

Socio-demographic factors of fashion purchase. A case of apparel consumption among kenyan university students

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ABSTRACT

There has been a rapid growth of global fashion industry. Kenya like other developing nations is fighting for a slice of this growth and positioning itself as a competitive contributor to the same. In this regard, both the fashion marketers and the academia are becoming increasingly interested in variables of fashion consumption. This paper investigated the relationship between the socio-demographic characteristics of university students and apparel purchase. Demographic characteristics of students such as age, gender, marital status and religion play a key role in students' apparel fashion consumption decision making. Targeting 4 public and 16 private universities, this study sampled 7 universities and 534 students. However, 503 questionnaires were completed hence used. Using a questionnaire to collect data, a chi square tested the null hypothesis; *Socio-demographic characteristics of university students have no relationship with their apparel consumption*. Results showed that there was no significant relationship between age and fashion need conceptualization ($\chi^2 = 7.905$, $df = 5$, $p\text{-value} = 0.162$) among university students. There was no significant relationship between students' gender and evaluation of all information before making an apparel purchase ($p\text{-value} = 0.066$) though females were more likely to conceptualize a need before buying new clothes than males. The study revealed that there was a significant relationship between marital status of students and evaluation between possible alternatives ($p\text{-value} = 0.043$). Religion of the students had no significant relationship with any stage of fashion consumption. Summatively, the study results showed that demographic characteristics of respondents had no significant relationship with apparel fashion consumption decision making among university students ($\chi\text{-square} = 15.000$, $df = 12$ and $p\text{-value} = 0.241$).

Keywords: Apparel Consumption, socio-demographic characteristics (age/gender/marital status/religion), fashion consumption decision making process, university students.

1 INTRODUCTION

Numerous consumer criteria influence apparel fashion purchasing decisions (Karimi et al., 2015, Park et al., 2015, Wiederhold & Martinez, 2018). Previous research shows that several demographic variables affect fashion consciousness, including gender (Sung & Woo, 2019), age (Segal & Podoshen, 2013); McNeill & Moore, 2015) education level (Anić & Mihić, 2015) occupation and income (Cham et al., 2018) among many others. Riungu, (2009) noted that age, level of education and level of income influenced clothing selection and buying practices among primary school teachers in Meru south pointing

to the fact that besides occupation, age, income level played a key role in the process of apparel fashion consumption decision making.

Younger age groups, regardless of their marital status, with college education level had a higher score in shopping enjoyment (Weber et al., 2017; Quittkat et al., 2019). McNeill & Moore, (2015) on the other hand established that the effect of age on fashion shopping was not very strong among females. Wai Yee et al., (2016) further noted that young and elderly women are prone to apparel fashion shopping but with different motivations and approaches. Imo et al., (2010) indicated that trader's age and employment designation were the socio-economic characteristics significantly influencing the type of apparel sold

Younger women are found to indulge in apparel fashion shopping with friends to enhance their social identity and self-image while elderly women shop with their family members to improve their social status (Segal & Podoshen, 2013). According to Anić & Mihić, (2015), the younger consumers are more prone to apparel fashion shopping than older consumers; females are more likely to enjoy apparel fashion shopping than males underscoring the importance of age and gender in apparel fashion consumption decision making. Rahman et al., (2020), noted that the fast male and female, apparel fashion consumers determines “the fast apparel fashion” which help to satiate “the deeply held desires” among young consumers in the industrialized world for luxury apparel fashion.

Economic factors have been found to be an important influence in apparel fashion consumption habits especially among low income consumers (Seo & Kim, 2019). Apparel fashion shopping is fun, flirty, exciting, playful, and enjoyable to females (Roy et al., 2016). Roy et al., (2016) and Sung & Woo, (2019) posit that male consumers involve less in apparel fashion shopping. Roy et al., (2016) noted that unlike men, women normally like to be projected as “apparel fashion leaders” and tend to purchase more apparel fashion brands. According to Cham et al., (2018), income has a role in generating the need for apparel fashion shopping. Bourabain & Verhaeghe, (2019) observed that rich people are more engaged in apparel fashion shopping than their poor counterparts. Roy et al., (2016) posit that apparel fashion shopping among lower class consumers is seen as a tool to move up to a more sophisticated, status conscious, upper confident groups. In her study, Kalunde, (2014) reported that professional women in Machakos town Kenya were more influenced by economic factors than any other factor in their choice of clothing.

According to Aineah, (2016), apparel fashion consumption trends in Kenyan colleges and universities determined by many factors that need critical analysis. This study sought to establish the socio-demographic factors influencing apparel fashion consumption decision making among university students in Nairobi, Kenya. This study contributes to the theory of fashion consciousness and clothing purchasing behavior among university students who are majorly youths.

2 PROBLEM STATEMENT

Marketers have challenges to decide on how consumers behaviour influence purchasing of products. Socio-demographic data on apparel fashion consumption in developing countries is scanty on University students. Their open mindedness characteristics is conducive for apparel fashion shopping. Decision making knowledge would shed light on socio-demographic on how they think, feel, argue and select apparel fashion among other existing alternatives (brand products). There is limited literature and empirical studies on apparel fashion consumption among university students in Nairobi County. Considerations to establish apparel fashion consumption decision making is key. This study made effort to establish determinants of apparel fashion consumption decision making among university students in Kenya, Nairobi County.

3 METHODS AND MATERIALS

This study used descriptive cross-sectional design employing both qualitative and quantitative techniques in data collection and analysis. This study was done in Nairobi County, Kenya due to its cosmopolitan nature in the country, and is known for being an avenue of apparel fashion revolution. Brooks & Simon, (2012) opined that apparel fashion changes start in universities and colleges in Nairobi County before spreading to other parts of the country. The study was carried out in both private and public universities in Nairobi County.

The study targeted 20 universities in Nairobi County (4 publics and 16 private) with a total of 237,593 undergraduate students (Rotich & Onyancha, 2016) . Deng et al., (2009) fisher-based formula was adopted to obtain 534 respondents as sample. Purposive sampling was used to select universities while proportionate sampling was applied to distribute the sample size of 534 respondents across all seven universities. The study was therefore conducted among 7 universities while universities whose proportion of respondents was less than 10 were excluded since such proportion was statistically negligible. Sample distribution across the four years of study was done evenly ($n/4$) while sample distribution by gender was divided into half for male and female. Simple random sampling was applied to select both male and female respondents to participate in the study, A self-designed questionnaire with both closed and open-ended items that ensured a wide range of responses was used to collect data.

The questionnaire was administered to respondents and allowed forty minutes to fill and return tool. All the 534 questionnaires were administered to the students according to the sample frame across all the sampled universities. All the questionnaires were returned after filling. However, after surface check, thirty-one (31) questionnaires were found to be partially or not filled at all. For consistency, all the 31 questionnaires were disregarded and hence were not included in data analysis. Data was coded and cleaned to ensure clarity and precision. Quantitative data was entered into SPSS and analyzed to obtain

frequencies, means and percentages. Qualitative data was transcribed fully in line with the study objectives. The qualitative data obtained from the open-ended questions was coded by identifying and labeling items with similarities in themes and certainty according to objectives and emerging themes. Chi square was used to test the null hypothesis.

4 RESULTS AND DISCUSSIONS

4.1 DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

This study established the demographic characteristics of the respondents. The respondent's characteristics according to (Table 1) demographics considered age, gender, marital status and religion.

Table 1: Respondents Socio-Demographic Details

Variable	Components	Frequency and percent
Age	Below 18	0 (0.0%)
	Between 18 and 22 years	428(85.0%)
	Between 23 and 27 years	75(15.0%)
Gender	Females	257(51.1%)
	Male	246(49.0%)
Religion	Protestant	292(58.0%)
	Catholic	151(30.0%)
	Muslim	25(5.0%)
	Hindu	5(1.0%)
	Others	30(6.0%)
Marital status	Married	75(15.0%)
	Single	428(85.0%)

Source: Own findings, Kimemia (2022)

The study showed that 85% of the students were between the ages of 18 and 22 years while 15% were between 23 and 27 years. The results indicate that all university students were youths. Females were 51% while males constituted 49% indicating that females were more than their male counterparts. Results show that 15% of the students were married while 85% were single indicating that most of the students were still single. The study indicated that 58% of the sampled students were protestant while 30% were Catholics. The study also shows that 6% indicated that they belong to other religions, while 5% were Muslims and 1% was Hindu.

4.2 DEMOGRAPHIC CHARACTERISTICS AND APPAREL FASHION CONSUMPTION DECISION MAKING

This study sought to establish the influence of the socio-demographic characteristics of the students on their apparel fashion consumption decision making. The results indicated that, students of both age groups (18 – 22 years and 23–27 years) had almost similar views on the extent of apparel fashion

enthusiasm. Younger people had a higher tendency for frequent apparel fashion purchases than the older ones. More students between the age of 18-22 years preferred stylish and trendy clothes as compared to their older counterparts between 23 and 27 years of age. More (25.1%) younger students were satisfied with the purchase they made than their older counterparts (23.4%). The study concluded that age was not associated with satisfaction in apparel fashion purchases.

Students who were between 23 -27 years old were more likely to conceptualize the need before purchasing new clothing than those between age 18-22. The study revealed that students who were between 18 and 22 years were less likely to have expectations of what to purchase before the actual purchase while the age group between 23-27 years had expectations of what to purchase. Both age groups used time to search for information about the apparel fashion products. Age was not associated with evaluation of possible alternative before purchase. Older students were more likely to do a post purchase evaluation after buying new apparel. Younger students were more likely to make an impulse purchase than their older counterparts. Older students looked for promotions, deals and discounts when purchasing new clothes.

While 12.9% of students between the age of 23 – 27 years often bought the same product every time, 10.4% of those between 18 -22 years often/always bought the same product on every apparel fashion purchase. The findings revealed that older students were more likely to buy the same product every time they did apparel fashion purchase than their younger counterparts.

Frequency of apparel fashion shopping, apparel fashion style, satisfaction with right decision to purchase new clothes, knowledge to the latest apparel fashion trends and impulse buying are association with the younger students between the age of 18-22 years than their older counterparts between the age of 23 and 27 years. Need for conceptualization, expectation of what to buy, post purchase evaluation, seeking for promotions, deals and discounts and purchase of the same products were more likely to be associated to older students than their younger counterparts.

Gender did not seem to have great influence on frequency of apparel fashion shopping. The study indicates that official style was preferred by male students while sexy and stylish types of apparel fashion were preferred by female students. Therefore, this indicates that each gender had their own preferences of fashion style. Gender did not seem to have influence on satisfaction of apparel fashion purchase made by students. Gender did not seem to have influence on the expectations about what to buy before buying new clothes. The study revealed that both male (68%) and female (54%) had knowledge about the latest apparel fashion trends and what was in/out of apparel fashion. In conclusion gender seems to have influence on knowledge on apparel fashion trends. The study revealed that the majority of both males and females did not evaluate between possible alternatives before making apparel fashion purchase at 53% and 52% respectively.

The study concludes that gender does not seem to have influence on evaluation between possible alternatives when making a purchase. Gender did not seem to influence evaluation of post-purchase decision on purchased new clothes as depicted by chi-square test (Table 2) on relationship between apparel fashion style and marital status but it had influence on student's impulse buying decision.

Table 2: Apparel Style and Marital Status Relationship

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.978 ^a	6	.014
Likelihood Ratio	18.962	6	.004
Linear-by-Linear Association	.599	1	.439
N of Valid Cases	503		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.44.			

Source: Independent Research, Kimemia (2022)

Results from the chi square test showed that there was a statistically significant relationship between apparel fashion style and marital status ($\chi^2 = 15.978$, $df = 6$, $p\text{-value} = 0.014 < 0.05$). The study reveals married students (55%) made impulse buying decision than their single counterparts (53%). In conclusion, marital status did not have influence on impulse buying decision. The results showed that married students ignored most of the steps of apparel fashion consumption decision making process. The single status achieved four of eight steps as compared to only two of the married students. The study indicated that Protestants, Catholics, Muslims and others had almost similar views on frequency on apparel fashion shopping. This shows that religion seems to have little influence on frequency on apparel fashion shopping. Influence of religion on need conceptualization was determined.

More Catholic and Protestant students (20%) always started by conceptualizing the need before buying new clothes. The study also shows that 19% of the Catholics, 9% of the Muslims, 33% of the Hindus, 22% of the Protestants and 24% of other religion never conceptualized the apparel fashion need before purchasing new clothes. Further, 31% of the Catholic, 52% of Muslims, 33% of the Hindus, 30% of protestants and 24% of others indicated that they rarely conceptualized the need before buying new clothes. The study indicates that majority of religions rarely/never conceptualized on the apparel fashion need before purchasing new cloths. This shows that religion did not seem to have influence on conceptualization of need before purchase. Table 3 presents chi-square test for relationship between religion and impulse buying.

Table 3: Religion and Apparel Buying Impulse Comparison

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	25.252 ^a	16	.066
Likelihood Ratio	27.885	16	.033
Linear-by-Linear Association	5.252	1	.022
N of Valid Cases	503		
a. 9 cells (36.0%) have expected count less than 5. The minimum expected count is .29.			

Source: Personal analysis, Kimemia (2022)

The results showed $x^2 = 25.252$, $df = 16$, $p\text{-value} = 0.066$ revealing that there was no significant relationship between religion and impulse buying decision when purchasing new clothes. In conclusion religion does not seem to have influence on impulse buying of apparel fashion. Chi-square test demonstrated using ($x^2 = 7.905$, $df = 5$, $p\text{-value} = 0.162$) (Table 4) showed that age and conceptualization had no comparison when considering the need for buying new clothes which showed lack of significant relationship between age and conceptualizing among university students.

Table 4: Apparel Conceptualization and Age Comparison

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.905 ^a	4	.162
Likelihood Ratio	2.673	4	.614
Linear-by-Linear Association	.146	1	.702
N of Valid Cases	503		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.34.			

Source: Own Original Investigations, Kimemia (2022)

The study revealed that 22.1% of the elder students and 17.8% of the younger students often had expectations about what they were going to buy. The age and purchasing expectations relationship presented in (Table 5) chi-square test analysis results, shows that only 5% of the older students never had expectations while 13% of the younger students never had expectations.

Table 5: Apparel Purchasing Expectations and Age Interrelation

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.138 ^a	4	.129
Likelihood Ratio	8.028	4	.091
Linear-by-Linear Association	.748	1	.387
N of Valid Cases	503		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.11.			

Source: Self conclusions, Kimemia (2022)

The study revealed that there was no significant relationship between age and having expectations about what students were going to buy (p-value = 0.129). Search for product information and age coleration (Table 6) was analysed using chi-square test sought.

Table 6: Apparel Product Information and age coleration

	Chi-Square Tests		
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.005 ^a	4	.091
Likelihood Ratio	7.521	4	.111
Linear-by-Linear Association	.184	1	.668
N of Valid Cases	503		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.58.

Source: Personal Observation, Kimemia (2022)

The study results showed that there was statistically significant relationship between students' age and search for information about the product (p-value = 0.091). Comparison summary between age and evaluation of purchase information (Table 7) was done using Chi Square Test.

Table 7: Age and Evaluation Comparison Summary on Apparel Purchase Information

	Chi-Square Tests		
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.333 ^a	4	.053
Likelihood Ratio	9.567	4	.048
Linear-by-Linear Association	8.237	1	.004
N of Valid Cases	503		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.88.

Source: Subjective assessment, Kimemia (2022)

The results revealed lack of significant relationship between students' age and evaluation of all information making a purchase (p-value = 0.053).

4.3 RELATIONSHIP BETWEEN AGE AND EVALUATION BETWEEN POSSIBLE ALTERNATIVES

This study sought to establish the relationship between age of students and evaluation (Table 8) between possible alternatives before deciding on which clothes to buy. This was done using a chi-square test to establish the relationship between possible alternatives.

Table 8: Possible Evaluation Between Age and Clothes Alternatives

	Chi-Square Tests		
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.364 ^a	4	.252
Likelihood Ratio	5.221	4	.265
Linear-by-Linear Association	2.197	1	.138
N of Valid Cases	503		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.17.

Source: Individual appraisal, Kimemia (2022)

The results indicate that there was no significant relationship between students' age and evaluation between possible alternatives (p-value =0.252). More (59%) of young students and 56% of the older students never/rarely did a post-purchase evaluation to determine if they had made the right decision. These findings reveal that fewer students did a post-purchase evaluation but with older students slightly more than their younger counterparts. A study on the relationship between age and post-purchase valuation (Table 9) was carried out using a chi-square test.

Table 9: Post-purchase and Age Evaluation

	Chi-Square Tests		
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.440 ^a	5	.785
Likelihood Ratio	2.497	5	.777
Linear-by-Linear Association	.222	1	.637
N of Valid Cases	503		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is .15.

Source: Subjective examination, Kimemia (2022)

The study results displayed significant relationship between age and post-purchase evaluation (Table 10) among university students (p-value = 0.785). Further observation indicated that there existed some relationship between gender and conceptualization of need.

Table 10: Gender and Apparel Need Conceptualization Interrelation

	Chi-Square Tests		
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.822 ^a	4	.213
Likelihood Ratio	5.842	4	.211
Linear-by-Linear Association	.601	1	.438
N of Valid Cases	503		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 29.83.

Source: Individual interpretation, Kimemia (2022)

Lack of significant relationship between students' gender and need conceptualization (p-value = 0.213) was manifested. This study did a chi-square test as depicted by Table 11 to establish the relationship between gender and expectations about their project purchase interest.

Table 11: Gender and Expectations Analogy on Projected Apparel Purchase

	Chi-Square Tests		
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.601 ^a	4	.627
Likelihood Ratio	2.607	4	.626
Linear-by-Linear Association	.454	1	.501
N of Valid Cases	503		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 25.92.

Source: Individual assessment, Kimemia (2022)

There was no significant relationship between gender and expectation about what students were going to buy (p -value = 0.627). Observation from Table 12 established the relationship between gender and search for information about the product.

Table 12: Apparel Product Information and Gender Interrelation

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.775 ^a	4	.217
Likelihood Ratio	5.810	4	.214
Linear-by-Linear Association	2.778	1	.096
N of Valid Cases	503		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 21.03.

Source: Personal evaluation, Kimemia (2022)

This study revealed that there was no significant relationship between gender and search for information about the product (p -value = 0.217). 21% of the females and 15% of the males never evaluated all information before making a purchase while 27% of the females always evaluated all information before making a purchase before buying of new clothes. The study reveals that there was significant difference in the responses of both males and females. Chi-square test observations (Table 13) was conducted to establish relationship between gender and evaluation of all information before making a purchase.

Table 13: Summative Assessment on Gender and Apparel Evaluation Knowledge Before Purchase

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.816 ^a	4	.066
Likelihood Ratio	8.857	4	.065
Linear-by-Linear Association	.630	1	.427
N of Valid Cases	503		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 28.37.

Source: Individual analysis, Kimemia (2022)

Table 13 results revealed significance deficiency on relationship between students' gender and evaluation of all information before making an apparel purchase (p -value = 0.066). Further investigation portrayed by Table 14 showed extended relationship between gender and evaluation with possible alternatives before buying new apparels among university students.

Table 14: Gender and Evaluation Relationship with Possible Apparel Alternatives

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.162 ^a	4	.038
Likelihood Ratio	10.238	4	.037
Linear-by-Linear Association	1.422	1	.233
N of Valid Cases	503		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 35.70.

Source: Personal appraisal, Kimemia (2022)

The results showed that there was a statistically significant relationship between gender and evaluation between possible alternatives by university students before deciding on which apparel to buy (p-value = 0.038). This study did a chi-square test results presented in Table 15 to established the relationship between gender and post-purchase evaluation.

Table 15: Gender and Post-Purchase Apparel Evaluation Comparison

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.640 ^a	5	.343
Likelihood Ratio	6.034	5	.303
Linear-by-Linear Association	.275	1	.600
N of Valid Cases	503		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is .49.

Source: Customized review, Kimemia (2022)

The study revealed absence of significant relationship between gender and post-purchase evaluation (p-value = 0.343).

4.4 RELATIONSHIP BETWEEN MARITAL STATUS AND CONCEPTUALIZATION OF NEED

This investigation sought to establish existence of statistically significant relationship between marital status and conceptualization of need by students before buying new clothes. The results depicted that 35% of the single students and 43% of the married students often conceptualized a need before buying new clothes while more than half (52%) of the single students rarely did a need conceptualization before buying new clothes. Chi-square test out-come (Table 16) demonstrated that more married students did a need conceptualization than single students.

Table 16: Marital Status and Apparel Need Conceptualization Relationship

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.439 ^a	4	.245
Likelihood Ratio	5.148	4	.272
Linear-by-Linear Association	.800	1	.371
N of Valid Cases	503		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.22.

Source: Customized appraisal, Kimemia (2022)

Table 16 results demonstrated lack of significant relationship between marital status and need conceptualization among students (p-value = 0.245). An extended comparative investigation depicted Table 17 sought to establish the relationship between marital status of students and their expectations about what to buy.

Table 17: Marital Status and Projected Expectations Comparison on Apparel Purchase

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.361 ^a	4	.359
Likelihood Ratio	4.581	4	.333
Linear-by-Linear Association	.049	1	.825
N of Valid Cases	503		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.01.

Source: Single-person investigation, Kimemia (2022)

The results show lack of significant relationship between students’ marital status and positive expectations on what to buy ($x^2 = 4.361$, $df=4$, p -value = .359). Table 18 presented marital status and analytical apparel extent knowledge comparison using a chi-square test strategy.

Table 18: Marital Status and New Apparel Information Interrelationship

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.628 ^a	4	.804
Likelihood Ratio	1.538	4	.820
Linear-by-Linear Association	.131	1	.717
N of Valid Cases	503		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.50.

Source: Singulized examination, Kimemia (2022)

The results indicated deficiency of significant relationship between students’ marital status and search for information about the product before buying new clothes ($x^2 = 1.628$, $df = 4$, p -value = .804). Table 19 presented chi-square test on the comparative evaluation between marital status and cumulative Information before settling for a purchase

Table 19: Marital Status and Evaluation Cumulative Information Before Purchase

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.911 ^a	4	.297
Likelihood Ratio	4.744	4	.315
Linear-by-Linear Association	.045	1	.832
N of Valid Cases	503		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.76.

Source: Customized investigation, Kimemia (2022)

The results revealed that there was no significant relationship between students’ marital status and evaluation of all information before making a purchase (p -value = 0.297). Chi-square tests was done as presented in table 20.

Table 20: Marital Status and Thorough Inquiry Possible Alternatives

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.76 ^a	4	.043
Likelihood Ratio	6.087	4	.193
Linear-by-Linear Association	1.886	1	.170
N of Valid Cases	503		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.03.

Source: Individualized evaluation, Kimemia (2022)

The consequences were indicative of significant relationship between marital status of students and assessment between possible alternatives (p-value =0.043). Table 21 presents the chi-square tests for marital status-post purchase evaluation among the university students sampled.

Table 21: Post-Purchase Evaluation and Marital Status Comparison

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.515 ^a	5	.478
Likelihood Ratio	4.858	5	.433
Linear-by-Linear Association	.068	1	.794
N of Valid Cases	503		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is .15.

Source: Independent assessment, Kimemia (2022)

There was no significant relationship between marital status and post-purchase evaluation (p-value = .478). Chi-square test for the means of demographic details is presented in table 22

Table 22: Demographic Traits and Apparel Consumption Decision Making Correlation

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

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

Source: Personal investigation, Kimemia (2022)

The results demonstrated that respondent’s demographic features had no significant relationship with apparel fashion consumption decision making among university students sampled (p-value = 0.241). Younger students had a higher apparel fashion shopping frequency than their older counterparts. Younger students preferred stylish, sexy, elegant and trendy apparel fashion style while their elder counterparts preferred official and casual clothes. Older students conceptualized purchase need before getting new clothes, had expectations of what they were going to buy before the actual purchase, evaluated between possible alternatives, did post-purchase evaluation and sought for promotions, deals and discounts than their younger counterparts.

More females than males were apparel fashion enthusiastic, had a higher apparel fashion purchase frequency, loved elegant and sexy clothes while more of their male counterparts preferred official and casual clothes. More females were less convinced/satisfied that they had made the best decision in purchasing new clothes. More single students had a higher apparel fashion shopping frequency, preferred sexy and elegant apparel fashion styles and got involved in impulse purchase decisions. On the other hand, married students looked for promotions, deals and discounts and bought the same apparel fashion product every time. In general, single students were more active in apparel fashion consumption than their married counterparts. Muslims and Hindus had the lowest frequency of shopping as compared to Catholics and Protestants. Muslims were the most satisfied with the purchase they had made but were ranked least in conceptualizing apparel fashion need and seeking for possible alternatives because they mostly bought the same items. Religion therefore, affected apparel fashion consumption decision making.

5 CONCLUSIONS

Age was found to have a significantly relationship with impulse buying decisions and looking for promotions, deals and discounts among university students. Gender had a significant relationship with the frequency of apparel fashion shopping, apparel fashion style, knowledge on the latest apparel fashion trends and what was in/out of apparel fashion, evaluation of all information making a purchase and impulse buying. Marital status had a significant relationship with apparel fashion style and evaluation of all possible alternatives. Religion had a significant relationship with apparel fashion enthusiasm, satisfaction of the right purchase and impulse buying decisions among university students. Generally, the socio-demographic characteristics of the respondents had no significant relationship with apparel fashion consumption decision making process.

These findings affirm that socio-demographic characteristics of Kenyan university students had significant relationship with apparel fashion consumption decision making. The study revealed that there was significant relationship between socio-demographic details and apparel fashion consumption decision making among university students. The null hypothesis, "Socio-demographic characteristics of university students have no relationship with their apparel fashion consumption decision making" was therefore rejected.

6 RECOMMENDATIONS

Apparel fashion designers should come up with age and gender appropriate apparel fashion to ensure that university students are satisfied and comfortable with their choice of apparel fashion. Knowing the reason behind the choice of apparel fashion by university students will enable the apparel fashion industry managers to better design apparel fashion for university students as they administer the overall

production and marketing in a factory. The apparel fashion designers need to participate in apparel fashion trade fairs to capture brand awareness, achieve all targets of the market and provide the required input for the development of the apparel fashion for the university students.

This study unearthed forces informing apparel fashion consumption decision making. The apparel fashion producers and vendors should identify these forces and build on them to ensure that age, gender, marital status and other factors are considered when designing apparel fashion.

There should be established a center in every University to offer counsel and direction on best clothes depending on the factors discussed herein and apparel fashion consumption model derived. The study established that socio-demographic characteristics of doctrine of the mean from peer pressure. This shows that there was poor up-bringing among most of the households. Therefore, university regulations need to be put forward to ensure that a dress code is placed forward to guide the students. Guidance and counselling may also go a long way in advising students on the dress code.

The education institutions in lower levels like primary and secondary schools have the ability to discourage children on avoiding peer pressure and particularly on the use of social media. The government may come up with policies to regulate the apparel fashion industry to ensure that what is made is in line with national values through the national clothe policy. Apparel consumption among teachers could escalate a public discourse on the importance of role model to students at both lower educational levels and at colleges. Apparel consumption among teachers could escalate a public discourse on the importance of role model to students at both lower educational levels and at colleges. A study on determinants of choice of apparel among industrial workers may help to ensure that physiological and safety guidelines are observed.

This study was carried out in Nairobi county universities. A similar study should be carried out in other areas particularly in rural setting so that factors responsible for apparel fashion consumption can be established since it is possible that urban environment of the respondents could influence the demographic attributes of respondents hence the choice of apparel fashion.

A study should be carried out to establish factors influencing consumption of non-apparel fashion like jewelry, shoes or make-ups which contributes on apparel fashion industry in Kenya or other apparel products and factors responsible for consumption among the populace. Hair apparel fashion among university students could add to a body of research on apparel fashion.

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