Factors that influence clothing preferences and buying practices among the elderly in Korogocho sub-location in Nairobi

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This study was a survey research. It was conducted to investigate the factors that influence clothing preferences and buying practices 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 cause 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 age mates, 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.