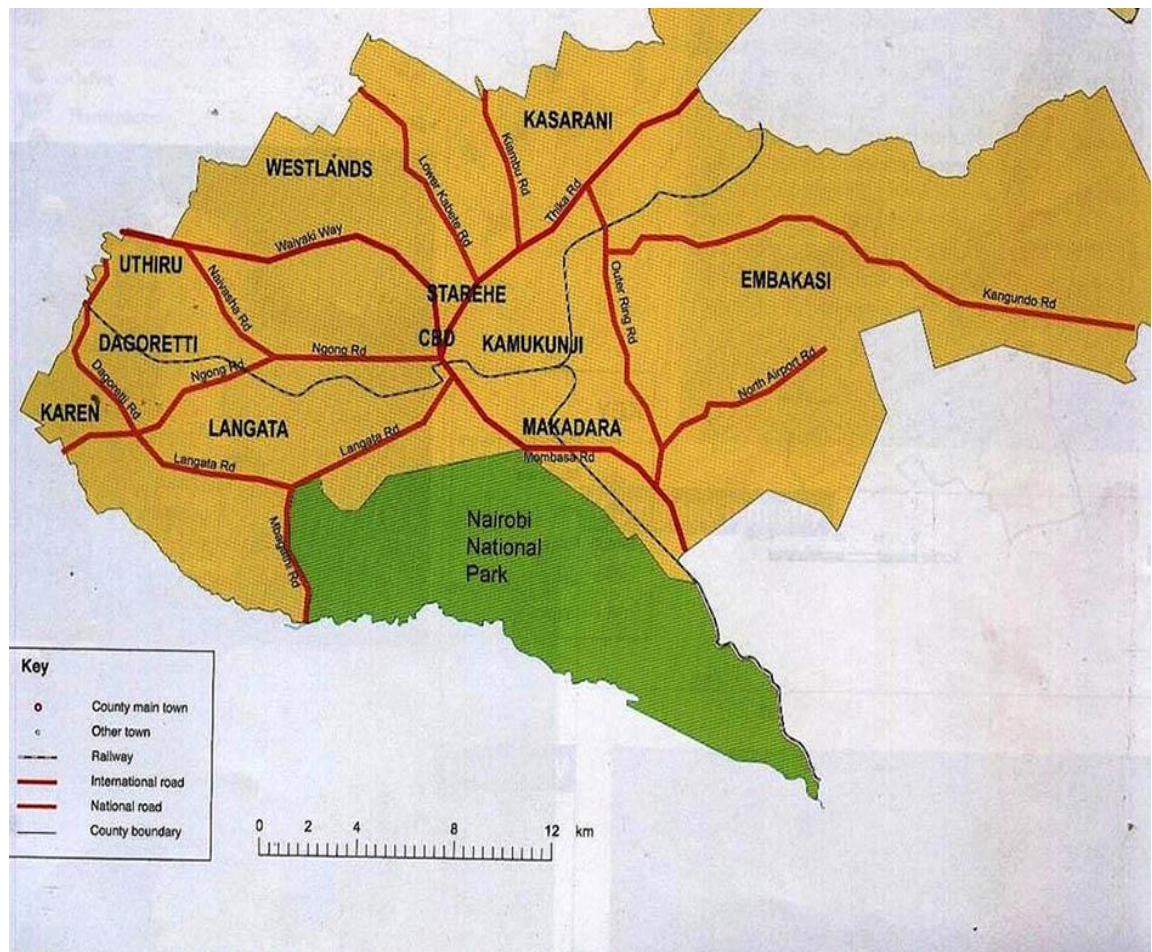
	Never	Rarely	Sometimes	Often	Always
I buy from shopping outlets which are easily accessible					
I buy from shopping outlets that have good security and a good reputation					
I buy from shopping outlets with friendly, helpful and knowledgeable salesmen					

I buy from shopping outlets where goods are well displayed and easy to view					
I buy from shopping outlets which have a wide variety of products to choose from					

Thank you for your time.

Karoro Angela Warau

Appendix D: Map of Nairobi City County, Kenya



Source: Nairobi City County (2014)

Appendix E: Public Primary Schools in Nairobi City County, Kenya

	NAME OF PRIMARY SCHOOL	SUBCOUNTY
1.	MBAGATHI PRIMARY SCHOOL	DAGORETTI
2.	NEMBU PRIMARY	DAGORETTI
3.	KAWANGWARE PRIMARY	DAGORETTI
4.	TOI PRIMARY	DAGORETTI
5.	RIRUTA HGM PRIMARY	DAGORETTI
6.	DAGORETTI MUSLIM PRIMARY	DAGORETTI
7.	KINYANJUI ROAD PRIMARY	DAGORETTI
8.	JOSEPH KANGETHE PRIMARY	DAGORETTI
9.	JAMHURI PRIMARY	DAGORETTI
10.	GATINA PRIMARY	DAGORETTI
11.	MUTUINI PRIMARY	DAGORETTI
12.	KAGIRA PRIMARY	DAGORETTI
13.	KIRIGU PRIMARY	DAGORETTI
14.	WATHAKA SPECIAL PRIMARY SCHOOL	DAGORETTI
15.	DAGORETTI SPECIAL SCHOOL	DAGORETTI
16.	DAGORETTI GIRLS REHABILITATION	DAGORETTI
17.	RUTHIMITU PRIMARY SCHOOL	DAGORETTI
18.	DR. MUTHIORA PRIMARY SCHOOL	DAGORETTI
19.	GITIBA PRIMARY SCHOOL	DAGORETTI
20.	RIRUTA SATELLITE PRIMARY	DAGORETTI
21.	KABIRIA PRIMARY SCHOOL	DAGORETTI

22.	SHADRACK KIMALEL PRIMARY SCHOOL	DAGORETTI
23.	NDURARUA PRIMARY SCHOOL	DAGORETTI
24.	UNITY PRIMARY SCHOOL	EMBAKASI
25.	UTAWALA ACADEMY	EMBAKASI
26.	KAYOLE 1 PRIMARY SCHOOL	EMBAKASI
27.	TUMAINI PRIMARY SCHOOL	EMBAKASI
28.	OUR LADY OF NAZARETH PRIMARY SCHOOL	EMBAKASI
29.	VISIONS PRIMARY SCHOOL	EMBAKASI
30.	MAUA PRIMARY SCHOOL	EMBAKASI
31.	EMBAKASI GARISSON PRIMARY	EMBAKASI
32.	MWANGAZA PRIMARY	EMBAKASI
33.	EMBAKASI PRIMARY	EMBAKASI
34.	THAWABU PRIMARY SCHOOL	EMBAKASI
35.	BONDENI PRIMARY SCHOOL	EMBAKASI
36.	KOMAROCK PRIMARY SCHOOL	EMBAKASI
37.	OUR LADY OF NAZARETH PRIMARY	EMBAKASI
38.	TUMAINI PRIMARY	EMBAKASI
39.	KIFARU PRIMARY	EMBAKASI
40.	EDELVALE PRIMARY	EMBAKASI
41.	IMARA PRIMARY	EMBAKASI
42.	DONHOLM PRIMARY	EMBAKASI
43.	AEF REUBEN PRIMARY	EMBAKASI
44.	KWA NJENGA PRIMARY	EMBAKASI
45.	UMOJA PRIMARY	NJIRU

46.	RONALD NGALA PRIMARY	NJIRU
47.	USHIRIKA PRIMARY	NJIRU
48.	KARIOBANGI SOUTH PRIMARY	NJIRU
49.	DANDORA PRIMARY	NJIRU
50.	BUSARA PRIMARY	NJIRU
51.	ST. DOMINICS PRIMARY	NJIRU
52.	KAYOLE NORTH PRIMARY SCHOOL	NJIRU
53.	KANGUNDO RD PRIMARY SCHOOL	NJIRU
54.	JAMES GICHURU PRIMARY SCHOOL	NJIRU
55.	WANGU PRIMARY	NJIRU
56.	DRUMVALE PRIMARY	NJIRU
57.	NJIRU PRIMARY	NJIRU
58.	USHIRIKA PRIMARY	NJIRU
59.	TOM MBOYA PRIMARY	NJIRU
60.	GITUAMBA PRIMARY	NJIRU
61.	PETER KIBUKOSYA PRIMARY	NJIRU
62.	ATHI PRIMARY	NJIRU
63.	RUAI PRIMARY	NJIRU
64.	JEHOVAH JIREH PRIMARY	NJIRU
65.	NGUNDU PRIMARY	NJIRU
66.	EASTLEIGH AIRPORT PRIMARY	KAMUKUNJI
67.	MUTHURWA PRIMARY	KAMUKUNJI
68.	UHURU ESTATE PRIMARY	KAMUKUNJI
69.	HESHIMA ROAD PRIMARY	KAMUKUNJI

70.	OUR LADY OF MERCY GIRLS SHAURI	KAMUKUNJI
71.	BAHATI UTHURU PRIMARY	KAMUKUNJI
72.	KIMATHI PRIMARY	KAMUKUNJI
73.	MORRISON PRIMARY	KAMUKUNJI
74.	DR LIVINGSTONE PRIMARY	KAMUKUNJI
75.	NAIROBI RIVER PRIMARY	KAMUKUNJI
76.	NEW EASTLEIGH PRIMARY	KAMUKUNJI
77.	ZAWADI PRIMARY	KAMUKUNJI
78.	MOI AIRBASE PRIMARY	KAMUKUNJI
79.	MOI FORCES ACADEMY	KAMUKUNJI
80.	ST THERESAS BOYS PRIMARY	KAMUKUNJI
81.	NEW PUMWANI PRIMARY	KAMUKUNJI
82.	BURUBURU 1 PRIMARY	KAMUKUNJI
83.	ROYSAMBU PRIMARY	KASARANI
84.	KAHAWA PRIMARY	KASARANI
85.	KAMITI PRIMARY	KASARANI
86.	KAHAWA GARISSON PRIMARY	KASARANI
87.	GITHURAI PRIMARY	KASARANI
88.	GARDEN ESTATE PRIMARY	KASARANI
89.	KENYATTA UNIVERSITY PRIMARY	KASARANI
90.	MAHIGA PRIMARYKIWANJA PRIMARY	KASARANI
91.	MARARUI PRIMARY	KASARANI
92.	NJATHAINI PRIMARY	KASARANI
93.	NGUNYUMU PRIMARY	KASARANI

94.	NGUNYUMU PRIMARY	KASARANI
95.	MATAHARE 4A PRIMARY	KASARANI
96.	THIKA RD PRIMARY	KASARANI
97.	G.S.U PRIMARY	KASARANI
98.	DANIEL COMBONI PRIMARY	KASARANI
99.	MUTHAIGA PRIMARY	KASARANI
100.	MARURA PRIMARY	KASARANI
101.	M.M. CHANDARIA PRIMARY	KASARANI
102.	KASARANI PRIMARY	KASARANI
103.	KARIOBANGI NORTH PRIMARY	KASARANI
104.	MUREMA PRIMARY	KASARANI
105.	MATHARE NORTH PRIMARY SCHOOL	KASARANI
106.	BABA DOGO PRIMARY SCHOOL	KASARANI
107.	DRIVE IN PRIMARY SCHOOL	KASARANI
108.	TREESIDE SPECIAL SCHOOL	LANGATA
109.	KAREN C PRIMARY SCHOOL	LANGATA
110.	NGONG FOREST PRIMARY	LANGATA
111.	ST MARYS KAREN PRIMARY	LANGATA
112.	AYANY PRIMARY SCHOOL	LANGATA
113.	LANGATA ROAD PRIMARY	LANGATA
114.	RAILA EDUCATION CENTRE	LANGATA
115.	NGEI PRMARY	LANGATA
116.	KONGONI PRIMARY SCHOOL	LANGATA
117.	LANGATA WEST PRIMARY	LANGATA


118.	UHURU GARDENS PRIMARY	LANGATA
119.	MADARAKA PRIMARY SCHOOL	LANGATA
120.	OLYMPIC PRIMARYS SCHOOL	LANGATA
121.	LANGATA BARACKS PRIMARY	LANGATA
122.	KIBERA PRIMARY	MAKADARA
123.	RABAI ROAD PRIMARY	MAKADARA
124.	BARAKA PRIMARY	MAKADARA
125.	HARAMBEE PRIMARY	MAKADARA
126.	OFAFA JERICHO PRIMARY	MAKADARA
127.	ST MICHAELS PRIMARY	MAKADARA
128.	ST ANNES PRIMARY	MAKADARA
129.	DR. KRAPF PRIMARY	MAKADARA
130.	ST. PAULS PRIMARY	MAKADARA
131.	MARTIN LUTHER PRIMARY	MAKADARA
132.	MARIAKANI PRIMARY	MAKADARA
133.	JOSEPH APUDO PRIMARY	MAKADARA
134.	MAKONGENI PRIMARY	MAKADARA
135.	PLAINSVIEW PRIMARY	MAKADARA
136.	ST.ELIZABETH PRIMARY	MAKADARA
137.	ST. BAKHITA PRIMARY	MAKADARA
138.	MUKURU PRIMARY	MAKADARA
139.	NAIROBI SOUTH PRIMARY	MAKADARA
140.	NILE RD. SPECIAL SCHOOL	MAKADARA
141.	ST. JOHNS PRIMARY	MAKADARA

142.	BIDII PRIMARY	MAKADARA
143.	KALOLENI PRIMARY SCHOOL	MAKADARA
144.	ST PATRICKS PRIMARY	MAKADARA
145.	ST. CATHERINES PRIMARY SCHOOL	MAKADARA
146.	NILE RD SCHOOL	MAKADARA
147.	JOGOO RD SCHOOL	MAKADARA
148.	CANON APOLO PRIMARY SCHOOL	MAKADARA
149.	RIVERBANK PRIMARY SCHOOL	STAREHE
150.	PUMWANI PRIMARY SCHOOL	STAREHE
151.	S.S.D PRIMARY SCHOOL	STAREHE
152.	MURANGA PRIMARYS SCHOOL	STAREHE
153.	PARKLANDS PRIMARY SCHOOL	STAREHE
154.	DR. AGGREY PRIMARY	STAREHE
155.	NDURURUMO PRIMARY	STAREHE
156.	AINSWORTH PRIMARY	STAREHE
157.	ARYA PRIMARY	STAREHE
158.	KIBORO PRIMARY	STAREHE
159.	NGETHU PRIMARY	STAREHE
160.	RACECOURSE PRIMARY	STAREHE
161.	VALLEY BDRIDGE PRIMARY	STAREHE
162.	SALAMA PRIMARY	STAREHE
163.	MUSLIM PRIMARY	STAREHE
164.	ST. THERESA GIRLS PRIMARY	STAREHE
165.	ISLAMIA PRIMARY	STAREHE

166.	ST. BRIGIDS PRIMARY	STAREHE
167.	PANGANI PRIMARY	STAREHE
168.	HURUMA PRIMARY	STAREHE
169.	MOI AVENUE PRIMARY	STAREHE
170.	ST. PETER CLAVERS PRIMARY	STAREHE
171.	PARKROAD PRIMARY	STAREHE
172.	C.G.H.U PRIMARY SCHOOL	STAREHE
173.	JUJA ROAD PRIMARY SCHOOL	STAREHE
174.	PUMWANI PRIMARY SCHOOL	STAREHE
175.	DAIMA PRIMARY SCHOOL	STAREHE
176.	MATHARE TECHNICAL SPECIAL SCHOOL	STAREHE
177.	CITY PRIMARY SCHOOL	STAREHE
178.	KABETE VET LAB PRIMARY SCHOOL	STAREHE
179.	MATHARI PRIMARY SCHOOL	STAREHE
180.	KABETE VET LAB PRIMARY SCHOOL	WESTLANDS
181.	KIHUMBUNI PRIMARY SCHOOL	WESTLANDS
182.	NAIROBI PRIMARY SCHOOL	WESTLANDS
183.	MILIMANI PRIMARY SCHOOL	WESTLANDS
184.	LAVINGTON PRIMARY SCHOOL	WESTLANDS
185.	STATE HOUSE PRIMARY SCHOOL	WESTLANDS
186.	KILELESHA PRIMARY SCHOOL	WESTLANDS
187.	MUTHANGARI PRIMARY SCHOOL	WESTLANDS
188.	NEW KIHUMBANI PRIMARY SCHOOL	WESTLANDS
189.	KILIMANI PRIMARY	WESTLANDS


190.	AGA KHAN PRIMARY	WESTLANDS
191.	FARASI LANE PRIMARY	WESTLANDS
192.	VISA OSHWAL PRIMARY	WESTLANDS
193.	BOHRA PRIMARY SCHOOL	WESTLANDS
194.	HOSPITAL HILL PRIMARY	WESTLANDS
195.	HIGHRIDGE PRIMARY	WESTLANDS
196.	JACARANDA SPECIAL SCHOOL	WESTLANDS
197.	NORTH HIGHRIDGE PRIMARY	WESTLANDS
198.	MUGUGA GREEN PRIMARY	WESTLANDS
199.	WESTLANDS PRIMARY	WESTLANDS
200.	KARURA FOREST PRIMARY	WESTLANDS
201.	CHELETA PRIMARY	WESTLANDS
202.	LOWER KABETE PRIMARY	WESTLANDS
203.	KANGEMI PRIMARY	WESTLANDS
204.	ST. GEORGES PRIMARY	WESTLANDS
205.	LORESHO PRIMARY	WESTLANDS

Appendix F: NaCOSTI Permit


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