

FACTORS THAT INFLUENCE CLOTHING PREFERENCES
AND BUYING PRACTICES AMONG THE ELDERLY IN
KOROGOCHO SUB-LOCATION IN NAIROBI "

BY

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HOME ECONOMICS AT KENYATTA UNIVERSITY

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DECLARATION

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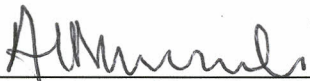


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DEDICATION

This work is dedicated to my parents and husband.

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I wish to express my gratitude to all those who assisted me in one way or another during my post graduate programme at Kenyatta University.

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ABSTRACT

This study was a survey research. It was conducted to investigate the factors that influence clothing preferences and buying practices among the elderly in Korogocho sub-location in Nairobi. Causes of satisfaction and dissatisfaction among the elderly with the available clothing on the market as they wore them were also investigated.

The major objectives of this study were to

(1) determine demographic information of the elderly used in the study, (2) to determine the clothing preferences and acquiring practices of the elderly,

(3) to examine the effect of physiological, psychological and socio-economic factors on clothing preferences and buying practices of the elderly and

(4) to investigate the causes of satisfaction and dissatisfaction among the elderly with the clothing on the Kenyan market.

Data were collected using interview schedules which were administered by the researcher to a sample of 30 males and 30 females at Korogocho sub-location starting from July to September, 1993. The data were analyzed by the use of frequencies and percentages.

According to the findings, the physiological factor that most influenced the elderly as far as clothing preferences were concerned, was weight change in the form of weight decrease. The psychological factors that most influenced the elderly consumers'

clothing preferences and buying practices included items in which one looked attractive, cost of the items, colours one preferred and wearing clothing for occasion. The socio-economic factors that had most influence on the elderly consumers' clothing preferences and buying practices were the social activities one engaged in, the amount of money available, religious beliefs or norms, and what was accepted by agemates, the children and the society.

The elderly consumers expressed their clothing preferences. It was evident that they were dissatisfied with the available items of clothing they wore from the Kenyan market. They expressed the need to have clothing items designed for the elderly, to cater to the needs, fabric texture, colour and design. They also expressed the need for improvement on the style and the fasteners to cater to the elderly consumers.

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CHAPTER ONE

Introduction and Background Information

In African societies, the elderly are defined as those who are unable to contribute actively to the labour and leadership obligations of adulthood (Cox and Mberia, 1976). The most obvious and simplest way to define the term elderly is to use chronological age. Sixty five years is referred to as the cut-off point because various retirement regulations and income deductions use it. However, in Kenya, the retirement age is fifty five years although an individual can opt to retire as early as forty years.

Between 1945 and 1950, life expectancy for Kenyans was 37.5 years and between 1980 and 1985 it was 55 years (Kenya population census 1962 and 1979). At present-day, Kenyans have a longer life expectancy of 63 years (population Reference Bureau, 1991). According to Kenya's Health Minister (1992), Kenyan's life expectancy has risen up by 14 years since Independence due to improved health and nutrition services countrywide. This means that in the very near future, there will be a big population of the elderly in Kenya. Makotsi and Kamotho (1992) reported that given the country's current population of 23 million, the number of elderly people is expected to skyrocket to more than 3.5 millions within the next few years.

Although some of the retired elderly return to their rural homes, some remain in the urban centres after retirement. Other elderly

people have migrated to the urban centres to live with relatives in the trend of rural-urban migration which was 22% in 1991 (Population Reference Bureau). The elderly in the rural areas may not have much socio-cultural and economic problems since the traditional norms of caring for the elderly, based on family systems, still prevail. However, in the urban centres, the elderly are likely to suffer the rapid socio-cultural and economic changes, and western influence. They are likely to feel the pinch of poverty and maladjustment because some were once wage or salary earners. The pinch of these changes and influences on the elderly include their basic needs like shelter, food, clothing and other expenses associated with urban life.

A study by Khasiani (1983) on the "Effectiveness of the family and other organizations in meeting the socio-economic needs of the aging population in Kenya" confirmed the above problems of the elderly. In the study, Khasiani found out that the elderly in the urban centres preferred to be taken care of in the fifteen old people's homes five of which are in Nairobi. On the other hand, Kithinji (1988) found out that 90% of the retired men and women in the rural areas rejected the idea of being taken to such homes. Cox and Mberia, (1976) in their study in a rural set-up also observed that the elderly preferred being assisted while they stayed in their familiar environments. The contrast in these studies implies that the elderly in the urban centres have more socio-cultural and economic problems which are likely to affect their basic needs, including clothing preferences and buying practices. The other factors that may influence clothing

preferences and buying practices include physiological and psychological factors.

The physiological changes that occur in the elderly include the changing physical body. These changes affect the posture and mobility of the older persons so that they cannot wear clothing that is designed for younger people. For instance, they may require clothing that are longer and looser and do not expose their sagging muscles.

The psychology of the elderly is also likely to influence their clothing preferences and buying practices. Clothing has been termed a symbol of psychological importance to the individual and it is one of the primary needs of mankind. Due to age, the elderly may be resistant to change as they cling to traditional beliefs and as such clothing that satisfy their psychological needs need to be considered.

Kenyans have been affected by socio-cultural and western influences and consequently their mode of clothing has been influenced. Unlike many African countries such as Uganda and Nigeria, Kenya does not have a traditional dress. This is due to the fact that Kenyans abandoned their ethnic modes of dressing very fast, under the colonial influence. This is particularly so in the urban centres where the mode of dressing has been readily accepted by youth and the majority working men and women. In the course of these changes, the needs of the young and the middle-aged people have considerably been met for as far as

clothing is concerned. This is because these groups are the agents of fashion change and they are represented in the clothing industry. Most of them are also able to meet the cost of the new fashions. Unfortunately, the clothing needs for the elderly have been neglected and as such, they are left with no alternative but to make do with the clothing that is meant for the younger age-groups.

The social roles of the elderly in the urban centres determine their clothing preferences and buying practices. For example, most of them are religious and religious beliefs dictate the kind of clothing to wear. When women perform duties at home, while in western clothing, they feel more comfortable with "Khangas" wrapped around the clothing. This is especially common when there are visitors and young children around.

The economic situation may also influence clothing preferences and buying practices among the elderly in Nairobi slums. The majority of them have low incomes. Kithinji (1988) observed that some of the retirees in the rural areas earned less than five hundred Kenya shillings per month in the form of pension. The economic situation in the urban centres is even worse considering that the cost of living is higher. Due to inflation, there is an economic strain on the part of the elderly some of who have turned into destitutes and "street grannies". It is little wonder, therefore, that Makotsi and Kamotho (1992) recommended that well thought policies and strategies as well as elaborate institutional arrangements be put in place sooner than later to

take care of the many and varied needs of the aged.

Statement of the Problem

From what has been discussed above, it is clear that the elderly have certain problems that make them a special group for consideration. This is evident when it comes to their clothing needs. Clothing designed especially for the elderly is non-existent in the slum areas of Nairobi in spite of the fact that every day, several men and women pass their sixty fifth birthday and move into the great fraternity of the elderly.

The physiological changes that occur in the elderly people are likely to influence their clothing preferences. Sproles (1979) noted that as the person ages, several factors emerge as special influences on clothing preferences. First is a changing physical body which in some cases may result in the elderly consumers having fitting problems with standard, mass-produced apparel. Kaiser (1985) also pointed out that the bodily changes that occur with older adulthood tend to affect clothing preferences. Therefore, the clothing that is meant for younger people do not fit the elderly because they have fitting problems due to sagging muscles. The elderly also may have health problems such as arthritis and paralysis and as such they need clothing specially designed to cater for their needs (Sargent, 1981).

The psychology of the elderly is also likely to influence clothing preferences and buying practices. For example, there

are second-hand clothes that are fairly cheap but the elderly may feel uneasy having to wear clothes that were once worn by other people, some of whom could have died. As far as some elderly are concerned, wearing dead people's clothes is a taboo and so designing new, cheap and well-proportioned clothes for the elderly could satisfy their psychological needs. Also, Hoffman (1979) cited by Dillard and Feather (1988) noted an important psychological message for the elderly: that new clothing conveys an orientation towards the future rather than the past.

Socio-cultural changes are also likely to influence clothing preferences for the elderly. There is lack of awareness that the elderly need clothing specially designed for them. This may be as a result of the attitude that the young and the middle-aged have towards the elderly. According to Kithinji (1988), the aged Africans were regarded with high esteem in the olden days, but today there appears to be a different attitude towards old people so that they are not regarded highly. Cattell (1990) also stated that young people in Kenya think of old people as below them and inferior. As such, these elderly people are forced to select clothing that is meant for the young and the middle-aged people since their needs, including clothing, are not met. Also, the Kenyans are in a transition period whereby the elderly have to change from the traditional to the western mode of dress.

Economic factors too are likely to have a lot of influence on the elderly's clothing preferences and buying practices. Khasiani (1983) in a study of the economic well-being of older persons in

Nairobi, Kakamega and Machakos concluded that most of the elderly in these places lived alone and they had problems of loneliness, poverty and deteriorated physical conditions. Therefore, although there is an alternative option to buying ready-made clothing, the elderly are faced by financial problems. If the elderly in the slum areas had the wherewithal, they would take the option of buying fabric and taking to the tailors but the tailoring fee is prohibitive since the urban tailors charge exorbitant fee. Therefore, the problem of clothing for the elderly is in the midst of Nairobi slum people, hence the need to investigate the factors that influence clothing preferences and buying practices among the elderly so that their needs can be attended to.

Purpose of the Study

The major purpose of the study is to examine the physiological, psychological and socio-economic factors that influence clothing preferences and buying practices among the elderly in Nairobi slums. The study will also assess causes of satisfaction and dissatisfaction with the clothing available on the market. Specifically, the study will seek answers to the objectives stated below:

Specific Objectives

1. To determine demographic information of the elderly used in the study.

2. To determine the clothing preferences and acquiring practices of the elderly.
3. To examine the effect of physiological, psychological and socio-economic factors on the clothing preferences and buying practices of the elderly.
4. To investigate the causes of satisfaction and dissatisfaction with clothing on the market, among the elderly.

Theoretical Background

The general theoretical framework adopted for this study is derived from Maslow's hierarchy of needs which states that man's potential is realized or frustrated in terms of the degree to which his needs are satisfied. Clothing, along with food and shelter, has been recognized as one of the primary needs of mankind (Horn, 1975). According to Dobson, Hardy, Heyes, Humphreys and Humpreys (1981) the human needs are in a triangular form. At the base of the triangle are the physiological needs of hunger, thirst, shelter, sex, sleep and oxygen, which are followed by safety needs. Above the safety needs are belongingness and love needs which include affiliation and being accepted. The needs that follow thereafter are esteem needs for achievement, competency and gain for approval and recognition. These are then followed by cognitive needs which include knowing, understanding and exploring. Almost at the apex of the triangle comes aesthetic needs which include symmetry, order and beauty.

At the apex of the triangle are the self-actualization needs that include finding self-fulfilment and realizing one's potential. Horn (1975) also documented that clothing is a symbol of psychological importance to the individual as it serves to communicate to others impression of one's self-confidence and other personality characteristics. The elderly have clothing needs that have to be satisfied. Since clothing is a basic need, if it is not satisfied in the elderly, the elderly will be frustrated and hence the higher hierarchy of needs will not be satisfied.

Significance of the Study

The study is of particular significance because the proportion of Kenya's elderly is increasing due to increase in life expectancy to sixty three years. Thus, if this trend persists, it is necessary to devise measures suitable for designing clothing that is affordable and appropriate for the elderly. In addition, the increase in formal schooling and employment in modern sectors in urban centres suggest that the elderly are likely to modify their traditional clothing needs and preferences. The findings from the study will be passed through the ministry of commerce and industry to the manufacturers, producers, designers, personnel in the ministry of culture and social services and those persons who buy clothing for the elderly either at home or in the institutions for the aged so that the clothing needs for the elderly can be catered for. Also, since clothing and textiles is offered at all levels of

education, the findings will be made available to the curriculum developers. The study will also serve as a springboard for future research in the area.

Limitation of the Study

Since the study was conducted in the slum areas of Nairobi, generalizations of the findings to the elderly of other social classes in Nairobi and also the rural elderly should be done with care because factors affecting them may be different. Also, there is little available local literature on clothing for the elderly, and therefore, some foreign literature has been cited.

Underlying Assumption

Most of the elderly have had the experience of selecting and buying clothing for themselves.

Conceptual Definition of Terms

Clothing: A mode of dress, generally including any form of clothing or wearing apparel.

Elderly: Elderly persons are defined in this study as those individuals who have reached the age of 65.

Physiology: Way in which the body of a particular living thing functions.

Psychology: The systematic study of the behaviour and experience of organisms in adapting to their environments.

Satisfaction: Feeling of contentment felt when one has or achieves what one needs or desires.

Dissatisfaction: The quality or state of being dissatisfied or discontented.

"Khangha": A sheet of fabric that is commonly wrapped by females on the top of dress to cover hips and legs.

1. Definition and its function
2. The concept
3. Psychological changes that it brings
4. Psychological aspects of learning
5. Psychological aspects of thinking
6. Psychological aspects of the elderly
7. Related studies

CHAPTER TWO

Literature Review and Related StudiesIntroduction

The purpose of this study is to examine the physiological, psychological and socio-economic factors that influence clothing preferences and buying practices among the elderly in Nairobi slums. The literature was reviewed in order to set appropriate guidelines for the present study. It was done under the following sub-topics:

1. Clothing and its functions
2. The elderly
3. Physiological changes in the elderly
4. Psychological aspects of clothing
5. Socio-economic aspects of clothing
6. Clothing preferences of the elderly
7. Related studies

Clothing Functions

Function refers to the need or needs that a particular form of dress fulfills and how the consumer uses that form to selectively satisfy that need. Important physiological, psychological, and socio-economic factors are satisfied by dress, and some of these

Clothing and its Functions

Clothing

Clothing often is broadly defined as any body covering (Kaiser, 1985 and Horn, 1975). Horn further stated that in the broadest sense therefore, the term clothing or dress may be defined as any bodily adornment or appearance modification made of the human form. This definition would include such features as tattooing, cicatrization, cosmetic use, hair style and hirsuteness. Storm (1987) documented that dress is people's appearance and that is common to every culture. Roach and Eicher (1965) observed clothing as anything applied to or put upon any portion of the body for any purpose. According to Roach and Eicher, clothing not only includes dress as we know it but also the dog-tooth necklaces worn by the Malenasian and the clay or paint with which the Australian Aborigines and the Andaman Islanders decorate their naked bodies. Therefore, the vocabulary of dress includes not only items of clothing, but also hair styles, accessories, jewellery, make-up and body decoration (Lurie, 1981).

Clothing Functions

Function refers to the need or needs that a particular form of dress fulfils and how the consumer uses that form to selectively satisfy that need. Important physiological, psychological, and socio-economic needs are satisfied by dress, and some of these

needs become especially significant to the explanation of fashion-oriented consumer behaviour (Sproles, 1979).

Clothing serves various functions. Vanderhoff (1977) for example, advocated that clothing serves physiological functions since it is worn for protection and survival. Roach and Eicher (1965) observed that clothing as protection against weather is, in a sense, a portable shelter, and in the coldest parts of the world, clothing is as necessary for survival as are houses. The loose, flowing robes of the desert nomad protect the wearers from the heat and the blowing sand. On the other hand, in tropical areas, rain hats are used. In other areas there may be need for protection from the sun or from the thorns and briars. Clothing is also worn for protection against evil spirits. Even though clothing provides protection, it is usually designed to be attractive. This protective function of clothing is especially necessary for the elderly bearing in mind that their bodies have experienced many physiological changes.

Another function of clothing is that of psychological function. In psychological terms, clothing is stimulus in different ways, and people interpret its meaning according to the associations they have learned to make with it over a long period of time. Storm (1987) emphasized that these psychological needs have been shaped and directed by a long series of culturally established associations and interests. Storm further stated that through clothing, individuals are able to meet the four psychological needs of:

1. enhancing a sense of self-esteem
2. increasing a sense of belonging to the group
3. becoming more confident
4. improving self-concept.

Dillard and Feather (1988) indicated that psychologically elderly persons want to conform to current fashions at least to the extent that they will not be perceived as different.

Almost all over the world, clothing is used as a sex symbol, and taboos against persons of one sex wearing the other's clothes, are found in many societies. Clothing as a symbol of sex, occupation or ritual condition is also widespread. It is generally accepted that dress enables one to move from one role to another (Kaiser, 1985). Clothing also plays a socio-cultural and economic function in the sphere of human activity. It serves to communicate to others an impression of one's status as it functions as status symbol (Erwin and Kinchen, 1970). Clothing is also one of the means of achieving social and economic mobility in a class system and clothes can help a person advance both socially and economically. This function of clothing is readily seen in relation to the individual and the family. The elderly are a conservative group of people and they are conscious of sex, occupation, status, role and ritual condition.

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sphere of human activity. This function of clothing is readily seen in relation to the individual and the family. It serves to communicate to others an impression of one's status as it functions as status symbol (Erwin and Kinchen, 1970). Clothing is also one of the means of achieving social and economic mobility in a class system and clothes can help a person advance both socially and economically. It is generally accepted that dress enables one to move from one role to another (Kaiser, 1985). Clothing as a symbol of sex, occupation or ritual condition is also widespread. Almost all over the world, clothing is used as a sex symbol, and taboos against persons of one sex wearing the other are found in many societies. Since the elderly are a conservative group of people, they are conscious of sex, occupation, status, role and ritual condition and therefore this function of clothing is quite significant.

Another function of clothing is that of modesty (Kaiser, 1985) and Sproles, 1979). Modesty refers to ideas about the proper way to dress in order to cover the body. According to Roach and Eicher (1965) most of the people of the world use dress to conceal parts of the body in the interest of modesty. However, throughout the world, there are different ideas about the parts of the body that should be covered, for example the Indian women display their midriffs while the Muslim women cover their whole body but for the eyes (Kaiser, 1985). Underlying this function is the social judgement, dating back to the fall of Adam and Eve, that a covered body is good while an exposed body is shameful and the elderly hold it very strongly.

The other function of clothing is that one of decoration and adornment, perhaps the most significant and universal (Sproles, 1979). Almost everywhere, clothing is used for decorative purposes, either to show off one's wealth or to enhance the good appearance of the wearer. In the olden days too, the human beings had a sense of aesthetic. They adorned, decorated or made themselves more attractive by painting parts of their bodies and tattoo designs on their skin. In this category are decorations and ornaments, hair dressing, body painting, and various body mutilations such as tattooing and scarring. Clothing of different colours and fabrics, jewellery and other accessories and cosmetics are just a few examples of ways people decorate their bodies today (Vanderhoff, 1977). Clothing in this sense is an aesthetic expression and today's elderly have a sense of beauty too (Dillard and Feather, 1988).

The Elderly

The elderly are those who are near the end of the lifelong process of aging. They are those who are close to death simply because of years and physical condition. Biomedically, aging may be defined as the deteriorative changes that occur in the post reproductive period when the human organism has completed the task of perpetuation of the species (Alford and Bogle, 1982). Elderly persons are often defined as those individuals who have reached the age of 65. Cattell (1990) revealed that aging consists of three sets of processes which are biological, psychological and social and these three processes are all

systematically interactive with one another over the lifecourse. Dillard and Feather (1988) stated that old age is just like childhood, youth, and middle age and it has its challenges and difficulties just like any other part of life.

Kalish (1977) stated that although the cut-off point of age is sixty five years, the elderly can be defined in such other ways by physical appearance, cognitive competence, health, social role and certain physiological changes or attitude. Old age is often regarded as a time when the vessel of life has become empty and a time when human development and human potentiality have come to an irreversible and inevitable halt. The elderly are stereotyped as wells run dry and are told to desert the battlefield of action and withdraw from the ranks of younger human beings. They are told to be satisfied with inadequate economic resources and with worn-out clothes, houses and cars. Defining the elderly, Cox and Mberia (1976) stated:

"a man is pronounced elderly when his memories of the past become disjointed and vague, when he must stop to rest by the side of the road while others pass him and when the smell of food no longer rouses him from the comfort of sleep. On the other hand, a woman is elderly when she is shooed from the garden as a child who trends on the plants and mistakes weeds for shoots, when she can no longer hoist the smallest load on her back and the cooking pot repeatedly slips from her hands'. P. 1

Therefore, the most important issue in the field of aging today is the willingness of the society to assign high priority to the interests and special situations of older people. Below are the messages repeated over and over again by the elderly:

1. "we want to be in a position where we can make our own decisions relative to our own lives; we don't want other persons making these decisions for us.
2. we want to continue to be involved in life; we don't want to be put on the shelf.
3. we want to be treated with dignity" (Hoffman, 1973, p. 18)

Physiological Changes in the Elderly

There are physiological changes that occur as the body ages and these may influence clothing preferences and buying practices among the elderly. Cattell (1990) described one of the elderly women:

"Like her house, she is old and dilapidated: skinny, wrinkled, white-haired. Her dress is torn and dirty. She cannot see us well, for cataracts cloud her eyes,..... Her cheeks wrinkle in deep creases as she smiles." P.2

Sproles (1979) documented that as the person ages, several new factors emerge as special influences on clothing preferences. First is a changing physical body, which in some cases may result in the older consumer having fitting problems with standard, mass-produced apparel. According to Thurow, Tate and Glisson

(1967), one of the most noticeable changes as a person grows older is that the body grows shorter. This loss in height is caused by a progressive bending and shortening of the spinal column; a bowing of the head, and a general involution of the skeleton. These changes affect both the posture and mobility of the older person. All these physiological changes affect dressing and undressing, manipulation of closures and comfort and therefore they indicate needs for special outfits for the elderly (Dillard and Feather, 1988).

In some of the elderly, as the face thins out, the abdomen and the hips expand, and the legs get progressively thinner, and the body has the appearance of a barrel on stilts. In women, this condition is exaggerated by the elongation of the breasts. Some of the women tend to lose weight and become very thin. In either case, the feature of the elderly woman calls for dresses with little or no waistline, since her body is nearly straight from shoulders to hips, except for the abdominal protrusion in front. Men's trousers must fit loosely to accommodate the enlarging abdomen and broadened buttocks resulting from sagging muscles. Men's coats also need a generous waistline. (Kaiser, 1985) stated that the bodily changes such as sagging bustlines, thickened waists and loss of muscle tone in upper arms make it difficult for older females to find appropriate clothing that fits.

Thurrow, Tate and Glisson (1967) further documented that sagging muscles make garments which expose the thighs and upper arms, such as shorts and sleeveless, or short-sleeved dresses and sport

shirts, extremely unbecoming to older people. The withdrawal of fat from the arms and legs, as well as from other parts of the body, decreases the insulation of the body from the surrounding climate. At the same time, skin vessels are unable to constrict or dilate sufficiently, capillaries are obliterated and heat regulation is poor. As a result, the elderly people are more susceptible to heat and cold, requiring warmer clothing during the colder months and protective clothing from the sun and heat in warm climates (Roach and Eicher, 1965).

Also, the shifting of body fat, which began in middle age becomes more pronounced with the years. The contour of the face changes markedly, as cheekbones, nose, ears and lips become more prominent and a decided double chin develops. Fat cushions around the eyes, and eyeballs decrease. This leaves hollows at the temples and along side of the cheeks. At the same time, large deposits of fat increase the size of the neck especially in men (Kalish, 1977). This prominence of the facial features in older people calls for clothing styles and colours that have a softening effect (Dillard and Feather, 1988). In men, a network of wrinkles forms at the back of the neck, extending laterally behind the ears and downward to the front. Therefore they find it increasingly uncomfortable to wear tight collars.

The skin over the body of the elderly becomes dry, thin and inelastic. Dryness and scaliness are caused by loss of body water and by decreased activity of the sebaceous and sudorifics glands (Alford and Bogle 1982). For this reason, fabrics or

construction process that irritate or scratch the skin must be avoided.

Psychological Aspects of Clothing Among Elderly

Horn (1975) documented that throughout recorded history, clothing along with food and shelter has been recognized as one of the primary needs of mankind. Everyone, including the elderly, has emotional needs that have to be met in some way. Clothing is a symbol of crucial psychological importance to the individual. Erwin and Kinchen (1970) observed that one of the psychological effects of clothing is to expand and extend the self. In changing the body size or shape, clothing may give an increased sense of power and importance. Clothing may convey moods and feelings, contributing to the strengthening of the person's self-concept or self-regard. Clothes may give a joyous sense of motion, vivacity and freedom. Kalish (1977) recorded that older people come in all the sizes, shapes, races, dispositions and capabilities that can be used to describe people of any age, and the younger people do a disservice to them by lumping them casually together and reacting to them in terms of stereotypes. As such, clothing that is specially designed for the elderly can lead to their strengthening of self-concept. Storm (1987) defined self-concept as:

"the individual mental system of organizing his perceptions and concepts about himself, his attitudes toward and appraisals of

himself, and those beliefs, feelings and ideals he has that are related to himself". p. 258.

Erwin and Kinchen (1970) also noted that clothes are an outward expression of how people feel about themselves and the world around them. They reflect the person's self-concept which is believed to be an important controlling force in behaviour. Therefore, clothing can play the significant role of developing positive self-concept. When an elderly person's self-concept is predominantly positive, he will expect to succeed in most of his endeavour. This expectation will allow him to be more open to new situations since they are not threats but avenues for new success. He will be motivated to stride into experiences and try with all his ability because if he tries, he expects to succeed. Unfortunately, the individual whose self-concept is predominantly negative believes that he is unworthy and inadequate and therefore expects to fail. This attitude can be discouraged especially in the elderly by acquiring clothes that serve the purpose of satisfying the esteem needs or feelings of self-worth, self-esteem, recognition and social approval. Menec (1989) stressed that independence in dressing incites positive feelings of self-esteem and may contribute to independence in other aspects of daily living.

Kernaleguen (1978) cited in Dillard and Feather (1988) stated that an attractive appearance bolsters morale and self-assurance

(1981) also documented the relationship between clothing and stated:

and influences social acceptability. Kernaleguen further indicated that elderly persons want to conform to current fashions at least to the extent that they will not be perceived as different. In so doing, the elderly will feel that they are part of the other groups. After all, there is a consensus among social psychologists that a relationship exists between the type of clothing worn and individual and group behaviour.

The elderly are psychologically conscious of the physiological changes in them as expressed by the nine saddest words in the English language 'I am old and poor and sick and lonely' (Kalish, 1977 p. 11). They therefore need clothing that will satisfy their needs as consumers. If these needs are not satisfied, they will lack ego integrity and feel despair, disgust, bitterness and fear.

Socio-Economic Aspects of Clothing

Horn (1975) viewed clothing as a symbol of social and economic importance. Clothing is of value in meeting communication needs which are vital in developing social relationships (Erwin and Kinchen, 1970). As such it serves to communicate to others an impression of one's social status, occupation and role. The dress of an individual is a kind of sign language that communicates a complex of information and is usually the basis on which immediate impressions are formed (Kaiser, 1985). Lurie (1981) also documented that clothing is a sign system and stated:

"long before I am near enough to talk to you on the street, in a meeting, or at a party, you announce your sex, age and class to me through what you are wearing - and very possibly give me important information (or misinformation) as to your occupation, origin, personality, opinions, tastes, sexual desires and current mood" p. 3.

The use of military uniforms is both an old and a widespread custom, and numerous societies prescribe forms of dress or ornamentation for the married and unmarried, the old and the young. Priestly and kingly robes are badges of office and status, and special mourning garments are found in simple and sophisticated societies alike (Roach and Eicheer, 1965). Priestly dress therefore serves primarily to differentiate the individual from the general society.

The sociologists focus upon the regularities of human action that stem from society rather than upon that which is peculiar to the individual. Thus the normative aspects of dress as seen through the rise and decline of fashions demonstrate one of the sharing habits, ideals and conformity to a set of group expectations. The link between the individual and society as a whole is provided by the concepts of role and status. In this respect, clothing serves as a symbol of the role and status of the individual in society, and it obtains for the wearer the rewards of recognition, approval and identification (Horn, 1975). Since the elderly are an integral group of the society, they need clothing that will influence their social acceptability.

Kernaleguen (1978) cited in Dillard and Feather (1988) stated that so many older people retain a fierce interest in clothes.

The economic situation of the elderly has some implications on their clothing preferences and buying practices. According to Thurow, Tate and Glisson (1967) the incomes for the older people remain low. Schlenker (1984) also stated that loss of income is a serious problem for many older adults. Therefore financial problems are a source of anxiety for many older individuals, especially the elderly urban poor who are significantly below the comfort level as well as living very close to the survival level Morag (1978). The low income of many aged precludes their spending much on clothing, since the money is needed for food, shelter and increasing medical costs. Therefore, much as the slum elderly would want to be accepted in the society, without adequate income, they are likely to lose buying power especially in clothing.

Clothing Preferences of the Elderly

There is as a wide variation in the clothing preferences of the elderly as for any age group. Older consumers' clothing preferences are influenced by their anatomical, physiological and pathological age-related problems, which have implications for garment design, fabrics and closures. The results of a Swedish market analysis revealed that almost half of women's ready-to-wear clothing was not designed to meet the older woman's need (Dillard and Feather, 1988). There is evidence that older people

do not feel the need to replace their clothing as often as younger people. They tend to buy more conservative and durable clothing, which does not wear out or become obsolescent. For example, the older men and women tend to wear hats and headscarfs to a much greater extent irrespective of the locality or climate, than younger people (Thurrow, Tate and Glisson, 1967). The clothing preferences are discussed under style and fit, fasteners, fabrics and colours.

Style and Fit

Interviews carried out on women in America in 1960 showed that women were conscious of several changes in their bodies and this definitely produced clothing problems. The change most frequently mentioned was enlarged waistline. Therefore women prefer waistless styles, A-line skirts, front closures and set-in sleeves (Park, 1989). Additional style preferences include dresses with jackets and three-quarter sleeves so as to cover the sagging upper arm muscles (Kaiser, 1985). Older women also indicate a preference for gored skirts with added ease, V-shaped necklines or shirt collars, centre front openings to below the waistline and sleeves with ample ease in the armhole (Dillard and Feather, 1988).

With regard to style and fit, the complaint most often expressed is that garments from which older women must select are poorly proportioned. In selection of clothing, most of them give first consideration to comfort and fit. The chief complaint from the

older men is the inability to buy suits with vests. Comfort and fit are the first considerations in buying both outer and under garments. Therefore as far as the elderly are concerned whatever they wear should be comfortable and fitting because of the physiological changes in their bodies.

Fasteners

According to a study done by Rosenblad-Wallin and Karlsson (1986) cited in Dillard and Feather (1988) almost half of the older population has arthritis. Osteoarthritis, a degenerative joint disease referred to as "wear and tear" arthritis, is usually associated with aging. Rheumatoid arthritis, an inflammatory disease affects the joints as well as other parts of the body. Symptoms of both types include stiffness, joint pain, joint swelling, bony enlargements, and subcutaneous nodules, often leading to inability to carry out daily living activities that were once routine for example self-dressing (Park, 1989). As a result, several studies on clothing for the elderly focus on garment fasteners. With hand or arm limitation, it may be next to impossible for an arthritis elderly to tie a necktie and make the knot look neat. Such men therefore prefer clip-on ties in adult styles that can be put on with no reaching or tying (Sargent, 1981). Sargent further recorded that there are many kinds of closures on the market for shirts, dresses and blouses but persons with limited hand function find snaps, hooks, eyes, bows and ties hard to manipulate. For all types of garments for the elderly, the button was the most preferred, the zipper and velcro moderately acceptable and snaps the least preferred

(Dillard and Feather 1988; Park, 1989). The button that is preferred is a large one fastened with wire loop, and this device comes in many styles. As far as the zipper is concerned, when it is installed at the back of a garment, some elderly people have trouble pulling it up. In such situations, a snap ring can be attached to the zipper to grasp the pull more easily. In velcro fastener, a self-sticking surface allows anyone with limited dexterity to peel apart the fastener easily to unfasten the opening.

Fabrics and Colours

Due to physiological changes related to circulation, changes in metabolism, and conditions of the skin, older consumers prefer lightweight, soft and flexible fabrics. They also prefer permanent press fabrics such as polyester and nylon over cotton because these require less care (Dillard and Feather, 1988). According to Park (1989) the elderly also prefer plain or floral fabrics. Since the elderly enjoy attractive clothing, they prefer bright and cheerful colours such as red, orange and blue.

Related Studies

The various studies carried out on the elderly reveal that these retired citizens have physiological, psychological and socio-economic problems due to their age.

CHAPTER THREE

Methodology of the StudyResearch Design

A survey research was used which was exploratory in nature. The survey was suitable for this study because it allowed subjects to be observed in their natural setting, and also no controls were imposed by the investigators.

Population and sample selection

The target population consisted of all the elderly men and women in Korogocho sub-location who had attained the chronological age of sixty five years and over by the end of April, 1993. Korogocho was chosen because the sub-location was a slum area and the residents were socially disadvantaged. Again, a research of this nature had not been carried out in the area.

To get a representative sample, two lists, one of the elderly men and the other of the elderly women were got through the help of the assistant chief and the village elders of Korogocho sub-location. These lists formed the sampling frame. Every 17th male and 17th female were therefore picked respectively until a total of 30 men and 30 women was obtained. This was systematic sampling. Sixty was the sample size.

Development of Research Instrument

An interview schedule developed on the basis of information from literature review, problem statement, objectives and purpose of the study was used for data collection. The interview schedule was particularly appropriate in this study because the survey dealt with people some of whom were non-literate, others had language difficulties and some had limited intelligence due to age. The schedule was made up of both closed- and open- ended items. The items were designed to fall into six categories according to the research objectives:

SECTION A: Demographic Information

SECTION B: Preferences and Acquiring Practices

SECTION C: Physiological characteristics

SECTION D: Psychological characteristics

SECTION E: Socio-Economic characteristics

SECTION F: Satisfaction/Dissatisfaction characteristics

The clarity and flow of the instrument was enhanced through a pretest that was carried out on ten respondents from Korogocho sub-location who were not used in the study.

Data Collection Procedures

The investigator personally administered the interview schedules. This was because some of the elderly people were not in a position to read printed matter due to poor eyesight,

illiteracy or language barrier. Also, although English is an official language of Kenya, its use is not universal among individuals with limited education and varied ethnicity. Therefore, Kiswahili was the medium of communication.

Data Analysis

This was done manually. Frequencies and percentages were used to report the results of objectives 1, 2, 3 and 4.

Variables to be Measured

The variables that were measured included both independent and dependent. The independent variables included:

Income - The respondents were asked to indicate their sources of income and their total monthly income.

Education - The respondents were asked to state whether they had primary, secondary, training or no education at all.

Marital Status - The respondents were asked to state whether they were married, never married, separated or widowed.

Household size - The respondents were asked how many people depended on them for support.

Age - The respondents were asked to estimate when they were born.

Physiological Factors - The respondents were asked to indicate the bodily changes they had experienced under: height loss, spinal column bend, chest shape change, weight change and any other change.

Psychological Factors - The respondents were asked to indicate the psychological factors such as, their likes, cost of items and where clothing was bought, that influence their clothing decisions on a three matrix rating scale where always was rated number 3, sometimes number 2 and never number 1.

The dependent variables included:

Preferences - In an open-ended item, the respondents were asked to state clothing styles and materials they preferred for their clothes.

Buying Practices - The respondents were asked to indicate how often they bought clothes under: during christmas time, when money was available, when necessary and any other time, and whether they bought from shops, open air market with old clothes or one for new clothes.

Satisfaction/dissatisfaction - The respondents were asked to tick appropriately on a four matrix rating scale under: very satisfied which was rated number 4, satisfied number 3, dissatisfied number 2 and very dissatisfied number 1 with the clothing styles, workmanship and fabrics available on the market.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

FACTORS THAT INFLUENCE CLOTHING PREFERENCES AND BUYING PRACTICES AMONG THE ELDERLY IN KOROGOCHO SUB-LOCATION IN NAIROBIINTRODUCTION

This study had two major purposes. The first one was to examine the physiological, psychological and socio-economic factors that influence clothing preferences and buying practices among the elderly in Nairobi slums. The second purpose was to identify factors that underlie satisfaction and dissatisfaction among the elderly, with the clothing on the market. The data presented in this chapter were gathered from 60 (sixty) respondents, 30 of whom were females and 30 being males in Korogocho sub-location in Nairobi. Specifically the following research objectives were tested:

1. To determine demographic information of the elderly used in the study.
2. To determine the clothing preferences and acquiring practices of the elderly.
3. To examine the effect of physiological, psychological and socio-economic factors on clothing preferences and buying practices of the elderly.
4. To investigate the causes of satisfaction and dissatisfaction among the elderly with the clothing on the Kenyan market.

To test these objectives, descriptive statistics mainly frequencies and percentages were used. The results are presented

and discussed under the following sub-topics:

1. Demographic information of the respondents.
2. Clothing preferences and acquiring practices.
3. Physiological characteristics which influence clothing preferences and buying practices among the elderly.
4. Psychological characteristics which influence clothing preferences and buying practices among the elderly.
5. Socio-economic characteristics of the elderly.
6. Satisfaction/dissatisfaction characteristics among the elderly with the clothing available on the Kenyan market.

Demographic Information on the Respondents

In the first part of the interview schedule, the researcher intended to elicit information on demographic background of the elderly. Such information was relevant to the study in showing what kind of elderly lived in the slum areas. The variables included were: gender, age, marital status, education level, household size, occupation during the early years and the present occupation.

Table 1

Respondents' Demographic Characteristics

N=60

Factor	Males		Females	
	F	%	F	%
<u>Sex:</u>	30	50	30	50
<u>Age:</u>				
65-69 years	20	66.7	19	63.3
70-74 years	4	13.3	5	16.7
over 75 years	6	20	6	20
Total	30	100	30	100
<u>Marital Status:</u>				
Married	18	60	8	26.7
Never married	1	3.3	6	20
Separated	6	20	4	13.3
Widowed	5	16.7	12	40
Total	30	100	30	100
<u>Education Level:</u>				
No education	5	16.7	23	76.7
Primary	24	80	6	20
Secondary	1	3.3	1	3.3
Total	30	100	30	100
<u>Number of dependents</u>				
None	1	3.3	5	16.7
1	1	3.3	1	3.3
2-3	7	23.3	6	20
4 and above	21	70	18	60
Total	30	100	30	100

Factor	F	Males %	F	Females %
<u>Early Occupation:</u>				
Skilled worker	8	26.7	1	3.3
Unskilled worker	22	73.3	29	96.7
<hr/>				
Total	30	100	30	100
<hr/>				
<u>Current Occupation:</u>				
Homemaker	1	3.3	11	36.7
Selling kiosk	5	16.7	7	23.3
Taking care of grand-children	0	0	1	3.3
Any other	24	80	11	36.7
<hr/>				
Total	30	100	30	100
<hr/>				

As shown in table 1 above, the sample was composed of 30 (50%) males and 30 (50%) females. Majority of the respondents 20 (66.7%) males and 19 (63.3%) females were in the age category of 65 and 69 years. This majority representation could have been due to the fact that at such an age the elderly could still fend for themselves and therefore they still had their clothing preferences. The age category that followed was that of the elderly over 75 years which was represented by (20%) males and 6 (20%) females. The age category of 70 years and 74 years was least represented by a minority of 4 (13.3%) males and 5 (16.7%) females. Despite the old age, the elderly were quite conscious of their clothing preferences.

As regards marital status, most of the male respondents 18 (60%) were still married as compared to their female counterparts as only 8 (26.7%) of the females were married. This could have

been due to the fact that males could re-marry if and when their wives died or ran away from them due to poverty, as the males reported. Only 1(3.3%) male was never married as opposed to the 6(20%) females who never got married. There were 6(20%) males who were separated and this they attributed to the fact that wives did not stay with husbands who had become impoverished. Only 4(13.3%) of the females had separated from their husbands.

In relation to education, majority of the female respondents 23 (76.7%) had no formal education at all as compared to their male counterparts who only 5(16.7%) had no formal education. Of course these elderly grew up in an age-group that valued only education for males. Consequently, 24(80%) of the males had primary education and only 6(20%) females had primary education. Only 1(3.3%) male and 1(3.3%) female had achieved secondary education.

The respondents reported that they had dependents contrary to the researcher's expectations. The male respondents seemed to have more dependents as 21(70%) had more than four people under their care. The female respondents also had dependents as 18(60%) of them took care of more than four people. Only 1(3.3%) male and 5(16.7%) females reported having no dependents. Asked why they had to fend for so many people despite their old age, the respondents said that their daughters and sons left their children behind as they went looking for jobs in distant towns. With so many dependents, the elderly could not afford to buy clothing often because they had to cater for these dependents where food, clothing and shelter were concerned.

As far as the early occupations were concerned, majority of

the elderly 22(73.3%) males and 29(96.7%) females had been unskilled workers. They had such occupations like peasantry farming, vegetable selling, home-making and domestic serving. Only 1(3.3%) female and 8(26.7%) males had been skilled workers. While the skilled female had been a nurse, the males had such occupations as serving in the army, carpentry, mechanical work and waiting in hotels. These early occupations had a lot of influence on clothing preferences and buying practices because those elderly who had been better positioned had still retained that great consciousness of where, when and what clothing to be acquired.

The present occupations were quite varied. Only 1(3.3%) male reported that he was a home-maker while 11(36.7%) females were home-makers. The researcher would have expected more home-makers, but taking into account that these respondents were not assisted by their children but instead had so many dependents, they had to occupy themselves in money-generating occupations so as to earn a living. More females 7(23.3%) than the males 5(16.7%) were occupied in selling kiosks. Again, contrary to the researcher's expectations, only 1(3.3%) female was occupied in baby-sitting her grandchildren and none of the males had such an occupation. This could have been due to the fact that if the elderly just looked after the grandchildren there would be neither clothing nor food for themselves and the dependents. The majority of male respondents 24(80%) had such occupations as peasantry farming, selling vegetables, working in factories as security guards, traditional dancing, assisting the chief, domestic serving and collecting and selling papers. These results

show that most of the elderly had "blue" collar occupations. Therefore, this had a lot of influence on their clothing preferences and buying practices.

Clothing Preferences and Acquisition

This section answers objective 2 of the study. It examines the clothing preferences of the elderly and how the elderly acquire their clothing items.

Table 2

Respondents' clothing preferences as considered by those who provide respondents with clothing.

N=20

Preferences	3			2		1		Total	
	Always			Sometimes		Never			
	Considered			Considered		Considered			
	F	%		F	%	F	%	F	%
Husband/ wife	0	0	2	10	1	5	3	15	
Children/ Friends	1	5	2	10	4	20	7	35	
Organiza- tions	0	0	1	5	9	45	10	50	
Total	1	5	5	25	14	70	20	100	

As per the table above, when asked whether their preferences were considered by husbands, wives, children, friends or organizations as the respondents were provided with items of

clothing, a majority 14 (70%) reported that their preferences were never considered. One reason for this finding could be that the clothing providers felt that those recipients and their partners were so poor that their preferences did not have to be considered. Another reason could be that the clothing providers were ignorant of the fact that the elderly too had feelings and therefore wanted to be in a position to make their own decisions relative to their own lives and they didn't want other persons making these decisions for them as stated by Hoffman (1973). There were 5 (25%) of the respondents whose clothing preferences were considered sometimes. Only 1 (5%) respondent who had preferences considered always as clothes were bought or given. This result shows that when the elderly acquire clothing through gifts or buying, their preferences are hardly considered despite the fact that they have their own preferences.

Table 3

Percent Distribution of Clothing Preferences by Style

Clothing Style	Males		Females	
	F	%	F	%
Gathered	0	0	29	96.7
Pleated	2	6.7	26	86.7
Suits	16	53.3	8	26.7
Separates	30	100	21	70
Long-sleeved	30	100	29	96.7
short-sleeved	26	86.7	30	100
Long items	29	96.7	30	100
short items	1	3.3	0	0

The elderly said that they would like to buy their clothing items as per their preferences. Unfortunately, the clothing items that were available on the Kenyan market were not always ideal as at times some were too short, too tight, or too wide while

others were too fancy. According to the table above, 29 (96.7%) of the females expressed the preference for gathered items of clothing while none of the males preferred gathered trousers bearing in mind that there are hardly gathered clothing items for males. Since comfort and fit were the first consideration in clothing for the elderly the female respondents felt comfortable with the gathered dresses and skirts, (Thurow, Tate and Glisson, 1967). Also, only 2 (6.7%) males preferred pleated items although there were so many pleated pairs of trousers on the market. This could have been due to the fact that those pleated trousers were so fancy and looked more or less like skirts and therefore were more suitable for the youth than the elderly. A large majority 26 (86.7%) of the females on the other hand preferred pleated items whether they were manually or thermo-plastically made.

More than half of the male respondents 16 (53.3%) preferred suits for such occasions as going to church or visits. The male respondents who did not prefer suits said that they found them too expensive. All the male respondents 30 (100%) preferred separates because they were cheaper to purchase than suits, they could acquire a pair of trousers one time and then a jacket, a coat or a shirt some other time. Although the females were more comfortable in full-length dresses, still 21 (70%) preferred separates, that is, skirts and blouses.

All the males 30 (100%) preferred long-sleeved items of clothing while 29 (96.7%) females preferred long-sleeved items of clothing. With regard to short-sleeved garments, all the females 30 (100%) were comfortable while 26 (86.7%) males preferred short-

sleeved garments. These findings are contrary to Park's (1989) and Kaiser's (1985) findings that older people were not at home in short-sleeved and sleeveless garments due to their sagging muscles. The females however said that their preference for short-sleeved garments was due to the nature of their work such as selling charcoal.

In response to the reasons for preferring the clothing styles that they did, the respondents had various reasons. The reason that appeared very frequently was that one of lack of money. For example, the respondents stated that they preferred the separates to suits because the latter were too expensive, and could be afforded only by the well-to-do people. Those females who did not prefer the separates said that they felt a bit uncomfortable in skirts and therefore preferred full-length dresses. This finding however was contrary to the findings of Dillard and Feather (1988) which indicated that older women had a preference for gored skirts. This difference in preference could be due to cultural variation. The other reason that the respondents gave for their preferences of the respective styles of clothing items was that one of occupation. For example, the only 1 (3.3%) male who preferred shorts to long trousers said that he was a domestic servant and in his work-place he was expected to be in shorts and so he got used to wearing shorts. The females also preferred the short-sleeved garments for their day-to-day wear. This again could have been due to their occupations such as selling vegetables and charcoal. It would be cumbersome handling charcoal and vegetables in long-sleeved attires.

There was yet another reason that the respondents gave for

preferring the various garment styles. This was that one of age. The respondents expressed that they preferred long items of clothing because they wished to cover their legs due to cold and to cover the sagging muscles. For example, all the females preferred long dresses to the short ones because the mini-skirts were meant for the youth. Again, the respondents said there was tendency to feel cold in short attires due to their age. The last reason that they gave was that one of religion. Most of the respondents 59 (98.3%) were religious, and majority being muslims or christians, their religions dictated that they should dress decently and length was emphasized.

Table 4**Respondent's Clothing Acquisition**

Factor	Males		Females	
	F	%	F	%
A Buy for yourself	21	70	17	56.7
B Bought by children	1	3.3	0	0
C Bought by wife/husband	0	0	4	13.3
D Given used clothes by children/friends	1	3.3	1	3.3
E Bought/given by organizations	5	16.7	5	16.7
AB	1	3.3	1	3.3
AC	1	3.3	0	0
AD	0	0	1	3.3
AE	0	0	1	3.3
Total	30	100	30	100

Table 4 above indicates that majority of 21(70%) male respondents bought clothes for themselves while 17(56.7%) females bought clothes for themselves. Contrary to expectations, only 1(3.3%) male was bought clothes by his children and none of the females was bought clothes by her children. This result could have been due to the fact that these respondents were not able to educate their children due to their poor economic conditions and as a result their children were unable to have access to economically rewarding resources such as gainful employment. This situation might be different in another social status or rural set-up where children might feel obliged to buy clothes for their aged parents. Similarly, none of the males was bought clothes by his wife, but 4(13.3%) females were bought clothes by their husbands. This finding reflects back on the fact that majority of the females 23(76.7%) had no formal education and consequently had unskilled jobs and therefore would not be in a position to buy clothes for their husbands. Also, due to traditional culture, the females would perhaps feel shy buying clothes for their husbands unlike the younger and educated wives.

Results in the table also show that only 1(3.3%) male and 1(3.3%) female were given the used clothes by children or friends. This could be because most likely the friends and the children might not be in a position to hand-over some of their clothes for they too did not have adequate clothing due to poverty. There were 5(16.7%) males and the same number of females who were either bought or given clothes by organizations. The organizations that were repeatedly quoted were the catholic church and the "Action Aid". There were some respondents who

bought clothes for themselves and at the same time their children bought others for them. These were represented by 1(3.3%) male and the same number of females. There was only 1(3.3%) male who combined buying clothes for himself and being given or bought for by organizations. There was no female in this category. In the category of respondents who bought clothes for themselves and had clothes bought by husbands or wives, there was only one female and no male. The category of the respondents who combined buying clothes for themselves and being given by children or friends, were again only 1 (3.3%) female and no male. These findings show that majority of the respondents bought clothes for themselves out of necessity and had their own preferences. Due to poverty however, the major functions of clothing as far as these elderly were concerned seemed to be those of protection and modesty.

Table 5

Respondents' Frequency of Clothing Acquisition

Clothing Acquisition	F	%
A Christmas time	8	13.3
B When money is available	44	73.3
C When clothes are torn	2	3.3
D During occasions	1	1.7
AB	3	5
AC	2	3.3
Total	60	100

As depicted by table 5 above, 73.3% of the respondents bought clothing when money was available. This finding could have been because the respondents had a low-economic status and therefore could not afford to buy clothing items any time they desired. Only 8(13.3%) respondents bought clothing during christmas time. This could have been due to the fact that not many would spare money to buy clothing and food during christmas time. There were only 2(3.3%) respondents who bought clothing when necessary and this was of course when the out-going clothes were torn. Only 1(1.7%) elderly person bought clothing during occasions. However, 3(5%) respondents bought clothing both during christmas time and when money was available. Those respondents who afforded clothing both during christmas time and when necessary were only 2(3.3%). All in all, the findings revealed that as much as the respondents had interest in clothing, they did not buy clothes often because they had really to squeeze clothing in their already tight budgets.

Table 6

Respondents' Clothing Sources

Clothing Source	F	%
A Open-air new ready-made	15	25
B Open-air second hand (used)	36	60
C Clothing sold from door to door	2	3.3
D Tailoring shops	0	0
E Any other	1	1.7
AB	3	5
AC	1	1.7
ABD	1	1.7
DE	1	1.7

Table 6 above shows that a majority of 36 (60%) respondents purchased clothing from the open-air second-hand (used) markets. This indicates that most of the respondents did not have much income and therefore they were left with no alternative but to make do with the cheaper second-hand clothing. Despite being in a low-economic set up, 15 (25%) of the respondents were in a position to purchase their clothing from open-air new ready-made clothing markets. Only 2 (3.3%) respondents acquired their clothing items from people who sold clothes from door to door and such clothes could either be new or used. This finding could have been because the study's subjects were living in an urban setting which was near an open-air market. There was no respondent who solely depended on tailoring shops as a source of clothing items. This finding could be explained by the fact that the study's subjects were poor and therefore they found the fabrics too expensive and the tailoring fee exorbitant.

Only 1 (1.7%) respondent was able to combine acquiring clothing from open-air new ready-made clothing markets and tailoring shops. Also, there was only 1 (1.7%) respondent who got clothing from any other resource. This other received clothing from foreign countries and was quite conscious of what, where and when to buy clothing. Likewise, there was only 1 (1.7%) respondent who was able to combine tailoring-shop clothing sources with inheriting clothing items from relatives and friends. Similarly, only 1 (1.7%) respondent acquired clothing items from three sources, namely: the open-air new ready-made clothing markets, open-air second-hand (used) markets and the tailoring shops. There was 1 (1.7%) respondent who was so poor that he had to

scavenge clothing from dumping tanks. The findings of this study show that the respondents were so poor that they strained in order to acquire clothing. This automatically had a lot of influence on their preferences and buying practices.

Physiological, Psychological and Socio-Economic Factors Influencing Clothing Preferences and Buying Practices

This section answers objective 3 of the study namely: to examine influence of physiological, psychological and socio-economic factors on clothing preferences and buying practices of the elderly. To test this objective, physiological indicators, Tables 7 and 8, psychological indicators, Tables 9 and 10, and socio-economic indicators, Tables 11-13 below were used.

Table 7

Physiological Factors Influencing Respondents' Clothing Preferences.

Factor	F	%
Height Loss	0	0
Spinal Column bend or hunch back	1	1.7
Weight change	47	78.3
Paralysis	0	0
Arthritis	2	3.3
Nervous disorder	0	0
Any other	48	80
No problem	9	15

According to the data in the table above, a majority of the respondents 47 (78.3%) were in agreement that they had experienced

weight change. Most of them confirmed that they had experienced decrease in weight. Majority of those who reported increase in weight were those who had profitable businesses.

According to Thurow, Tate and Clisson (1967), one of the most noticeable changes as a person grows older is that body grows shorter. In this study, none of the respondents reported height loss but most likely they were not aware of it. There was only 1(1.7%) respondent who reported spinal column bend or hunchback. There were 2(3.3%) respondents who suffered from arthritis problems and 9(15%) reported no notable changes as they moved from middle age to the older age. The findings of this study were contrary to the findings of a study done by Rosenblad Wallin and Karlsson in America (1986) cited by Dillard and Feather (1988) that almost half of the older population has arthritis. This may be due to climatic differences. Also, as depicted by the table above, none of the respondents reported paralysis or nervous disorder. This could have been due to the kind of life led by the urban poor. Perhaps those who had such acute problems as paralysis and nervous disorder had to go to the institutions for the aged. A majority of 48(80%) of the respondents had any other physiological problems such as stiff backs, weak chests, asthma and feeling cold most of the time. It can therefore be deduced that these elderly had their unique physiological factors which, in one way or another, influenced their clothing preferences and buying practices especially where fabrics and styles were concerned.

Table 8**Apparel Characteristics Influenced by Respondent's Physiological Changes**

Clothing Characteristics	F	%
Length	1	1.7
Width	47	78.3
Fastenings	2	3.3
Any other	10	16.7
Total	60	100

There are clothing characteristics that are influenced by the elderly's physiological changes. As shown on tables 7 and 8 above, the respondents who had physiological changes of weight decrease were the same ones who experienced problems in clothing characteristics. Majority of 47(78.3%) respondents had the weight decrease affecting their clothing characteristics where width or style was concerned. The 2(3.3%) respondents with arthritis had the stiffness of the hands and had difficulties manipulating fastenings. Those who suffered from arthritis would be more comfortable with velcro fasteners but unfortunately, these are not very common in Kenya. Since only 1(1.7%) respondent had reported spinal column bend or hunchback (table 7), consequently the same respondent was the only one whose physiological change influenced the clothing characteristic as far as length was concerned because the back was required to be made slightly longer to cater for the hunchback.

Table 9

Psychological Preferences	3		2		1		Not Sure		Total	
	Always Influences		Sometimes Influences		Never Influences					
	F	%	F	%	F	%	F	%	F	%
Where item is bought	1	1.7	2	3.3	57	95	-	-	60	100
Cost of item	59	98.3	-	-	-	-	1	1.7	60	100
Item in which one looks attrac- tive	60	100	-	-	-	-	-	-	60	100
Colours one likes	56	93.3	2	3.3	1	1.7	1	1.7	60	100

As depicted by table 9, the study clearly shows that there are some psychological characteristics that influence people's decisions when buying clothing items. As had been observed by Rosenblad Wallin and Karisson in 1986, clothing is an aesthetic expression and today's elderly have a sense of beauty too. As such, all the respondents 60 (100%) bought clothing items in which they looked attractive, always. The cost of the item had a great deal of influence as far as purchasing items of clothing was concerned. An overwhelming majority 59 (98.3%) of the subjects stated that the cost of the item played a significant role, always. Although the respondents were not well-to-do, they still felt that they did not have to buy clothing that was too old and was sold cheaply and this was especially so with those who went to social places because they wanted to belong. There was only one respondent who was not sure whether the cost of the item had any influence or not.

Park (1989) had observed that the elderly had preferences

for certain colours. This was confirmed in this study by the findings that 56 (93.3%) respondents were highly influenced by the colours they liked as they bought items of clothing, always. However, 2 (3.3%) of the elderly were influenced by the colour factor sometimes while only 1 (1.7%) was never influenced by the colour factor. Again only 1 (1.7%) respondent was not sure whether colours influenced him or her as he/she bought clothing items. Where the item of clothing was bought did not have a great impact on the elderly. A large majority of 57 (95%) stated that where item of clothing was bought never influenced them. Probably due to being in a slum area, it was not important where the item was bought, provided it was available. This finding could be different in a higher economic class.

Table 10

Psychological Factors Influencing Respondents' Clothing Buying Practices.

Factor	F	%
A Likes buying new clothes often	3	5
B Likes new clothing styles as they come up	3	5
C Likes wearing clothes as per occasion	56	93.3
D Likes expensive clothing	1	1.7
ABC	1	1.7
ABD	1	1.7
AC	1	1.7
BC	1	1.7

According to table 10 above, the elderly had a fierce interest in clothing as had been observed by Kernalaguen (1989) who stated that an attractive appearance bolsters morale and

self-assurance and influences social acceptability. Majority 56(93.3%) of the elderly showed their interest in clothing by wearing clothing as per occasion. At least, poor as they were, they set aside clothing for going to church or to visit and they had day-to-day wear clothes. Those 4(6.7%) respondents who did not wear clothing as per occasion reported that they were conscious of dressing per occasion but unfortunately they had no wherewithal to purchase clothing and set some aside. Only 3(5%) showed interest in clothing by buying new clothes often. This could have been due to the unavailability of money to many respondents. Again, only 3(5%) showed clothing interest by liking new styles as they came up. This could have been because being poor, the respondents felt that being fashionable meant spending money that was so scarce and also they reported that new fashions were meant for the youth. Only 1(1.7%) respondent showed clothing interest by buying expensive clothing. Also only 1(1.7%) respondent displayed clothing interest by combining buying new clothes often, wearing clothing as per occasion and buying expensive clothing. There was also 1(1.7%) respondent who showed interest in clothing by combining buying new clothes often, liking new clothing styles as they came up and wearing clothing per occasion. These findings reveal that such psychological factors such as wearing clothing as per occasion, buying new clothes often and liking new clothing styles as they come up have influence on elderly's clothing preferences and buying practices.

Table 11A**Respondent's Household Income per Month**

Income	F	%
Below 500 Kshs.	25	41.7
501 - 1,000 Kshs.	17	28.3
1,001 - 1,500 Kshs.	11	18.3
1,501 Kshs. and above	7	11.7

Table IIB**Respondent's Sources of Income**

Income Source	F	%
Retirement benefits	1	1.7
Business	14	23.3
Sale of property	2	3.3
Help from children	2	3.3
Dowry	0	0
Help form organizations	8	13.3
Any other	39	65

As per the tables above, 25(41.7%) respondents were in possession of below 500 (five hundred) Kenya shillings as total household income per month. This could explain why most of the respondents preferred the second-hand (used) items of clothing because of the unavailability of much money to buy clothing from the new ready-made markets or the tailoring shops. Bearing in mind the cost of food especially in the urban areas, the

available money went to the food budget first. Those respondents who received total monthly income of between 501 and 1,000 Kenya shillings were 17(28.3%) and those whose incomes were between 1,001 and 1,500 Kenya shillings were only 11(18.3%). The respondents who were a bit "well-off" were only 7(11.7%) and they had just more than 1,501 Kenya shillings per month. It is evident that most of the elderly urban were significantly below the comfort level as well as living very close to the survival level just as Morag (1978) had observed. The economic situation of the elderly therefore had some implications on their clothing preferences and buying practices.

The respondents had various sources of income. Most of them depended on only one source of income but there were some who had more than one source. For example, only 1(1.7%) respondent received retirement benefits and at the same time had business. This could be explained by the fact that most of these elderly had been unskilled workers and had therefore not been employed in permanent and pensionable jobs. There were 2(3.3%) respondents who got income from sale of property. Also 2(3.3%) respondents got help from children. This finding would perhaps be different in a rural set-up where the children felt obliged to provide for their aged parents. In poor urban set-ups, instead of children helping their parents, they overburdened the elderly by leaving the grandchildren under the care of those elderly who had such meagre incomes. In such situations, the elderly had to meet their clothing needs together with those of the grandchildren and consequently this affected the buying practices adversely.

The study also revealed that there was not a single elderly

who received income from dowry. This was perhaps so because most likely the respondents' daughters got married in the same poor neighbourhood. The respondents may also have been given dowry and they finished the money. Some of the respondents got their income from organizations, specifically the church and Action Aid. Majority 39 (65%) of the respondents received their incomes from such activities as selling in kiosks, selling beer, traditional dancing, collecting and selling waste papers and digging trenches. This finding is suggestive that the respondents had unreliable sources of income and so this negatively influenced clothing preferences and buying practices.

Table 12

Social Activities Influencing Respondents' Clothing Preferences and Buying Practices

Social activities engaged in	F	%
Going to church/mosque	59	98.3
Traditional dancing	4	6.7
Visiting friends, children, relatives	49	81.7
Community meetings	52	86.7
Self-help groups	20	33.3

According to the table above, as far as social activities were concerned, most of the respondents were engaged in quite a number. For example, 59 (98.3%) respondents were involved in going either to the church or mosque or church meetings. Therefore such elderly were conscious to buy items of clothing that would benefit such functions. Only 4 (6.7%) respondents still attended

traditional dancing. Before joining the church, most of the respondents had been traditional dancers and still retained the traditional dancing garb but as christians they were not supposed to combine traditional dancing and christian faith. A majority of 52 (86.7%) respondents attended community meetings especially the chiefs' "barazas" which were common activities in the sub-location. Only 20 (33.3%) respondents attended self-help group meetings, the reason being that those groups were monopolized by those with higher incomes. According to these results, it is evident that the social activities that the elderly engaged in, played a significant part in determining what clothing one preferred and how often one acquired clothing. Just as Horn (1975) had stated that clothing serves as a symbol of the role and status of the individual in the society, those respondents who engaged in various social activities were more conscious of clothing than those who just remained at home.

Table 13

Ratings of Social Factors Influencing Respondents' Clothing Preferences and Buying Practices

Social factor	3 Always		2 Sometimes		1 Never		Total	
	F	%	F	%	F	%	F	%
What is accepted by age mates	60	100	-	-	-	-	60	100
What is accepted by children	56	93.3	2	3.3	2	3.3	60	100
What is accepted by society	60	100	-	-	-	-	60	100
Religious beliefs or norms	59	98.3	-	-	1	1.7	60	100
Social activities engaged in	59	98.3	-	-	1	1.7	60	100

There are some social factors that are thought to influence people's decisions when selecting clothing items and the elderly were not excluded. Horn (1975) noted that clothing obtains for the wearer the rewards of recognition, approval and identification in the society. As such, social factors influenced the clothing preferences and buying practices of the elderly quite a lot. All the respondents 60 (100%) were influenced by what is accepted by society and agemates always as they selected clothing items. This could have been because the elderly wished to be an integral part of the society. Religious beliefs or norms influenced 59 (98.3%) respondents as they selected clothing items, always. The only 1 (1.7%) respondent (table 12 above) who never went to church/mosque, was never influenced by religious beliefs or norms as he/she acquired clothes. It was ironical that 56 (93.3%) respondents were influenced by what was accepted by children despite the fact that only in very remote cases did children buy or give clothes to their aged parents. From these findings, it is clear that the elderly are so society-directed that they are ready to conform to society's expectations in relation to clothing preferences and buying practices.

Satisfaction - Dissatisfaction with Clothing on the Market

This section address itself to objective 4 of the study. It seeks to examine satisfaction and dissatisfaction among the elderly with the clothing items available on the Kenyan market, as they wear them.

Table 14

Factors that Cause Respondent's Satisfaction and Dissatisfaction with Clothing Items on the Kenyan Market

Factor	4		3		2		1		Not		Total	
	Very satisfied F	%	Satis- fied F	%	Dissatis- fied F	%	Very Dissati- fied F	%	sure F	%	F	%
A Garment length	-	-	-	-	2	3.3	56	93.3	2	3.3	60	100
B Garment comfort	-	-	2	3.3	-	-	57	95	1	1.7	60	100
C Clothing style	-	-	-	-	2	3.3	57	95	1	1.7	60	100
D Faster ners	-	-	2	3.3	-	-	58	96.7	-	-	60	100
E Fabric texture	-	-	-	-	2	3.3	58	96.7	-	-	60	100
F Fabric colour	-	-	2	3.3	2	3.3	56	93.3	-	-	60	100
G Fabric design	-	-	2	3.3	1	1.7	57	95	-	-	60	100

The results to the factors shown on the table above are discussed under the following sub-topics:

Garment Length

As per the results, it can be deduced that the respondents are not satisfied with the available clothing items on the Kenyan market that they wear. As far as garment length was concerned, 56(93.3%) of the respondents reported that they were very dissatisfied. The female respondents were very dissatisfied with the available clothing items because most of them were mini-skirts of course the elderly categorically stated that they could not wear the mini-skirts due to the sagging muscles and their age. The male respondents were also very dissatisfied with the fashionable Bermuda shorts ("Vinyasha") and also the "never come

down" trousers as they were too short for them. The major problem with these items of clothing is that they are second-hand (used), and they originate from different cultures and therefore the elderly find it difficult to accept most of them. Only 2(3.3%) respondents reported that they were dissatisfied with garment length while 2(3.3%) more were non-committal.

Garment Comfort

An overwhelming majority 57(95%) of the respondents were very dissatisfied with garment comfort in relation to the available clothing on the market as they wore them. While some of the garments were too tight, others were too loose and as a result only 2(3.3%) respondents were satisfied with the garment comfort while 1(1.7%) was non-committal.

clothing style - once again, 57 (95%) of the respondents were very dissatisfied with the available clothing on the Kenyan market in relation to clothing style. Only 2(3.3%) respondents were satisfied while 1(1.7%) was non-committal. The respondents could have been so dissatisfied because like the female attires had open vents or slits at the back or front and the elderly could not feel free wearing slitted or vented garments due to their age and sagging muscles. Other unaccepted styles included skin tight dresses and skirts and also sleeveless items of clothing. Due to age, the elderly wanted to dress decently so that they could receive approval and recognition. As far as the male respondents were concerned, they were so dissatisfied with pleated trousers because they looked more or less like skirts and therefore were too fancy for them. The Jeans-style trousers also

were too tight for the elderly and therefore were ideal for the younger people.

Fasteners

In relation to clothing fasteners on the Kenyan market that the elderly used, 58 (96.7%) of the respondents were very dissatisfied. Only 2 (3.3%) respondents reported that they were satisfied with the fasteners currently in use. The male respondents were especially very dissatisfied with the zip fasteners for they said that once a zip got broken, one had to replace it by buying a new one and then pay more money for the attaching fee. Zips were quite commonly used on trousers and jackets and they caused a lot of dissatisfaction. The female respondents were also very dissatisfied with the zip fasteners especially if they were inserted at the back because most of them suffered from stiff backs.

Fabric Texture

The majority of the respondents 58 (96.7%) were very dissatisfied with the fabric texture in use on the clothing items available on the Kenyan market. They attributed the dissatisfaction to the texture being light, transparent, and static especially, the synthetic chiffon fabrics used in making blouses and dresses. Another cause for dissatisfaction was the cotton viscose fabrics that were so commonly used in making skirts, shirts, blouses and dresses. These fabrics need ironing before they are put on because they crease very much. The economic situation of the slum elderly is such that they cannot

following recommendations to make to the garment producers

afford to buy irons, let alone the charcoal and as a result they feel very frustrated with the creased fabrics.

Fabric Colour

In relation to the colours used on the clothing items available on the Kenyan market for use by the elderly, 56 (93.3%) of the respondents reported that they were very dissatisfied. They stated that the fabric colours were too bright for their liking. They complained that their kind of life demanded that they used dull coloured items of clothing especially because they did "blue" collar jobs. Another reason that made them so dissatisfied was the unavailability of soap and water to clean those bright coloured fabrics. Being poor people, even such basic items like water and soap were difficult to come by let alone getting help to clean the clothes.

Fabric Design

As far as the fabric design was concerned, 57 (95%) of the respondents also felt very dissatisfied. The male respondents reported that some of the fabric designs on the shirts had big designs and they preferred small designs. The males reported that the flowered shirts were associated with females because they resembled blouses. The females also were dissatisfied with big designs especially the animal designs.

Respondents' Recommendations

All the 60 (100%) elderly were in agreement that there should be clothing designed specially for the elderly. They had the following recommendations to make to the garment producers.

Style

The respondents recommended such styles as long-sleeves for occasions and short-sleeves for day-to-day wear, collars for shirts, blouses and dresses. They also recommended pleated dresses, pockets on all outer-garments, belts, front openings and generally garments that were neither too wide nor too light or too short.

Fabric Texture

The respondents recommended textures that were heavy, warm, firm, non-iron and durable.

Fabric Colour

The respondents generally recommended dull colours since they did not have facilities such as water and soap to maintain bright colours. The colours that were repeatedly mentioned were black, dark brown, grey, green, blue and red.

Fabric Design

The respondents recommended floral fabrics but in small designs. They also recommended checks, stripes and plain fabrics.

Fasteners

Majority of the respondents recommended buttons as they were easier to fasten and replace. There were however some respondents who recommended the application of both buttons and zips. Only 2 (3.3%) respondents recommended the application of buttons, zips and press studs.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

SUMMARYPurpose of the Study

The main purpose of this study was to investigate the factors that influence the clothing preferences and buying practices among the elderly in Korogocho sub-location in Nairobi. Possible causes of dissatisfaction with the clothing items available on the Kenyan market, for the elderly to wear were investigated in order to recommend ways of designing clothing for the elderly.

Research Objectives

The study sought to achieve the following four objectives:

1. To determine demographic information of the elderly used in the study.
2. To determine the clothing preferences and acquiring practices of the elderly.
3. To examine the effect of physiological, psychological and socio-economic factors on the clothing preferences and buying practices of the elderly.
4. To investigate the causes of satisfaction and dissatisfaction with clothing on the Kenyan market, among the elderly.

Procedure

The study using a sample of 30 males and 30 females, was

conducted at Korogocho sub-location in Nairobi, starting from July to September, 1993. Sixty (60) interview schedules were used to get information pertaining to the research objectives. To answer the stated objectives, the data were analyzed using frequencies and percentages.

CONCLUSIONS

Findings and Contributions of the Study

Demographic characteristics of the elderly were investigated. The results showed that most of the respondents had their clothing preferences and buying practices influenced by these characteristics. The study showed that the demographic characteristic that most influenced the elderly was the current occupation. Demographic characteristics such as marital status and early occupation had lower influence on clothing preferences and buying practices.

Physiological, psychological and socio-economic factors influencing the elderly's clothing preferences and buying practices were addressed by the study. The results showed that most of the respondents had their clothing preferences and buying practices influenced by these factors. The study showed that the physiological factor that most influenced the elderly was the weight change in the form of weight decrease. Physiological factors such as height loss, spinal column bend or hunchback had lower influence on clothing preferences and buying practices. It was found that health problems such as paralysis, arthritis and nervous disorders had less influence since these were not common health problems with the elderly in Korogocho sub-location. The

health problem that most influenced the elderly in their clothing preferences and buying practices was weak chests as a result of cold and asthmatic problems. They therefore preferred warm clothing items.

Findings revealed that the psychological factors that most influenced the elderly consumers' clothing preferences and buying practices included items in which one looked attractive, colours one liked and wearing clothing as per occasion. A factor such as where an item was bought had the lowest influence on clothing preferences and buying practices due to the fact that the respondents did not have much money to buy clothing items from expensive boutiques. Other psychological factors that had low influence on buying practices as far as clothing for the elderly was concerned included buying new clothes often, new clothing styles as they came up and expensive clothing.

The socio-economic factors that showed most influence on the elderly consumer's clothing preferences and buying practices included the social activities they engaged in, the amount of money available, religious beliefs or norms and what was accepted by agemates, the children and the society. These are the factors that contributed most in influencing the clothing preferences and buying practices among the elderly in Korogocho sub-location.

The data showed that the majority of the elderly were very dissatisfied with the available items of clothing on the Kenyan market. They felt therefore that there should be clothing designed specially for the elderly. Some of the clothing items especially the second-hand (used) ones came from foreign cultures. They recommended various styles such as long items of

clothing, long-sleeved shirts, blouses and dresses, front openings and pockets on outer garments. The fabric textures that were highly recommended included warm, heavy, durable and non-iron. They also recommended dull colours such as black, dark brown, grey and blue. As far as fasteners were concerned, the elderly highly recommended buttons since they were easier to replace and maintain. Other fasteners that were recommended included the zippers followed by press studs.

Findings of this thesis could contribute to this study to the area of clothing and textiles in home economics education and general home economics, to clothing and textiles consumer behaviour and to general knowledge in the following areas:

1. Knowledge of aspects of clothing preferences and buying practices among the elderly in Kenya.
2. Suggestions of practical solutions to problems underlying dissatisfaction with clothing preferences and buying practices in Kenya's clothing market.

The study contributes to the knowledge of aspects of clothing preferences and buying among the elderly in Kenya. The research identified clothing preferences among the elderly. A statistical analysis using frequencies and percentages showed that where style was concerned, most elderly preferred long-sleeved items of clothing and they preferred long items and separates such as shirts and trousers, blouses and skirts. As far as buying practices were concerned, most elderly bought clothing items when money was available as they were not so well-to-do as to buy clothing during christmas time.

Another significant contribution of this study is that it highlights problems underlying dissatisfaction with clothing preferences and buying practices in Kenya's clothing market and points out some possible practical solutions to these problems as discussed in detail in chapter iv of the study.

The above stated findings will be made available to clothing manufacturers and producers through the Ministry of Commerce and Industry, to the Kenya Bureau of Standards and to the Kenya Consumers' organisation as an aid to identifying clothing consumer-producer related problems and possible practical solutions to these problems. The solutions will help ensure consumers' satisfaction with the preference and buying of the available clothing.

Finally, although much research has been done in the area of clothing in other countries, not much emphasis has been given to the study of clothing from the elderly consumers' point of view in Kenya. This study is therefore a thrust towards further research in this area in Kenya.

RECOMMENDATIONS

Considering the findings of this study the researcher would like to make the following recommendations:

1. There is need for clothing producers and sellers and other organizations to address themselves to physiological, psychological and socio-economic factors influencing the elderly's clothing preferences and buying practices in terms of styles, fabrics and fasteners.
2. The younger adults, children and welfare organizations

should consider the elderly's clothing preferences as they buy or give them clothing items.

3. The Ministry of Education and the Ministry of Culture and Social Services need to educate the Kenyan adults and children on social and clothing needs of the elderly so as to enhance family and societal harmony. This is because the elderly, especially those in urban slums feel rejected by members of the society.
4. Factors that cause dissatisfaction among the elderly as they wear the available items of clothing on the Kenyan market need to be improved on by:
 - a. Designing styles that accommodate the elderly's physiological changes, such as weight decrease.
 - b. Taking into account the fabrics used for elderly's clothing in relation to warmth, colour and texture.
 - c. Considering the fasteners that are easier for the elderly to manipulate and maintain, especially the buttons.

Suggestions for Further Research

Suggested areas for further study have arisen as a result of the findings of this study. The areas include:

1. Comparative study to compare the rural and urban elderly's clothing preferences and buying practices.
2. The topic of this study to be carried out in:
 - a. A rural set-up
 - b. A higher socio-economic set-up
 - c. Institutions for the aged.

3. A study to be carried out on factors influencing clothing for the handicapped.
4. A study to be carried out on cultural influences on clothing preferences and buying practices among the elderly.

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- What is your marital status?
- Married
 - Never married
 - Separated
 - Widowed
- What is your highest level of education?
- No education
 - Primary school
 - Secondary school
 - Training beyond high school
- How many people within your household are dependent on your income excluding yourself?
- None
 - One

APPENDIX

Interview ScheduleSection A: Demographic Information

1. Gender
- A. Male
- B. Female
2. In which of the following age categories do you belong?
- A. 65-69 years
- B. 70-74 years
- C. 75 years and above
3. What is your marital status?
- A. Married
- B. Never married
- C. Separated
- D. Widowed
4. What is your highest education level?
- A. No education
- B. Primary education
- C. Secondary education
- D. Training (specify)
5. How many people within your household are dependent on your income excluding yourself?
- A. None
- B. One

- C. Two-Three
- D. Four and above

6. What was your occupation in your early years?

- A. Skilled worker
- B. Unskilled worker
- C. Professional (specify)
- D. Any other (specify)

7. What is your present occupation?

- A. Homemaker
- B. Selling Kiosk
- C. Taking care of grandchildren
- D. Any other (specify)

Section B: Clothing Preferences and Acquiring Practices

8. How do you acquire your clothes?

- A. Buy for yourself
- B. Bought by children
- C. Bought by wife/husband
- D. Given by children/friends
- E. Bought/given by others (specify)

Please give reason for preferring the clothes you have indicated in No. 13 above.

9. How often are your preferences considered when clothes are given to you:

- A. Husband/wife
- B. Children/friends
- C. Others (specify)

	3	2	1
	Always	Sometimes	Never

10. When you buy your clothes, or you buy according to your preferences?

- A. Yes
- B. No

11. If not, why?

12. Which clothes do you prefer?

- A. Gathered
- B. Pleated
- C. Suits
- D. Separates
- E. Long-sleeved
- F. Short-sleeved
- G. Long
- H. Short
- I. Any other (specify)

13. Please give reasons for preferring the clothes you have indicated in No. 12 above.

14. How often do you buy/are given clothes?

- A. Christmas time
- B. When money is available
- C. When necessary
- D. Any other time (specify)

15. Where do you buy or have your clothes bought?

- A. Open-air new ready-made clothing markets
- B. Open-air second-hand (used) clothing markets
- C. People who sell clothing from home to home
- D. Tailoring shops

Section C: Physiological Characteristics

16. Which of the following bodily changes have you experienced?

- A. Height Loss
- B. Spinal column bend or hunch-back
- C. Weight change (increase or decrease)
- D. Any other (specify)

17. Which of the following health problems do you have?

- A. Paralysis
- B. Arthritis
- C. Nervous Disorder
- D. Any other (specify)

18. Tick the clothing factors given below which you find affected by the problems mentioned in Nos.16 and above.

- A. Length
- B. Width
- C. Style
- D. Fastenings
- E. Any other (specify)

Section D: Psychological Characters

19. Below are some of the psychological factors that may influence peoples' decisions when selecting clothing items. Indicate whether they influence your decisions always, sometimes or never.

	3	2	1
	Always	Sometimes	Never
<u>Type of Information</u>			
A. Where item is bought			
B. Cost of the item			
C. One in which you look attractive			
D. Colours you like			
F. Any other (specify)			

20. Which of the following factors indicate your interest in clothing?

- A. You like buying new clothes often
- B. You like the new clothing styles as they come up
- C. You like wearing clothing as per

- D. occasion
- D. You like expensive clothing
- E. Any other (specify)

Section E: Socio-Economic Characteristics

21. What is the category under which your monthly income falls?

- A. Below 500 Kshs.
- B. Between 501 - 1,000 Kshs.
- C. Between 1,001 - 1,500 Kshs.
- D. 1.501 Kshs. and above

22. What are your present sources of income?

Tick all those that apply to you.

- A. Retirement benefits
- B. Business
- C. Sale of personal property
- D. Help from children
- E. Dowry
- F. Help from organizations
- G. Any other (specify)

23. Below are some social activities that old people engage in.

Please tick the ones you engage in.

- A. Going to church and church organizations
- B. Traditional dancing
- C. Visiting friends, children and other relations

- D. Community meetings
- E. Self-Help Groups
- F. Any other (specify)

24. Below are some of the social factors that are thought to influence people's decisions when selecting clothing items. Indicate whether they influence your decisions always, sometimes or never.

	3	2	1
	Always	Sometimes	Never
<u>Type of Information</u>			
A. What is accepted by agemates		<input type="checkbox"/>	
B. What is accepted by children		<input type="checkbox"/>	
C. What os accepted by society		<input type="checkbox"/>	
D. Religious beliefs or norms		<input type="checkbox"/>	
E. Social activities engaged in		<input type="checkbox"/>	
F. Others (specify)		<input type="checkbox"/>	

Section F: Satisfaction/Dissatisfaction Characteristics

25. There are clothes that are available on the market. Indicate whether you feel very satisfied, satisfied, dissatisfied or very dissatisfied with them.

	4	3	2	1
	Very satisfied	satisfied	dissatisfied	Very dissatisfied
<u>Factors</u>				
A. Garment length				
B. Garment Comfort				
C. Clothing style				
D. Fasteners				
E. Fabric-texture				
F. Fabric colour				
G. Fabric design				
H. Other (specify)				

26. Do you think there should be clothing designed specially for the elderly?

- A. Yes
- B. No

27. What recommendations would you give to the clothing producers for the elderly regarding the following?

- A. Style -----
- B. Fabric Texture -----
- C. Fabric Design -----
- D. Fabric Colours -----
- E. Fasteners -----