

# DETERMINANTS OF SOCIAL CLASS AS DEMOGRAPHIC SEGMENTATION PRACTICES ON CONSUMER CHOICE OF READY TO WEAR CLOTHES IN KENYA

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## ABSTRACT

Segmentation is the division of a large market into smaller homogeneous markets targets on the basis of common needs and/or similar lifestyles. One of the primary aims of segmenting a business sales programme is to focus on the subset of prospects that are mostly likely to purchase its offering. Segmenting on social class as demographic variables involves dividing consumers with regard to their income, and occupation. Part of The psychographic variables is social class. This study segmenting therefore sought to fill the existing knowledge gap by focusing on social class as demographic segmentation on consumer choice of ready to wear clothes. The study specifically focused on the influence of social class on consumer choice of ready to wear clothes in Kenya. The study adopted, marketing mix theory and location theory. The study adopted descriptive survey design to obtain in-depth information from the respondents. The study used purposive sampling to select ready to wear shops from the three cities in Kenya namely: Nairobi, Mombasa and Kisumu. Data was analysed using both descriptive and inferential statistics. Correlation analysis was employed to determine the relationship of variables. The findings indicated that there was a positive significant relationship between social factors and consumer choice of ready to wear clothes as shown by a regression coefficient of 0.449. The study recommended a study be done on market analysis to determine customer demand in terms of the market needs. Knowledge of all relevant aspects of consumer perceptions of products and how they can be useful for managerial practice. According to perceived values in ready to wear industry, different sets of products and different types of advertising strategies should be applied for people of different status.

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