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## **DETERMINANT OF AGE AS A DEMOGRAPHIC SEGMENTATION PRACTICE ON CONSUMER CHOICE OF READY TO WEAR CLOTHES IN KENYA**

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**AUTHOR: ANN KWAMBOKA ORANGI**

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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. Demographic analysis can cover whole societies, or groups defined by criteria such as Age, nationality, religion, and ethnicity. In order to overcome the stiff competition of ready to wear, business ought to understand their market characteristics. This study therefore sought to fill the existing knowledge gap by focusing on age as demographic segmentation practice on consumer choice of ready to wear clothes. The study specifically focused on the influence of age on consumer choice of ready to wear clothes in Kenya. 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. The study used a sample size of 83 respondents from ready to wear entrepreneurs' shops from the three cities in Kenya. The findings indicated that there is a positive significant relationship between age on consumer choice of ready to wear clothes as shown by a regression coefficient of 0.605. From the findings the researcher concluded that those older consumers are reluctant to fashion change which affect their choice of ready to wear clothes. The study recommended that ready to wear shops should conduct a market analysis in order to understand the market needs. 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.*

Key words: Age Demographic Segmentation, consumer choice, ready to wear clothes.

### **INTRODUCTION**

Segmentation is the division of a large market into smaller homogeneous markets targets on the basis of common needs and/or similar lifestyles Henley, (2010). Before the onset of the

marketing age, there was widespread adoption of mass marketing, mass production, distribution and promotion. That is, offering the same product and applying the same marketing-mix to all consumers assuming that there is no significant difference amongst consumers in terms of their needs and wants. The marketers felt that the consumer differences in education, income, experience, life-style, etc. did not call for different treatment of consumers by offering them standardized product without suitable modifications. Since the early 1960s, segmentation has been viewed as a key marketing concept and has been the basic concept of segmentation (as articulated by Frafimow and fishbein. (2011) has not been greatly altered. Many of the fundamental approaches to segmentation research are still valid today, albeit implemented with greater volumes of data and some increased sophistication in the modeling method.

Segmentation according to demography is based on consumer- demographic variables. Demographic segmentation assumes that consumers with similar demographic profiles will exhibit similar purchasing patterns, motivations, interests and lifestyles and that these characteristics will translate into similar product/brand preferences. In practice, demographic segmentation can potentially employ any variable that is used by the nation's census collectors Best, R. (2013). Some examples of age variables are Baby Boomers, Generation X, and Generation Y. Baby Boomers are people who were born between 1946 and 1964. People born between 1965 and 1985 are considered Generation X, while people born between 1986 and 2002 are considered members of Generation Y (Solomon, 2010).

Segmentation is not only designed to identify the most profitable segments, but also to develop profiles of key segments in order to better understand their needs and purchase motivations. 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. According Salami and Adewoye, (2006), market segmentation when done properly will maximize returns for a given marketing expenditure. Essentially business needs for segmentation are often determined by the needs to match the benefits offered by the product and requirements of the prospects (customers). Segmentation strategies are based on the premise that it is preferable to tailor marketing strategies to distinct user groups, where the degree of competition may be less and the opportunities greater. The overall aim of segmentation is to identify high yield segments so that these can be selected for special attention. Segmentation of products assumes that different market segments require different marketing products in terms of prices, promotion, distribution or some combination of marketing variables Goyat, (2011).

Howard & Seth, (2011), indicated that Age is another distinguishing factor or demographic that helps clothing retailers determine their buying audiences. Many clothing manufacturers target teenage girls with their trendy new fashion lines, including jeans, blouses and other apparel. They often promote these clothing lines in late July and August, before the school year commences. The entire children's sector represents another viable buying group in apparel sales,

according to Market Research.com (2017), it also indicated that Children's clothing retailers may also sell related items that appeal to children and their parents. Infants and toddlers represent additional age-related segments. Some small manufacturers and wholesalers may exclusively focus on the infant and toddler markets, as this segment is significant enough in size.

Unfortunately, it is not directly obvious what individual demand thus causing different companies to come to diverse conclusions. This is due to differences in their theoretical and analytical approach, concerning what segment is right.

## **Ready to Wear Clothes**

According to Aindow, (2010). Ready-made garments are mass-produced finished textile products of the clothing industry. They are not custom tailored according to measurements, but rather generalized according to anthropometric studies. They are made from many different fabrics and yarns. Their characteristics depend on the fibers used in their manufacture. He also noted that the first ready to wear garment factory was established in New York in 1831. During the American Civil War, the need for ready to wear uniforms helped the garment sector grow in the United States. Near the end of the nineteenth century there were changes in societal views towards ready wear garments: They were no longer seen as only for the mature people but also for the age levels.

According, Webster, (2011), noted that a popular form of dividing the market is through demographic variables. Understanding who the consumers are will enable you to more closely identify and understand their needs, product and services usage rates and wants. Understanding who consumers are requiring companies to divide consumers into groups based on variables such as gender, age, income, social class, religion, race or lifecycle. A clear advantage of this strategy over others is that there are vast amounts of secondary data available that will enable you to divide a market according to demographic variables.

In the Journal of Marketing Management, market segmentation is discussed as a “logical extension of the marketing concept itself” and a mere managerial activity that helps categorize consumers by their similar interests and desires. It is stated that market segments are not created by the marketer, but the consumer who defines it, Tonks, 2009)

## **Consumer**

Consumers today hold the power. Clothes retailers are being forced to be hyper sensitive to consumers' needs and wants. Effective segmentation digs deeper. It utilizes customer behavior, segmentation by customer actions, but few brands dive into it as deeply as they should. Many companies sort customers based on who abandons their cart on e-commerce sites. In these cases, companies might offer a discount or reach out to ask if they had any questions about the product. Further segments could include those for customers who have never entered their credit card,

customers whose credit card has been denied, or customers who have never entered a single detail after adding a product to their cart.

## **Problem Statement**

Segmentation is a well-known and widely-used marketing practice used to identify prospects and customers who are similar in terms of specific bases and different from other prospects and customers in terms of these same bases. These similarities and differences allow the customers and prospects to be segmented into distinct groups. For the last five years the use of ready to wear clothes has experienced a drastic growth. But despite the increase in the use of ready to wear clothes the sale of second-hand clothing, called "mitumba," has also been on the rise. In order to overcome the stiff competition ready to wear business ought to understand their market characteristics. Maingi (2014) studied the efficacy of park branding in influencing choice behavior of tourists to Kenyan parks. Confirmatory Factor Analysis (CFA) method was used in data analysis. The study found that personal/demographic factors, contextual factors, internal park brand personality as well as the external park brand perception and brand awareness were critical in determining choice. A study done by Lawan and Ramat, (2012) on Evaluation of Socio-Cultural Factors Influencing Consumer buying behaviour of Clothes, found out that demographic variable such as gender, income, family life cycle culture and social class have a great degree of influences on clothes buying decisions. There is however a deficiency in information on demographic segmentation practices on consumer choice. Little has also been done to bridge the gap that exists to inform the segmentation strategy in demographic segmentation specifically for ready to wear clothes. This study therefore required to fill the existing knowledge gap by focusing segmentation on consumer choice of readymade clothes. The study sought to answer the research question: what are the influences of demographic segmentation practices on consumer choices of ready to wear clothes in Kenya.

## **Objectives**

- i. To establish the influence of age on consumer choice of ready to wear clothes in Kenya.

## **Research Hypotheses**

The study was guided by the following research hypotheses

H1: Age segmentation does not significantly influence consumer choice of ready to wear clothes in Kenya

## RESEARCH METHODOLOGY

### Research Design

The study adopted descriptive survey design to obtain in-depth information from the respondents on the influence of demographic segmentation on consumer choice of the ready to wear clothes in Kenya. Zikmund, Babin, Carr and Griffin (2010) say that descriptive research describes the characteristics of objects, people, group, organization, or environment.

### Target Population

The target population of the study forms the basis of this research study. The unit of analysis were shops which sell ready to wear clothes and are registered and licensed with the permit by their respective County Governments.

### Sample and Sampling Techniques

The study purposively selected shops that sells ready to wear clothes from the three major cities in Kenya namely: Nairobi, Mombasa and Kisumu, the reason for choosing these three cities is because they are the regional location of headquarters for various international companies and organizations. They are the central business district, houses of Kenya's fashion businesses, they are Centre of government, and local government and their organizations business are transacted.

Table 3.1 below indicates the number of selected shops from the three cities.

**Table 3. 1: Number of merchandising shops from the three cities**

Cities	Number of entrepreneurs shops
Nairobi City	201
Mombasa City	68
Kisumu City	79
Total	348

The study adopted Nassiuma's (2008) formula to get the overall sample size from the three cities in Kenya. According to Kothari (2004) a study population that exceeds 100 should be sampled. Relative to this assertion Nassiuma's (2008) formula was employed to determine the size of the sample as follows.

$$n = \frac{NC^2}{C^2 + (N-1)e^2}$$

Where

n = Represents sample size,

N = Represents study population

C = Represents coefficient of variation ( $21\% \leq C \leq 30\%$ ), and

e = Represents error margin ( $2\% \leq e \leq 5\%$ ).

Calculating the sample size,

$$n = \frac{348 (0.21)^2}{0.21^2 + (348-1)0.02^2}$$

$$n = 83.28$$

$$n = 83 \text{ respondents}$$

Stratified random sampling design was adopted as the sampling design where the total target population was divided into stratus. The selected shops from each city were considered as stratum. And some of the population from each stratum were randomly selected for inclusion in the overall sample to get a sample size of 83. The method guarantees selected shops from each city an equal chance of being selected.

**Table 3. 2: Sample Size**

Cities	Number of entrepreneurs shops	Sample Size
Nairobi City	201	48
Mombasa City	68	16
Kisumu City	79	19
Total	348	83

## Data Processing and Analysis

Data collected in this study was both qualitative and quantitative in nature. Qualitative data was analysed by use of content analysis presented in a prose form. On the other hand, Quantitative data was analysed by use of Statistical Package for Social Sciences (SPSS) version 24. Data was analysed using both descriptive and inferential statistics. Descriptive statistics involved the use of percentages, frequencies, measures of central tendencies (mean) and measures of dispersion (standard deviation). Inferential statistic involved the use of correlation analysis to determine the nature of the relationship between variables at a generally accepted conventional significant level of  $P < 0.05$  (Gall, Borg & Gall, 2003).

## Results and discussion

### Age Category

Respondents were classified according to their age category. Table 4.1 shows the distribution of respondents based on their age.

**Table 4. 2: Distribution of Respondents by Age Category**

Age	Frequency	Percent
18-30 years	8	11
31 to 40 years	28	39
41 to 50 years	26	37
Above 50 years	9	13
<b>Total</b>	<b>71</b>	<b>100.0</b>

The study found that majority of managers/owners of ready to wear shops in Kenya were 31-40 years as supported by 39% of the sampled respondents. It was also established that 37 % of the respondents were aged 41-50 years while 9 respondents representing 13% were aged above 50 years. A total of 8 managers/owners of ready to wear shops under study were aged 18-30 years. The findings implied that majority of entrepreneur in the ready to wear industry were middle aged. Age is a major factor in the fashion industry. The fashion industry is highly dominated by middle-aged which explains the high.

## **Duration of business existence**

The period which the business had been in existence was sought and ascertained. The results emanating from the analysis are presented in Table 4.4.

**Table 4. 4: Duration of business existence**

	Frequency	Percentage
Less than 5 years	18	25
6 to 10 years	22	32
11 to 20 years	18	25
More than 20 years	13	18
<b>Total</b>	<b>71</b>	<b>100</b>

A total of 18 respondents representing 25% of the sampled population stated that the business had in existence for less than 5 years, 32% of the sampled population stated that the business had been in existence for 6-10 years, 25% of the sampled population stated that the business had been in existence for 11-20 years while 18% of the sampled population stated that the business had been in existence for more than 20 years. This implies that majority of ready to wear clothes shops had been in existence for 32.

## Descriptive Findings and Discussions

This part illustrates descriptive findings and discussions relative to study objectives. The findings are presented in measures of central tendencies (means) and measures of variation or dispersion (standard deviations). The analysis of the collected data was in line with the following five-point Likert scale.

### Influence of age on consumer choice of ready to wear clothes

The researcher sought to determine the influence of age on consumer choice of ready to wear clothes. Table 4.5 shows the respondent's views.

**Table 4. 5: Descriptive Statistics for the influence of age on consumer choice of ready to wear clothes**

	N	Min	Max	Mean	Std.
Elderly consumers are more consistent with a particular brand than younger consumers	71	1	5	4.3333	.90921
The younger generation are more open to new fashions than the old generation	71	1	5	3.8235	.65440
The younger generation are more open to new fashions than the old generation	71	1	5	3.9608	1.05756
Older consumer are likely to be more financially stable and hence tend to spend more on ready to wear clothes	71	1	5	3.8824	1.30609
Older consumer are reluctant to fashion change which affect their choice of ready to wear clothes	71	1	5	4.0588	.98817

The findings revealed that majority of the respondents admitted (mean  $\approx$  4.00; std dev < 1.000) that elderly consumers are more consistent with a particular brand than younger consumers. The study disagrees with O'Cass (2010) who argues that as people grow old their needs and preferences change. It was further agreed (mean  $\approx$  4.00; std dev < 1.000) that the younger generation are more open to new fashions than the old generation. The study agrees with Solomon (2002) findings that teenagers tend to show their personality more, therefore the needs vary.

In addition, the respondents agreed (mean  $\approx$  4.00; std dev  $>$  1.000) the choice of ready to wear clothes among the youth is determined by peer pressure. It was also agreed (mean  $\approx$  4.00; std dev  $>$  1.000) that older consumer are likely to be more financially stable and hence tend to spend more on ready to wear clothes. It was further agreed (mean  $\approx$  4.00; std dev  $<$  1.000) that older consumer are reluctant to fashion change which affect their choice of ready to wear clothes. The standard deviation ranged between 1.30609 to 0.65440 indicating that the dispersion of the respondents from the mean was moderate. This implies that the variance of the highest respondents and the lowest respondents was moderate. The study agrees with Autio (2004) who argued that consumer identity however is considered to evolve with age since young people; aged 16-19 are seen to have different meaning of money than older people. Age influences clothing selection as individuals tend to select clothing sizes and styles that are in line with their age category in their life cycle.

### **Consumer choice of ready to wear clothes**

The study finally sought to determine consumer choice of ready to wear clothes. The respondents' opinions are indicated in Table 4.10

**Table 4. 10: Descriptive Statistics on Consumer choice of ready to wear clothes**

	N	Min	Max	Mean	Std.
Consumer choice of ready to wear clothes is affected by their age	71	1	5	4.419	0.667
Consumer choice of ready to wear clothes is affected by their marital status	71	1	5	3.887	1.073
Consumer choice of ready to wear clothes is affected by their religion	71	1	5	4.177	0.932
Culture determines consumer choice of ready to wear clothes	71	1	5	3.984	1.032
Education level dictates consumer choice of ready to wear clothes	71	1	5	4.145	0.921

According to the findings majority of the respondents agreed that consumer choice of ready to wear clothes is affected by their age with a mean of 4.419 and standard deviation of 0.667. The findings further indicated that majority of the respondents agreed that consumer choice of ready to wear clothes is affected by their marital status with a mean of 3.887 and standard deviation of

1.073. Also, the findings indicated that majority of the respondents agreed that consumer choice of ready to wear clothes is affected by their religion with a mean of 4.177 and standard deviation of 0.932. Further majority of the respondents agreed that culture determines consumer choice of ready to wear clothes with a mean of 3.984 and standard deviation of 1.032. Finally, majority of the respondents agreed that education level dictates consumer choice of ready to wear clothes with a mean of 4.145 and standard deviation of 0.921. The standard deviation ranged between 0.667 to 1.073 indicating that majority of the respondents agreed with the issues raised.

## **Inferential Statistics**

### **Age on consumer choice of ready to wear clothes**

The study sought to establish the correlation between age and consumer choice of ready to wear clothes. The findings of the study are as shown in Table 4.11.

**Table 4. 11: Age on consumer choice of ready to wear clothes**

	Consumer choice of ready to wear clothes	
<b>Age</b>	Pearson Correlation	.605**
	Sig. (2-tailed)	.000
	N	71

\*\*. Correlation is significant at the 0.01 level (2-tailed).

As indicated in Table 4.12, the study indicates that there was a moderate positive, and statistically significant correlation between age and consumer choice of ready to wear clothes. ( $r = 0.605$ ;  $p < 0.05$ ). This implies that age influence consumer choice of ready to wear clothes.

### **Age as a segmentation practice on consumer choice of ready to wear clothes.**

The study ascertained the influence of age, family life cycle, social class, culture and environmental conditions on consumer choice of ready to wear clothes in Kenya. The results in relation to the foregoing are illustrated in Tables 4.15

**Table 4. 15: Model Summary**

<b>Model Summary</b>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.669 <sup>a</sup>	.447	.399	.30884	

a. Predictors: (Constant), Age.

As illustrated in Table 4.14, the relationship between independent variable and dependent variables was established to be positive moderately strong. The R-Squared is the variation of the dependent variable in respect to the changes in the independent variables. The R-squared in this study was 0.447, which shows that the independent variable (Age, can explain 44.7% of the dependent variable.

### ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.546	4	.887	9.337
	Residual	4.387	66	.095	
	Total	7.934	70		

a. Dependent Variable: Consumer choice of ready to wear clothes

b. Predictors: (Constant), Age

The analysis of variance in this study was used to determine whether the model is a good fit for the data. From the findings, the p-value was 0.000 which is less than 0.05 and hence the model is good in predicting how the independent variables Age, influence consumer choice of ready to wear clothes in Kenya. Further, the F-calculated was (9.295) which shows that the model was fit in predicting the influence of the independent variables on the dependent variable.

**Table 4. 16: Regression Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Beta	Std. Error	Beta		
	(Constant)	2.026	.420	4.824	.000
1	Age	.201	.114	.297	1.771
					.003

a. Dependent Variable: Consumer choice of ready to wear clothes

$$Y = 2.026 + 0.241X_1$$

### Influence of age on consumer choice of ready to wear clothes

The study revealed that respondents admitted that elderly consumers are more consistent with a particular brand than younger consumers. It was also agreed that younger generation are more open to new fashions than the old generation. In addition, the respondents agreed that the choice

of ready to wear clothes among the youth is determined by peer pressure. The relationship between age and consumer choice of ready to wear clothes was positively significant.

## **Recommendation**

The study recommended that ready to wear shops should conduct an assessment on the education level of their customers. According to perceived values in ready to wear products, different sets of fashion products and different types of advertising strategies should be applied for people of different marital status. Strategies should be used with focus on the more important values for each group.

## **Recommendation for further study**

The researcher suggested that further study should be conducted on the influence of economic factors influencing the sales of beauty products in Kenya.

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