Determiners of Demographic Segmentation on Consumer of Choice of Ready to Wear Clothes in Kenya

Author: Ann K. Orangi

Co- Author Millicent Kimemia

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. The study specifically focused on the influence of age on consumer choice of ready to wear clothes in Kenya. The study adopted market orientation theory and theory of reasoned action. 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 target population was 348 managers/owners of ready to wear shops in the three selected cities in Kenya. Each shop produced one respondent. Both closed-ended and open questionnaire were used to collect data desirable for the study. Qualitative data was analysed by use of content analysis and 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. Correlation analysis was employed to determine the relationship between variables. The findings indicated that there is a positive significant relationship between age and consumer choice of ready to wear clothes as shown by a regression coefficient of 0.605. The study further concluded that single people tend to spend more on ready to wear clothes compared to old couples. The study recommended that ready to wear shops should conduct a market analysis to determine customer demand in terms of their age. Knowledge of all relevant aspects of consumer perceptions of products 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.

Keywords: Demographic, Segmentation and Age.