THE INFLUENCE OF CONSUMER PURCHASE DECISIONS ON INVENTORY MANAGEMENT AMONG FAST FASHION RETAILERS IN NAIROBI CITY COUNTY, KENYA.

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DECLARATION

This dissertation is my original work and has not been presented for the award of any degreein another university.

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ABSTRACT

Effective inventory management are critical for fast fashion retailers, especially in dynamic markets like Nairobi City County, where consumer preferences shift rapidly. Overstocking can lead to financial losses due to high storage costs and unsold inventory when trends change. Conversely, understocking may result in missed sales opportunities and customer dissatisfaction. The key objective of this research was to determine the influence of purchase decisions on inventory management and the specific objectives were, to establish the influence of brand choice on inventory management; to determine the influence of consumer purchase frequency on inventory management and to establish the impact of consumer purchase amounts on inventory management for fast fashion retailers in Nairobi City County, Kenya. The research was underpinned by the theory of planned behavior which was the anchoring theory; and supported by the SCM theory and JIT theory. A positivist research philosophy guided the quantitative study, employing a descriptive cross-sectional survey design to collect primary quantitative data. A stratified random sampling technique was used to collect data using a 5-point Likert scale in a structured questionnaire that was administered using drop and pick method and was supplemented using google QR forms to ensure the 73% response rate received. A pilot study was conducted and 220 respondents, comprising 110 fashion brand managers and 110 fashion team members were selected to offer perspectives from both levels. Data was analyzed using SPSS packages version 20.0 and findings were presented using descriptive and inferential statistics. Descriptive statistics through mean and standard deviation and inferential statistics using a multiple linear regression. The findings from the study revealed that consumer purchase decisions significantly influenced inventory management. The correlation between brand choice and inventory strategies was positive and statistically significant ($\beta = 0.276$, $p = 0.016$). Similarly, consumer purchase frequency showed a significant relationship ($\beta = 0.239$, $p = 0.036$). Consumer purchase amounts had a positive and significant impact ($\beta = 0.223$, $p < 0.05$). These findings emphasized that information about available products, pricing, promotions, seasonal offers and product assortment are vital for helping customers make a purchase decision and thus will influence inventory management. Further, improving their inventory management by application of information technology, lean inventory systems and managing strategic supplier relationships can significantly boost consumer satisfaction, purchase frequencies and reduce waste from overproduction among fast fashion retailers in Nairobi City County. The study found that fast fashion retailers acknowledge the importance of past purchase information on inventory management but there is still limited application on data driven inventory decisions. The study was focused on fast fashion retailers in Nairobi City County, Kenya hence limits generalizability of these findings in different sectors and contexts.

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OPERATIONAL DEFINITION OF TERMS

Brand Choice The wide range of competing fashion products from which a customer can choose is measured in terms of brand preference, product assortment and pricing of items (Collado & Albeniz, 2019).

Consumer Purchase Frequency The quantity of purchases a client makes in a specific time frame; is measured based on customer loyalty, customer recommendation and customer retention (Park et al., 2019).

Consumer Purchase Amounts Pieces of information on customers' purchases of fashion brands and how they affect fashion house operations in terms of seasonal offers, brand quality and promotional campaign (Xiang, 2021).

Fashion Retailers Refers to fashion houses in the market that differentiate their products, manage their supply chain, and blend the elements of style, symbolism, and experience components (Ioanas, 2020).

Inventory Management In this study, the term inventory management is used to describe the process of determining how much of a product to order or to stock to satisfy the needs of customers (Brigham & Ehrhard, 2005). In this study, it was measured in terms of information technology, lean inventory systems and strategic supplier relationships.

CHAPTER ONE: INTRODUCTION

1.1 Background of the study

The global fashion sector has significantly altered the retail landscape by offering stylish apparel at competitive prices, enabling customers to remain current with the fast-evolving design trends (Bhardwaj & Fairhurst, 2010). The sector has realised a major expansion, characterised by a distinct corporate strategy that prioritises speed and adaptability to customer needs. The global fashion sector wields a significant impact on technological innovation, cultural dynamics, and economic development (Xuanzhu. 2024). The sector's importance is exemplified by its influence on social trends and identity, plus economic indicators. As the market continues to grow, it has become evident that consumer purchase decisions have a major impact on retailers' operational factors such as inventory management (Ali & Asif, 2012).

Consumer purchase decisions are often influenced by marketing campaigns, non-commercial information sources and previous purchasing experience (Schiffman & Kanuk, 2007). A study by Albeniz et al., (2019) observed that maintaining higher inventory levels can enhance product visibility and customer appeal, ultimately boosting sales and mitigating the risk of stock-outs. Chand (2015) posits that purchase decisions offer valuable information concerning the development of promotional messaging, establishing ideal pricing, identifying efficient distribution channels, improving or introducing goods and services, and improving other organizational initiatives.

Inventory management involve the procedures and tactics employed by retailers to order, store, monitor, and control their stock of items (Ozturk, 2020). Effective inventory management are integral in the fast-fashion industry owing to the fast-evolving trends which complicate the prediction of customer demands while avoiding stockouts or excess inventory, hence reducing profit margins and creating a difficult balance for retailers (Tolamise, 2023). Literature shows that in certain retail settings, having more inventory boosts customer satisfaction and acts as a promotional strategy to increase demand. Similarly, Collado and Albeniz (2019) observe that maintaining higher inventory levels can enhance product visibility and customer appeal, ultimately boosting sales and mitigating the risk of stock-outs. A study by Alton (2018) contradicted previous

findings by establishing that overproduction and overstocking present a critical challenge that undermines profitability within the fashion Industry.

The fast fashion sector in Nairobi City County, Kenya, has become a vibrant area of the retail sector that draws both domestic and foreign companies (Ikpe et al., 2024). The sector endures numerous challenges associated with the changing tastes and preferences of consumers, stiff competition, supply chain challenges, and sustainability demands. Understanding the subtleties of consumer behaviour is crucial for retailers who desire to remain competitive as consumer preferences and spending power change. Its significance is demonstrated by its influence on social trends and identity in addition to economic indicators (See, 2013). The foregoing makes it imperative for retailers, customers and legislators to gain a deeper understanding of the sector's intricacies as it continues to adjust to new opportunities and threats. The scenario presented the need to investigate further the relationship between consumer purchase decisions and inventory management in the fast-fashion industry in Nairobi City County, Kenya, for the generalizability of findings and the significance of that relationship. The findings of the study are deemed important in mitigating circumstances caused by impulsive buying, which can culminate in unanticipated demand increases, triggering stockouts if inventory levels are not adequately controlled. In addition, the findings could also enhance retailers' stock levels and reduce expenses by leveraging these outcomes to inform strategic inventory decisions.

The motivation for this study emanated from an observation that the majority of fast-fashion retailers in Nairobi County, Kenya, have experienced a significant number of closures compared to other sectors. This triggered the need to undertake a study to gain an in-depth understanding of the significance of the relationship between customer purchase amounts and inventory management by unravelling consumer behaviour and optimising inventory management to enhance competitiveness and improve sustainability.

This research was underpinned by the Theory of Planned Behaviour, Supply Chain Management Theory and Just in Time Theory. The SCM theory calls for collaboration among all actors within the value chain to ensure responsiveness to customer needs. The theory of planned behaviour offers a comprehensive integration of the diverse social, psychological, and marketing factors affecting consumer purchase decisions into a unified process of information processing (Ajzen, 2005).

Further, the assumptions proposed by the theory of planned behaviour provided a solid framework for this study for instance, rationality on the part of the consumer implies that consumers can be influenced by internal and external factors within their environment (Divita & Yoo, 2013). The JIT theory was propounded and enhanced by Taiichi Ohno in the early 1970s. The theory focuses on minimising waste and reducing inventory to improve efficiency and responsiveness.

1.1.1 Consumer Purchase Decisions

The consumer purchase process refers to the decisions that a consumer makes about the place of purchasing, the desired brand, model, purchase quantity, time to buy, the amount of money to be spent and the method of payment (Hanaysha, 2018). Qazzafi (2019) defines the consumer purchasing decision process as how customers arrange their resources to acquire products and services from the market, both before and after making a payment. The decision-making process has ramifications for firms in terms of product design, message definition, promotional budget allocation, and the creation of buyer-friendly marketing campaigns (Swastha & Handoko, 2008). As a result, understanding the purchasing process offers insight into the psychology of how customers think, feel, argue, and choose amongst existing options, as well as how the consumer's environment influences their decision (Hawkins, Mothersbaugh & Best, 2007).

Westbrook et al. (1978) measured consumer purchase decisions through product availability, pre-purchase information, and product rating and choice, which are all predictors of satisfaction or dissatisfaction with the purchase decision process. Harahap and Amanah (2020 conducted quantitative research to investigate the determinants of purchase decisions in SMEs in Indonesia and found that price was a significant determinant of consumer purchase decisions. Consumers do not consciously separate choices from preferences when making decisions or during the choosing process (Kotler & Armstrong 2016). The existence or nonexistence of choice can be interpreted faster by asking questions such as: what are the available options in the consumer's environment and are the consumers aware of these options (Boz et al., 2020). The significance of grasping consumer behaviour can likely be encapsulated in a concise but impactful statement attributed to Assael (1995) that consumers determine the sales and profits of a firm by their purchasing decisions. As such, their motives and actions determine the economic viability of the firm.

Various constructs of consumer purchasing decisions have been describe in literature, which include product availability, pre-purchase information, and product rating and choice; where all are predictors of satisfaction or dissatisfaction with the purchase decision process (Westbrook et al., 1978). Consumers do not consciously separate choices from preferences when making decisions or during the choosing process (Kotler & Armstrong 2016). The existence or nonexistence of choice can be interpreted faster by asking questions such as; (a) what are the available options in the consumer's environment? and (b) are the consumers aware of these options? (Boz et al., 2020). Consumer choice refers to the process of deciding which option to select from a range of alternatives, whether to make a purchase at all, or whether to buy immediately or postpone the decision, focusing on value-oriented considerations (Shuv & Huber, 2000). According to Izuma and Murayama (2013), assortment and availability are thus necessary for choice to occur. Harahap and Amanah (2020) conducted quantitative research to investigate the determinants of purchase decisions in SMEs in Indonesia and found that price was a significant determinant of purchase decisions. Locally, Mbuthia (2016) looked at marketing strategies adopted by local fashion retailers by measuring promotion, product, price and place to assess their market penetration.

Further, most choice models in marketing operate on the assumption that the brand serves as the primary unit of analysis which has therefore led many marketers and researchers to invest heavily in branding (Kute, 2016). Nirwana (2023) asserts that while need and desire for products and services drive consumer purchase decisions consumer purchase frequencies tend to define buying behaviour. As a result, the second aspect pertains to reactions to marketing or environmental stimuli, including exposure to advertising, promotional campaigns, incentives, pricing, packaging, and other external factors such as fashion trends, economic conditions and environmental concerns. Finally, the interaction of the internal and external factors such as perception, learning and memory greatly impact the purchasing decision process. Chen et al. (2022) noted that consumer purchase records, which track past buying behaviours, can significantly influence current purchase decisions by providing insights into past needs, preferences, and brand loyalty, helping consumers make more informed choices. The current study adopted the conceptualization of consumer purchase decision by Andreeva et al. (2010), Krishnamurthi and Raj (1988) Mehta (2007) brand choice because most choice Models recognize the brand as the unit of analysis,

purchase frequency. They define patterns in consumption and purchase amounts because they bridge the gap between choices and patterns formed during the purchase decision process. According to Basil (2013), retailers should focus on the entire purchasing process rather than just one purchase decision because consumers experience several stages before making a decision.

1.1.2 Inventory Management

Inventory management has become recognized as a subject charged with optimal resource allocation and ensuring overall operational efficiency across industries (Akindipe, 2014). The fashion industry flourishes through its diversity and ability to offer customers fresh merchandise, but this creates a challenge in determining the appropriate inventory levels for specific trends. Pirttila and Virolainen (2012) state that inventory management aim to translate broad business goals into specific actions, aiming to achieve a balance between investment in stock and customer service. Producing too many items in a particular style can lead to excess inventory once the trend fades, resulting in substantial financial losses. Conversely, underproducing a product can leave consumers dissatisfied, prompting them to seek alternatives elsewhere and causing a missed opportunity to capitalize on a highly profitable trend (Alton 2018).

Different conceptualizations of inventory management exist in the literature for instance in the pharmaceutical industry, Uthayakumar and Priyan (2013) investigate inventory management applied by hospitals and health care providers they develop an OR model that considers multiple pharmaceutical products, variable lead time, permissible payment delays, constraints on space availability, and the customer service level (CSL). In South Africa, an exploratory study identified transportation and human resources as the primary constraints in supply chain performance (Badenhorst–Weiss & Waugh, 2015). Locally, Ngatuni (2018) investigated the factors influencing inventory management within the manufacturing industry in Kenya, by conducting a case study of Unga Group Limited. The conceptualization of independent variables used; information technology, strategic supplier partnerships, inventory record management and staff competence. Ontita (2016) investigated inventory management approaches and performance of textile firms and conceptualized inventory management approaches using information technology, lean inventory system and strategic supplier relationships. Firm performance was conceptualized using the utilization of a storage facility, waste reduction, Timely deliveries of products & services, use of

up-to-date technology and ability to meet customer expectations as well as other shareholder objectives. Ontita (2016) used inventory management as independent variable while this study uses it as outcome variable in the fashion industry highlighting both conceptual gap.

Research in inventory management has primarily focused on adopting techniques that ensure lean inventories and managing supplier relationships (Uthayakumar & Priyan 2013). Studies also highlighted the importance of inventory management to performance indicating Key Performance Indicators such as customer satisfaction, reducing wastage from holding inventory and ensuring responsiveness (Ontita 2016). It was also key to adopt parameters that are specific to the industry and as such the current study focused on parameters that are relevant to the fast fashion retail industry. The rate at which a fashion brand can turn over its inventory affects various aspects of the business, including financial health, customer satisfaction, and overall operational efficiency. The primary goal of inventory management was to maintain adequate quantities of high-quality items available to fulfil customer demands, while also minimizing the costs associated with inventory holding (Brigham & Ehrhard, 2005).

Due to increasing competition in the global market, companies are compelled to evaluate their success based on how effectively they manage their inventory (Livohi, 2012). Fashion products are viewed as consumable products, which are bought regularly over a given period often calculated in months or even weeks (Cho & Workman, 2015). Young adults and adults are usually interested in purchasing new and trendy products (Ioanas, 2020). The conceptualization of this variable adopted information technology, lean inventories and strategic supplier relationships as measures for inventory management (Ontita 2016).

1.1.3 Fast Fashion Firms in Nairobi City County

Fast fashion firms are characterized by their ability to frequently introduce new products into the market. According to Choi et al. (2014), fast fashion reflects the most current trends and caters to consumer preferences by offering the latest designs promptly. There are different regulatory bodies that oversee and standardize the operations to ensure fair competition and protection of consumer rights within the Fashion Industry. These include the Kenya Bureau of Standards (KEBS), which oversees the standardization and quality of textile and apparel products in the country. The Kenya Revenue Authority (KRA) influences the cost structure of imported raw materials, finished

apparel, and fashion accessories through the imposition of taxes, import duties, and related levies these fiscal measures affect the pricing strategies adopted by fashion retailers. As consumer preferences increasingly shift toward sustainable fashion, the National Environment Management Authority (NEMA) plays a pivotal role in shaping how fashion firms manage waste, packaging, and environmentally responsible production practices (Mwasiagi et al., 2023).

Nairobi City fashion landscape is characterised by a dynamic interplay between imported secondhand garments, locally produced apparel, and emerging sustainable fashion initiatives. Despite its vibrancy, the fashion retail sector in Nairobi grapples with significant challenges. Local fashion enterprises often contend with limited access to financing, high production costs, and stiff competition from both international brands and the pervasive secondhand clothing market (Hast, 2024). The Nairobi City County Government is responsible for issuing business licenses to fashion firms and regulating market operations by ensuring compliance with local business regulations and industry standards. According to data from the Registrar of Companies, Nairobi City County boasts a total of 555 licensed fashion firms dealing in a variety of fashion products including footwear, clothing, jewellery, bags and other beauty accessories. The market is expected to grow at a rate of 6.14% with the largest segment in the market being textile (Statista, 2024). Appendix V is included, containing samples of licensed fashion retailers authorized to conduct business within Nairobi City County. This research was anchored on the Theory of planned behaviour and supply chain management theory to explain the inventory management for fast fashion retailers in the context of Nairobi City County.

1.2 Problem Statement

Organizations worldwide are facing enhanced pressures in a bid to optimize their operations to enable them to meet their customers' expectations (Xu et al., 2024). The emergence of e-commerce has significantly altered consumer purchasing behaviour drawing a focus on inventory management as a key activity in fast-fashion firms (Marriott et al., 2025). The challenge that faces small and medium fashion retailers is understanding what consumers need and finding the most efficient way to deliver (Hall & Persson, 2006). Collado and Albeniz (2019) use the analogy of a river to explain the importance of inventories. Like rivers, inventories need to flow, because they are life-giving and should not dry up or flood. A significant number of fashion houses tend to

produce too many items in each style, leaving a surplus of stock when the trend dies out (Alton 2018). On the flip side, if fashion houses produce too little of a product, consumers may become frustrated and shift allegiance hence failing to cash in on a solidly profitable trend (Alton 2018).

Ontita (2016) suggests that modern inventory management practices have gone a long way in boosting sustained performance within the industry. However, Akarro's (2011) study on inventory management of Urafiki Mills discovered that a significant number of fashion firms had no system in place and highly subjective staff judgment which often led to overstocking or understocking. Despite investment in inventory management systems by many fashion brands, there is still a significant low success/survival rate among fashion brands in Nairobi City County (Mbuthia 2016). Therefore, this study sought to investigate how inventory management adopted by fashion retailers are impacted by the consumer's purchase decision.

Existing studies show that there have been different conceptualizations of inventory management and different contexts such as China, (Tang and Yin, 2019), the USA, (Park, 2019) and Europe, (Boada-Collado and Martínez-de-Albéniz, 2020). Moreover, different methodologies have been used such as (Collado and Albeinz, 2019) who applied secondary data analysis, In Tanzania Akarro (2011) conducted a study on inventory control policies at Urafiki Mills and used a cross-sectional secondary data survey. Locally, Mbuthia (2016) and Ngatuni (2018), both used a descriptive research design whereas (Ndugu, 2011) used a descriptive survey. the current study seeks to refine the methodological gap using a descriptive cross-sectional survey method. Studies have been done to establish the existence of a relationship between inventory management and purchase decisions within the fashion Industry Balakrishnan et al. (2004). However, there is scant knowledge on inventory management as a dependent variable influenced by different macro and micro economic factors such as inflation, sustainability concerns and consumer purchase decisions most especially in the fashion retail sector (Kotler and Keller 2007). Ontita (2016) investigates inventory management approaches in Textile manufacturing firms and highlights waste reduction, responsiveness, ability to meet shareholder objectives and up-to-date technology as indicators of performance. The study presented a conceptual gap that the current research sought to enrich by highlighting the influence of purchase decisions on inventory management for fast fashion retailers in Nairobi, City County.

Globally, Tang and Yin (2019) and Park et al. (2019) examined the impact of scarcity messages on purchase frequencies and daily sales in China and the US. They measured the impact of deals, discounts, and anticipation of future price drops and findings showed that disclosure of inventory information can increase product frequency by about 15%. A study by Boada-Collado and Martínez-de-Albéniz (2020) in Europe, investigated the effect of inventory on consumer decisions by considering factors such as seasonality, product and store variability, and promotions. Locally, Ndungu (2011) focused on strategies applied by boutiques in Nairobi to improve performance and found that good customer service, selling current fashion, and giving discounts to loyal customers were among the most successful strategies. The studies presented a contextual and conceptual gap that requires refining by taking a closer look at individual strategies such as inventory management for fast fashion retailers in the context of Nairobi City County.

Ngatuni (2018) investigated the role of inventory management in the manufacturing industry in Kenya by using primary data from Unga Group Limited. The variable was conceptualized using information technology, strategic supplier partnerships, inventory record management and staff competence; findings revealed a strong correlation between inventory record management practices and operational performance. Nonetheless, Wang et al. (2016) established a negative effect of purchase amounts on inventory management. There have been contradictory findings and hence this research sought to contribute to the existing literature by examining the influence of purchase decisions on inventory management for fast fashion retailers in Nairobi, City County, Kenya.

1.3 Research Objectives

The general and specific objectives for this study were as follows:

1.3.1 General Objective

The general objective of this study was to determine the influence of consumer purchase decisions on inventory management among fashion retailers in Nairobi City County, Kenya.

1.3.2 Specific Objectives

The specific objective of the study was as follows:

i. To establish the influence of brand choice on inventory management among fast fashion retailers in Nairobi City County, Kenya.

ii. To determine the influence of consumer purchase frequency on inventory management in fast fashion retailers in Nairobi City County, Kenya.

iii. To establish the impact of consumer purchase amounts on inventory management in fast fashion retailers in Nairobi City County, Kenya.

1.4 Research Questions

The study answered the following research questions:

i. What is the influence of brand choice on inventory management in fast fashion retailers in Nairobi City County, Kenya?

ii. What is the influence of consumer purchase frequency on inventory management in fast fashion retailers in Kenya's Nairobi City County?

iii. What is the influence of consumer purchase amounts on inventory management in fast fashion retailers in Kenya's Nairobi City County?

1.5 Scope of the Study

This study examined the influence of consumer purchase decisions on inventory management among fashion retailers in Nairobi City County, Kenya. The dependent variable was inventory management, while the independent variables were brand choice, consumer purchase frequency, and consumer purchase amounts. The study used a descriptive cross-sectional survey method to collect quantitative primary data using a 5-point Likert scale. The context of the study was limited to fast fashion retailers operating within Nairobi City County and was undertaken for a span of 3 months from October 2024 to December 2024. The target population comprised 555 registered fashion firms, and a stratified random sampling technique was used to select between the 3 categories of fast fashion retailers, out of which a sample of 110 retailers was selected. The respondents were comprised of fashion brand managers who were defined as senior-level staff who formulate strategies, and their fashion team members who are frontline staff directly involved in the daily operations of the retail store. The study employed a closed-ended structured

questionnaire as the primary data collection tool. Data collection was carried out over three months, and both descriptive and inferential statistics were used for data analysis. The research aimed to generate empirical insights into how purchase decisions influence inventory management within the fast-paced and trend-sensitive fashion retail sector.

1.6 Significance of the Study

This section outlined the significance of the study's findings about policy, practice, and theory within the fashion industry. By examining the implications across these three domains, the study aimed to demonstrate how its insights can inform regulatory development, enhance operational effectiveness, and contribute to the academic understanding of supply chain management in the fashion context. This study provided valuable insights for policymakers, guiding the creation of regulations that govern the fashion industry. The findings supported the development of consumer protection laws, sustainability regulations, and trade policies that promote ethical sourcing, waste reduction, and fair pricing. Policymakers can leverage the data to create frameworks that encourage the adoption of sustainable practices, such as the circular economy, by fostering initiatives like resale, recycling, and responsible production processes. Moreover, the study's emphasis on data-driven decision-making frameworks will assist policymakers in formulating strategies to reduce waste and enhance efficiency, ultimately driving industry-wide improvements. The research also served as a foundation for promoting eco-conscious consumer behaviour, encouraging the creation of policies that protect the environment while supporting sustainable practices within the fashion sector.

For fashion firms, the research offered practical solutions for improving operational efficiency, particularly in demand forecasting and inventory optimisation. By understanding consumer behaviour, firms can better align their production processes with customer preferences, ensuring optimal stock levels, reducing overstocking, and meeting seasonal demands. The study advocates for the use of inventory management that not only improve stock turnover rates but also contribute to sustainability by minimising waste. These insights will empower fashion brands to remain competitive by developing products that cater to evolving consumer tastes, boosting brand loyalty. Furthermore, the findings highlight the need for implementing sustainable practices within the firm's operations, helping businesses balance profitability with environmental responsibility.

Overall, this research provided actionable recommendations for fashion firms to enhance operational effectiveness and adopt more sustainable business models.

Theoretically, this study made significant contributions by advancing the Theory of Planned Behaviour and the Supply Chain Management Theory. The research extended the traditional consumer decision-making model by incorporating modern consumer behaviours, including digital shopping trends, sustainability preferences, and the growing demand for ethical fashion. It highlighted the complexity of consumer choices and emphasised the importance of understanding these preferences to influence buying behaviour. By integrating these factors, the study broadened the scope of traditional models and offers new insights into consumer decision-making in the fashion industry. Furthermore, the research enhanced the SIM by incorporating real-time consumer data and trend forecasting, making the model more responsive to dynamic consumer demands. This interdisciplinary approach connects marketing, consumer behaviour, and supply chain management, offering a richer theoretical framework for understanding the interplay between consumer behaviour and inventory management in fashion firms.

This study adopted a descriptive cross-sectional survey to capture a snapshot of consumer behaviour and operational practices within the fashion industry. The method is effective for identifying current patterns and preferences without requiring longitudinal observation. By aligning survey items with established frameworks such as the Theory of Planned Behavior, Supply Chain Management Theory, and Just-In-Time (JIT) theory; the research ensures both theoretical grounding and practical relevance. The inclusion of JIT principles supports the analysis of inventory optimization and waste reduction, reflecting the industry's shift toward leaner, demand-driven operations. This methodological approach enables reliable, data-driven insights to inform strategic decisions in a fast-moving fashion context.

1.7 Chapter Summary

This chapter outlined the background of the study, the conceptualisation of the study variables, the context of the study, the statement of the problem, general and specific objectives, the significance of the study, and the scope of the study.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter introduced the theoretical and empirical review of the study. The theories guiding the study included the theory of planned behaviour, supply chain management theory and Just-in-time theory. The empirical reviews focused on past studies, offering a contextual backdrop for analyzing the practical implications of consumer purchase decisions on inventory management specifically within the local fashion landscape of Nairobi City County.

2.2 Theoretical Review

This section covered the theoretical underpinning upon which the study was based. In this section, the research looks at theories that informed this research. The theories guiding the study included the Theory of Planned Behavior (TPB), Supply Chain Management Theory (SCM) and Just-In-Time Theory(JIT). The anchoring theory for the study was the theory of planned behavior and the supporting theories were the SCM Theory and the JIT Theory.

2.2.1 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), developed by Icek Ajzen in 1985, and grounded in the earlier Theory of Reasoned Action by Fishbein and Ajzen (1980), served as the anchoring theory of this research. TPB offers a comprehensive psychological framework for understanding and predicting deliberate human behaviour, asserting that behavioural intentions key drivers of actual behaviour are influenced by three core components: attitudes toward the behaviour (based on expected outcomes), subjective norms (perceived social pressures), and perceived behavioural control (an individual's confidence in their ability to perform the behaviour despite potential constraints). The theory assumes that individuals engage in rational decision-making by carefully processing available information and weighing the pros and cons before acting.

As the foundational theory for this study, TPB was applied to understand consumer purchase decisions and their impact on inventory management among fast fashion retailers. It is particularly insightful when considered across the full consumer purchase process—from need recognition, information search, and evaluation of alternatives, to the actual purchase and post-purchase

evaluation. At each stage, TPB helps explain how consumers' attitudes shape their perceptions of product desirability, how subjective norms influence the weight they place on societal or peer expectations, and how perceived behavioural control affects their confidence in executing a purchase given constraint such as budget, accessibility, or product availability. These cognitive and social factors play a crucial role in shaping consumer behaviour, which in turn informs key inventory management decisions such as demand forecasting, stock level optimization, and timely replenishment.

While TPB provides a strong theoretical base, it is not without criticism. The model tends to assume that consumer behaviour is always rational and planned, which may not fully capture the impulsive, emotionally driven, or trend-sensitive buying behaviour typical of fast fashion. Additionally, it underemphasizes the role of habits, past behaviours, and situational influences like promotional campaigns or sudden shifts in fashion trends. Nonetheless, TPB offers a structured and valuable lens through which this study examines the interplay between consumer behaviour and inventory management in the dynamic fast fashion industry.

2.2.2 Supply Chain Management Theory (SCM)

Supply Chain Management (SCM), introduced by Oliver and Webber (1982), marked a shift from traditional inventory management to a more collaborative approach focused on coordination among all entities involved in production and delivery. This collaboration seeks to optimize efficiency, reduce costs, and improve service levels. Scholars such as Bechtel and Jayaram (1997) and Lambert and Cooper (2000) emphasize that coordinated efforts among suppliers, manufacturers, distributors, and retailers can improve product availability, reduce lead times, and drive cost efficiencies, which are essential for competitiveness in dynamic markets.

The Supply Chain Management (SCM), which serves as the supporting theory for this study, posits that increased collaboration among supply chain partners leads to improved operational efficiency and better management of inventory, costs, and customer satisfaction (Bechtel & Jayaram, 1997; Lambert & Cooper, 2000). Specifically, it supports key variables such as collaboration, inventory management, cost efficiency, customer satisfaction, and supply chain performance. The theory assumes that real-time information sharing fosters alignment in production schedules, reduces

costs, and encourages the development of strategic alliances (Croom, Romano, & Giannakis, 2000).

In the context of the current study, the theory underpins the dependent variable of inventory management. The study focuses on how collaboration within the supply chain can improve the management of inventory, particularly in the fast fashion industry, where effective inventory management is critical to meeting rapidly changing consumer demand. This includes aligning production and supply chain schedules, minimizing stockouts, and efficiently managing stock levels to optimize customer satisfaction and cost efficiency.

Despite its relevance, the theory has limitations. It assumes that collaboration is seamless across all supply chain partners, often overlooking potential challenges such as organizational resistance or the complexities of maintaining long-term collaboration. Additionally, the rapidly changing nature of the fast fashion industry, with its trend-driven demand and short product life cycles, may not always align with the theory's assumptions about stable, ongoing collaborative processes. However, despite these limitations, the theory remains a valuable framework for understanding how collaboration among supply chain partners influences critical outcomes such as inventory management, cost efficiency, and supply chain performance in the fast fashion industry, which is the focus of the current study.

2.2.3 Just-in-Time (JIT) Theory

The JIT theory was introduced and refined by Taiichi Ohno in the early 1970s. This theory emphasises minimizing waste and reducing inventory to enhance efficiency and responsiveness. Organizations have implemented JIT manufacturing systems that involve various functional areas of a company, including manufacturing, engineering, marketing, and purchasing. JIT was developed in Japan and subsequently achieved significant success at Toyota. JIT can be defined as a planning concept aimed at eliminating waste. Waste is defined as anything other than the minimum amount of equipment, materials, parts, space, and workers' time that are absolutely essential to add value to the product or service (Gupta, 2011).

The idea of JIT does not refer just to some parts of an organization, rather, it is for all parts and units of all kinds of organizations. Just-in-time production system is something more than goods management and materials transportation. It is a philosophy and thought which aims to eliminate waste and tries to avoid material scraps in all activities. Major purpose of JIT is to achieve a continuous quality and to increase outcome through production without inefficient unsafe pieces and zero wastage (Pourasiabi & Pourasiabi, 2012). Just-in-time production system is a way of preparing materials in which all required goods are received on time. Preparing all primary materials and parts exactly when they are needed during the production process, this philosophy decreases scraps. Successful application of this system involves different organisational factors such as upper-level managers' support, determination of main production problems, employees' participation in decision making, and simultaneous application of production flow and proper inventory system (Dange et al., 2016).

In the context of the current study, the theory underpins the dependent variable of inventory management. The theory underscores how the fashion firms can improve the management of inventory, particularly in the fast fashion industry, where effective inventory management is critical to meeting rapidly changing consumer demand. This includes aligning production and supply chain schedules, minimizing stockouts, and efficiently managing stock levels to optimize customer satisfaction and cost efficiency. The theory is however not without limitation as it advocates for minimizing inventory, which reduces buffer stock while this increases efficiency, it also makes firms highly susceptible to supply chain disruptions. As such JIT systems often lack the capacity to respond quickly to unexpected spikes in consumer demand, potentially resulting in stockouts and customer dissatisfaction especially in the fashion industry. JIT works best in stable, predictable environments hence in fast-changing industries like fast fashion retail, where trends shift rapidly, it can struggle to keep pace with volatile consumer demand and short product life cycles.

2.3 Empirical Review

This section reviewed the previous studies based on the three specific study objectives; Brand choice, consumer purchase frequency, and consumer purchase amounts and how they influence

inventory management. It also gave a critique to indicate the research gaps that necessitated the undertaking of this study.

2.3.1 Brand Choice and Inventory Management

Brand choice refers to the decision-making process by which a consumer selects a particular brand over others when making a purchase (Keller, 2003). It is influenced by various factors such as brand awareness, perceived quality, brand loyalty, personal preferences, social influences, and marketing efforts (Kotler & Keller, 2007). Consumers do not consciously separate choices from preferences when making decisions or during the choosing process (Kotler & Armstrong 2016). Globally, Collado and Albeniz (2019) conducted a study in South America on the relationship between consumer choice and inventory in fashion retailing. This premise was founded on the belief that showcasing product inventory in a retail setting is crucial for attracting consumers' attention. Greater inventory levels could enable more appealing displays, potentially leading to increased sales and preventing instances of stock shortages. The study sought to explore the connection between inventory levels and consumer preferences, focusing on how retailers can optimize their inventory to boost sales or maximize profits. Employing a choice model that considers the influence of inventory on product demand and factors in product and store variations, seasonal effects, promotions, and possible unforeseen events in each market, the authors conducted empirical testing of the model using daily traffic, inventory, and sales data from a major retailer at the store-day-product level. The results showed a strong positive and statistically significant relationship between inventory levels and sales, even in cases of very high service levels. This reinforced the notion that inventory plays a crucial role in guiding customers to select a particular product from the range available. The study suggested that retailers should strategically set their inventory levels for specific categories and identify the characteristics of the most effective approach. Implementing such optimization strategies is projected to consistently and significantly enhance revenue compared to approaches that overlook the influence of inventory on sales. The contextual inconsistency arises from the fact that the study was conducted in South America which has a different population hence may not give replicable study findings to this study focusing on the Kenyan scenario.

A study by Boada-Collado and Martínez-de-Albéniz (2020) examined the impact of inventory on consumer decisions in the European fashion retail industry. The study used a choice model approach, considering factors such as seasonality, product and store variability, promotions, inventory management, and other unobservable market shocks. The model was empirically tested with daily traffic, inventory, and sales data at the store-day-product level from a major retailer. The findings indicated that, even with very high service levels, the relationship between inventory levels and sales is both positive and highly significant. Specifically, for every 1% increase in product-level inventory, sales increased by an average of 0.62% (Boada-Collado & Martínez-de-Albéniz, 2020).

This lends credence to the notion that inventory plays a significant role in assisting clients in selecting a certain product from the variety. The study directly influences ongoing research because it explains how inventory levels influence consumer choices and allows retailers to modify their stock levels to optimise sales or profitability. The study by Boada-Collado and Martínez-de-Albéniz depicts contextual and methodological inconsistencies that this study sought to address. The fact that the study targeted European fashion houses limits the applicability and replicability of the findings. The complex consumer choice model and its empirical evaluation are simplified in this study, which uses the buyer behaviour theory to examine the influence of consumer choices on inventory management.

Regionally, Ray and Nayak (2023) corroborate Pereira et al. (2021) study on social media strategies impact of social media on the fashion industry to find out if fashion designers should follow the bandwagon that has seen both high-end and emerging designers establishing an online presence for their stores. Pereira et al. (2021) and Ray and Nayak (2023) both use descriptive research design. Locally, Mbuthia et al. (2016) examined the marketing strategies adopted by local fashion houses. The research asserts that it is important for fashion houses to identify a customer segment that the brand can serve competitively as it enables them to identify strategies to provide a good shopping experience. On the one hand, Pereira et al. (2021) study discovered that the marketing tactics employed by clothing retailers included mobile phone text messages, referrals,

and direct marketing. Additionally, the study revealed the existence of a positive and significant correlation between the marketing strategies adopted by local fashion firms and their market penetration. The study notes that the fashion houses design new items every two months, which provides more insight to this study on the dynamic nature of trends. The study recommends that top management for fashion firms craft and adopt marketing strategies that are compatible with fashion trends and the needs of the customers.

Pereira et al. (2021) further recommend that fashion retailers and designers accommodate diversity in customers to meet their unique needs. On the other hand, Ray and Nayak's (2023) study obtained data from 130 respondents using convenience sampling techniques and found that fashion firms needed to adopt social media strategies to communicate and influence consumer choices. Both studies provide vital input to this study on the need for effective strategies within the fashion industry for example finding better, cheaper, and more convenient ways to communicate and get feedback from the customers. The conceptual gaps in the study arise from the focus on marketing strategies in totality without a detailed emphasis on customer choices. However, Ray and Nayak (2023) and Mahajan and van Ryzin (1999) noted that consumer choice has a weak relationship with inventory management. This study enriches this research by focusing on the influence of brand choice on inventory management strategie for fashion houses.

2.3.2 Consumer Purchase Frequency and Inventory Management

Purchase frequency is the rate at which a customer buys a particular product or service over a specific time frame and is a key determinant of customer value and retention" (Morrison & Schmittlein, 1988). Purchase frequency is one of three measures that are used in the recency, frequency, and monetary value (RFM) analysis through the RFM analysis, customers' loyalties and contributions can then be properly measured (Wu & Lin, 2005). It, therefore, calls for brands to measure and analyze both recency (time since last purchase) and frequency (number of purchases) to create a matrix of customer segments and as a result, identify patterns related to customers who purchase frequently and those who may need reactivation efforts. Nirwana (2023) asserts that while need and desire for products and services drive consumer purchase decisions consumer purchase frequencies tend to define buying behaviour.

Globally, Tang and Yin (2019) and Park et al. (2019) examined the impact of scarcity messages on purchase frequencies and daily sales in China and the US. Their research aligns in that both studies collected data from Bon-Ton (BT), a multi-channel retailer offering a variety of durable goods across categories such as apparel, accessories, home furnishings, home appliances, and toys. The focus was on a few segments of the available retail products mainly; home furnishing, home appliances, accessories, and toy categories offered online. They noted that the internet has enabled consumers to compare retail offers such as deals, discounts, and anticipation of future price drops. To counteract this behaviour retailers, conduct flash sales of stock-keeping units (SKUs) for limited periods during which real-time inventory information is provided. This strategy influences consumer's choice and purchase frequency by discouraging them from waiting to purchase the products and rather utilizing current low prices. A Descriptive research design was used and the findings showed that disclosure of inventory information via scarcity messages can increase product frequency of purchase of SKU products by about 15%. It was also found that the disclosure of scarcity messages decreased SKU daily sales by 18% on average. Tang and Yin (2019) and Park et al. (2019) arrive at the same conclusions that across several replenishment cycles and infinite time horizons, the inventory information in these communications has a detrimental impact on the sales prospects of durable items. The knowledge gap in these studies on impact needs a different perception on the influence of consumer purchase frequency on inventory management. There are also contextual gaps in these studies because they were conducted in China and the US. This study closes the gap by focusing on Kenya's Nairobi City County.

A study conducted by Mandarić et al. (2022) explored the impact of fashion brand sustainability on consumer purchasing decisions. The study involved 263 respondents who were surveyed to assess their attitudes, awareness, and perceptions of sustainability and eco-fashion as consumers. Correlation analysis and descriptive statistics were adopted in the analysis of data. The results pointed out a positive attitude of the respondents towards fashion firms. Furthermore, there was a positive correlation between the importance of fashion brand sustainability and consumers' decisions to purchase sustainable clothing products. However, a positive attitude towards sustainability did not always translate into actual purchasing

behaviour, as sustainability was among the least important factors considered in their purchasing decisions. The results of a study by Prashant (2021) on retail inventory management in fast fashion showed that, due to the rapidly changing customer demand, only a few companies have adapted by delivering fashion merchandise in small batches and within the shortest possible time to meet customer needs.

Periyasamy and Periyasami (2023) conducted research on the growth of digital fashion and the metaverse, alongside the impact of sustainability. Their study emphasized that the fashion industry is a lucrative market, generating revenue through the production and distribution of clothing, footwear, and accessories. Furthermore, the apparel industry saw a 100% increase in output from 2000 to 2023. This growth, combined with rising concerns about social and environmental sustainability, particularly driven by digitalization, is guiding the industry toward a more sustainable future. The metaverse is anticipated to play a significant role in fashion e-commerce and retail, enhancing consumer decision-making through improved user and overall customer experiences, and providing a substantial competitive advantage. The findings of Periyasamy and Periyasami (2023) are consistent with the study by Gazzola et al. (2020), which explored trends in the fashion industry with a focus on perceptions of sustainability and the circular economy through a gender and generational lens. The survey results were analyzed both descriptively and quantitatively to examine various perceptions of sustainable fashion and the circular economy, with a particular emphasis on Generation Z. The analysis affirmed that the findings aligned with the theoretical framework and underscored the importance of sustainability issues in influencing the fashion preferences of Generation Z, while also taking gender into account. However, the findings of Schreibfeder (2019) established that consumer purchase frequency has a detrimental effect on Inventory management.

2.3.3 Consumer Purchase Amounts and Inventory Management

Consumer Purchase Amount refers to the monetary value a consumer spends on a product or group of products during a single transaction or over a specific period. This concept is formally

represented as the "Monetary" component in the RFM (Recency, Frequency, Monetary) model, first introduced by Hughes (1994) to analyse customer value and purchasing behaviour. Several studies have been done on the effect of consumer purchase amounts on inventory management. For example, Victor Martinez (2019) looks at inventory management from the angle of product-level demand. The research develops a choice model that helps determine optimum levels of inventory that ensure revenue improvement. The study claims that the display of products at the store is vital for providers in the fashion industry because it may capture the attention of a buyer and thus increase sales, which therefore justifies holding high levels of inventory in the store. The model developed is tested using daily traffic, inventory, and sales data from previous periods. Findings show that each 1% increase in product level at the store increases 0.62% on average. This research informs this study by highlighting the importance of information about purchase amounts in inventory management decisions and shows the existence of a relationship between consumer behaviour and inventory management.

Backs et al. (2021) conducted a study comparing traditional and fast fashion supply chains in the apparel industry using an agent-based simulation approach. The results showed that apparel markets are complex systems. Efforts to simplify this complexity for modelling purposes have constrained existing research by focusing on only specific aspects of the market, such as homogeneous buyers, a single period, a single product, or a single manufacturer without considering the competition, instead of adopting a more holistic perspective. The agent-based simulation approach considers a broader range of factors, including multiple competing manufacturers employing various supply chain strategies, individual consumer preferences and behaviours, word-of-mouth communication, social influences, personal experiences, and advertising. Nonetheless, Wang et al. (2016) established a negative effect of purchase amounts on inventory management.

A study conducted by Rathi et al. (2022) explored the evolution of the luxury marketing landscape through a bibliometric analysis, offering insights into future directions for the field. The results revealed that many luxury brands have capitalized on globalization and expanded beyond their home countries, with emerging Asian markets proving to be profitable for European and American

brands. Cultural differences may prompt brands to make strategic adjustments, although this should not negatively impact their home consumers. Additionally, shifting consumer demographics have led to the emergence of new business models, such as collaborative consumption, sharing, renting, and secondhand luxury. Many peer-to-peer selling platforms that claim to prioritize environmental concerns often exacerbate the deadlock of luxury brands by offering unsold inventory as secondhand items. This practice poses a threat to the brand's image. The results align with the findings of Camargo et al. (2020) in their exploratory study on fast and ultra-fast fashion supply chain management. The study highlighted that ultra-fast fashion differs from fast fashion in its supply chain strategies, which include avoiding excess inventory, emphasizing local manufacturing, on-demand production, and shorter lead times ranging from a few days to a week, all while combining agile, lean, and responsive supply chain approaches.

Regionally, Ngatuni (2008) undertook a study to investigate the role of inventory management in the manufacturing industry in Kenya by using a case study of Unga Group Limited. The study adopted a descriptive research design to accomplish the research objectives. Data was gathered using a questionnaire, which was distributed through a drop-and-pick-later method. Percentages and frequencies were used to analyze the first and third objectives, while regression analysis was applied to examine the relationship between the selected variables. The study results revealed that a significant number of the respondents 80% against the minority 20% indicated that inventory record management affects inventory management in the fashion and manufacturing industry. The study concluded that records management had a significant positive relationship with inventory level management.

Locally, Ontita (2016) strong correlation between inventory management approaches for firm performance of textile manufacturing firms in Kenya. Ontita (2016) sheds light on efficiency in textile manufacturing firms by applying inventory management approaches. He measured inventory management by analyzing strategic supplier relationships, lean inventory systems, and the adoption of application technology systems within 35 textile firms in Kenya. The population gaps in Ontita (2021) study used only 35 textile firms compared to the 110 fashion firms this study

used and have multiple and more accurate study results. Similarly, the population gap in Ngatuni's (2018) study needs to be closed because it focuses on record management in the manufacturing industry. This study focused on the fashion industry.

Table 2.1: Summary of Knowledge Gaps

Author(s)	The focus of the study	Methodology	Study Findings	Research Gaps	Focus of the current study
Collado & Albeniz (2019)	Estimating and Optimizing the Impact of Inventory on Consumer Choices	Secondary data analysis	Higher Inventory levels allow for attractive displays which have a positive and significant influence on consumer choice and ultimate sales margins	Conceptual and contextual gaps were presented as the study was done in South America and focused on manufacturing industries	The current study focused on Fashion Retailers in Nairobi City County
Kute (2016)	To establish factors that contribute to the success of top fashion designers in Kenya	Case Study design	Findings show that the biggest hindrance to the success of fashion designers in Kenya was lack of technical skills, lack of proper training	The study presented conceptual and population gap by focusing on defining success parameters and using only 4 fashion brands	This study seeks to enrich the gap by focusing on 111 fashion brands and investigating how inventory

			and lack of business management skills		management play a role in performance
Tang and Yin (2019)	To examine the impact of scarcity messages on purchase frequencies and daily sales in China and the US	Case study design	Findings showed that disclosure of inventory information via scarcity messages can increase product frequency of purchase of SKU products by about 15%	The study presents a contextual gap as it was done in China and USA and conceptual gap as it	This study was conducted in Nairobi Kenya and focused on inventory management for fashion retailers
Mandarić et al. (2022)	To examine whether a gap exists between consumer attitudes and actual purchasing behaviour among Croatian consumers.	Descriptive survey	Findings showed that greater importance is typically placed on factors such as price, value, size, quality, style, purchasing convenience, and material composition, whereas environmental considerations tend to influence only a	The study did present a conceptual gap and contextual gap presented in this study as it focused on sustainability issues within Croatian Fashion Brands	The current study focused on customer purchase decisions and inventory management within the Nairobi, Kenya context

			small percentage of consumers.		
Ngatuni (2018)	To establish the factors affecting inventory management in manufacturing industry in Kenya	Descriptive Survey of Unga Group Limited	Findings show that staff competence, played a major role in inventory management and they further realized that proper documentation was vital to ensure accuracy and accountability of their inventories	The study presented a methodological and population gap	This current study applied a descriptive cross-sectional survey and used a population of 111 fashion retailers which enhanced generalizability of the findings
Victor Martinez (2019)	To explore if the gap between attitudes and purchasing behavior was present within Croatian consumers to the same extent as previous research has shown	Descriptive study	Findings show that display of products at the store is vital for providers in the fashion industry because it may capture the attention of a buyer and thus increasesales which therefore justifies holding high levels of inventory in store.	The study presented a conceptual and contextual gap as it focuses on Inventory management from an angle of product-level demand management strategies and was based in Croatia	This study focuses on Inventory management as a dependent variable to consumer purchase decisions within the context of Nairobi City County.

Mbuthia (2016)	To determine the marketing strategies adopted by local fashion houses in Nairobi	Descriptive study	The study found that its vital for top management to develop strategies that align with the trends in the fashion industry for instance they observed that selling fresh and new merchandise every two months was an industry standard that ensured customer satisfaction	The study presented a conceptual gap by focusing on marketing startegies in totality	This study focuses on inventoy management strategies applied by fashion retailers in Nairobi City County
Ontita (2016)	To investigate the inventory management approaches used by textile firms in Kenya	A descriptive cross-sectional survey	The study established that manufacturing companies use information technology, lean inventory system and strategic supplier partnership as inventory management approaches	The study presented a conceptual gap by focusing on the specific strategies taken	This study investigates the rationale behind the inventory management taken by focusing on how consumer purchase decisions influence the choice of strategy

Source: Researcher (2025)

2.4 Conceptual Framework

The conceptual framework illustrates the relationship between the influence of consumer purchase decisions on inventory management for fast fashion firms in Nairobi City County that integrates three independent variables: brand choice, consumer purchase frequency, and consumer purchase amounts. There is a unidirectional relationship between the independent variables (Brand choice, consumer purchase frequency, and consumer purchase amounts) and the dependent variable (inventory management for fashion firms). Figure 2.1 below shows the conceptual framework.

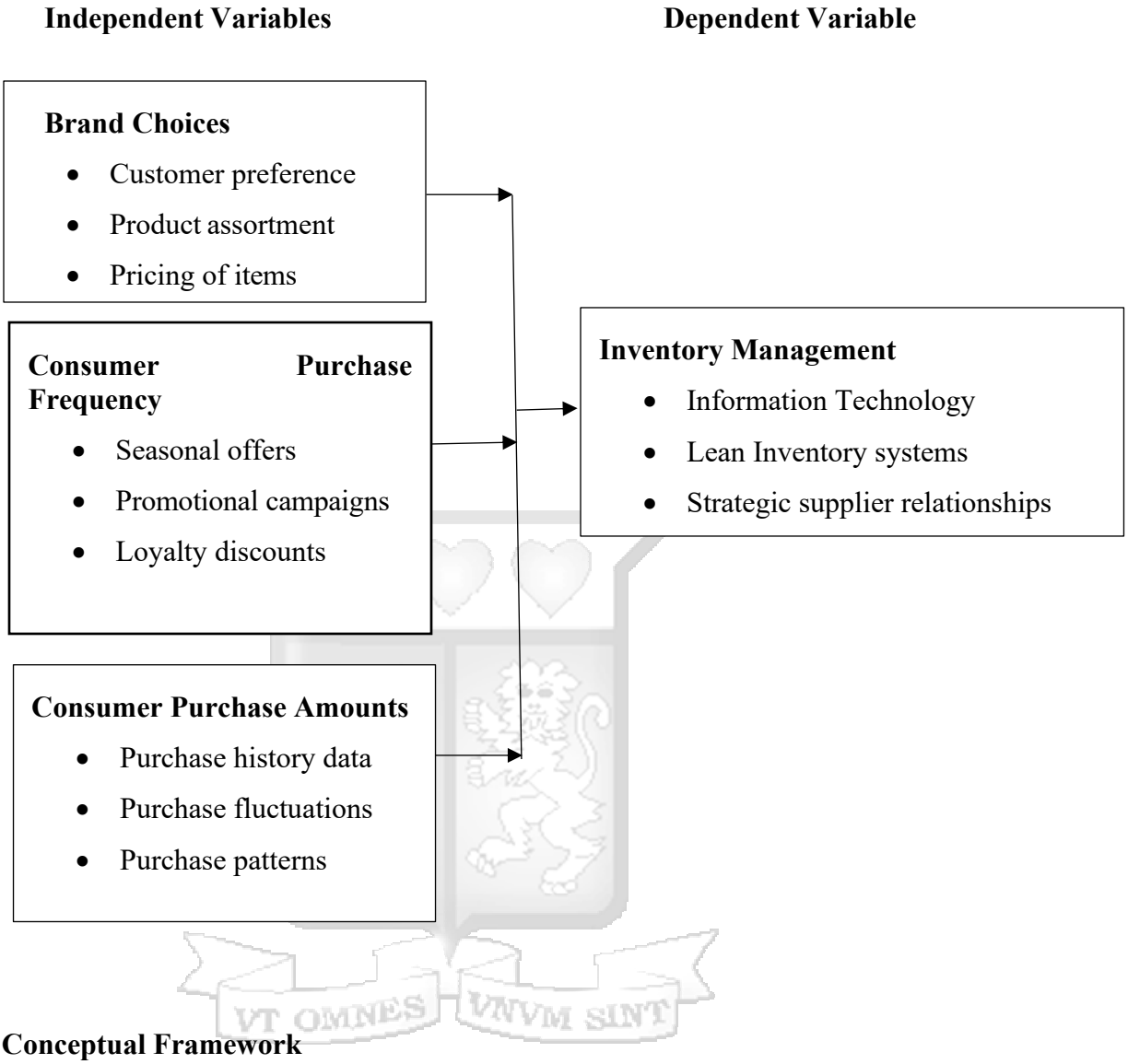

Figure 2.1 Conceptual Framework

Source: Researcher (2025)

2.5 Operationalization of Study Variables

The table below operationalizes the dependent and independent variables for the study.

Table 2.2 Operationalization and Measurement of Variables

Variable	Constructs	Data Collection Tool	Data Analysis	Supporting Literature
Brand Choice	-Customer preference -Product assortment -Pricing of items	Structured questionnaire	5 Point Likert Scale	Collado & Albeniz (2019); Ray & Nayak (2023); Pereira et al. (2021)
Consumer Purchase Frequency	- Seasonal Offers - promotional campaigns - Loyalty discounts	Structured questionnaire	5 Point Likert Scale	Tang and Yin(2019); Mandaric et al. (2022) Periyasamy & Periyasami (2023)
Consumer Purchase Amounts	- purchase history data -purchase fluctuations -Purchase patterns	Structured questionnaire	5 Point Likert Scale	Ngatuni (2018); Ontita (2016); Xiang (2021)
Inventory Management	-Information technology -Lean inventory systems -Strategic Supplier relationships	Structured questionnaire	5 Point Likert Scale	Ontita (2016); Kimani (2016); Tang and Yin (2019)

Source: Researcher (2025)

2.6 Chapter Summary

The chapter presented the review of literature related to the study. The literature review included both theoretical and empirical literature review. The theories guiding the study included buyer

behaviour theory and stochastic inventory model. The chapter further provided the operationalization of the study variables as well as a conceptual framework.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This section presented the research methodology that was adopted for this study. The chapter covered the research philosophy, research design, target population, sample size, sampling methods, data collection and analysis and outlines the ethical considerations. This chapter further explains how the research instruments would be tested to ascertain their validity and reliability in the pilot study

3.2 Research Philosophy

According to Creswell (2021), a research philosophy is a set of presumptions and approaches that the researcher follows to collect, analyse, and utilise data. Since quantitative analysis is the best way to determine the link between variables effectively, the study employed a positivist approach to enable a deeper understanding of the relationship between consumer purchase decisions and inventory management. A positivist research philosophy is based on the idea that the derivation of knowledge is from measurable and observable facts and hence the philosophy relies on empirical evidence, objectivity and scientific methods as such can enable generalizabilty of findings among fast fashion retailers in this context. Positivism encourages the use of quantitative approaches to ensure the findings are replicable to a larger population and hence is consistent with the purpose of this research (Collis & Hussey, 2014). Therefore, since this research seeks to take a sample of the population and not all the Fashion Retailers this research philosophy was a good choice.

3.3 Research Design

A research design entails a structured framework guiding the collection, analysis and interpretation of data to effectively answer research questions (Creswell & Creswell, 2003). The study employed a descriptive cross-sectional survey research design for the analysis. The descriptive aspect helps describe experiences, opinions, behaviours or characteristics of individuals or groups without making any manipulations which is vital to assess prevailing conditions within the fast fashion industry. The cross-sectional nature of the design allowed for the collection of data at a single point in time, providing a snapshot of the prevailing practices and relationships within the fast paced fashion retail sector (Powell et al., 2011). The survey approach was employed using structured questionnaires to gather primary quantitative data from a stratified sample of fashion firm

managers and their team members who interact with the customers and have important insights on their purchase behaviors. This design was well-suited for capturing measurable insights that align with the study's positivist philosophy, supporting the use of statistical analysis to establish relationships between consumer purchase decisions and inventory management (Cohen et al., 2013).

3.4 Population

The study population refers to the entire group of respondents the researcher intends to examine (Kothari, 2004). The fashion firms registered in Nairobi City County served as the study's target population. Data from the Registrar of Companies (2024) show that there are 555 fast fashion firms in Nairobi City County comprising beauty accessories (jewellery and bags), clothing and footwear. The unit of analysis for this research was one fashion brand manager and one fashion team member. Fashion Brand Managers was a senior-level management responsible for the development and implementation of inventory management. The fashion team members were operational-level staff who interacted directly with the retail market and executed these strategies. This dual approach allowed the study to capture a holistic view of how consumer purchase decisions influence inventory management from both a strategic and operational perspective. Further, it will shed light on the gap between strategy formulation and execution since literature has shown that even despite the adoption of systems low success rate persists (Mbuthia, 2016)

3.5 Sampling Design

To determine a representative sample from the population of 555 fashion firms in Nairobi City County, the study adopted a stratified random sampling method. The sample size of 220 respondents was derived using the Krejcie and Morgan (1970) table for sample size determination that requires 217 respondents from a population of 500 and 223 respondents from a population of 600 respondents, as a result, an average was computed, and 220 respondents was accepted as sample size. The population was categorized into three main types of fashion products: beauty accessories (jewellery and bags), clothing, and footwear and 2 respondents from each of these brands were selected, one fashion brand manager and one fashion team member.

Table 3.1: Sample

Category	Target Population	Sample
Beauty Accessories (Jewelry and bags)	42	84
Clothing	48	96
Footwear	20	40
Total	**110**	**220**

Source: Researcher 2025

3.6 Data Collection Methods

This study took a quantitative approach to collect primary data from the participants using a structured questionnaire. Questionnaires are deemed economical and can be used to gather information from a large pool of respondents (Creswell & Clark, 2017). A copy of the questionnaire is available in Appendix II (research questionnaire). To enhance the effectiveness and convenience of data collection, the researcher employed a dual-method approach comprising the drop-and-pick method and an online survey facilitated through a QR code linked to Google Forms. To promote honesty and ensure confidentiality, the study guaranteed respondent anonymity, which helped create a comfortable environment for participants to provide truthful and unbiased responses (Bell et al., 2022). The briefing of the participants for informed consent and ethical guidelines was necessary before filling out the questionnaires to reach the targeted number.

A 5-point Likert scale was used in the questionnaire with 5 representing strongly agree, 4 for agree, 3 for neutral, 2 for disagree and 1 for strongly disagree. The structured questionnaires had three sections: A is the Demographic Profile of the Respondents, B is theConsumer purchase decisions, and C is the inventory management. Kothari (2004) argues that questionnaires allow for data collection from intangibles such as respondents' ideas, beliefs, attitudes, and feelings. In addition, questionnaires are time-saving since they allow the researchers to gather data within a short

timeframe. Closed-ended questionnaires were sent to give participants flexibility in answering the questions and make it easier for the researcher to analyse the responses.

3.7 Research Quality

The research is said to be of good quality if it provides ethically sound and robust evidence that informs policy-making in the study area. The principles of accountability, transparency, verifiability, and professionalism were adhered to throughout this study to guarantee that the data sources and study conclusions withstand critical examination. The researcher pilot-tested instruments and determined their validity and reliability to uphold the research quality (Coe et al., 2021).

3.7.1 Validity of Research Instruments

Validity is the measure of the soundness of the content by establishing whether what is being asked in the research instruments is the researcher's intent (Chan & Lay, 2018). There are different types of validity: content, construct, internal and external validity (Bell et al., 2022). The study conducted content and construct validity. For content validity, the input of supervisors and experts in the field of study was used to improve the data collection instrument before the actual data collection exercise. For construct validity, KMO tests were used. To ensure content validity, the questionnaire was subjected to a thorough examination by the supervisor. They were asked to evaluate the statements in the questionnaire for relevance. The piloting of research instruments was done in Nairobi County because it has a city setting with similar characteristics to the study site. Nairobi City County hosts several fashion firms dealing in a variety of fashion products, including footwear, clothing, jewellery, bags and other beauty accessories. According to Kothari (2004), 10% of the sample size is a good proportion to pilot the research instruments. The piloting, therefore, involved 22 (10%) respondents: 11 fashion brand managers and 11 fashion team members. The 22 respondents were selected randomly from the different fashion firms in Nairobi County to participate in the pilot study. The firms that participated in the pilot study were not included in the main study based on this evaluation, the instrument was adjusted appropriately before subjecting it to the final data collection exercise.

Construct validity was conducted using factor analysis. According to Gupta and Falk (2017), and Kilic and Doğan (2021), statements with factor loadings > 0.5 are acceptable. However, according

to Cheung et al. (2024) factor loadings >0.7 are most preferred. The construct validity test results are shown in Table 3.3.

Table 3.3: Summary Validity Test Results

Variable	Indicators	Factor loadings	KMO and Bartlett's Test			
			KMO Measure of Sampling Adequacy	Approx. Chi-Square	df	Sig.
Brand choice	Indicator1	.583				
	Indicator2	.636				
	Indicator3	.586				
	Indicator4	.622	.883	412.522	15	.000
	Indicator5	.592				
	Indicator6	.656				
Consumer purchase frequency	Indicator1	.709	.904	448.967	15	.000
	Indicator2	.619				
	Indicator3	.630				
	Indicator4	.566				
	Indicator5	.618				
	Indicator6	.665				
Consumer purchase amounts	Indicator1	.590				
	Indicator2	.671				
	Indicator3	.592				
	Indicator4	.550				

	Indicator5	.618	.867	418.606	15	.000
	Indicator6	.630				
Inventory management for fashion firms	Indicator1	.553				
	Indicator2	.601				
	Indicator3	.607	.895	413.703	15	.000
	Indicator4	.604				
	Indicator5	.650				
	Indicator6	679				

A summary of the validity test results as per the study variables indicated that the factor loadings for all the variables considered in the study were >0.5 thus indicating that all these variables were relevant in the study and thus all were retained. All these tests were significant at a 5% level of significance hence the study questionnaire accurately measures what it is supposed to measure.

3.7.2 Reliability

Research reliability is the ability to replicate findings consistently (Creswell & Clark, 2017). The internal consistency approach was used to gauge the dependability of research instruments.The methodology quantifies the extent of concurrence among the responses provided by the participants in the pilot study. Rose and Johnson (2020) state that the internal consistency method assesses the degree of response consistency using one or a chosen subset of data. While variation in responses indicates that the research instruments should be changed to encourage a shared understanding across study participants, a significant degree of uniformity in the pattern of responses reveals that the research instruments are sound. Cohen and Swerdlik (2018) explain that there are different coefficients or scores to ensure reliability such as Cronbach's alpha, Kuder-Richardson Formula 20 and Cohen's Kappa. Cronbach's Alpha, a framework for determining the consistency and correlations of the pilot study's findings was used to test the reliability. Taherdoost (2016) noted that Cronbach's alpha values of 0.6 and above are still acceptable. On the other hand, Bell et al. (2022) define a Cronbach's alpha of less than 0.6 as inappropriate, 0.6-0.65 as

unpleasant, 0.65-0.7 as minimum acceptable, 0.7-0.8 as respectable, 0.8-0.9 as very good, and more than 0.9 as excessive, requiring the scale to be reduced. Orodho (2017) noted that a research instrument must attain an alpha of not less than 0.7 to be considered. This is in tandem with Cronbach (1951) and Field (2013) who indicated that Cronbach's alpha values of 0.7 and above are acceptable. This study used the 0.7 threshold set by Field (2013). Table 3.4 shows the reliability results of this study.

Table 3.4: Reliability Test

Variables	Cronbach Alpha	Remark
Brand choice	.782	Reliable
Consumer purchase frequency	.785	Reliable
Consumer purchase amounts	.769	Reliable
Inventory management for fashion firms	.612	Reliable

From the results presented in Table 3.4, majority of the Cronbach's alpha results for all the variables of this study were above 0.7. The results of the study are therefore acceptable. This was an indication that the instrument used in the study was adequately reliable and acceptable. This is in tandem with Cronbach (1951) and Field (2013) who indicated that Cronbach's alpha values of 0.7 and above are acceptable. Similarly, Taherdoost (2016) noted that Cronbach's alpha values of 0.6 and above are still acceptable.

3.8 Data Analysis Approaches

Data was sorted, organized, and coded before it was keyed into the computer for analysis. Quantitative data analysis included inferential and descriptive statistics. Descriptive statistics involved the calculation of means, and standard deviation while inferential statistics formed the basis for correlation analysis. Particularly, the Pearson correlation was used to establish the relationship between the variables. A p-value of less than 0.05 was considered significant. Whereas inventory management, the dependent variable, is represented by (Y), consumer purchase decisions, the independent variable, is represented by (X). Therefore, brand choices, consumer purchase frequency, and consumer purchase amounts keeping are represented by X_1, X_2, and X_3,

respectively. Data was analyzed using the Statistcal Package for Social Sciences (SPSS) and the following linier multiple regression model was formed.

3.9 Diagnostic Tests

The diagnostic tests adopted in the research included normality test, multicollinearity test and auto-correlation. The diagnostic tests were conducted before estimating the regression model.

3.9.1 Multicollinearity Tests

Severer multicollinearity magnifies standard errors of the model resulting in incorrect model coefficients (Alin, 2010). Variance inflation factors were adopted to check for collinearity in the dataset. The VIF > 5 implies that multicollinearity is present in the data. In the case of severe multicollinearity, this would be cured by removing some of the highly correlated independent variables. The multicollinearity test results are outlined in Table 3.5.

Table 3.5: Multicollinearity Test Results

	Tolerance	VIF
(Constant)		
Brand Choice	0.38	2.632
Consumer Purchase Frequency	0.366	2.729
Consumer Purchase Amounts	0.393	2.544

From the results, the VIF values for all the variables that is brand choice, consumer purchase frequency and consumer purchase amounts are <10 implying that the independent variables are not highly correlated and hence all the variables are retained for further analysis.

3.9.2 Test for Normality

Normality tests are carried out to ascertain the consistency in the distribution of data (Yazici & Yolacan, 2007). Kolmogorov Smirnov test was employed in testing for normality. The null hypothesis is that error terms of the data is normally distributed. When the calculated p-value is <0.05, we fail to reject the null hypothesis. Nonetheless, if the p-value is <0.05, the error variation in the dataset is normally distributed. In case of violation of normality tests, non-parametric tests like Spearman rank correlation. The normality test results are shown in Table 3.6.

Table 3.6: Normality Test Results

	Kolmogorov-Smirnova		
	Statistic	**df**	**Sig.**
Inventory Management	0.089	161	0.114
Brand Choice	0.076	161	0.080
Consumer Purchase Frequency	0.093	161	0.105
Consumer Purchase Amounts	0.077	161	0.251

From the results, all the estimated p values for the variables under study are >0.05 implying that the data set used in the study follows normal distribution and hence was used for further analysis.

3.9.3 Test for Autocorrelation

Autocorrelation refers to the degree of correlation between the values of the same variable across different observations. It occurs when the observations in a study are related or when the model used in the study is incorrectly specified. A common method to test for autocorrelation is the Durbin-Watson test. The results of the Durbin-Watson test range from 0 to 4. Values close to 2 indicate little to no autocorrelation, values near 0 suggest a strong positive correlation, and values near 4 indicate a negative correlation (Solutions, 2018).

Table 3.7: Autocorrelation Test Results

Model	**Durbin-Watson**
1	2.054

From the test results, the Durbin Watson value for the test was 2.054, a value close to 2 implying that there is little to no autocorrelation in the data set.

3.10 Ethical Considerations

This study adhered to strict ethical standards as approved by the Strathmore University Institutional Scientific and Ethical Review Committee (SU-ISERC) and the National Commission for Science, Technology, and Innovation (NACOSTI). All data collected were used solely for academic purposes, following the conditions set by these institutions. Informed consent was

obtained from participants through a signed consent form after they were fully briefed on the study's purpose, procedures, and their rights, including voluntary participation and the freedom to withdraw at any time (Bell et al., 2022). No personal identifiers were collected to maintain anonymity, and all data were stored securely and scheduled for deletion following the completion of the study (Creswell & Clark, 2017). These measures ensured the protection of participants' rights, privacy, and confidentiality throughout the research process.

3.11 Chapter Summary

The chapter outlined the research philosophy, research design, target population, sample and sampling techniques adopted by the study. In addition, the chapter presented the data collection methods and data analysis approaches, research quality encompassing validity and reliability of the data collection instruments, the diagnostic tests including tests for multicollinearity, normality and autocorrelation as well as the ethical considerations to be considered in the study.

CHAPTER FOUR: DATA ANALYSIS AND PRESENTATION

4.1 Introduction

The study aimed to examine how consumer purchase decisions influence inventory management among fast fashion retailers in Nairobi City County, Kenya, focusing on key variables such as brand choice, purchase frequency, and consumer purchase amounts. Primary data were collected through structured questionnaires administered to fast fashion brand managers and team members. A total of 161 valid responses were received, achieving a response rate sufficient for the generalization of findings (Fincham, 2008). The data were analyzed using SPSS software. Descriptive statistics, including means and standard deviations, were used to summarize the data, while inferential statistics such as correlation and regression analyses were used to explore the relationships between consumer purchase decision variables and inventory management. The subsequent sections provide detailed findings aligned with the study's objectives.

4.2 Response Rate

The sample size for the study was 220 respondents comprising fashion brand managers and fashion team members. Therefore, a total of 220 structured questionnaires were administered to the respondents. However, 161 questionnaires were dully filled and received back presenting a response rate of 73% as illustrated in Table 4.1.

Table 4.1: Response Rate

Questionnaires	Frequency	Percent
Response	161	73.2
Non-Response	59	26.8
Total	**220**	**100**

The response rate was 73% which is good for the study. Fincham (2008) points out that a response rate of 60 per cent and above is sufficient for a research study. Thus, the study response rate is sufficient for the study.

4.3 Demographic Characteristics

The study sought to analyze the demographic characteristics of the study including the length the fashion brand has been in operation, the number of employees of the brand, the source of the

products sold by the brand, the type of products the brand is dealing in as well as the position the respondent is holding in the fashion brand. The demographic Information are show in Table 4.2.

Table 4.2: Demographic Results

Number of Years of Operation	**Frequency**	**Percent**
1-2 years	39	24.0
3-4 years	85	53.0
5 years and above	37	23.0
Total	**161**	**100.0**
Number of Employees	**Frequency**	**Percent**
10-50 employees	113	70.0
50-250 employees	48	30.0
Total	**161**	**100.0**
Source of Fashion Brand Products	**Frequency**	**Percent**
Local	63	39.0
Imported	98	61.0
Total	**161**	**100.0**
Type of Products	**Frequency**	**Percent**
Clothing	77	48.0
Footwear	31	19.0
Accessories	53	33.0
Total	**161**	**100.0**
Position in the Fashion Brand	**Frequency**	**Percent**
Fashion brand manager	84	52.0
Fashion team member	77	48.0
Total	**161**	**100.0**

The study sought to analyse the number of years the fashion firms under review had been in operation. From the outcomes, 53% of the respondents indicated that the fashion firms had been in operation for between 3 and 4 years. Furthermore, 24% pointed out that the firms under study

had been in operation for between 1 to 2 years and finally 23% indicated that the firms had been in operation for more than 5 years.

The study further sought to determine the number of employees of the firms under study. From the results, 70% of the fashion firms under study had between 10 and 50 employees while 30% indicated that their firms had between 50 and 250 employees.

The study also sought to determine the source of fashion brand products of the firms. From the results, 61% of the respondents indicated that their fashion brand products were imported whereas 39% indicated that their fashion brand products were locally made.

It further examined the type of fashion brand products of the firms under study. It was established that 48% of the respondents indicated that their fashion brand products were clothing, 19% footwear whereas 33% indicated that their fashion brand products were accessories. Finally, the study also sought to determine the position of the respondent in the fashion firm. Results showed that 52% of the respondents were fashion brand managers whereas 48% were fashion team members.

4.4 Descriptive Analysis

Descriptive statistics in the study were presented using percentages, means, and standard deviations. Primary data was collected through structured questionnaires, with responses measured on a Likert Scale ranging from 1 to 5, where 1 indicated strong disagreement and 5 indicated strong agreement. The study also calculated the means, with a mean of 1 representing strong disagreement, a mean of 2 indicating disagreement, a mean of 3 suggesting moderate agreement, a mean of 4 indicating agreement, and a mean of 5 reflecting strong agreement on average.

4.4.1 Inventory Management

A summary of the responses on the questions on inventory management are presented in Table 4.3.

Table 4.3: Descriptive Results for Inventory Management

	Mean	Std Dev
The store ensures the availability of fast-moving products	3.7	1.2
The store sustains demand fluctuations without straining the supply chain	3.7	1.1
The store achieves stock accuracy by stocking fast moving stock	3.8	1.2
The store conducts regular sales for slow-moving stock	3.9	1.1
The store has been affected by sold-out products	3.7	1.3
The store rarely has sold-out products house inventory	3.8	1.3
Total Means and Std. Dev	**3.7**	**1.2**

The general objective of this study was to determine the influence of consumer purchase decisions on inventory management, which served as the dependent variable. Inventory management were measured using three key indicators: information technology, lean inventory systems, and strategic supplier relationships. Table 4.3 presents the descriptive statistics for inventory management. The statement with the highest score was the store conducts regular sales for slow-moving stock, which recorded a mean of 3.9 and a standard deviation of 1.1. This implies that most fashion brand managers and team members agree that promoting sales of slow-moving items is a critical element of effective inventory management. The statement with the lowest score was the store sustains demand fluctuations without straining the supply chain received the lowest mean of 3.7 (SD = 1.1), indicating some inconsistencies in inventory levels and a potential need for better demand forecasting and responsiveness. The overall mean was 3.76 and a standard deviation of 1.2 suggest that, to a significant extent, fashion retailers in Nairobi City County have embraced lean inventory practices, integrated information technology, and maintained strategic relationships with suppliers. However, there remains room for improvement, particularly in minimizing stockouts and enhancing supply chain flexibility. These insights underscore the Supply Chain Management theory that speaks to efficiency of the collaboration among supply chain partners leads to improved operational efficiency.

4.4.2 Brand Choice

A summary of the responses on the questions on brand choice are presented in Table 4.4.

Table 4.4: Descriptive Results for Brand Choice

	Mean	Std Dev
The store has a variety of brands that customers choose from	3.8	1.1
Customers prefer to buy well-known brands to lesser known	3.7	1.2
Customers brand switch for lower prices	3.8	1.2
Customer brand switch because of product features	3.9	1.2
Costumers buy available products despite the brand	3.8	1.1
The store stocking decisions reflect customer choices	3.8	1.2
Aggregate Means and Std. Dev	**3.8**	**1.17**

The first objective of this research was to determine the influence of brand choice on inventory management for fast fashion retailers in Nairobi City County, Kenya. The indicators used to measure brand choice include customer preferences, product assortment and pricing of items. The descriptive statistics for brand choice are presented in Table 4.4 above. The statement that customers are more likely to brand switch for product features had the highest mean of 3.9 and standard deviation of 1.2. The implies that customers are more likely to brand switch because of product features compared to other factors such as price and brand awareness. The statement about customers preferring well-known brands to less-known brands had the lowest mean of 3.7 and lowest SD of 1.2. It emphasizes the need for fashion retailers to a stock variety of brands whether well known or not as customers will favour products that meet their specific demands and having higher inventories thus does help in purchase decision. The overall mean score for brand choice was 3.8, with a standard deviation of 1.17. This moderately high mean indicates that respondents generally agreed that brand choice significantly influences inventory management decisions in fast fashion retail. The implication is that fashion retailers must remain highly responsive to consumer brand preferences ensuring a variety of brands, balancing between popular and niche labels, and adapting to brand-switching behaviors driven by price, product features, and availability.

4.4.3 Consumer Purchase Frequency

A summary of the responses on the questions on consumer purchase frequency are presented in Table 4.5.

Table 4.5: Descriptive Results for Consumer Purchase Frequency

	Mean	Std Dev
The store has many fast-moving brands in stock	3.8	1.3
The store experiences increased demand around seasons featured by several offers such as Christmas, Valentines, Easter among other seasons	3.7	1.2
The store experiences increased demand after promotional events	3.8	1.2
The store experiences increased demand due to referrals	3.7	1.2
The store restocks new market trends	3.7	1.1
The store restocks frequently purchased items	3.7	1.2
Aggregate Means and Std. Dev	**3.73**	**1.2**

The second objective of this study was to determine the influence of consumer purchase frequency on inventory management for fast fashion retailers in Nairobi City County, Kenya. The indicators used to measure consumer purchase frequency were seasonal offers, promotional campaigns and loyalty discounts. The descriptive statistics for brand choice are presented in Table 4.5 above. The statement with the highest score was the store has many fast-moving brands in stock with a mean of 3.8 and a SD of 1.3. This implies that retailers recognize the need to stock fast-moving brands and responding to customer demand by stocking goods that are bought regularly hence minimizing risk of stock-outs. The statement about restocking based on market trends had the lowest mean of 3.7 and SD of 1.1 implying that most fashion brand managers and retailers consider market trends as a low determinant for purchase frequency and hence stock based on customer demand as opposed to prevailing market trends. The overall mean score is 3.73 and SD of 1.2, indicated that respondents moderately agreed that purchase frequency was a significant determinant of inventory management.

4.4.4 Consumer Purchase Amounts

A summary of the responses to the statements on consumer purchase amounts is presented in Table 4.6.

Table 4.6: Descriptive Results for Consumer Purchase Amounts

	Mean	Std Dev
The fashion house keeps sufficient records on the inventory	3.8	1.2
The fashion house has accessible records	3.8	1.2
The fashion house constantly updates inventory records	3.8	1.1
The fashion house uses customer records to inform inventory decisions	3.7	1.1
The fashion house can monitor the movement of goods through records kept	3.8	1.2
Adequate records management is critical to the management of the fashion house inventory	3.7	1.2
Aggregate Means and Std. Dev	**3.77**	**1.17**

The third objective of this study was to establish the impact of consumer purchase amounts on inventory management for fast fashion retailers in Nairobi City County, Kenya. The indicators used to measure consumer purchase amounts were purchase history data, purchase fluctuations and purchase patterns. The descriptive statistics for consumer purchase amounts are presented in Table 4.6 above. The statements about the fashion retailers keeping sufficient inventory records and records being accessible had a mean of 3.8 and SD of 1.2 showing consistent agreement among respondents on the importance of purchase amounts data to the overall management of inventories. This implies that past purchase information supports effective decision-making and efficient inventory control, it also provides useful insights about repeat purchases and demand patterns developed over time. The statement about fashion retailers using customer records to inform inventory decisions had the lowest mean of 3.7 and SD of 1.1 suggesting that while there is general acknowledgment of the value of information about consumer purchase amounts, there is still room for improvement in how consistently this data is leveraged across retailers. The overall mean was

3.77 and SD was 1.17 indicating moderate agreement that consumer purchase amounts was a significant determinant of inventory management. The implication of this is that while there is a general agreement on the need for perception, memory and learning there is still low application of past purchase information to current stocking decisions.

4.5 Inferential Analyses

4.5.1 Pearson's Correlation

Correlation analysis was used to determine the strength and direction of the relationship between brand choice, consumer purchase frequency, consumer purchase amounts and inventory management among Fashion brands in Nairobi City County. The results are presented in Table 4.7.

Table 4.7: Pearson's Correlation Results

		Inventory Management	**Brand Choice**	**Consumer Purchase Frequency**	**Consumer Purchase Amounts**
Inventory Management	Pearson Correlation	1	.561**	.556**	.546**
	Sig. (2-tailed)		0.000	0.000	0.000
Brand Choice	Pearson Correlation	.561**	1	.744**	.721**
	Sig. (2-tailed)	0.000		0.000	0.000
Consumer Purchase Frequency	Pearson Correlation	.556**	.744**	1	.733**
	Sig. (2-tailed)	0.000	0.000		0.000
Consumer Purchase Amounts	Pearson Correlation	.546**	.721**	.733**	1
	Sig. (2-tailed)	0.000	0.000	0.000	

From the correlation results, the brand choice had a positive and statistically significant relationship with inventory management for fast fashion retailers in Nairobi City County (r=0.561, p=000<0.05). The correlation between consumer purchase frequency and inventory management for fast fashion retailers in Nairobi City County was both positive and statistically significant (r=0.556, p=000<0.05). The correlation between consumer purchase amounts and inventory management for fast fashion retailers in Nairobi City County was both positive and statistically significant (r=0.546, p=000<0.05).

4.5.2 Multiple Linear Regression

Regression analysis served to determine the linear relationship between the dependent and the independent variables in the study. The dependent variable was inventory management while the independent variables were brand choice, consumer purchase frequency and consumer purchase amounts.

Table 4.8: Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
.792a	0.674	0.662	0.75039

From the results, the estimated model, brand choice, consumer purchase frequency and consumer purchase amounts explain 67.4% of inventory management of the fast fashion firms in Nairobi City County. This is supported by the R-squared value of 0.674 in the estimated model. This implies that the independent variables under study including brand choice, consumer purchase frequency and consumer purchase amounts are significant in explaining inventory management for fast fashion firms in Nairobi City County. The remaining 32.6% of the variations in inventory management for fast fashion firms in Nairobi City County are explained by other factors not included in the study that are also significant in explaining inventory management for fast fashion firms in Nairobi City County.

Table 4.9: ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	67.931	3	22.644	31.312	.000b
Residual	113.538	157	0.723		
Total	**181.469**	**160**			

From the outcomes, the estimated model is statistically significant as supported by the estimated P value in the model (0.000<0.05) as well as the estimated F value (31.312) greater than the F critical from the F tables. The estimated results can therefore be used for further analysis to give reliable inference.

Table 4.10: Regression Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.861	0.29		2.97	0.003
Brand Choice	0.276	0.113	0.249	2.432	0.016
Consumer Purchase Frequency	0.239	0.113	0.221	2.121	0.036
Consumer Purchase Amounts	0.223	0.11	0.204	2.029	0.044

This regression model informed inferential statistics as follows:

$$\mathbf{Y= .861+.276X_1+.239X_2+.223X_3}$$

Where;

Y = inventory management

X_1= Brand choice

X_2= consumer purchase frequency

X_3= consumer purchase amounts

From the outcomes, the coefficient of Brand choice was positive (0.276) and statistically significant ($p=0.016<0.05$). This implies that a unit improvement in the choice of consumers among the fast fashion firms in Nairobi City County would yield a significant 0.276-unit improvement in inventory management among the fast fashion firms in Nairobi City County. Thus, the study concludes that Brand choice is a significant determinant of inventory management among the fast fashion firms in Nairobi City County.

The coefficient of consumer purchase frequency was positive (0.239) and statistically significant ($p=0.036<0.05$). This implies that a unit improvement in the consumer purchase frequency among the fast fashion firms in Nairobi City County would yield a significant 0.239-unit improvement in inventory management among the fast fashion firms in Nairobi City County. Thus, the study concludes that consumer purchase frequency is a significant determinant of inventory management among the fast fashion firms in Nairobi City County.

The coefficient of consumer purchase amounts was positive (0.223) and statistically significant ($p=0.044<0.05$). This implies that a unit improvement in the consumer purchase amounts among the fast fashion firms in Nairobi City County would yield a significant 0.223-unit improvement in inventory management among the fast fashion firms in Nairobi City County. Thus, the study concludes that consumer purchase amounts are a significant determinant of inventory management among the fast fashion firms in Nairobi City County.

4.6 Chapter Summary

The chapter presented the analysis of data and the presentation of the results. The chapter specifically covered the response rate, the demographic information of the respondents and the descriptive statistics. The descriptive statistics were covered by the variables of the study. The study further presented the inferential statistics including Pearson's correlation results and multiple regression analysis results.

CHAPTER FIVE: DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The section outlines the discussion of the analysis results as well as presents the conclusions of the study and makes recommendations based on the conclusions. The discussion of the results as well as the conclusions was done by the objectives of the study. The chapter further presents policy, practice and theoretical recommendations and also suggestions for further studies.

5.2 Summary of Key Findings

The results indicated that Brand choice had a positive and statistically significant relationship with inventory management for fast fashion firms in Nairobi City County (B=0.276, p=0016). The coefficient of Brand Choice was positive and statistically significant implies that a unit change in Brand Choice among the fast fashion firms in Nairobi City County would yield a significant unit change in inventory management among the fast fashion firms in Nairobi City County. This implies that considering aspects such as customer preferences, product assortment and pricing and other parameters used to measure brand choice can lead to improvement in inventory management among the fast fashion firms in Nairobi City County. Thus, the study concludes that Brand choice is a significant determinant of inventory management among the fast fashion firms in Nairobi City County.

Secondly, the results showed that the relationship between consumer purchase frequency and inventory management for fast fashion firms in Nairobi City County was both positive and statistically significant (B=0.239, p=0.036). This implies that a unit change in the consumer purchase frequency among the fast fashion firms in Nairobi City County would yield a significant 0.239unit change in inventory management among the fast fashion firms in Nairobi City County. This indicates that incorporating aspects such as promotional campaigns, customer recommendations, seasonal offers and other parameters for measuring purchase frequency can significantly boost inventory management among fast fashion retailers in Nairobi City County, Kenya.

Lastly, the correlation between consumer purchase amounts and inventory management for fast fashion firms in Nairobi City County was positive and statistically significant (b = 0.223, p =

0.044). This suggests that a one-unit change in consumer purchase amounts among fast fashion firms in Nairobi City County would result in a significant 0.223 unit change in inventory management for these fashion firms. This indicates that aspects of consumer purchase amounts such as keeping customer records, updating records frequently and applying records can significantly improve inventory management among the fast fashion firms in Nairobi City County.

5.3 Discussion of Key Findings

This section presents the study's findings based on the objectives, focusing on the influence of consumer purchase decisions on inventory management in fast fashion retailers in Nairobi City County. The results are discussed in relation to the theories that guided the study and compared with previous empirical research. This comparison helps to contextualize the findings, offering deeper insights into how brand choice, purchase frequency, and consumer purchase amounts impact inventory management.

5.3.1 Brand Choice and Inventory Management

Brand choice refers to the decision-making process by which a consumer selects a particular brand over others when making a purchase (Keller, 2003). The findings showed that brand choice had a positive regression coefficient. These results revealed that improving aspects of inventory management such as stocking fast-moving products, matching their stock with customer demand and minimizing stock-outs can significantly increase customer satisfaction among fashion retailers in Nairobi City County. This finding is consistent with the theory of planned behaviour and supply chain management theory. The theory of planned behaviour supports the idea that understanding buyer behaviour is critical for demand forecasting, product assortment planning, and minimizing losses due to unsold stock. Notably, the theory is grounded in the concept of bounded rationality (Ajzen, 2005), which aligns with the findings of this study. This assumption implies that consumer purchase decisions can be influenced by providing a positive shopping environment. Similarly, the results support the Supply Chain Management Theory that argues that real-time information sharing enhances decision-making and responsiveness to market changes, enabling supply chain actors to align production schedules and manage inventory more effectively.

The results obtained from the current study are consistent with existing literature. For instance, Mbuthia et al. (2016) asserted that it is important for fashion houses to identify strategies to provide

a good shopping experience, for instance, they observed that selling fresh and new merchandise every two months was an industry standard that ensured customer satisfaction. Further, top management should develop strategies that align with the trends in the fashion industry. Mandric et al., (2022) found that consumer purchase decisions give low priority to sustainable fashion and hence fashion retailers should focus on other consumer priorities such as price, quality and durability which aligns with the findings of this research that consumers are likely to brand switch based on price, product and brand factors. Collado and Albeniz (2019) reported that there was a positive and statistically significant correlation between inventory levels and sales, even in scenarios of exceptionally high service levels. Inventory has a strong role in helping customers choose a particular product within the assortment and hence decisions about product mix are of importance which is consistent with the findings of this research.

5.3.2 Consumer Purchase Frequency and Inventory Management

Purchase frequency is the rate at which a customer buys a particular product or service over a specific time frame and is a key determinant of customer value and retention (Morrison & Schmittlein, 1988). Purchase frequency is one of three measures that are used in the recency, frequency, and monetary value (RFM) analysis through the RFM analysis, customers' loyalties and contributions can then be properly measured (Wu & Lin, 2005). The findings indicated that consumer purchase frequency had a positive and statistically significant regression coefficient. This implies that improving aspects of inventory management will significantly increase the purchasing frequency of consumers. There are more chances to provide exceptional customer experiences that win over repeat loyal customers when purchase frequency is higher (Cho & Workman, 2015). The theory of planned behaviour affirms this finding because it assumes that consumer behaviour is systematic and consumers respond to stimuli within their environment therefore, firms can influence consumer purchase decisions through promotional campaigns, conducting sales and stocking fast-moving brands. According to Bennet (1995), Consumer behaviour entails an interaction between cognition and affect, behaviour and environment. As such, external stimuli and triggers in a market can influence the decision-making process and ultimately the amount of inventory held by fashion retailers at different times. SIM theory supports this finding as well because the model considers inventory in real-world situations where demand patterns fluctuate and customer preferences change. If consumers are satisfied by previous

shopping experiences, they are highly likely to invoke the same set of decisions to arrive at that familiar feeling of satisfaction (Berry 2000).

The results obtained in this research have been consistent with existing literature. For instance, Tang and Yin (2019) and Park et al. (2019) noted that the internet has enabled consumers to compare retail offers in anticipation of future price drops through seasonal sales, promotional offers and discounts. To counteract this behavior retailers often conduct flash sales of stock-keeping units for limited periods during which real-time inventory information is provided. A study by Mandric et al., (2022) showed that greater importance is typically placed on factors such as price, value, size, quality, style, purchasing convenience, and material composition, whereas environmental considerations tend to influence only a small percentage of consumers. The findings were in line with the current study whereby consumers are more likely to switch to a different fashion retailer because of price, product features and brands stocked. As such this implies that customers will favour fashion retailers who are keen on stocking fast-moving products that are demanded by consumers and also conducting regular promotional activities such as sales promotions and retail offers during seasonal events such as Valentine's, Christmas and Easter featured by several offers and customer purchase frequencies are high.

5.3.3 Consumer Purchase Amounts and Inventory Management

Consumer Purchase Amount refers to the monetary value a consumer spends on a product or group of products during a single transaction or over a specific time period. This concept is formally represented as the "Monetary" component in the RFM (Recency, Frequency, Monetary) model, first introduced by Hughes (1994) to analyze customer value and purchasing behavior. The findings implied that consumer purchase amounts have an impact on inventory management for fast fashion firms in Nairobi City County. This implies that the application of information on consumer purchase amounts to inventory management could significantly improve organizational performance and customer satisfaction. It is also important to analyze data from previous periods because it further legitimizes activities such as promotional campaigns to see whether they are helpful or whether corrective actions may be required (Raymond 2018). The Theory of Planned behaviour suggests that consumers can be influenced by factors within them or their environment and by understanding such factors that influence their purchase decisions then fashion retailers can

ensure stock availability, and accuracy and even ensure minimal to no stock-outs. Further SCM theory aligns with the findings of this research that Fashion retailers need to rely on records to manage their inventories hence aligning inventory management with past consumer purchase amounts is vital for the long-term success of fashion retailers.

The findings also supports the arguments of the JIT theory by Ohno (1970) highlighting the importance of minimizing waste and reducing inventory to improve efficiency and responsiveness. The theory underscores how the fashion firms can improve the management of inventory, particularly in the fast fashion industry, where effective inventory management is critical to meeting rapidly changing consumer demand. This includes aligning production and supply chain schedules, minimizing stockouts, and efficiently managing stock levels to optimize customer satisfaction and cost efficiency.

The findings were in agreement with existing research. For Instance, Ngatuni (2018) highlights that staff competence played a major role in inventory management and they further realized that proper documentation was vital to ensure accuracy and accountability of their inventories, which was in line with the findings of this research that staff played a key role in formulating and implementing inventory management.

5.4 Conclusion

The study concluded that brand choice was a significant determinant of inventory management among the fast fashion firms in Nairobi City County. Brand choice plays a critical role in influencing inventory management among fast fashion retailers as it significantly determines the stock decisions of the firms. Consumer preferences can shift rapidly, driven by trends, seasons, and individual tastes. Thus, firms can better anticipate demand for specific fashion brands, reducing the risk of overstocking unpopular items or understocking high-demand ones. This alignment between consumer demand and inventory helps minimize excess inventory costs, improve cash flow, and increase customer satisfaction through the timely availability of desired products.

The study further concluded that consumer purchase frequency was a significant determinant of inventory management among the fast fashion firms in Nairobi City County. Consumer purchase frequency is essential for determining effective inventory management in fashion firms because it

helps determine the pace at which products are sold. High purchase frequency indicates a steady demand for products, allowing firms to implement lean inventory strategies, reduce holding costs, reduce wastage and maintain a constant turnover of fresh merchandise. Low purchase frequency can lead to challenges such as overstocking or understocking. By analyzing purchase frequency patterns, fashion firms can optimize replenishments and balance inventory levels.

The study finally concluded that consumer purchase amounts are a significant determinant of inventory management among the fast fashion firms in Nairobi City County. Consumer purchase amounts are vital for inventory management in fashion firms as they provide valuable insights into purchasing behaviours, preferences, and trends over time. Consumer purchase amounts enable firms to track the fashion brands that are popular with specific customer segments, allowing for more accurate demand forecasting and personalized stock planning. By analyzing historical data, firms can predict future buying patterns, avoid overproduction of low-demand items, and ensure that high-demand products are adequately stocked.

5.5 Recommendations

The findings of this study highlight the need for policymakers to establish guidelines that promote data-driven decision-making in the fashion industry. Regulatory bodies should encourage or mandate the adoption of customer data integration in inventory management to enhance efficiency and reduce waste. Additionally, policies on consumer data privacy should be reinforced to ensure ethical data collection and use. Governments and industry regulators may also consider formulating policies that support digital transformation, enabling fashion firms to leverage technology for demand forecasting and inventory optimization.

From a practical perspective, fashion firms should actively incorporate customer choice data into their inventory management to remain responsive to market dynamics. This entails investing in customer relationship management (CRM) systems and advanced analytics tools that track purchase frequency and preferences. By aligning inventory replenishment cycles with real-time demand trends, firms can minimize stockouts and overstock situations, improving both operational efficiency and customer satisfaction. Additionally, firms should train their staff to interpret consumer data effectively, ensuring strategic decision-making is based on accurate market insights.

The study contributes to the Buyer Behavior Theory by reinforcing the role of consumer choice data in shaping purchasing decisions. It also aligns with the Stochastic Inventory Model, which suggests that firms should manage inventory based on probabilistic demand patterns rather than fixed restocking schedules. The findings suggest that integrating consumer purchase behavior into inventory strategies enhances forecasting accuracy, supporting the argument that demand-driven inventory management leads to better performance. Future research could further explore how different customer segmentation models influence inventory optimization in fast fashion.

5.6 Limitations and Suggestions for Further Research

While this study provides meaningful insights into the influence of consumer purchase decisions on inventory management among fast fashion retailers in Nairobi City County, a few limitations present opportunities for further exploration. The geographic focus on Nairobi may limit the generalizability of findings to other regions with differing consumer behaviour patterns and retail dynamics.

The study employed a descriptive cross-sectional research design, which, though useful for capturing a snapshot in time, may not fully reflect changes in consumer behaviour or inventory practices across different seasons or economic cycles. Additionally, the reliance on company-reported data, while practical, may not capture the full complexity of actual consumer behaviours or internal inventory decisions.

Future research could address these gaps by expanding the scope to include fashion retailers in other counties or countries, enabling comparative analysis across diverse markets. A longitudinal approach would also be valuable in tracking trends over time and understanding how inventory strategies evolve in response to shifting consumer preferences. Including direct input from consumers through surveys or interviews could offer deeper insight into the drivers behind purchase decisions and help firms better align inventory strategies with real-time demand.

Moreover, studies comparing retailers that actively integrate consumer behaviour data into their inventory management with those that do not could uncover best practices and demonstrate the strategic value of data-driven decision-making in the fashion retail sector.

5.7 Chapter Summary

The chapter provided a summary of the key findings. It further provided studies that compare and contradict the current studies while linking them to the study's theories. Recommendations, limitations and areas for further research were also explored in this chapter. Finally, the chapter ens by providing concluding remarks about the study findings.

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APPENDICES

Appendix I: Letter of Introduction

REG#: 087818

P.O. BOX 470-00100,NAIROBI.

11th February 2024.Dear Respondent,

RE: REQUEST FOR PARTICIPATION IN DATA COLLECTION

I write to request your participation in my research. I am pursuing a Master of Commerce (Strategic Management) at Strathmore University. As partial fulfillment of my Master's Degree, I wish to conduct a study titled: Consumer Purchase Decisions and Inventory Management for Fashion firms in Nairobi City County, Kenya.

A questionnaire has been developed to gather relevant information for this study. I will ask you afew questions to assist in the completion of this study. Whatever information you provide will be strictly confidential and will be used for academic purposes only. Participation in the study is voluntary.

Many thanks for your acceptance to participate in this study

Sincerely,

…….

Winnie Marie Akanga

Cell Phone: 0729930349

Email: marieakanga@gmail.com

Appendix II: Strathmore University Institutional Scientific and Ethical Review Committee

Strathmore UNIVERSITY

15th August 2024

Ms Akanga Winnie,
winnie.akanga@strathmore.edu

Dear Ms Akanga,

RE: Consumer Buying Behaviour and Inventory Management for Fashion Firms in Nairobi City County, Kenya

This is to inform you that SU-ISERC has reviewed and **approved** your above **SU-masters** proposal. Your application reference number is **SU-ISERC2215/24.** The approval period is from **15th August 2024 to 14th August 2025.**

This approval is subject to compliance with the following requirements:

i. Only approved documents including (informed consents, study instruments, MTA) will be used.
ii. All changes including (amendments, deviations, and violations) are submitted for review and approval by SU-ISERC.
iii. Death and life-threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to SU-ISERC within 72 hours of notification.
iv. Any changes anticipated or otherwise that may increase the risks or affected safety or welfare of study participants and others or affect the integrity of the research must be reported to SU-ISERC within 72 hours.
v. Clearance for the export of biological specimens must be obtained from relevant institutions.
vi. Submission of a request for renewal of approval at least 60 days prior to the expiry of the approval period. Attach a comprehensive progress report to support the renewal.
vii. Submission of an executive summary report within 90 days of completion of the study to SU-ISERC.

Before commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology, and Innovation (NACOSTI) https://research-portal.nacosti.go.ke/ and obtain other clearances needed.

Yours sincerely,

Mr Ambrose Rachier,
Chairperson; SU-ISERC

Ole Sangale Rd, Madaraka Estate. PO Box 59857-00200, Nairobi, Kenya. Tel +254 (0)703 034000
Email admissions@strathmore.edu www.strathmore.edu

Appendix III: Informed Consent

This study is about Consumer Purchase Decisions and Inventory Management for Fashion firms in Nairobi City County, Kenya.

1. I, voluntarily, agree to participate in this study.
2. I am aware that though I have agreed to participate, I can withdraw any-time or decline to answer any question without any consequences of any type.
3. I am aware that I can withdraw rights to use data for any other purpose other than the one intended for.
4. The aim and nature of the research was explicitly explained to me and had the chance to make inquiries on where I did not understand.
5. I am aware that participation involves collecting data on consumer purchase decisions and inventory management for fashion firms in Nairobi City County.
6. I am aware that there are no benefits whatsoever that I shall accumulate for agreeing to participate in this research.
7. I am aware that any information I provide in this research shall be held confidentially.
8. That in the reporting of this results, my anonymity will be observed though use of unique identifiers that shall conceal any details of me or the identity of people I speak about.
9. I understand that disguised information from my participation may be cited in dissertation, conferences, published materials etc.
10. I understand that by informing the researcher on any potential harm to myself or any other individual of participating in this study, they can report to

appropriate authorities; they may decide to report to me first or report to the relevant authority without my permission.

11. The undersigned consent form will be kept at Strathmore University and shall be granted access upon permission by relevant authorities, School of Business.
12. I am aware that I can access the information any time as required by freedom of information legalization.
13. I am free to engage any person who participated in the study to ask for more clarification and information.

---------- ----------

Signature of participant Date

I believe the participant is giving informed consent to participate in this study.

---------- ----------

Signature of principal investigator Date

For more information, contact the principal researcher (Winnie Marie Akanga), student Strathmore University. Contact email address: marieakanga@gmail.com

Appendix IV: Research Questionnaire

STUDY TOPIC:

CONSUMER PURCHASE DECISIONS AND INVENTORY MANAGEMENT FOR FASHION FIRMS IN NAIROBI CITY COUNTY, KENYA.

Kindly respond to every question on this questionnaire by indicating a tick (√) appropriately in the spaces provided. There is no need to write your name or that of your fashion brand on this questionnaire.

SECTION A: DEMOGRAPHIC PROFILE OF THE RESPONDENT

1. How Long has the fashion brand been in operation?

   - Less than 1 year [ ]
   - 1 – 2 years [ ]
   - 3 - 4 years [ ]
   - 5 and above years [ ]

2. How many employees does the brand have?

   - Less than 10 [ ]
   - 10 -50 employees [ ]
   - 50 – 250 employees [ ]
   - Above 250 employees [ ]

3. Products sold by brand are Sourced/Made?

   - Locally [ ]
   - Imported [ ]

4. What Type of Products Does the brand deal in?

   - Clothing [ ]
   - Footwear [ ]
   - Accessories [ ]

5. Which position do you hold in the fashion brand?

   - Fashion Brand Manager [ ]
   - Fashion Team Member [ ]

SECTION B: CONSUMER PURCHASE DECISIONS

This section of the questionnaire has three parts; one, two, and three.

Part 1: Brand Choice and Inventory Management

6. Based on your understanding of the consumer choice, tick based on the degree to which you agree or disagree with the following statements on the influence of Brand Choice on Inventory Management for Fashion firms in Nairobi City County.

STATEMENT	**1** (strongly disagree)	**2** (disagree)	**3** (neutral)	**4** (agree)	**5** (strongly agree)
The store has a variety of brands that customers choose from					
Customers prefer to buy well known brands to lesser known					
Customers brand switch for lower prices					

Customer brand switch because of product features					
Costumers buy available products despite the brand					
The store stocking decisions reflect customer choices					

Part 2: Consumer Purchase Frequency and Inventory Management

7. Based on your understanding of the consumer purchase frequency, tick based on the degree to which you agree or disagree with the following statements on the influence of consumer purchase frequency on inventory management for fashion firms in Nairobi City County.

STATEMENT	**1** (strongly disagree)	**2** (disagree)	**3** (neutral)	**4** (agree)	**5** (strongly agree)
The store has many fast moving brands in stock					
The store experiences increased demand around seasonal events such as Christmas, Valentines, Easter among other seasons					
The store experiences increased					

demand after promotional events					
The store experiences increased demand due to referrals					
The store restocks new market trends					
The store restocks frequently purchased items					

Part 3: Consumer Purchase Amounts and Inventory Management

Based on your understanding of the consumer purchase frequency, tick based on the degree to which you agree or disagree with the following statements on the influence of Consumer Purchase Amounts on Inventory Management for Fashion firms in Nairobi City County.

STATEMENT	**1** (strongly disagree)	**2** (disagree)	**3** (neutral)	**4** (agree)	**5** (strongly agree)
The fashion house keeps sufficient records on the inventory					
The fashion house has accessible records					
The fashion house constantly updates inventory records					

The fashion house uses customer records to inform inventory decisions					
The fashion house can monitor the movement of goods through records kept					
Adequate records management is critical to the management of the fashion house inventory					

SECTION C: INVENTORY MANAGEMENT FOR FASHION FIRMS

8. Based on your understanding of the consumer purchase frequency, tick based on the degreeto which you agree or disagree with the following statements.

STATEMENT	**1** (strongly disagree)	**2** (disagree)	**3** (neutral)	**4** (agree)	**5** (strongly agree)
The store ensures the availability of fast-moving products					
The store sustains the demand fluctuations without straining the supply chain					

The store achieves stock accuracy by stocking fast-moving stock					
The store conducts regular sales for slow moving stock					
The store has been affected by sold out products					
The store rarely has sold out products					

THANK YOU

Appendix V: List of Fashion firms in Nairobi City County

1	Abro Exclusive Fashions	41	Glamour Fashions	81	Nordsorm
2	African Touch Designers	42	Groundeen Up Kenya	82	Odells
3	Afritorial Fashions	43	Hagee Fashions Limited	83	Ogila Fashion House
4	Akiba Studio	44	Hannan Fashion	84	Parmac Fashion Houser
5	Alibaba	45	House of Fashion Nairobi	85	Paulette Fashions Limited
6	Aluo Fashion Designers	46	House of Hijabs	86	Pesos
7	Amazon	47	Irene Kiruri	87	Peters Pomondi Seme Fashions
8	Anniel Fashions	48	Ivana Fashion House	88	Poisa Fashions
9	Aquad Enterprises	49	Johari Designs	89	Rialto Fashions
10	At Odds	50	Jostex Designers	90	Rikita Fashion House and Décor
11	Bab Palace	51	Kasam Designs	91	Rosell Collections House of Fashion
12	Bellisimo Fashion	52	Kavenueke Fashions	92	Runk Club Fashions
13	Best Of Taita's Design	53	Kikoromeo Fashion House	93	Sarai Afrique Fashion House
14	Bob Star Fashions	54	Kingly Fashion	94	Skyglam tailoring and fashion
15	Boma Jewelleries	55	KLAD House - Donholm	95	Smoke the Nemesis
16	Bonkerz	56	Koo roo Fashions	96	Soft Surroundings
17	Boyance Fashion House	57	Kyan Fashion House	97	Sonica Fashions
18	Bridal Bliss Kenya	58	La Belle Fashions Imenti House	98	Stitches Fashion House
19	California Fashions	59	La Casa Designs	99	Store 66 Limited
20	Carolines Fashion House	60	Lian Fashion Corner	100	Street Hustle Fashion

21	Caroomar Fashions	61	Little Red	101	Stylz-n-glytz Fashion House
22	Cha Cha Moyo	62	Lotex Fashions	102	Sunus
23	Chico Leco	63	Mainna Interior Designers	103	Topmost Kollection
24	Chicos	64	Malkia Mfalme	104	Tribe Fashions
25	Classy rides Kenya	65	Marina Fashion House	105	UpToDate Events Fashions
26	Connie Aluoch Styling Management	66	MAS Fashion House	106	Vivo Fashion Group
27	Cray don Fashions	67	Maurice Oloo Fashions	107	Walters Fashion House
28	Drapers zone botuique	68	Mbai L. Fashions Kimathi House	108	Xala Africa Fashion Designers
29	Elmo Designed Limited	69	McEnsal School of Fashion	109	Zamani Skate Boards
30	Evelyn College of Design	70	Metamorphosized	110	Zannetti Gents Fashion
31	Executive Fashion Designers	71	Milan's Fashion House	111	Zeroe 2 Heroe Fashions
32	FAB Fashion House	72	Mojrad Fashions		
33	Fabguru Redefining Fabulosity	73	Moo Cow Fashions		
34	Fashion Brands Limited	74	Motioncity International Ltd.		
35	Fashion Forward Limited	75	Nagni Pani Jewelleries		
36	Fashion Moments	76	Nairobi Apparel District		
37	Forever 18 Fashion House	77	Nairobi Fashion House		
38	Franscom Limited	78	Nairobi Sports House Ltd.		
39	Gal Bridal	79	Nakyma Fashion House		
40	Galaxy Fashion House Limited	80	Nazra Bridals		

Source: Data from the Registrar of Companies (2023)

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