

THE EFFECT OF COUNTRY-OF-ORIGIN, CONSUMER CHARACTERISTICS AND ATTITUDES ON CONSUMER BEHAVIOUR TOWARDS FOREIGN CLOTHING BRANDS IN NAIROBI, KENYA

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ABSTRACT: *The country-of-origin (COO) concept refers to the country where a particular product is made and is anchored on the international marketing theory. The broad objective of this pioneering study was to determine the effect of COO, consumer characteristics and attitudes on consumer behaviour towards foreign clothing brands in Nairobi, Kenya. The specific objectives were to: assess the influence of COO on consumer behaviour; determine the influence of country-of-origin on consumer attitudes; establish the influence of consumer attitudes on consumer behaviour; assess the influence of consumer characteristics on consumer behaviour; determine the extent to which consumer characteristics moderate the relationship between COO and consumer behaviour; assess the degree to which consumer attitudes influence the relationship between country-of-origin and consumer behaviour and; establish the extent to which the relationship between COO and consumer behaviour towards foreign clothing brands is influenced by consumer characteristics and by consumer attitudes. The pertinent hypotheses were derived from the objectives. The study adopted a descriptive cross-sectional research design which facilitated testing of hypotheses quantitatively and ensured that conclusions about the COO research problem were based on the information provided at the time of the research. Primary data were collected using semi-structured questionnaires from a study population comprising 384 consumers of clothing brands across Nairobi County, Kenya. Data were analyzed using descriptive statistics and inferential statistics. The results of the study established that country-of-origin influences consumer behaviour towards foreign clothing brands and there was a significant association among the two. The findings also revealed that consumer characteristics directly influence consumer behaviour and also moderate the relationship between COO and consumer behaviour. There was a significant relationship between consumer characteristics and consumer behaviour. Furthermore, the results showed that consumer attitudes strongly mediate the relationship between country-of-origin and consumer behaviour, and there was a significant association among the two. Finally, the joint effect of COO, consumer characteristics and consumer attitudes was greater than the individual effects of the independent, mediating and moderating variables on consumer behaviour towards foreign clothing brands. The combined effect of these variables on consumer behaviour was also found to be statistically significant. The study has made contribution to theory, policy and practice in relation to consumer behaviour towards foreign clothing brands in general and specific influence of country-of-origin, consumer attitudes and consumer characteristics. The selection of the study variables was not exhaustive. The use of a relatively small population, use of a descriptive cross-sectional research design and testing of COO as a single concept put constraints on the generalizability of the results. The use of quantitative methods alone is also restrictive. Future research should seek to address these limitations by inclusion of the additional factors; use of a longitudinal and broader research design and; incorporation of qualitative research techniques such as focus group sessions and structured interviews.*

KEYWORDS: Country-Of-Origin, Consumer Characteristics, Attitudes, Consumer Behaviour, Foreign Clothing Brands, Nairobi, Kenya

INTRODUCTION

The country-of-origin (COO) concept broadly refers to the influence, positive or negative, that the country of manufacture might have on the consumer choice processes or subsequent behaviour regarding a product (Elliott & Cameron, 1994). The concept is premised on the International marketing theory which focuses on the rise of global business, stemming from the convergence of economic conditions world-wide (Katsikeas, 2003). The International marketing theory regards international marketing activities as providing potentially lucrative new revenue streams, greater profitability and stability, arising from market diversification (Czinkota & Ronkainen, 2003). Some of the sub-theories anchored on International marketing theory include the evolutionary theory of the multinational corporation (Kogut & Zander, 1993) and international trade theory (Hunt, 2011). The effects of brand origin, consumer attitudes and characteristics on consumer behaviour remain an area of interest in international marketing theory since the 1960s (Schaefer, 1995) with the theoretical foundations of the COO concept being premised on how consumers use a brand's origin as a cue in determining its quality and acceptability (Chen, 2010).

Much as the clothing industry in Kenya has been of strategic economic significance with regard to employment creation and poverty reduction since Independence in 1963 (Kamau & Munandi, 2009), it has been facing various economic challenges among them mismanagement, lack of investment, termination of regional trade treaties and competition from imported new and second hand (used) products. Efforts to revive the sector, among them the African Growth and Opportunity Act (AGOA) initiative and the clarion call by the government for Kenyans to 'buy Kenyan products to build Kenya,' apparently have not yielded significant results.

Notwithstanding many points of concordance, there remain several areas of lack of consensus among scholars regarding the theoretical foundation of the concept of COO. Whilst a number of studies have established that country-of-origin phenomenon influences consumer behaviour (Batra et al., 2000; Yim et al., 2007), other studies (Schaefer, 1995; Elliott & Cameron, 1994) have argued that its effects do not exist, or that if they do, they are of only minor significance in the wide array of influences on the purchase decision. Some studies (Nguyen et al., 2008; Klein et al., 1998) have generated mixed results on COO influence arguing that ethnocentrism phenomenon negates the brand origin influence. Few product origin studies have been conducted in the African region (Chimboza & Mutandwa, 2007; Opoku & Akorli, 2009) as well as in Kenya (Kong'ong'o, 2000). Furthermore most studies (Nyongesa, 2005; Wambugu, 2002) in the Kenyan clothing sector have attributed the challenges facing the local industry mainly to economic and managerial factors. There is therefore a need to have a better understanding of all factors affecting the sector in order to address them expeditiously. These factors include the country-of-origin influence which is hitherto not yet adequately studied notwithstanding the significant contribution the phenomenon has in influencing consumer behaviour as attested to by research conducted elsewhere.

Despite existence of numerous studies, the degree and method of COO influence remains unresolved, resulting in an apparent lack of a coherent conceptual framework on the construct.

Notwithstanding the historical, political, social and economic differences between developed and developing countries, most brand origin studies have been undertaken in advanced economies using single or at most two variables. To increase theoretical knowledge of COO processes in developing countries such as Kenya, further research is crucial regarding the psychological mechanisms that underlie how a brand's origin, whether local or foreign, affects consumer behaviour in these markets. Enhancing local COO knowledge is equally vital given that arising from the concept of national character, people of each nation have a distinctive, enduring pattern of behaviour and/or personality characteristics (Clark, 1990). In consumer behaviour research, it is also necessary for marketers to have a clear understanding of success factors given that the relative importance of each factor depends on the nature of industry under consideration, location and social characteristics of the consumers (Chimboza & Mutandwa, 2007).

To enhance knowledge of the Kenyan clothing sector, it is necessary to go beyond the economic and managerial factors that most studies have attributed to the challenges facing the local industry by providing an international marketing and consumer behaviour dimension. Assessing product origin phenomenon affecting local clothing brands will help to understand related factors within the country-of-origin context as well as offer a new and valuable dimension, already applied in other parts of the globe to comprehend the sector's challenges. This study sought to determine whether COO effects exist and to what extent, combined with consumer attitudes and characteristics, they influence consumer behaviour towards foreign brands in the Kenyan market. This has enhanced the theoretical foundations of the COO concept by using an integrated approach where all the key variables are studied in one research unlike previous studies where the variables have been researched singly or at best two variables at a time. Specifically the study sought to answer the following research question: What is the effect of COO, consumer characteristics and attitudes on consumer behaviour towards foreign clothing brands in Nairobi, Kenya?

Research Objectives

The main objective of this study was to establish the effect of COO, consumer characteristics and attitudes on consumer behaviour towards foreign clothing brands.

The specific objectives of the study were to:

- (i) Assess the influence of country-of-origin on consumer behaviour towards foreign clothing brands.
- (ii) Determine the influence of country-of-origin on consumer attitudes towards foreign clothing brands.
- (iii) Establish the influence of consumer attitudes on consumer behaviour towards foreign clothing brands.
- (iv) Assess the influence of consumer characteristics on consumer behaviour towards foreign clothing brands.
- (v) Determine the extent to which consumer characteristics influence the relationship between country-of-origin and consumer behaviour towards foreign clothing brands.

- (vi) Assess the degree to which consumer attitudes influence the relationship between COO and consumer behaviour towards foreign clothing brands.
- (vii) Establish the joint effect of COO, consumer characteristics and attitudes on consumer behaviour towards foreign clothing brands.

LITERATURE REVIEW ON COUNTRY-OF-ORIGIN CONCEPT

Marketing scholars' interest in the influence of source country on consumer behaviour has intensified during the past twenty-five years. This influence at the local and international marketing level has continued to attract considerable attention among marketing academicians and practitioners, yielding several perspectives that are found in the marketing literature with over 750 major publications on the COO concept (Yim et al., 2007). As this research tradition has evolved, the literature has gradually gained more depth and sophistication. According to Ming-Huei (2004), these studies have yielded important insights and information on how consumers use a brand's country-of-origin as a signal to inferring its purchase decisions and actions. Much as some studies have argued that these effects do not exist, or that if they do, they are of only minor significance in the wide array of influences on the purchase decision, the majority of published studies support the assertion that the effects do exist, although the magnitude and the mechanism of influence remains unresolved (Thakor & Pacheco, 1997; Batra et al., 2000).

Opoku and Akorli (2009) assert that the source country concept refers to how a product designed, manufactured, or branded in a developed country is perceived in a developing country. The authors contend that it has been established that consumers differentiate products from different origins, a phenomenon that has become known by both marketing academics and practitioners as the COO effect. This view is corroborated by Klein et al., (1998) and Elliott and Cameron (1994), who argue that the exceptional situation where brands made in developing countries may be perceived favourably and thereby preferred by citizens is where there is high patriotism, national pride, or consumer ethnocentrism or where there is a general preference for locally made products when the price and quality of the locally made product is equivalent or better.

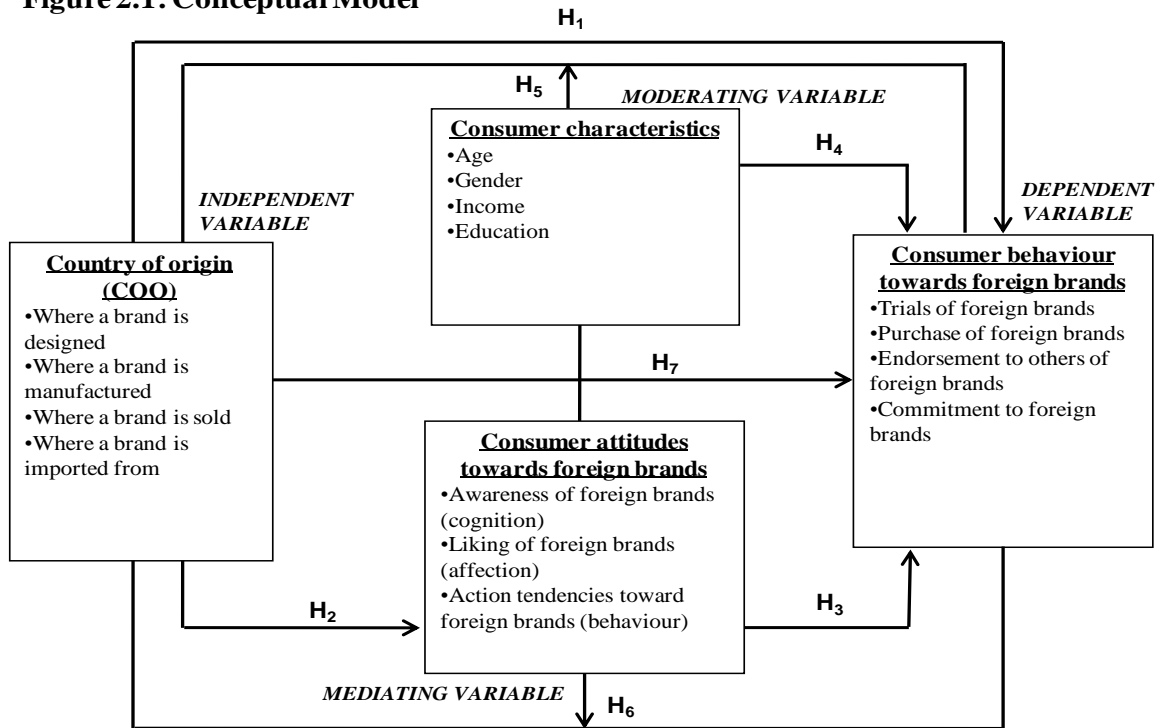
Theoretical Foundation and Conceptual Framework of the Study

The source country construct in this study is broadly anchored on the international marketing theory and supported by consumer behaviour theory which encompasses consumer behaviour, attitudes and characteristics among other factors. Consequently this has been an area of ongoing interest in international marketing in an attempt to broaden theoretical knowledge on the effect of the construct on prospective product purchasers (Ulgado & Lee, 1998). Hence the investigation of the COO concept as envisaged in this research was principally geared towards enhancing international marketing theory. Cavusgil (1998) recommends that it is imperative that the international marketing field keeps pace with business developments as the twenty-first century unfolds, by ceaselessly seeking answers to important new questions from multiple, traditional and contemporary directions. The advancement of international marketing theory is of vital interest as the world continues to experience the rise of global business, stemming from the convergence of economic conditions world-wide, the liberalization of national trade policies, regional economic

integration, and advances in communication, transportation and information technologies (Katsikeas, 2003). This has resulted in a shift from customising items to offering globally standardized products and emergence of an integrated global marketing with potential for theory development in international marketing which is not contextually bound (Levitt, 1983). Whilst old criticisms that research in international marketing is non-analytical and repetitive do not apply to the thrust of modern study, an associated problem remains the fact that domain complexity makes the generation and expression of knowledge more challenging in international marketing research (Czinkota & Ronkainen, 2002). Katsikeas, (2003) argues that on the one hand, we are encouraged by among others reviewers to develop an understanding of all interactions and consequences pertaining to the multidimensional nature of the international environment studied. But, on the other, the author observes that it is important to maintain a level of theoretical abstraction so as to capture the big picture and develop meaningful theory. In light of this conundrum, extant research has placed insufficient emphasis on: synthesizing existing knowledge, drawing on cross-functional perspectives in order to provide richer solutions to managerial problems; and fully integrating findings with the specific context of the study to prescribe meaningful actions for future research and business practice (Cavusgil, 1998).

The conceptual model for this study is represented in terms of the effect of COO on consumer behaviour towards foreign brands (Figure 2.1). The conceptual model and hypotheses were designed to address the objectives of the study. The hypotheses derived from a review of the literature and the Conceptual Framework to address the objectives of the study were:

- H1: There is a significant relationship between country-of-origin and consumer behaviour towards foreign brands in the clothing market in Nairobi, Kenya
- H2: There is a significant relationship between country-of-origin and consumer attitudes towards foreign brands
- H3: There is a significant relationship between consumer attitudes and consumer behaviour towards foreign brands
- H4: There is a significant relationship between consumer characteristics and consumer behaviour towards foreign brands
- H5: The strength of the relationship between country-of-origin and consumer behaviour towards foreign brands is significantly moderated by consumer characteristics
- H6: The relationship between country-of-origin and consumer behaviour towards foreign brands is significantly mediated by consumer attitudes
- H7: The joint effect of country-of-origin, consumer attitudes towards foreign brands and consumer characteristics on consumer behaviour towards foreign brands is significantly greater than the sum total of their individual variable effects

Figure 2.1: Conceptual Model

Source: Current Researcher, 2014

RESEARCH FINDINGS

Basic descriptive statistics

More than half (53%) of the respondents were females with males comprising 47%. According to Bahl (2005), fashion integrates with people's lives and influences them differently and females follow it more than men because their daily selection of dressing affects the way they are perceived by others, defines the expectations of those around them. The results show that 207 (54.34%) indicated that they fell between 31 and 40 years. Those who indicated that they were over 50 years comprised 6.82%. The results reveal that majority of the respondents who are responsible for the purchase of their own clothing were below 50 years old and therefore their information could be relied upon to make comprehensive conclusions about the study.

The results revealed that an overwhelming majority (89.76%) of those interviewed mentioned that their clothes are imported. This is consistent with the study by Elliott and Cameron (1994) who concluded that consumers have preconceived, stereotypical attitudes towards products identified as being made in certain foreign countries.

Order of preference of the three most important countries

The respondents were asked to rank without prompting their three preferred countries from the most preferred to the least preferred. The results were as indicated in Appendix 5. According to the analysis of the results (Appendix 5), Italy had the highest score of 88% which implies that it is the most preferred country of imported clothes among the respondents. In order of preference Italy was followed closely by UK, China, South Africa and USA in 2nd, 3rd, 4th and 5th position respectively. The finding that Italy was the most preferred country-of-origin is possibly due to the long history of Italian clothes with Kenya having been regarded to represent good taste in fashion, to the extent that some shopping outlets in Nairobi are branded ‘Italian Men’s Wear.’

The ranking of UK as the second most preferred country-of-origin is probably due to the long historical relationship since the colonial period with Kenya as a British colony and post-independence Kenya. It is apparent that Kenyans continue to have a strong admiration and preference for clothing brands from the UK which they associate with quality and prestige. China’s good ranking is probably as a result of the amiable political and trading relations it has had with Kenya particularly in recent years when such relations have continued to deteriorate between Kenya and its traditional partners in the West such as USA and European countries. The improved Sino-Kenyan relations have engendered an increased influx of various Chinese goods into the Kenyan market among them clothing items which are reasonably priced.

Comparison between income category and countries of preference

The study further examined the relationship between monthly income levels of the respondents and their order of preference as far as the country-of-origin is concerned. The findings were as illustrated in Appendix 6 indicating that consumers with a monthly income level of over Ksh 50,000 prefer clothes from Italy, Germany, Turkey, Dubai (UAE) and UK. The results further show that the consumers in the lowest income category of up to Ksh30,000 prefer clothes from USA, China, Taiwan, Mexico, Singapore, Bangladesh, Philippines and Indonesia. The inclusion of USA in this low income bracket is probably because some second hand clothes which are quite popular in Kenya (Nyongesa, 2005) among low income earners originate from there. The study results also reveal that some of the countries ranked as the most preferred sources (Italy and UK) in the earlier analysis (Appendix 5) are equally the most preferred by consumers with the highest income. This may be attributed to the fact that these countries have high quality designer clothes which are expensively priced. However there is a likelihood of respondents in each category buying products from other categories as shown by the appearance of countries such as China, Thailand and USA in the different income categories.

To some extent a few countries ranked the least preferred sources (Mexico, Singapore, Bangladesh, Philippines and Indonesia) in the earlier analysis (Appendix 5) are equally the most preferred by consumers with the lowest income probably because their clothing brands are perceived to be low-priced and affordable consistent with the respondents’ income. To a reasonable degree these results support the earlier assertion by this study that wealthy Kenyans prefer goods from UK, Italy, Germany and USA while low income earners buy clothes from South East Asia which tend to be cheaper than Kenyan made goods. They also concur with some of the assertions by Gachara (2014) that some of the popular sources of clothing items are second

hand imported clothes from the West (USA) which are sold by hawkers or in markets across the country. Other shoppers buy new clothes from fashion stalls and boutiques which are mainly sourced from Turkey, China and other Asian countries with a few Kenyans shopping abroad and online (Gachara, 2014).

Summary of Descriptive Statistics

The results of the descriptive statistics covering the variables COO, consumer attitudes, and consumer behaviour, are summarized in Table 1.

Table 1: Summary of Descriptive Statistics

Variables	Item Description	N	Mean Score	SD	CV (%)
Country-of-origin	Country where clothes are designed	380	3.926	2.1656	43.2
	Country where clothes are manufactured	380	4.136	2.0582	49.9
	Country where clothes are sold	380	3.896	2.0448	43.4
	Country where clothes are imported from	380	3.996	1.4792	38.2
	Average Score	380	3.989	1.937	43.7
Consumer attitudes	Awareness of foreign brands (cognition)	380	3.335	2.181	36.8
	Liking of foreign brands (affection)	381	4.23	1.987	42.0
	Action tendencies towards foreign brands (behaviour)	380	4.185	1.635	39.2
	Average Score	380	3.917	1.934	39.3
Consumer behaviour	Trials of imported clothing brands	380	4.23	1.904	45.0
	Purchase of foreign clothing brands	381	2.787	2.446	38.3
	Endorsement of imported clothing brands	380	2.28	2.299	24.7
	Commitment to foreign clothing brands	381	3.155	2.605	33.7
	Average Score	380	3.113	2.314	35.4
Overall Mean Score		380	3.673	2.062	39.5

Source: Primary Data

The results in Table 1 reveal that the average mean scores for the three study variables was above average (mean=3.673, Standard Deviation (SD)=2.062, Coefficient of variation (CV)=39.5%). The findings further indicate that country-of-origin had the highest average mean score of 3.989 as well as CV at 43.7%, followed by consumer attitudes (mean=3.917, SD=1.934, CV=39.3%). Consumer behaviour had the lowest average score (mean=3.113, SD=2.314, CV=35.4%). This implies that consumers purchase clothes influenced largely by COO considerations followed by attitudes developed over time consistent with the contention by Ulgado and Lee (1998) that some customers are influenced by country-of-manufacture considerations in as far as purchase of foreign brands is concerned.

Hypotheses Testing

The premise of this study was that there is a relationship between country-of-origin and consumer behaviour towards foreign brands with this relationship moderated by consumer characteristics and mediated by consumer attitudes towards foreign brands. The following sections discuss the

statistical significance of the composite hypotheses, simple and multiple regressions analyses which were conducted at 95% confidence level. Seven hypotheses were tested including an overall joint effects model that determined the combined effect of all three variables on consumer behavior (Table 2). Simple and multiple linear regression (stepwise) analyses were used. In addition, aggregate mean scores were computed for the independent, mediator, moderator and dependent variables and used in regression analysis which involved tests for mediation and moderation effects. The results of the regression analyses were used to test the pertinent hypotheses. As recommended by Kwan and Chan (2011) standardized beta coefficients were adopted in discussing results and in model estimates as these enable comparison of the relative impacts of various model variables in multiple regressions since they are independent of the units of measurement. Correlation analysis by means of Pearson Product Moment Correlation Coefficient technique was also used to determine the relationship between country-of-origin, consumer attitudes, consumer characteristics and consumer behaviour towards foreign clothing brands indicators.

Table 2: Summary of Research Objectives, Hypotheses and Conclusions

Objective	Hypothesis	Pearson's Product Moment Correlation (r)	R	R ²	Levels of Significance (p-value)	Conclusion
1. Assess the influence of country-of-origin on consumer behaviour towards foreign clothing brands	H1: There is a significant relationship between country-of-origin and consumer behaviour towards foreign brands in the clothing market in Nairobi, Kenya	.723	.854	.730	.000	H ₁ was supported
2. Determine the influence of country-of-origin on consumer attitudes towards foreign clothing brands	H2: There is a significant relationship between country-of-origin and consumer attitudes towards foreign brands	.851	.809	.654	.000	H ₂ was supported
3. Establish the influence of consumer attitudes on consumer behaviour towards foreign clothing brands	H3: There is a significant relationship between consumer attitudes and consumer behaviour towards foreign brands	.621	.907	.823	.000	H ₃ was supported

4. Assess the influence of consumer characteristics on consumer behaviour towards foreign clothing brands	H4: There is a significant relationship between consumer characteristics and consumer behaviour towards foreign brands	.553	.715	.511	.000	H ₄ was supported
5. Determine the extent to which consumer characteristics influence the relationship between country-of-origin and consumer behaviour towards foreign clothing brands	H5: The strength of the relationship between country-of-origin and consumer behaviour towards foreign brands is significantly moderated by consumer characteristics	-	.902	.814	.000	H ₅ was supported
6. Assess the degree to which consumer attitudes influence the relationship between COO and consumer behaviour towards foreign clothing brands	H6: The relationship between country-of-origin and consumer behaviour towards foreign brands is significantly mediated by consumer attitudes	-	.901	.811	.000	H ₆ was supported
7. Establish the joint effect of COO, consumer characteristics and attitudes on consumer behaviour towards foreign clothing brands	H7: The joint effect of country-of-origin, consumer attitudes towards foreign brands and consumer characteristics on consumer behaviour towards foreign brands is significantly greater than their individual variable effects	-	.949	.901	.000	H ₇ was supported

Source: Primary Data

The results in Table 2 show statistically significant positive relationships between country-of-origin on consumer behaviour towards foreign clothing brands, country-of-origin on consumer attitudes towards foreign clothing brands, consumer attitudes on consumer behaviour towards foreign clothing brands and consumer characteristics on consumer behaviour towards foreign clothing brands. The study further supports the hypothesis that consumer characteristics moderate the relationship between country-of-origin and consumer behaviour towards foreign clothing brands and that consumer attitudes mediate the relationship between COO and consumer behaviour towards foreign clothing brands. Similarly the hypothesis that the collective effect of country-of-origin, consumer attitudes and consumer characteristics on consumer behaviour towards foreign brands is significantly greater than their individual variable effects is supported.

The hypothesis was also supported by PPMC (r) which found that the relationship between country-of-origin and consumer behaviour towards foreign clothing brands is strong, positive and statistically significant ($r=.723$, $p\text{-value}=000$) as illustrated in Appendix 7. The relationship between COO and consumer attitudes is equally positive and very strong at $.851$. Similarly, the relationship between consumer attitudes and consumer behaviour towards foreign clothing brands is strong, positive and statistically significant ($r=.621$, $p\text{-value}=000$).

However the relationship between consumer characteristics and consumer behaviour towards foreign clothing brands is positive but moderately significant ($r=.553$, $p\text{-value}=000$). This implies that the study variables considered namely country-of-origin, consumer attitudes and consumer characteristics play a critical role of influencing consumer behaviour towards foreign clothing brands in Nairobi County. This suggests that consumers are keen on COO as far as their buying behaviour of clothes is concerned. The study also reveals that attitudes play a crucial role in influencing consumer behaviour towards foreign clothing brands. These results conform to the assertion by Fürstner and Anišić (2010) that it is necessary to have a holistic approach for adaptive involvement of customers as co-creators in mass customization of products and services by identifying different consumer profiles that suit each individual consumer's needs and limitations.

Based on the results and conclusion of the study, the findings are presented in the modified conceptual model in Appendix 9. As depicted in Appendix 9 the seven hypotheses of this study are based on the premise that there is a relationship between country-of-origin and consumer behaviour towards foreign brands with this relationship moderated by consumer characteristics and mediated by consumer attitudes towards foreign brands. The results show that the joint effect of the study variables is statistically significant at 0.05 significance level.

DISCUSSION

This section discusses the results in accordance with the objectives and the conceptual hypotheses of this study. The researcher developed a conceptual framework derived from the existing COO literature and empirically tested the relationships among the variables in relation to the hypotheses.

The relationship between country-of-origin and consumer behaviour towards foreign clothing brands (H1)

The relationship between country-of-origin and consumer behaviour towards foreign clothing brands in Nairobi, Kenya was revealed to be positive and statistically significant with COO explaining 73% of the variation in consumer behaviour. The Pearson's Product Moment Correlation (r) of .723 further indicated that there is a strong and significant relationship between country-of-origin and consumer behaviour towards foreign brands. Majority of those interviewed responded that their clothes are imported, a few indicated that their clothes are both made in Kenya and imported with even fewer indicating that their clothes are only made in Kenya. This implies that the COO phenomenon strongly influences consumer behaviour in Kenya as earlier hypothesized. Whilst most respondents demonstrated a good idea about their preferred source countries, clearly naming and ranking them, there is a likelihood that even a few who may not be quite knowledgeable about the subtleties of country-of-origin assume that their clothes are imported and may want to be associated with them probably for prestige reasons. Majority of Nairobians therefore search, evaluate and purchase foreign clothing brands based largely on the influence of the COO concept. This strong leaning towards foreign clothing brands implies that imported brands are preferred compared to locally made ones with factors such as where a brand is designed, made, sold and imported from motivating consumer behaviour.

These findings are consistent with those of Batra et al. (2000) who established that perceived foreign brand effect was greater for consumers who have a greater admiration for lifestyles in economically developed countries. According to Opoku and Akorli (2009) COO is more important than price and other product attributes and at least as important as brand name, in the Ghanaian consumer choice. Suwannaporn and Linnenmann (2008) also found that COO was frequently mentioned as an important criterion in buying rice in rice-eating countries and was the most distinctive of all buying criteria between the Asian, European and Australian consumers studied. Similarly Fianu and Harrison-Arthur's (2007) research focused on Ghanaian workers and found that those who looked for labels (for information including manufacturer's/brand name, price and COO) while shopping for fabrics were 75%, whereas 83% looked for labels when selecting ready-made clothing to determine the quality. While quoting a study by a local research firm Ipsos Synovate, Njoki (2013) states that 52% of Kenyans preferred international clothing brands designed abroad and imported to Kenya, against 48% who preferred locally made clothes. The higher preference rate for foreign clothing brands among Kenyans (89.76%) established in the current study may be due to the higher disposable incomes and exposure Nairobians have the benefit of, compared to other Kenyans living outside the City, hence the comparatively lower countrywide preference rate found by the Ipsos Synovate study.

The relationship between country-of-origin and consumer attitudes towards foreign brands (H2)

It was established that there is a positive and statistically significant relationship between country-of-origin and consumer attitudes towards foreign brands in Nairobi, Kenya. Further the Pearson's Product Moment Correlation (r) of .851 showed that there is a strong and significant relationship between country-of-origin and consumer attitudes towards foreign brands. In the overall attitude towards imported clothes the mean score of 4.45 recorded is indicative of

favourable attitudes associated with each country consistent with the importance attached to each country the respondents mentioned. It can be deduced that the respondents have positive attitudes towards foreign clothes given the high average mean score across the three countries they reported on. Using the CAB model of attitudes (Solomon, 1996) that this study employed, awareness, liking and action tendencies towards foreign brands collectively registered a fairly high overall mean score of 3.917. These findings imply that the positive relationship between country-of-origin and consumer behaviour already established is premised on strong positive attitudes towards foreign clothing brands influenced by country-of-origin.

These findings are consistent with those of other scholars such as Bhuian (1997) who found that extant COO research has contributed considerable understanding of consumer attitudes in various countries towards foreign products and provided significant insights into the importance of such knowledge, though empirical research on the attitudes of consumers in developing countries towards foreign products, and associated marketing practices, is somewhat limited. Batra et al. (2000) assert that among consumers in developing countries, brands seen as being sourced overseas, especially from the West are viewed as endowing prestige and cosmopolitanism and thus enhancing the consumer's social identity. Chen (2010) notes that the rational or cognitive factor of COO is the perceived quality of foreign product which tends to be evaluated according to technical, advancement, prestige, workmanship, economy and service. However COO is not merely another cognitive cue but also has a symbolic and emotional meaning for consumers (Sharma, 2011).

The relationship between consumer attitudes and consumer behaviour towards foreign clothing brands (H3)

It was also established that the relationship between consumer attitudes and consumer behaviour towards foreign clothing brands in Nairobi, Kenya was positive and statistically significant as far as country-of-origin is concerned. Consumer attitudes had a significantly high influence on consumer behaviour towards foreign brands (82.3%), suggesting that it accounted substantially for the change in consumer behaviour towards foreign brands either positive or negative. The Pearson's Product Moment Correlation (r) of .621 further indicated that there is a strong and significant relationship between consumer attitudes and consumer behaviour towards foreign brands. Again this is premised on the strong relationship already established between COO and consumer behaviour towards foreign clothing brands. This implies that the COO influence translates into high preference for imported clothing brands which over time evolves into positive attitudes that in turn strongly influence consumer behaviour.

These findings concur with Ming-huei (2004) who asserts that COO influences information processing and has an impact on product evaluation, consequently affecting product evaluation and subsequent purchase behaviour not only directly but also indirectly through beliefs. Gwin (2009) contends that a strong brand preference is considered to be an effort-reducing strategy by consumers to simplify information search and brand choice from an attitudinal context.

The relationship between consumer characteristics and consumer behaviour towards foreign brands (H4)

It was established that there is a positive and statistically significant relationship between consumer characteristics and consumer behaviour towards foreign brands. This implies that consumer characteristics comprising age, gender, income and education collectively influence consumer behaviour indicators comprising trials of foreign brands, purchase of foreign brands, endorsement to others of foreign brands and commitment to foreign brands. Notable however is that out of the consumer characteristics studied, age and gender combined influence only 9.8% of the variation in consumer behavior but after adding education and income the influence improved to 51%. In addition the Pearson's Product Moment Correlation (r) of .553 showed that there is a fairly strong and significant relationship between consumer characteristics and consumer behaviour towards foreign brands.

This implies that much as this study targeted female and male adults above 20 years old, age and gender of the respondents has a minimal influence on consumer behaviour towards foreign brands compared to income and education which have a significantly high influence. This therefore suggests that regardless of men, women or various age groups, favourable behaviour towards foreign brands increased with rising incomes and education. This also implies that as the consumers' incomes and education grow they are likely to increase their preference and buying of foreign brands based on country-of-origin to match their increasing purchasing capacity and knowledge of country sources of various products as they seek to improve their social status and prestige.

These findings are consistent with those of other scholars such as Opoku and Akorli (2009) who established that in underdeveloped countries, preference for domestic products is weaker with situational personal characteristics, such as motivation, influencing use of country-of-origin attributes to evaluate services. Having established the relationship between COO and consumer behaviour Batra et al. (2000) argued that this effect was also moderated by product category familiarity among the consumers in developing countries that were studied.

The moderating effect of consumer characteristics on the relationship between country-of-origin and consumer behaviour towards foreign brands (H5)

The moderating effect of consumer characteristics on the relationship between country-of-origin and consumer behaviour towards foreign brands revealed a positive and statistically significant index. It was established that whereas country-of-origin and consumer characteristics combined explained 71.5% of the variation in consumer behaviour towards foreign brands the introduction of the moderating effect of consumer characteristics increased this by 9.9% to 81.4%. This implies that changes in consumer characteristics positively and significantly affect the influence of country-of-origin on consumer behaviour towards foreign brands. Among the consumer characteristics studied the moderating effect of age and gender can be discounted given their combined low influence suggesting that education and income contribute to the highest moderating influence. Again this implies that as the consumers' incomes and education grow they are likely to increase their preference and buying of foreign brands based on COO to match

their increasing purchasing capacity and knowledge of country sources of various products with a view to increasing their social status and prestige.

This is consistent with other researchers such as Alexander et al. (2005) who found that the Lebanese tended to perceive the United States as having relatively superior power, inferior cultural status, and goals that are incompatible with those of Lebanon. Batra et al. (2000) also established that among consumers in developing countries, brands seen as being sourced overseas, especially from the West are viewed as endowing prestige and cosmopolitanism and, thus enhancing the consumer's social identity.

The mediating effect of consumer attitudes on the relationship between country-of-origin and consumer behaviour towards foreign brands (H6)

The current study revealed that there is a positive and statistically significant mediating effect of consumer attitudes on the relationship between country-of-origin and consumer behaviour towards foreign brands. The pertinent results established that country-of-origin influences consumer attitudes towards foreign brands through routes of intermediate factors. The pertinent results show that consumer attitudes explain 73% of the variation in consumer behaviour towards foreign brands but when combined with COO the variation increased from 73% to 81.1% when consumer attitudes were included representing an additional 8.1%. This implies that consumer attitudes exert a strong mediating effect on the already significant relationship between country-of-origin and consumer behaviour towards foreign brands. Consumers in Nairobi therefore have over time developed strong positive attitudes towards foreign clothing brands based on COO that ultimately influences their behaviour towards foreign brands.

The current research findings echo previous studies that assert consumer attitudes are relatively consistent with the behaviour they reflect and much as they do change they are normally expected to correspond with behaviour (Schiffman & Kanuk, 1992). Adamantios et al. (2011) established that COO image impacts purchase intentions indirectly and its influence is mediated by brand image. Batra et al. (2000) found that among consumers in developing countries, brands perceived as having a nonlocal COO effect, especially from the West, are attitudinally preferred to brands seen as local.

The joint effect of country-of-origin, consumer attitudes towards foreign brands and consumer characteristics on consumer behaviour towards foreign brands (H7)

This study sought to establish the extent to which the relationship between COO and consumer behaviour towards foreign clothing brands is influenced by consumer characteristics and by consumer attitudes. The joint effect of country-of-origin, consumer attitudes and consumer characteristics on consumer behaviour towards foreign brands revealed a positive and statistically significant index. Consumer behaviour towards foreign brands was attributable to 91% of the combined effect of country-of-origin, consumer attitudes and consumer characteristics. Whereas the shared influence was quite high the individual contribution by each variable was significantly high with consumer characteristics leading at 85.4%, followed by country-of-origin (73%) and consumer attitudes (65.4%). This implies that these study variables jointly predict consumer behaviour towards foreign brands as hypothesized.

These findings are consistent with those of other researchers. On individual factors that may facilitate or inhibit reliance on COO, Schaefer (1995) contends that the magnitude of source country effect is affected by environmental and individual factors. Yim et al. (2007) found that as globalisation of the world's economies progresses COO continues to influence consumer behaviour implying that the concept remains an area of ongoing interest in international marketing. Ming-huei (2004) found that consumers also use brand origin as a cue to generate inferential beliefs when other information is not available.

CONCLUSIONS AND RECOMMENDATIONS

This section discusses implications of the research findings for theoretical development, policy formulation and relevance for practitioners' in accordance with the objectives and the conceptual hypotheses of the study. It also highlights the limitations of the research and outlines proposed areas for future research.

Theoretical Implications

The findings from this research present a number of issues that have implications for the International Marketing Theory and Consumer Behaviour Theory. This study sought to determine whether COO effects exist in Kenya and to what extent, combined with consumer attitudes and characteristics, consumer behaviour towards foreign brands in the Kenyan market can be attributed to them. The findings provide support for the hypothesized direct relationship that country-of-origin phenomenon influences consumer behaviour and from a developing country perspective the study has delineated conditions under which source country effects account for consumer attitudes and behaviour. The theoretical contribution it has made will build on the present understanding of the COO construct taking cognisance of specific prevailing behavioural circumstances in a developing market such as Kenya.

As a pioneering research on the COO construct in Kenya it has contributed a local dimension to the advancement of the International marketing theory by providing insights into how the COO phenomenon influences consumer behaviour with consumer attitudes and consumer characteristics factors playing mediating and moderating roles respectively in the association. This has enhanced the theoretical foundations of the COO concept by using an integrated approach where all the key variables are studied in one research unlike previous studies (Yim et al., 2007; Nguyen et al., 2008) where the variables have been researched singly or at best two variables at a time.

From a methodological perspective the current study incorporated the use of both primary and secondary data. The findings obtained using the primary data were supported by secondary data to a large extent (Appendix 8). This approach unlike many COO studies (Samiee, 1994; Thakor and Pacheco, 1997) enabled corroboration of primary data analysis and findings with those based on secondary data. To some extent the two sources of data showed consistency and supported the premise of this study that country-of-origin phenomenon influences consumer behaviour. Some of the countries with high exports to Kenya such as Italy, UK, China, USA, South Africa and Turkey as shown by the secondary data were mentioned by respondents as their preferred sources

of foreign clothing brands, thus confirming that their behaviour based on COO phenomenon as derived from the primary data can be relied on to a great degree. It can also be argued that the steady increase in recent years of fabric imports in terms of volume and value as revealed by the secondary data may be associated with the high influence of COO on consumer behaviour as established by this study.

In addition a three dimension approach was introduced to the current research which analysed the relationship between country-of-origin, consumer attitudes, consumer characteristics and consumer behaviour towards foreign brands by measuring the variables across three countries ranked 1st, 2nd and 3rd. The three dimension approach was useful for the descriptive research design employed in this study as it allowed for quantitative description of trends, attitudes, opinions of the population and enabled accurate estimation of the population parameters and subsequent generalization as recommended by Burns and Bush (2010) in this case across three countries. The three dimension approach was also relevant in understanding the variables researched using the descriptive research design which as recommended by Sproull (1995) is especially useful when attitudes and behaviour constitute the variables of analysis in the problem being studied. The three dimension approach is an improvement on the methodology employed in conducting most COO studies which often focus on the influence of one country at a time (Klein et al., 1998; Elliott & Cameron, 1994; Opoku & Akorli, 2009). In this regard the approach enabled understanding COO influence on consumer behaviour in terms of ranking clothing brand preferences based on 22 countries that were mentioned by the respondents.

From a theoretical perspective the research has also contributed by adding two specific enabler variables namely; consumer attitudes and consumer characteristics as mediator and moderator variables respectively. There was a positive and significant mediating effect of consumer attitudes on the relationship between country-of-origin and consumer behaviour towards foreign behaviour while consumer characteristics had positive and significant direct effect on the relationship between country-of-origin and consumer behaviour towards foreign behaviour. Most existing theories (Adamantios et al., 2011) focus on COO influence and ignore the cascade of moderating and mediating effects that drive those preconditions.

The study has enriched the body of COO knowledge which despite the existence of numerous studies its degree and mechanism of influence remains unresolved (Thakor & Pacheco, 1997) resulting in an apparent lack of a coherent conceptual framework on the construct. Having been subjected to a rigorous and robust hypothetical testing methodology, the conceptual framework developed in this study can be applied in studying the COO phenomenon especially in other developing countries' context. The findings generally corroborate previous studies that COO influences consumer behaviour towards foreign brands thereby expanding the scope of theoretical knowledge and foundations of the COO concept that are premised on how consumers use a brand's origin as a cue in inferring its quality and acceptability (Chen, 2010). They support the assertion by Chen (2010) that the rational or cognitive factor of COO is the perceived quality of foreign product which tends to be evaluated according to technical, advancement, prestige, workmanship, economy and service. The current research also concurs with the contention by Batra et al. (2000) that perceived brand foreign effect is greater for consumers who have a greater admiration for lifestyles in economically developed countries.

Policy Implications

The results of this study have some implications that can be useful at national policy level. The research has provided an international marketing and consumer behaviour dimension to understanding challenges in the Kenyan clothing sector which is useful in developing holistic solutions given that most studies of the local industry have focused on economic and managerial aspects. It has given a better understanding of additional factors affecting the industry that will help to address them expeditiously by focusing on the COO influence which is hitherto not sufficiently studied. This will provide practical solutions and facilitate the development of relevant marketing policies and business strategies by manufacturers, distributors, retailers, international and local marketing practitioners, governments, NGOs and other players. Specifically it will enrich understanding of COO dynamics in the clothing business as the country seeks to achieve Kenya Vision 2030 goal of attracting new retailers into the Kenyan market and increasing the market share of products sold through formal channels in order to contribute to GDP growth (Kenya Vision 2030).

Kenya's strategy for revitalizing textile enterprises to boost textile industry through creating a conducive environment, improved efficiency and competitiveness at industry level, including entrepreneur training will need to consider the COO influence related factors engendered by this research. Efforts by Government to revive the textile and clothing sector, will now be better informed by country-of-origin considerations especially in addressing the challenges affecting the industry partly by spearheading the Special Economic Zones (EPZ) Bill which according to Kapchanga (2013) aims to fast-track investments by facilitating investments across other independent sectors. Should the Government consider that COO influence is too entrenched in Kenyans as found in this study and that on this account persuading Kenyans to buy locally made clothing may take time to bear fruit, then the alternative can be to focus on the textile export opportunities provided by AGOA particularly now that during the recent US Africa Summit the US administration repledged its support for a general renewal.

In developing relevant marketing policies and business strategies the players especially manufacturers, distributors, retailers, international and local marketing practitioners in the clothing business will have to factor in the finding that Nairobians and probably by extension the rest of the country are greatly influenced by the COO phenomenon. With such a great foreign influence these players will likely need to brand the clothing items along the lines of the countries that proved the most favourite with consumers such as Italy, UK, China, South Africa and USA. The fact that respondents demonstrated the high importance they attach to foreign clothing brands during special occasions such as wedding, parties, Christmas, Idd-ul-fitr, Diwali and Easter, implies that marketing and retailing strategies/policies should take this into consideration. This is because consumers need to portray a good fashion impression and also boost their ego during these instances which are normally characterized by high demand. In this regard respondents indicated they usually have a good idea of where to buy imported clothes, window-shop/look out for them and that this gives them great pleasure. Alternatively those keen on promoting local fashion brands will have to invest in major and effective attitude and behaviour change marketing programs to persuade consumers to switch to local brands.

Implications for Practitioners

The considerably high inclination towards foreign clothing brands among consumers equally has implications for the Government and other agencies (such as the Brand Kenya Board, Kenya Investment Authority and Kenya Association of Manufacturers, Kenya Private Sector Alliance and Kenya Association of Hoteliers & Caterers) spearheading the 'Buy Kenyan build Kenya' campaign. These players need to invest in comprehensive attitude and behaviour change marketing programs to persuade consumers to switch to local brands if various efforts being made are to succeed in convincing Kenyans to change their behaviour by buying locally made products in order to support economic growth. According to Schiffman and Kanuk (1992), like in the case of attitude formation, attitude changes are learned, they are influenced by personal experience and other sources of information, and personality affects both the receptivity and the speed with which attitudes are likely to be altered. Consequently altering consumer attitudes is a key strategy consideration for most marketers and a raft of attitude change strategies exist that can be classified into various categories (Schiffman & Kanuk, 1992).

It is likely that the considerably high COO influence on consumer behaviour established in this study among Kenyans is not confined to clothing products only but also affects other products such as building materials, foodstuffs, music, film and beauty items. Unless the COO factor is addressed it is unlikely that Kenya's quest to achieve global competitiveness within a framework of balanced trade (Ongwae, 2013) through the 'Buy Kenyan build Kenya' initiative will succeed to persuade consumers to buy Kenyan products and services in order to contribute to economic growth, employment creation and improved livelihoods as envisaged. The Brand Kenya Board in particular needs to develop effective marketing strategies to induce patriotism and national pride in locally made products. This will need to take into account the recommendation by Klein et al. (1998) and Elliott and Cameron (1994) that the exceptional situation where brands made in developing countries may be perceived favourably and thereby preferred by citizens is where there is high patriotism, national pride, or consumer ethnocentrism or where there is a general preference for locally made products when the price and quality of the locally made product is the same or better.

The high competition local brands face from second hand imported clothes which are quite popular especially with low income earners needs to be addressed given that if locally made clothes are to be promoted successfully their price and quality compared to that of imported clothing brands has to be equivalent or better. Efforts to promote locally designed brands will equally have to be addressed seriously given the deeply entrenched COO dynamics among Kenyans already established in this research. As Gachara (2014) notes, awareness needs to be created in Kenya and East Africa about locally designed fashion which has not yet become as main stream as it is getting in Nigeria, South Africa and the West. Upcoming local fashion designers such as Muhoho Kenyatta need to be supported and promoted for their designs to continue being viewed positively and bought as recommended by Jiwaji (2013). Similarly to ensure that Kenyan fashion is nurtured the proposal by Akinyi (2014) needs to be considered that the country should start looking at fashion critically by addressing it as a business that has serious players and not merely as a hobby. It will be useful to monitor and understand the impact on local designers and their brands as well as effect on consumers after a major fashion event

incorporating both local and international designers dubbed 'Kenya Worldwide Fashion Week' that was held in Nairobi in August 2014.

In terms of enhancing knowledge of the Kenyan clothing sector, this study has gone beyond the economic and managerial factors that most studies have attributed to the challenges facing the local industry by providing an international marketing and consumer behaviour dimension. By assessing product origin phenomenon affecting local clothing brands the research has helped to understand related factors within the country-of-origin context as well as offer a new and valuable dimension, already applied in other parts of the globe to comprehend the sector's challenges. As a pioneering local research on COO phenomenon, the study has provided an understanding of brand origin related factors in Kenya which is of vital interest in globalization and as described by Katsikeas (2003) is characterized by the rise of global business, stemming from the convergence of economic conditions world-wide, the liberalization of national trade policies, regional economic integration, and advances in communication, transportation, and information technologies.

The results of mediating and moderation testing have several managerial implications. Foremost, given that consumer behaviour towards foreign clothing brands is mediated by consumer attitudes, traders in imported clothing need to routinely survey consumer attitudes so as to keep track of key perception attributes at any given time particularly the countries whose brands are preferred by consumers. Secondly the results of the test for moderation effect suggest that consumer characteristics such as age, gender, income and education affect consumer behaviour towards foreign clothing brands and therefore need to be factored in marketing strategies for the clothing business. In particular market segmentation strategies should be aligned to income and education given that this study established that they significantly influence consumer behaviour towards foreign brands which may be attributed to the price and prestige associated with buying behaviour as those with higher incomes and education exhibit more favourable behaviour towards foreign brands. In this regard Batra et al. (2003) advocates that a market can be segmented on the basis of varying degrees of attitudes: positive, neutral and negative held by the potential consumers of an advertising media, making it necessary for the marketer to understand what attitudes, beliefs and benefits are most important in the market situation and in particular which of them are determinant in media choice. Though not found to be quite significant, gender needs and wants with regard to fashion should also be factored in marketing programs as recommended by Bahl (2005) that fashion influences men and women differently with females following it more closely than men because their daily selection of dressing affects the way they are perceived by others.

Limitations of the Study

Although this study helped to shed light on the dynamics of COO influence on consumer behaviour towards foreign clothing brands in a key sector of the country, it was subject to a number of limitations. These mainly related to the setup of the research relative to the resources available during the study period. This resulted in the use of a relatively small population compared to the overall target population which to some extent can limit the generalization of the findings. Subsequently the constraints influenced the scale of the study but did not affect the conduct of the research once the design was arrived at.

Due to time, cost and operational constraints the research focused only on consumers of clothing brands in Nairobi. Data were collected from consumers across Nairobi County to get their views and perceptions concerning the variables and constructs under study. This was helpful in getting insights about the dynamics of the study variables at a particular point in time. The findings may not therefore necessarily be applicable to other times. For this reason there are opportunities for longitudinal and broader studies in the same area of research. The study focused on a limited number of variables and constructs much as the product origin phenomenon and consumer behaviour towards foreign clothing brands might be influenced by many other factors. Other variables can provide additional insights and explanations concerning country-of-origin and consumer behaviour indicators within the clothing sector context in Kenya.

The use of quantitative methods alone in this research is also restrictive as it does not allow respondents to express other views apart from those sought in the questionnaire. Data obtained purely based on quantitative means limits the research design and findings. The respondents are likely to provide better insights on the variables under investigation when given the chance to discuss related issues openly and freely.

Suggestions for Further Research

The results augment the existing conceptual and empirical evidence that country-of-origin influences consumer behaviour towards foreign clothing brands. Furthermore, the findings enhance the current conceptual and empirical data that this relationship is moderated by other extraneous variables such as consumer characteristics and the intervening effect of external factors such as consumer attitudes. Studies to be conducted in future should consider the inclusion of additional factors not covered in this study that could engender more insights on the COO concept and consumer behaviour in order to enhance understanding of how the two variables relate.

Inclusion of additional factors could enhance the robustness of the study models as well as generalizability and validity of the results. Given that insights about the study variables were obtained at a particular point in time which may not necessarily be applicable to other times, there are opportunities for longitudinal and broader studies in this area of research. It is also necessary to sustain COO research in Kenya to establish if the relatively high source country influence on consumer behaviour established in this study among Kenyans is only confined to clothing brands or it also affects other products such as building materials, foodstuffs, beverages, music, film and beauty items. Such replication of this study in other product categories would give a more detailed understanding of the nature of relationships identified among the variables of this study.

Studies to be conducted in future on country-of-origin should be expanded to other parts of Kenya to understand if COO influences consumer behaviour in the same manner much as Nairobi being the capital City to a large degree sets the pace for behaviour especially in fashion across other urban, peri-urban and rural areas of the country. Furthermore it would be useful to replicate this study in other countries in the East African region and African continent due to the limited knowledge of COO phenomenon in developing countries (Opoku & Akorli, 2009). This is especially important given the regional trade partnerships such as the East African Community

(EAC), Common Market for Eastern and Southern Africa (COMESA) and Southern Africa Development Community (SADC) which can benefit from the policy and practical lessons engendered by this research. Having shared a common historical pattern of colonization and socio-economic growth many countries in the East African region and African continent would benefit from the replication of this study to determine the universality and significance of COO influence on consumer behaviour in general.

It is also necessary to address the restriction of using quantitative methods alone and allow respondents to express other views apart from those sought by the quantitative method in the questionnaire. Data obtained purely based on quantitative means limits the research design and findings. Future research should seek to address these limitations by incorporating qualitative research methods such as focus group sessions and structured interviews. Quantitative research techniques combined with qualitative methods would enrich the research design and findings significantly.

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TECHNICAL APPENDIX

Appendix 1: Research Methodology

Research Design

The study adopted a descriptive cross-sectional research design. This design is appropriate in obtaining data from the sample subjects. It facilitated testing of hypotheses quantitatively to ensure that conclusions about the COO research problem were based on the information provided at the time of enquiry. This ensured that the overall objective to establish whether significant associations among variables exist at a given point in time was met as recommended by Mugenda and Mugenda (2003). Descriptive research design was also preferred because it allowed for quantitative description of trends, attitudes or opinions of the population and enabled accurate estimation of the population parameters and subsequent generalization (Burns & Bush, 2010). The design has also been recommended especially when attitudes and behaviour constitute the variables of analysis in the problem being studied (Sproull, 1995), hence its relevance to this study.

The data collected was subjected to statistical analysis to facilitate hypothesis testing through use of analytical and predictive models. This presented a better understanding of the relationship that exists among the variables and the researcher had no control of variables in the sense of being able to manipulate them. This design has in the past been used successfully in other marketing studies (Munyoki, 2007).

The Population of Study

The population of interest comprised consumers of clothing brands in Nairobi. Those targeted were above 20 years; are mainly responsible for the purchase of their own clothing; and are resident in the respective administrative districts, divisions and locations of Nairobi. Whilst those selected are relatively heterogeneous in terms of exposure to clothing brands in the Kenyan market as well as their origin, various social classes were analysed based on income levels. It is also assumed that Nairobi residents are fashion conscious and those with above average purchasing power do shop often, making the clothing sector a relevant one and amenable to this study. Consequently, the researcher contemplated that a study of consumer behaviour in relation to foreign brands among Nairobians would provide useful insights into the COO issues.

Sampling Design

The study employed a multistage-sampling procedure to select the respondents given that a complete list of all members of the population did not exist and was unnecessary. A list showing the different administrative districts, divisions and locations that Nairobi is divided into was obtained from the Kenya National Bureau of Statistics (Appendix 2). The list also illustrates the sub-populations and their distribution by sex in each District, Division and Location. The sample frame was in the first stage clustered based on each District, and then in the second stage based on each Division as shown in Appendix 2. Systematic random sampling was applied in each cluster to pick subjects, taking into account each cluster's proportion to the total population. The respondents were selected in major shopping outlets serving each cluster comprising upmarket

shopping malls, shopping complexes popularly known as ‘exhibitions’ and formal/informal open-air-markets as portrayed in Appendix 2.

Every third customer exiting the shopping centre was picked for the interviews. These shopping points were chosen through judgemental selection process for ease of conducting interviews given that many shoppers patronise them. The unit of analysis were adult shoppers, both men and women, found to have bought clothing items at the targeted shopping centres during the period of the study. To determine the sample size, the formula recommended by Saunders et al. (2009) was applied. Saunders et al. (2009) argue that that sample size depends on: how confident the researcher wants the estimate to be accurate (the level of confidence in the estimate), how accurate the estimate needs to be (the margin of error) and the proportion of responses expected to have some particular characteristic. Hence based on the formula by Saunders et al. (2009) the appropriate sample size was determined as follows:

$$n = (z^2 pq) / e^2$$

Where:

n is the minimum sample size required

z is the standard normal deviate that is, 1.96 for .05 margin of error

p is the proportion in the target population estimated to bear the characteristic, recommended to be 50% if there is no estimate available of the proportion in the target population assumed to have the characteristic of interest.

q is the proportion not having the characteristic ($1-p$)

e is the margin of error required (set at 5% in the current study)

Based on this formula a sample of 384 respondents was drawn, comprising 205 women (53%) and 179 men (47%). The sample size of 384 is consistent with Oppenheim’s (2001) assertion that a prospective sample size for attitudinal research need not be larger than a few hundreds. In a COO related study, Opoku and Akorli (2009) employed a sample of 100 respondents at shopping points similar to those used in this study.

Data Collection

The study used both primary and secondary data which was collected in July and August 2014. Primary data was collected using a semi-structured questionnaire and personal interviews conducted by Research Assistants. The questionnaire (Appendix 3) elicited respondent views on various items developed on the measurements for each study variable. The questionnaire contained rating scale, semantic differential scale and direct questions. The questionnaire items were developed from literature reviewed among various sources that have studied similar variables. In construction of the attitude scale for instance, scales used in evaluation of clothing brands were adopted to achieve a standard measurement instrument as done in some previous studies (Opoku & Akorli, 2009; Nguyen et al., 2008). The questionnaire comprised five sections

namely: Section A (General data), Section B (Consumer Characteristics), Section C (COO), Section D (Consumer Behaviour) and Section E (Attitudes towards Foreign Brands).

Major Clothing Shopping Centres situated in each District and serving residents of the various Divisions and Locations within the District were identified from the map of Nairobi (Appendix 4) to conduct the interviews. These shopping outlets included upmarket shopping malls, shopping complexes popularly known as 'exhibitions' and formal/informal open-air-markets (Appendix 2). Conducting interviews at these shopping points was preferred given that consumers visiting them are expected to be in the right frame of mind in order to assess their shopping attitudes and buying behaviour, an approach already used in similar COO studies (Opoku & Akorli, 2009). The data collection was partially supplemented by interviewing a few respondents in other public places such as bus stops and restaurants.

Details of the operationalization are shown in Table 3.0.

Table 3.0: Operationalization of Study Variables

Variable	Nature	Indicator	Measure	Scale	Question
Country-of-origin	Independent	<ul style="list-style-type: none"> • Where a brand is designed • Where a brand is manufactured • Where a brand is sold • Where a brand is imported from 	Direct measure (choice of one among three): <ol style="list-style-type: none"> 1. Kenya 2. Imported 3. Both Rank order scale (in order of preference): <ol style="list-style-type: none"> 1. Country ranked 1st 2. Country ranked 2nd 3. Country ranked 3rd Semantic differential scale: <ol style="list-style-type: none"> 1=Very low 2= Poor 3=Fairly Good 4=Good 5=Excellent 	Direct measure Rank order Interval	Section C
Consumer behaviour towards foreign brands	Dependent	<ul style="list-style-type: none"> • Trials of foreign brands • Purchase of foreign brands • Endorsement to others of foreign brands • Commitment to foreign brands 	Five-point Likert type scale: <ol style="list-style-type: none"> 1=Not at all 2=To a small extent 3=To a moderate extent 4= To a large extent 5=To a very large extent 	Interval	Section D
Consumer attitudes towards foreign brands	Intervening	<ul style="list-style-type: none"> • Awareness of foreign brands (cognition) • Liking of foreign brands (affection) • Action tendencies towards foreign brands (behaviour) 	Five-point Likert type scale: <ol style="list-style-type: none"> 1=Not at all 2=To a small extent 3=To a moderate extent 4= To a large extent 5=To a very large extent 	Interval	Section E
Consumer characteristics	Moderating	<ul style="list-style-type: none"> • Age • Gender • Income • Education 	Direct measure	Direct measure	Section B

Source: Current Researcher, 2014

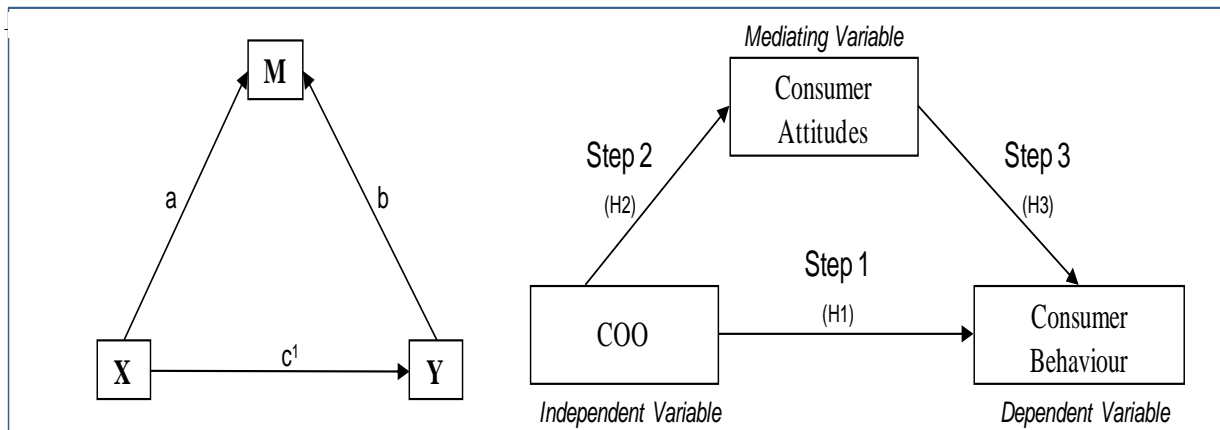
Data Analysis

Data analysis progressed in two stages; descriptive statistical analysis followed by inferential analysis. This included data cleaning, editing and coding followed by analysis and reporting. The Statistical Program for Social Sciences (SPSS) version 18 was used to analyse the data using both descriptive and inferential statistics. To determine the statistical significance of the respective hypotheses, simple and multiple regression analysis was conducted at 95% confidence level. The 95% confidence level is commonly employed by most researchers (Kabare, 2013). Statistical measures such as mean scores, mode, percentages, proportions, index, cross tabulation and frequency distribution were calculated to describe the characteristics of the variables of interest. Mean scores of the dependent variables in the Conceptual Framework were correlated and regressed to ascertain their respective relationships.

To establish the nature and magnitude of the relationships between the variables and to test the hypothesized relationships, the researcher applied inferential statistics comprising correlation analysis tests using Pearson's Product Moment Correlation (PPMC) and Coefficient of determination (R^2) as well as multivariate techniques using multiple regression analysis. A similar approach has been employed by a number of marketing studies (Njeru, 2013). A summary of these models is given in Table 3.3. PPMC which is a correlation technique used to analyze the degree of relationship between two variables (Mugenda & Mugenda, 2003), was used to test hypotheses H1, H2, H3 and H4 by showing the nature and strength of the relationship between the independent and dependent variables. Coefficient of determination was applied to test H1, H2, H3, H4, H5, H6 and H7 by measuring the goodness-of-fit of the conceptual model and the amount of variation between the study variables. P-value was also used to check for significance of individual variables in the regression equations as depicted in Table 3.3.

To test hypotheses H4 and H5, multiple regression analysis with stepwise method was applied. Mediation and moderation were tested using the procedures recommended by Fairchild and Mackinnon (2009) and Baron and Kenny (1986). The mediating effect was examined through a four step process as shown in Figure 3.1. Step one entailed the dependent variable Y being regressed on the independent variable X to determine the standardised regression coefficient (beta for path c) in order to confirm if X is a significant predictor of Y. After beta for path c was found to be significantly different from zero the test progressed to step two where the mediator was regressed on the independent variable to estimate the standardised beta regression coefficient for path a in order to establish the extent and direction of the relationship.

Subsequent to the beta for path a being found significantly greater than zero the test progressed to step three to regress Y on M in order to ascertain the beta coefficient for path b. After beta path b was found to be significant the dependent variable Y was regressed on X while controlling the effect of M on Y through a hierarchical regression analysis that treated M and X as successive independent variables. Upon confirming both coefficients for paths a and b to be significant, then M was established as mediating the relationship between X and Y and c^1 was assessed to determine the link strength according to the test procedure (Fairchild & Mackinnon, 2009). The testing steps along a path diagram are illustrated in Figure 3.1.

Figure 3.1: Mediation testing steps

Source: Adopted from Fairchild and Mackinnon (2009)

Moderation tests involved testing for an interaction term using hierarchical multiple regression analysis where in the first step the independent variable and moderating variable were analysed. The interaction term (derived from the standardised independent and moderator variables) was factored in the second step. Moderation was established after the additional variance beyond that explained by the predictor and moderator variable were found significant. As illustrated in Figure 3.2, β_1 is the regression coefficient relating the independent variable X to Y when Z=0; β_2 is the coefficient relating the moderator variable Z to Y when X=0; and β_3 is the coefficient for the interaction term which when statistically different from zero then it is determined that Z moderates the relationship between X and Y. The moderation is hence expressed:

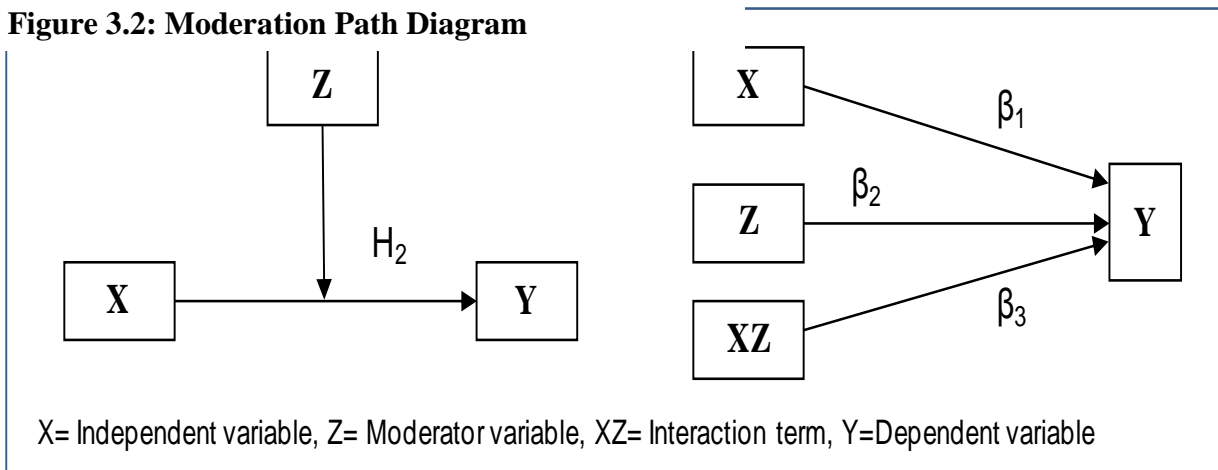
$$Y = i + \beta_1 X + \beta_2 Z + \beta_3 XZ + \varepsilon$$

Where:

i = intercept

ε = error term

Figure 3.2: Moderation Path Diagram



Source: Adopted from Fairchild and Mackinnon (2009)

Appendix 2: Sample Design

Cluster	Target Adult Population		Gender sample proportion		Number sampled	Sampling proportion (%)	Shopping Points where respondents were interviewed
	Female	Male	Female	Male			
Nairobi East District	391,932	376,324	71	62	133	34.64	
1. Embakasi Division	315,130	306,544	57	51	108	28.13	Uchumi Taj Mall
2. Makadara Division	76,802	69,780	14	11	25	6.51	Buru Buru Shopping Centre
Nairobi North District	481,407	345,864	84	62	146	38.02	
1. Central Division	210,457	88,753	36	14	50	13.02	Jamia Mall
2. Kasarani Division	179,074	173,432	32	31	63	16.41	Thika Road Mall
3. Pumwani Division	91,876	83,679	16	17	33	8.59	Garissa Lodge Shopping Centre
Nairobi West District	240,528	222,728	38	41	69	20.58	
1. Dagoretti Division	115,834	109,299	19	20	39	10.16	Dagoretti Market
2. Kibera Division	124,694	113,429	19	21	40	10.42	Makina Market
Westlands District/Division	83,708	81,950	12	14	26	6.77	Sarit Centre
Total	1,197,575	1,026,866	205	179	384	100	

Source: Adopted from; Government of Kenya (2012), Kenya National Bureau of Statistics: Kenya National Population and Housing Census Vol.1C, Govt. Printer, Nairobi

Appendix 3: Questionnaire

The Effect of Country-of-origin, Consumer Characteristics and Attitudes on Consumer Behaviour towards Foreign Clothing Brands in Nairobi, Kenya

Kindly answer the following questions to the best of your knowledge.

SECTION A:

1. Name (optional) _____

2. Your current estate of residence _____

3. Your occupation _____

Business [] Lawyer [] Medicine [] Engineering [] Architect [] Accountant [] Human Resource [] Nursing [] Entertainment [] Journalism [] Marketing []

Insurance [] Pilot [] Teaching [] Information Communication Technology (ICT) []
Artisan (Mason, Carpenter, Welder, Plumber, Electrician, etc.) []

Other (specify)..... []

SECTION B - Consumer characteristics (Tick (√) appropriately)

4. Gender of the Respondent: Male [] Female []

5. Age category: Up to 30 years [] 31 – 40 [] 41 – 50 [] Over 50 []

6. Under which monthly gross income (from all sources) category do you belong?

Up to Ksh30,000 [] Ksh30,001– 40,000 [] Ksh40,001–50,000 [] Over Ksh 50,000 []

7. What is your highest level of academic education (schooling)?

Up to Primary School [] Up to Secondary School [] College Certificate []

College Diploma [] Graduate/1st Degree [] Postgraduate Diploma [] Postgraduate Masters [] Postgraduate PhD []

8. What are your professional qualifications?

CPA [] CPS [] Other (specify)..... []

SECTION C - Country-of-origin

9. Are most of your clothes made in Kenya or imported?

Kenya []	Imported []	Both []
-----------	--------------	----------

10. Please indicate your three most important countries of imported clothes as far as your buying is concerned (rank in order of importance):

1st.....

2nd.....

3rd.....

11. For the countries that you indicated in Question 10 above please rate the statements listed below about clothes from there. Please indicate the extent to which you agree with the statements by inserting a number that reflects your rating of the countries using a rating scale where **1=Very Poor 2= Poor 3=Fairly Good 4=Good 5=Excellent**

Country where they are designed	
i. Has high quality clothes	
ii. Has trendy clothes	
iii. Has affordable clothes	
iv. Has clothes that promote my image	
v. Has different brands that give me the best value for money	
Country where they are manufactured	
i. Has good quality clothes	
ii. Has fashionable clothes	
iii. Has reasonably priced clothes	
iv. Has clothes that lift my image	
v. Has various brands that give me my money's worth	
Country where they are sold	
i. Has high quality clothes	
ii. Has trendy clothes	
iii. Has affordable clothes	
iv. Has clothes that promote my image	
v. Has different brands that give me the best value for money	
Country where they are imported from	
i. Has good quality clothes	
ii. Has fashionable clothes	
iii. Has reasonably priced clothes	
iv. Has clothes that lift my image	
v. Has a variety of clothing brands that give me my money's worth	
Other (specify)	

SECTION D - Consumer Behaviour towards Foreign Clothing Brands

12. For the countries that you indicated in Question 10 above please indicate the extent to which you agree with the statements listed below about Consumer Behaviour towards clothes from there. Please indicate the extent to which you agree with the statements by inserting a number that reflects your rating of the countries using a rating scale where **1=Not at all, 2= To a small extent, 3= To a moderate extent, 4= To a large extent, 5=To a very large extent.**

Trials of imported clothing brands	
i.	I often window-shop/look out for imported clothing brands
ii.	I find it easy window-shopping/looking out for imported clothing brands
iii.	I am active in window-shopping/looking out for imported clothing brands
iv.	For special occasions such as wedding, parties, Christmas, Idd-ul-fitr, Diwali and Easter, I window-shop/look out for imported clothing brands
Purchase of foreign clothing brands	
v.	I frequently buy imported clothing brands
vi.	I buy imported clothing brands for special occasions such as wedding, parties, Christmas, Idd-ul-fitr, Diwali and Easter.
vii.	I am active in shopping for imported clothing brands
viii.	I find it easy buying imported clothing brands
Endorsement of imported clothing brands	
ix.	I regularly advise others (such as friends or relatives) to buy imported clothes
x.	I find it easy recommending to others (such as friends or relatives) to buy imported clothes
xi.	I suggest to others (such as friends or relatives) to buy imported clothes for special occasions such as wedding, parties, Christmas, Idd-ul-fitr, Diwali and Easter.
xii.	I am active in recommending to others (such as friends or relatives) to buy imported clothes
Commitment to foreign clothing brands	
i.	I remain committed to buying foreign clothing brands only when my needs are met
ii.	I am committed to buying imported clothing brands even when my needs are not met
iii.	When disappointed by something about foreign clothing brands, I stop buying them until there is an improvement
iv.	The people I have recommended imported clothes to (such as friends or relatives) remain committed to buying them

SECTION E – Consumer Attitudes towards Foreign Brands

13. For the three countries that you indicated in Question 10 above please indicate the extent to which you agree with the statements listed below about Consumer Attitudes towards clothes from there. Please indicate the extent to which you agree with the statements by inserting a number that reflects your rating of the countries using a rating scale where **1=Not at all, 2=To a small extent, 3= To a moderate extent, 4= To a large extent, 5=To a very large extent.**

Overall attitude	
i. I have a positive attitude towards imported clothes	
Awareness of foreign brands (cognition)	
i. I know a lot about imported clothes	
ii. I usually have a good idea of where to buy imported clothes for special occasions such as wedding, parties, Christmas, Idd-ul-fitr, Diwali and Easter.	
iii. My knowledge about imported clothes is quite good	
iv. I am satisfied with my knowledge about imported clothing brands	
Liking of foreign brands (affection)	
i. I usually have strong intentions to buy imported clothes	
ii. I am satisfied with my intentions to buy imported clothing brands	
iii. I always plan to buy imported clothes for special occasions such as wedding, parties, Christmas, Idd-ul-fitr, Diwali and Easter.	
iv. I always have good intentions to buy imported clothes	
Action tendencies towards foreign brands (behaviour)	
ii. Shopping for imported clothing brands gives me great satisfaction	
iii. I rate my activities when shopping for imported clothes as good	
iv. Buying more than one imported clothing item when shopping for special occasions such as wedding, parties, Christmas, Idd-ul-fitr, Diwali and Easter, gives me great happiness	
v. Buying imported clothes gives me a lot of pleasure	
vi. Other (specify)	

Thank you very much for your cooperation.

Secondary Data collected from the Ministry of Industrialization and Enterprise Development and Ministry of Commerce, Tourism and East Africa Region

The following secondary data will be sought from these two ministries to enhance understanding of the clothing industry in Kenya and how it relates to the Effect of Country-of-origin, Consumer Characteristics and Attitudes on Consumer Behaviour towards Foreign Clothing Brands.

1. Trends in the last 3 years among Clothing/Textile manufacturing firms in Kenya

Trend	Year		
	2011	2012	2013
Clothing/Textile firms in existence			
Clothing/Textile firms established (new firms)			
Clothing/Textile firms closed			

2. Volume of imports (Tonnes) in the last 3 years of Clothing/Textile products in Kenya

Volume	Year		
	2011	2012	2013
Clothing/Textile Imports (Tonnes)			

3. Value of imports (Ksh Million) in the last 3 years of Clothing/Textile products in Kenya

Value	Year		
	2011	2012	2013
Clothing/Textile Imports (Ksh Million)			

4. Leading countries where imports of Clothing/Textile products in Kenya came from in the last 3 years

	Year		
	2011	2012	2013
Clothing/Textile Imports from – list top 10 countries			
1)			
2)			
3)			
4)			
5)			
6)			
7)			
8)			
9)			
10)			

5. Any other relevant data in the last 10 years on Clothing/Textile products in Kenya

Appendix 4: Map of Nairobi Divisions



Source: Nairobi County Government

Appendix 5: Order of preference

Countries of preference and ranking	n	Computation formula	Actual Score (A)	Ideal Score (n x 3) (B)	Index (A/B x 100)
1.Italy	189	$138 \times 3 = 414$ $34 \times 2 = 68$ $17 \times 1 = 17$	499	567	88.0
2.UK	201	$141 \times 3 = 423$ $46 \times 2 = 92$ $14 \times 1 = 14$	529	603	87.7

Countries of preference and ranking	n	Computation formula	Actual Score (A)	Ideal Score (n x 3) (B)	Index (A/B x 100)
3.China	164	106 x 3 = 318 40 x 2 = 80 18 x 1 = 18	416	492	84.6
4.South Africa	161	104 x 3 = 312 35 x 2 = 70 22 x 1 = 22	404	483	83.6
5.USA	91	44 x 3 = 132 17 x 2 = 34 30 x 1 = 30	196	273	71.8
6.Ethiopia	27	9 x 3 = 27 11 x 2 = 22 7 x 1 = 7	56	81	69.1
7.India	27	10 x 3 = 30 7 x 2 = 14 10 x 1 = 10	54	81	66.7
7.Taiwan	21	5 x 3 = 15 11 x 2 = 22 5 x 1 = 5	42	63	66.7
7.Malaysia	13	4 x 3 = 12 5 x 2 = 10 4 x 1 = 4	26	39	66.7
8.France	96	30 x 3 = 90 35 x 2 = 70 31 x 1 = 31	191	288	66.3
9.Vietnam	73	20 x 3 = 60 32 x 2 = 64 21 x 1 = 21	145	219	66.2
10.Turkey	90	18 x 3 = 54 49 x 2 = 98 23 x 1 = 23	175	270	64.8
11.Thailand	45	15 x 3 = 45 12 x 2 = 24 18 x 1 = 18	87	135	64.4
12.Dubai (UAE)	34	9 x 3 = 27 13 x 2 = 26 12 x 1 = 12	65	102	63.7
13.Mexico	9	2 x 3 = 6 4 x 2 = 8 3 x 1 = 3	17	27	63.0

Countries of preference and ranking	n	Computation formula	Actual Score (A)	Ideal Score (n x 3) (B)	Index (A/B x 100)
14.Japan	100	17 x 3 = 51 49 x 2 = 98 34 x 1 = 34	183	300	61.0
15.Canada	52	11 x 3 = 33 21 x 2 = 42 20 x 1 = 20	95	156	60.9
16.Indonesia	20	5 x 3 = 15 6 x 2 = 12 9 x 1 = 9	36	60	60.0
16.Bangladesh	10	2 x 3 = 6 4 x 2 = 8 4 x 1 = 4	18	30	60.0
17.Germany	106	32 x 3 = 96 18 x 2 = 36 56 x 1 = 56	188	318	59.1
18.Singapore	15	3 x 3 = 9 5 x 2 = 10 7 x 1 = 7	26	45	57.8
19.Philippines	3	0 x 3 = 0 1 x 2 = 2 2 x 1 = 2	4	9	44.4
Grand Total (N)	1547	-	3452	4641	74.4

Source: Primary Data

Appendix 6: Relationship between income category and countries of preference

Income category (monthly)	Countries of preference
Over Ksh 50,000	<ul style="list-style-type: none"> Italy, Germany, Turkey, Dubai (UAE) and UK
Ksh40,001-50,000	<ul style="list-style-type: none"> USA, France, Thailand, Japan and Canada
Ksh30,001-40,000	<ul style="list-style-type: none"> India, China, Ethiopia, Vietnam, South Africa, Thailand and Malaysia
Up to Ksh 30,000	<ul style="list-style-type: none"> USA, China, Taiwan, Mexico, Singapore, Bangladesh, Philippines and Indonesia

Source: Primary Data

Appendix 7: Correlation Analysis - country-of-origin, consumer attitudes, consumer characteristics and consumer behaviour

		Country-of-origin	Consumer attitudes	Consumer characteristics	Consumer behaviour
Country-of-origin	Pearson Correlation Sig. (2- tailed) N	1 0.000 381			
Consumer attitudes	Pearson Correlation Sig. (2- tailed) N	851 0.000 381	1 0.000 381		
Consumer characteristics	Pearson Correlation Sig. (2- tailed) N	0.753 0.000 381	0.653 0.000 381	1 0.000 381	
Consumer behaviour	Pearson Correlation Sig. (2- tailed) N	0.723 0.000 381	0.621 0.000 381	0.553 0.000 381	1 0.000 381
** Correlation is significant at the 0.01 level (2-tailed).					
* Correlation is significant at the 0.05 level (2-tailed).					

Source: Primary Data

Appendix 8: Secondary data (helped corroborate primary data findings)

Figure 4.2: Trend of Fabric Equivalent imports to Kenya (Million Square Metres) (2008-2013)

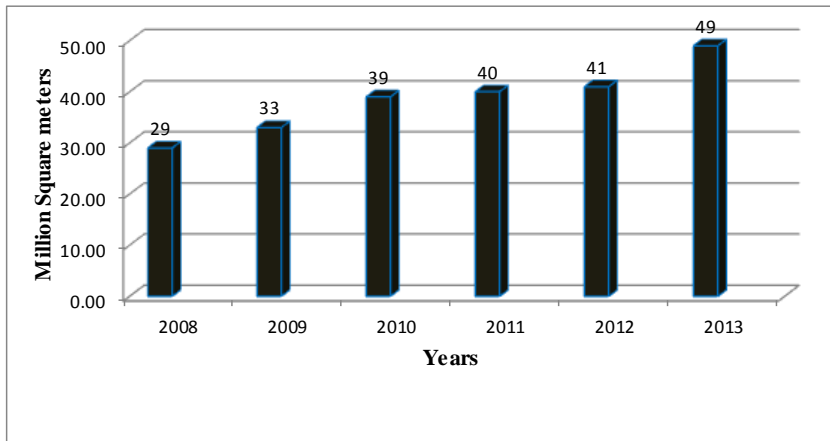


Figure 4.3: Imports value (Kshs Million) (2008-2013)

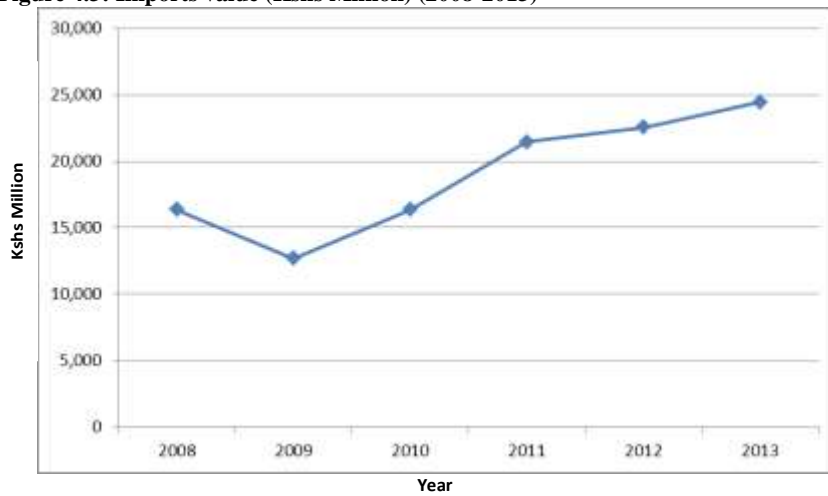
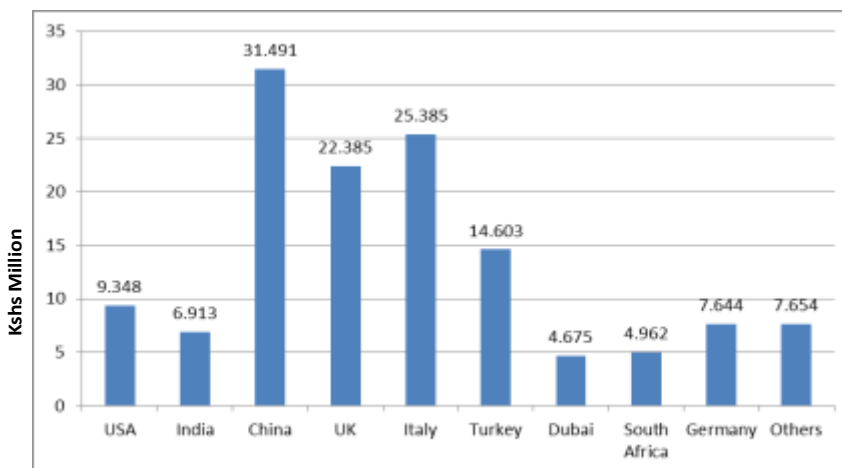
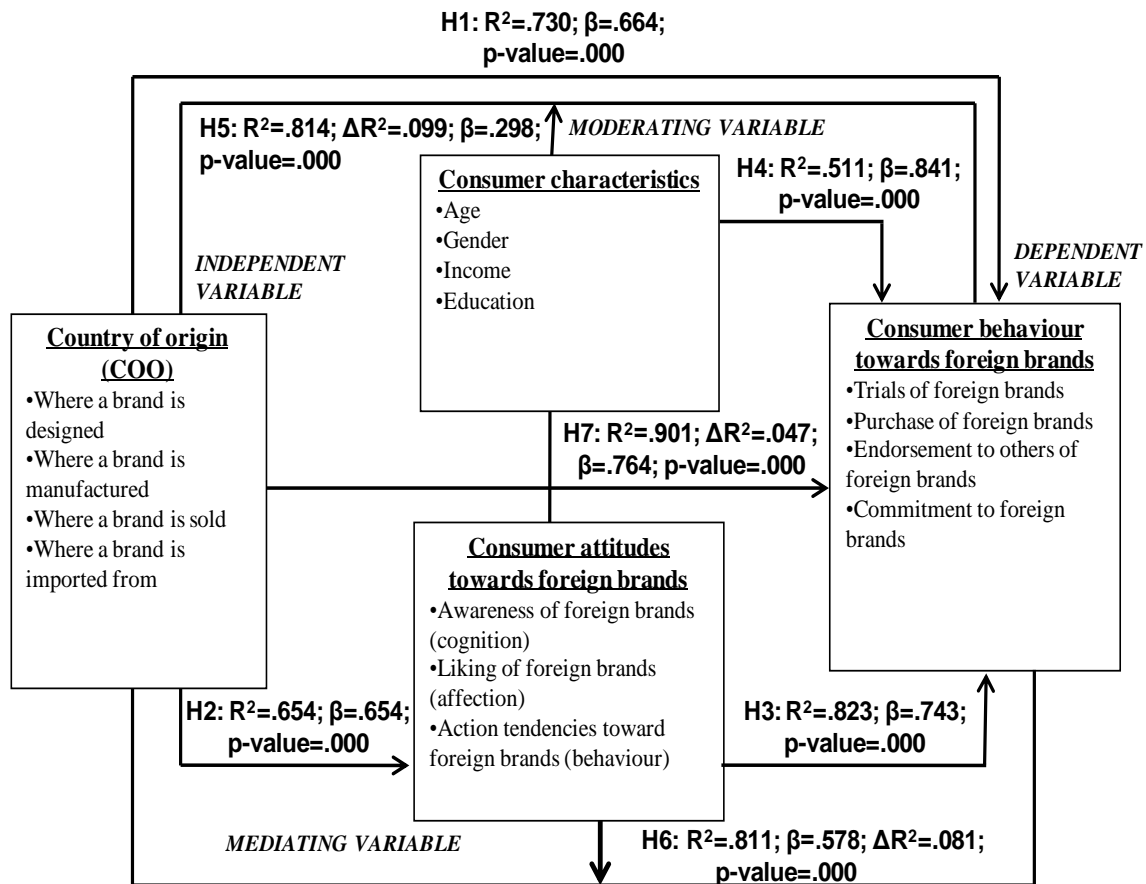


Figure 4.4: Average Textile Imports value per country (Kshs Million) (2008-2013)



Source: Government of Kenya (2013): Economic Survey, Government Printer, Nairobi

Appendix 9: Modified Conceptual Model



Source: Current Researcher, 2014