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(IJHSS) **Clothing Considerations in Fashion Accessories
Consumption among Trainers in National Polytechnics in Kenya**



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Clothing Considerations in Fashion Accessories Consumption among Trainers in National Polytechnics in Kenya

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ABSTRACT

Purpose: The study examined fashion accessories in relation to clothing by considering those that were functional, decorative and used by both genders. The population of study was drawn from diverse backgrounds.

Methodology: Cross-sectional analytical research design employing both quantitative and qualitative approaches was utilized. The sample of study respondents (331) was drawn from a population of 2411 trainers from National Polytechnics in different counties in Kenya utilizing multi-stage sampling.

Findings: In relation to garment design details, colour and design/style were the most critical factors influencing fashion accessories choices; particularly for belts, shoes, and bags. A Chi-square test of homogeneity results showed no statistically significant differences in proportions across gender, indicating men and women did not differ in the ways they coordinated their garments with fashion accessories. However, chi-square results revealed statistically significant differences in proportions among men and women on fashion accessories choices based on trends ($p = .001$); occasion attended, ($p < .01$) and role occupied at work ($p = .040$). Multiple linear regression results indicate appearance ($\beta = 0.201$, $p < 0.01$), design/style ($\beta = 0.597$, $p < 0.01$) and fashion trend ($\beta = 0.202$, $p < 0.01$) were significant positive predictors of fashion accessories consumption. More so, the findings revealed fashion accessories were crucial in enhancing one's appearance by complementing their attire and adding visual interest to otherwise simple or plain clothing.

Unique Contribution to Theory, Policy and Practice: The study findings have added to the body of knowledge on clothing consideration in relations to the consumption of fashion accessories. Furthermore, policy makers might consider the findings in guiding them when developing policies regarding fashion accessories consumption. On the other hand, consumers might be informed on the aspect to look at when choosing fashion accessories in relation to clothing.

Keywords: *Clothing, Fashion, Accessories, Consumption*

1.0 INTRODUCTION

Clothing forms the basis for fashion accessories consumption, as they are intrinsically linked forming the foundation on which they establish the overall style of a given ensemble. Shanthi, (2018) pointed out that fashion accessories are articles of adornment intended to provide interest to one's outfit in order to express their individuality and style. Fashion accessories are used to complement one's outfit aiming at perfectly completing the entire look of an individual (Parthipan 2021; Kaur, 2014). Arumsari, (2015) study indicated that clothing and fashion accessories are part of human life as they form a part we can easily see and judge hence it is inseparable from them. Further, Shanthi, (2018) indicates that fashion accessories have the ability to transform one's outfit making it more glamorous. Since fashion encompasses both clothing and accessories, it is important to determine how they contribute to the overall appearance of a particular individual especially in circumstances where individuals are from diverse backgrounds while considering their functional and aesthetic appeal. Consequently, establishing the relationship between clothing and fashion accessories with the aim of determining how they contribute in achieving the "total look" becomes an important aspect in this study.

Garment details such as colour, design/style, fabric and texture are paramount in determining fashion accessories consumption. Zarif (2024) identifies colour harmony as a factor to consider when choosing fashion accessories. Further, the study stresses the importance of knowing fashionable accessories that dominate stylistic features of the outfit. The effect of trends on clothing and accessories cannot be underrated as they evolve with time offering what is acceptable in a particular season. Radhika (2018) study notes that consumers are more conscious of the fashion trends and updates and they want the manufacturers and retailers to fulfill their needs and desires towards fashion. The extent to which fashion trends influence the choice of fashion accessories highlights key considerations that enable an individual to make informed decisions. Garment details and fashion trends are pivotal in determining fashion accessories consumption hence they are important considerations in this study.

Additionally, determining how occasions, occupations and role occupied at work affect clothing and fashion accessories consumption will enable the researcher to highlight key considerations guiding their use. Bagai (2024) study identifies occasion and social events as having a significant influence on the consumption of apparel and fashion accessories as they influence people to make purchases.

1.1 Problem Statement

Clothing and accessories have been synonymous, as they are known to complement each other. Throughout history, communities have used clothing and fashion accessories for adornment. More so, fashion accessories have been of great importance to communities as they are symbolic and carry cultural significance. Moreover, they create a unique identity that differentiate them from other communities. Therefore, studies carried out were oriented toward a distinct group that shared

similar characteristics and traits hence making it easier to determine their motivation. However, the researcher noted that studies on the utilization of fashion accessories when individuals came from diverse backgrounds were rare. Grouping them as functional, decorative and used by both genders further compounded the problem.

1.2 Objectives of the Study

1. To establish the effect that garment design details have on fashion accessories consumption across gender among trainers in National Polytechnics.
2. To determine how trends, occasion to attend, occupation and role occupied at work affect fashion accessories consumption across gender among trainers in National Polytechnics in Kenya.
3. To analyze the effect of clothing on fashion accessories consumption among trainers in National Polytechnics in Kenya.

1.3 Null Hypotheses

The hypotheses for this study were as follows:

H₀₁ There is no significant difference between men and women in their choice of fashion accessories in relation to their clothing.

H₀₂ There is no significant relationship between clothing and consumption of fashion accessories by trainers in National Polytechnics in Kenya.

1.4 Significance of the Study

The study was significant, as it has provided insights on clothing considerations in fashion accessories consumption as the population was drawn from diverse backgrounds. This information was crucial as it provides guidance in the selection of fashion accessories that complements one's outfit.

2.0 LITERATURE REVIEW

Clothing forms basic covering for the body whereas fashion accessories add a finishing touch (Lin & Liu, 2021) thus creating the perfect look. According to Munsamy (2020), clothing is an extension that adds self-confidence and value to the body image of a person since the society believes you are what you wear. The study was anchored on the Theory of Evolution of Clothing focusing on the Adornment Theory (Aishwariya, 2018), which is an essential foundation for exploring clothing considerations in fashion accessories consumption. The theory underscores the desire for a human being to feel good about themselves and appear attractive to others. This theory extends beyond clothing to encompass accessories and other forms of embellishments in order to create an integrated fashion appeal. The theory emphasizes that in adornment, both clothing and accessories contribute to one's appearance. To present an aesthetically pleasant and glamorous

image, it is imperative to select designs creatively. Therefore, designers are able to draw inspirations guided by creativity, trends, materials available and circumstances, making the theory important in defining the variables used in this study.

Fashion accessories are vital in making one's clothing versatile as they have the ability to change the mood and image of an outfit. (Batten, 2013). A statement accessory can transform an outfit to make it more glamorous even when it is flawless (Shanthi, 2018). Garment details such as colour, fabric shape and texture are important in determining the type of fashion accessories to use. Colour has the capability to improve the aesthetic and visual appearance of both female and male appearance (Munsamy, 2020). The usage of colour has the ability to express a message of what we believe, how we feel and who we are. Treptow (2013) in Dantas, Freire, Solino, Nascimento and Alves (2021) study points out that colour is indispensable in garments, accessories and shoes development. Pina (2009) in Dantas et al (2021) argues that colour is an edifying element that can transmit sensations, solidifying it as a basis for fashion collections development.

Fashion trends also dictate the style of the garment and the fashion accessories in use at a particular period in time. Furthermore, when selecting the kind of clothing to wear, we need to consider whether it is for official wear, eveningwear, casual wear, sporting or any other activity or occasion.

3.0 MATERIALS AND METHODS

Study design: The study utilized cross sectional analytical research design employing both quantitative and qualitative approaches. This research design enabled the researcher to collect data from a group of respondents at one point in time (Schmidt & Brown, 2019). The design enabled the researcher to determine fashion accessories consumption among trainers in National Polytechnics, which represented a defined group. In addition, the researcher was able to utilize questionnaires to gather data from the participants. Both qualitative and quantitative data were obtained and this aided in undertaking a comprehensive study and analysis of the research problem (Creswell & Creswell, 2018). Moreover, a quantitative approach allowed the researcher to address the objectives and examine the relationship between the variables using statistical procedures in order to measure variables. A qualitative approach enabled the researcher to deduce meaning from the information obtained through open-ended questions.

Study location: The research was carried out in National Polytechnics located in various counties in Kenya where the study population (trainers) are employees.

Population: Target population comprised trainers in National Polytechnics in Kenya whose population was 2411 staff members as per records obtained from the Directorate of Vocational and Technical Education 2022/2023.

Sample and sampling techniques: A sample of 331 respondents was determined using Taro Yamane Statistical Formula for finding a sample size for a definite population as cited in Oribhabor and Anyanwu (2019). The sampling was carried out in three stages giving rise to multi-stage

sampling with three stages. First, in stage 1, 5 National Polytechnics out of 11 Polytechnics were selected through simple random sampling without replacement. Next, in stage 2, selection of all the departments on the selected National Polytechnics was done, giving rise to a census. Finally, in stage 3, selection of trainers from the departments was done through stratified random sampling where the stratification was based on gender as per the employment register.

Data collection: The data was collected using questionnaires containing close-ended and open-ended questions.

Statistical analysis: Both qualitative and quantitative data was obtained, and this aided in undertaking a comprehensive study and analysis of the research problem (Creswell & Creswell, 2018). The quantitative approach addressed the objectives and examined the relationship between the variables using statistical procedures in order to measure variables. In addition, a qualitative approach enabled the study to deduce meaning from the information obtained through open-ended questions. Descriptive statistics was used to analyze the independent variables like appearance, design/style, fashion trends, occasion, fabric, colour and texture in terms of frequencies, percentages, means and standard deviations with the help of the Statistical Package of Social Sciences (SPSS) version 26. The findings were presented using tables and figures. Qualitative data was categorized and grouped into specific themes and sub-themes, analyzed and the findings were utilized to supplement information obtained from the quantitative data. In testing the hypotheses at $p\text{-value} \leq 0.05$, Multiple Linear Regression used two techniques to test for each significant regression coefficient. The overall model was tested using the ANOVA techniques. The general fit of the overall model was analyzed descriptively using the coefficient of determination represented using R squared. The analysis involved investigating the relationship between the dependent variable fashion accessories consumption and several independent variables for clothing.

4.0 FINDINGS

4.1 Fashion Accessories Choices Based on Design Details of the Garment across Gender

Fashion accessories consumption across gender in relation to design details of garments, which included colour, fabric, texture, and design/style, were determined. The fashion accessories considered included shoes, bags, belts, hats and watches. Table 1 presents the results of the findings.

Table 1: Fashion accessories choices based on design details of the garment across gender

Variable	Male	Female	Chi-Square	P-value
	f (%)	f (%)		
Garment Colour				
Shoes	133 (88.1)	149 (82.8)	2.677	0.613
Bags	117 (77.5)	155 (86.1)		
Belts	129 (85.4)	137 (76.1)		
Hats	110 (72.8)	111 (61.7)		
Watches	99 (65.6)	114 (63.3)		
Garment Design/Style				
Shoes	107 (70.9)	135 (75)	6.078	0.193
Bags	92 (60.9)	131 (72.8)		
Belts	104 (68.9)	108 (60)		
Hats	69 (45.7)	68 (37.8)		
Watches	61 (40.4)	55 (30.6)		
Garment Fabric				
Shoes	45 (29.8)	51 (28.3)	2.517	0.642
Bags	85 (56.3)	98 (54.4)		
Belts	50 (33.1)	40 (22.2)		
Hats	49 (32.5)	58 (32.2)		
Watches	10 (6.6)	10 (5.6)		
Garment Texture				
Shoes	39 (25.8)	43 (23.9)	8.336	0.08
Bags	40 (26.5)	72 (40)		
Belts	37 (24.5)	28 (15.6)		
Hats	27 (17.9)	39 (21.7)		
Watches	8 (5.3)	12 (6.7)		

The study findings indicated garment colour highly influenced the choice of shoes across gender with 88.1% male and 82.8% female respondents noting its influence; hence, making colour the most critical factor in shoe selection. Garment colour also affected the selection of bags as indicated by 86.1% of female and 77.5% male participants. Colour also played a significant role in belts selection as 85.4% male and 76.1% female respondents indicated that it dictated their choice, underscoring the importance of colour coordination in belt selection. Colour was also a significant factor in hats selection although to a lesser extent as only 72.8% male and 61.7% female participants asserted its importance. Regarding watches, 65.6% male and female 63.3% respondents cited that garment colour played a key role in their choice. Overall, garment colour had a significant contribution in determining the selection of all categories of fashion accessories. This means that garment colour influence on the choice of fashion accessories cannot be under-

estimated as it underscores the need for visual harmony, demonstrating preference for coordinated aesthetics. The study corroborates with Pina, Lucas, Miguel, Pereira and Trindade (2012) study that identifies colour as one of most crucial elements influencing clothing choices among consumers.

Garment design/style was also a key factor in shoe selection as 75% female and 70.9% male respondents stated it had an influence on their shoes selection. Similarly, the choice of bags was influenced by garment design/style as 72.8% female and 60.9% male participants indicated that it dictated their bag choices: reflecting the importance of stylistic coherence. Equally, design/style played a significant role in belt selection, as 68.9% male and 60% female respondents noted its impact. Conversely, design/style had a minimal influence on the choice of hats (male 45.7%; female 37.8%) and watches (male 40.4%; female 30.6%) with fewer respondents indicating its importance. This showed that hats and watches did not require strong stylistic alignment with garments. Neacșu, Baltescu, Balasescu and Boșcor (2017) study identifies design and aesthetics elements as essential aspects for favorable evolution of each product on a certain market. This is largely because a rapid pace of change characterizes it, compelling fashion producers to bring new visual elements with each new collection launched.

Garment fabric had moderate influence on the selection of fashion accessories as only 56.3% male and 54.4% female respondents indicated that it dictated their bag choices, highlighting the minimal role of material compatibility in accessory choices. Equally, and to a lesser extent, 32.5% male and 32.2% female response on hats, 29.8% male and 28.3% female response on shoes and 33.1% male and 22.2% female and response on belts indicated that garments, fabric had less influence on their fashion accessory choices. Conversely, garment fabric had the least impact on watch selection, as only 6.6% male and 5.6% female respondents noted its influence, suggesting strongly that material considerations are less critical for watches.

Similarly, garment texture had minimal influence on fashion accessory choices as only 40% female and 26.5% male respondents indicated that it had influence on their bag selection. Equally, a similar trend was noted as 25.8% male and 23.9% female participants indicated that texture had minimal influence on their shoe choice, indicating a concern for texture matching. Belts (male 24.5%, female 15.6%) and hats (female 21.7%; male 17.9%) also showed texture had a minimal impact on their choices. Garment texture had the least influence on watches as only 6.7% female and 5.3% male respondents acknowledged its role. Hence, the study findings indicate that garment colour and design/style were the most critical factors influencing fashion accessory choices; particularly for belts, shoes, and bags. Fabric and texture played a lesser role overall, with specific preferences varying in accessory type.

A Chi-square test of Homogeneity was conducted to establish if fashion accessory choices based on design details of the garment differed significantly between female and male participants. The results showed no statistically significant differences in proportions across gender on accessory

choices $p > .05$ in relation to garments in terms of colour, design/style, fabric and texture. Therefore, men and women did not differ in the ways they coordinated their garments with fashion accessories in relation to colour ($p = 0.613$), design/style ($p = 0.193$), fabric ($p = 0.642$) and texture ($p = 0.08$). The study findings concur with Dantas et al (2021) results suggesting that there was no statistically significant difference in colour preferences related to fashion products between genders. However, the study findings differ with Staurt (2019) and Koca and Koc (2016) - indicating men and women differed significantly when shopping for clothes.

4.2 Fashion Accessories Choices Based on Trends, Occasion, Occupation and Role Occupied at Work across Gender

Fashion accessory choices based on trends, occasion attended, occupation, and roles occupied at work were summarized using percentages and frequencies, as shown in Table 2.

Table 2: Fashion accessories choices based on their trends, occasion to attend, occupation and role occupied at work across gender

Variables	Belts	Bags	Shoes	Hats	Watches	Chi-Sq Value	P-value
	n (%)	n (%)	n (%)	n (%)	n (%)		
Trends							
Female	80 (44.4)	105 (58.3)	115 (63.9)	45 (25.0)	20 (11.1)	19.35	0.001*
Male	80 (53.0)	39 (25.8)	97 (64.2)	40 (26.5)	14 (9.3)		
Occasion to attend							
Female	82 (45.6)	131 (72.8)	145 (80.6)	62 (34.4)	20 (11.1)	24.91	<0.01*
Male	86 (57.0)	59 (39.1)	113 (74.8)	69 (45.7)	25 (16.6)		
Occupation							
Female	29 (16.1)	52 (28.9)	56 (31.1)	12 (6.7)	22 (12.2)	9.22	0.056
Male	35 (23.2)	28 (18.5)	56 (37.1)	19 (12.6)	17 (11.3)		
Role Occupied at work							
Female	10 (5.6)	28 (15.6)	38 (21.1)	9 (5.0)	10 (5.6)	10.05	0.04*
Male	25 (16.6)	18 (11.9)	32 (21.2)	10 (6.6)	15 (9.9)		

* means significance at 95% confidence interval

The Table 2 shows how trends dictated the use of various accessories; including belts, bags, shoes, hats, and watches. The results indicate a notable influence of fashion trends on fashion accessories choices among respondents in this study. In reference to shoes choices, fashion trends influence was evident as 64.2% male and 63.9% female participants acknowledged its impact. A significant proportion of respondents, (male 53%; female 44.4%), reported that fashion trends also influenced their belts choices. Similarly, bags choices were influenced by fashion trends especially among women (58.3%) compared to men (25.8%). However, for hat choices, a smaller number of respondents (male 26.5%; female 25%) reported that fashion trends had minimal influence. The least influenced by fashion trends were watches as only 11.1% female and 9.3% male participants

stated their impact. Therefore, the analysis shows that fashion trends had a significant impact on fashion accessories including shoes, belts for men as well as shoes and bags for women. Its influence was also minimal on hats and watches for both genders.

On the other hand, the researcher examined how occasions influenced the selection of fashion accessories; including belts, bags, shoes, hats, and watches. The study findings indicate that 80.6% female and 74.8% male respondents pointed out that occasion influenced their selection of shoes. This highlights the significance of matching footwear to the context of the event, whether it would be casual, formal, or otherwise. Likewise, the choice of bags was also influenced by occasion especially among women as compared to men (72.8% and 39.1% respectively of the respondents). This shows that women were keener in their choice of bags to suit specific events, displaying their adaptability to diverse settings. However, occasion had moderate influence on the choice of belts as indicated by 57% male and 45.6% female respondents. This suggests that consumers often select belts that are appropriate for specific events or settings, indicating a significant consideration of occasion in their fashion accessory preferences. Regarding hats, only 45.7% male and 34.4% female participants indicated that the occasion influenced their choices. This percentage shows that while occasion played a role, hats may be seen as more versatile or less tied to specific events compared to other accessories. Occasion had minimal influence on the choice of watches as only 16.6% male and 11.1% respondents reported that occasion dictated their choices. This relatively low percentage suggests that watches may be considered a more functional or personal accessory, with less emphasis placed on occasion. Therefore, from the findings, occasion had significant influence on the choice of fashion accessories; particularly for shoes, followed by bags and belts. Hats and watches showed less influence. Bagai (2024) study identifies occasion and social events as having a significant influence on the consumption of apparel and fashion accessories as they compel people to make purchases.

As illustrated in Table 2, occupation had less influence on fashion accessories choices. In reference to shoes, only 37.1% male and 31.1% female respondents reported that their occupational requirements dictated their selection. This reflects a moderate consideration for footwear that aligns with the demands or expectations of professional roles. On the other hand, only 28.9% female and 18.5% male respondents pointed out that occupation influenced the choice of bags. This is an indication that occupation had less significant influence on their choice of bags although studies showed that bags were often selected based on their practical roles such as carrying personal and work-related items. Equally, occupation also had less significant influence on choice of belts as only 23.2% male and 16.1% female respondents indicated that it influenced their choices. This percentage suggests minimal consideration of belts as part of work-related attire. Watches (males 11.3%; females 12.2%) and hats (males 12.6%; females 6.7%) were less significant as part of work related attire. While the influence was minimal, findings suggest that some professions may require specific watch types for professional or functional purposes. The relatively low percentage for hats, suggested that they were less commonly associated with

occupational needs and were more of an optional accessory. Therefore, the data demonstrates that occupation had varying levels of influence on fashion accessory choices; with shoes and bags showing moderate influence. Belts had a minimal effect while hats and watches were the least affected by occupation-related factors.

The study findings also showed that the role occupied at work had (males 21.2%; females 21.1%) minimal influence on shoes selection affirming that profession was less significant in their choices. Minimal response was also reported on belts (males 16.6%; females 5.6%) and bags (males 11.9%; females 15.6%) indicating that their occupational role had less effect on their choices. Watches (males 9.9%; females 5.6%) and hats (males 6.6%; females 5%) had minimal responses showing that only a smaller segment of respondents considered their professional role as a factor when selecting them. This pattern suggests that occupational roles had limited influence on the choice of all categories of fashion accessories; which included shoes, belts, bags, hats and watches.

A Chi-square test of Homogeneity was conducted to assess if fashion accessories choices differed significantly among male and female participants in relation to trends, occasion, occupation and role occupied at work. The results revealed statistically significant differences in proportions across gender for fashion accessory choices based on trends, $\chi^2(1, n = 331) = 19.35, p = .001$; occasion attended, $\chi^2(1, n = 331) = 24.91, p < .01$; and role occupied at work, $\chi^2(1, n = 331) = 10.05, p = .040$. However, there were no significant differences among male and female participants in fashion accessories choices in relation to occupation $\chi^2(1, n = 331) = 9.22 (p = 0.056)$.

4.3 Clothing in Fashion Accessories Consumption

Clothing acts as the basis for fashion accessories consumption as they are intrinsically linked. It forms the foundation on which one establishes the overall style of a given ensemble. Consequently, it was imperative to establish the relationship between clothing and fashion accessories and how they contribute to the “total look”. Data on clothing in fashion accessories consumption were summarized using frequencies and percentages, as presented in Table 3.

Table 3: Clothing considerations in fashion accessories consumption

Clothing	Disagree		Agree		Mean	SD
	f	P(%)	F	P(%)		
I like using fashion accessories because they improve my attire's appearance (330)	35	10.6	295	89.4	4.26	0.877
I like using fashion accessories because they create interest where my clothes are simple and plain (328)	81	24.7	247	75.3	3.89	0.910
I like using fashion accessories because they provide interest to my outfit making me stand out from the crowd (328)	106	32.3	222	67.7	3.75	1.135
I like using fashion accessories because they create a different look when worn with a garment (330)	96	29.1	234	70.9	3.83	1.020
I like using a variety of fashion accessories at different times to give garments a different look (330)	81	24.6	249	75.4	3.89	1.150

The findings revealed that 89.3% of the participants preferred to use fashion accessories because they enhanced the appearance of their attire. Similarly, 75.3% of respondents indicated that they liked using fashion accessories as they added visual interest to otherwise simple or plain clothing. Additionally, 67.7% reported that fashion accessories contributed to making their outfits more distinctive and helped them to stand out. Furthermore, 70.9% of participants “agreed” that fashion accessories provided a different look when paired with a garment whereas 75.4% enjoyed the use of various accessories at different times to achieve diverse appearances. Based on these, the study findings show that fashion accessories were important in complementing one’s clothing and improving their overall appearance.

4.4 Overall Relationship between Clothing Considerations and Consumption of Fashion Accessories by Trainers

The researcher aimed to test if the independent variable clothing considerations significantly affected the dependent variable fashion accessories consumption. The hypothesis examined how appearance, design/style, fashion trends and occasions contributed to variations in fashion accessories consumption. **Hypothesis 1 (H₀₁)** asserted that:

“There is no significant relationship between clothing and the consumption of fashion accessories by trainers at National Polytechnics in Kenya.

Multiple linear regression investigated whether the variables appearance, design style, fashion trends and occasion in clothing informed the consumption of fashion accessories at a significance level of $p\text{-value} \leq 0.05$.

Table 4: Relationship between clothing and consumption of fashion accessories by trainers**a. Coefficients^a**

Variables	β Estimate	P-value
What dictates respondents' fashion accessories		
Intercept	1.859	<0.01*
Appearance	0.201	<0.01*
Design/Style	0.597	<0.01*
Fashion Trends	0.202	<0.01*
Occasion	0.001	0.498

* means significant at 95% Confidence Interval

$$y = 1.859 + 0.201x_1 + 0.597x_2 + 0.202x_3 + 0.001x_4$$

b. Model Summary

Model	R	R Squared	Adjusted R Squared	Std. Error of the Estimate
1	0.383 ^a	0.146	0.144	0.46852

a. Predictors: (Constant) Occasion, Appearance, Fashion Trend, Design Style

c. ANOVA^a

Model		Sum of Squares		Mean Square	F	Sig.
1	Regression	37.978	4	9.495	65.483	0.000 ^b
	Residual	46.108	318	0.145		
	Total	84.086	322			

a. Dependent Variable: fashion accessories consumption

b. Predictors: (Constant) Occasion, Appearance, Fashion Trends, Design Style

Table 4 shows that clothing aspects had a significant positive relationship with the consumption of fashion accessories, as revealed by Multiple linear regression analysis adjusted $R^2 = 14.4\%$. This means the explanatory variables appearance, design/style, fashion trends and occasion attended contributed to or explained only 14.4% of the variation in the response variable consumption of fashion accessories. Analysis of Variance (ANOVA) results showed an output of $F(4, 318) = 65.483$, $p < 0.01$ to mean the overall regression model was statistically significant in predicting the consumption of fashion accessories. Coefficients results revealed that appearance ($\beta = 0.201$, $p < 0.01$), design/style ($\beta = 0.597$, $p < 0.01$) and fashion trends ($\beta = 0.202$, $p < 0.01$) were significant

positive predictors of fashion accessories consumption among trainers in National Polytechnics. However, from the findings, the occasion attended was not a significant predictor ($\beta = 0.001$, $p = 0.498$). Multiple Linear Regression analysis supports rejecting the null hypothesis (H_{01}) as there is a significant relationship between clothing and the consumption of fashion accessories by trainers. These findings underscore the importance of clothing in shaping fashion accessories consumption behaviour among trainers in National Polytechnics in Kenya.

5.0 CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Fashion accessories are important in contributing to one's unique appearance especially when paired with a variety of clothes giving varied "looks" at different times and creating interest where clothing is simple and plain. They complement one's outfit and form part of one's ensemble; hence, people cannot do without them. Garment design details colour and design/style were the most critical factors influencing fashion accessories choices; particularly for belts, shoes, and bags while they had a minimal effect on hats and watches. The study findings revealed that men and women did not differ in the ways they coordinated their garments with fashion accessories in relation to colour, design/style, fabric and texture. However, there were statistically significant differences in proportions across gender for fashion accessories choices based on trends, occasion attended and the role occupied at work while their choices did not differ in regard to occupation. Multiple linear regression analysis showed the results were statistically significant indicating appearance, design/style and fashion trend as positive predictors of fashion accessories consumption. These findings underscore the importance of clothing in shaping accessories consumption behaviour among trainers in National Polytechnics in Kenya.

5.2 Recommendations

1. Since the study findings revealed that clothing affects fashion accessories choices among individuals; it is important to find out if one's personality and perceptions affects their choices.
2. The study focused on shoes, bags, belts, watches and hats and how they were related to clothing. It is important to study other types of fashion accessories to determine their effect on clothing.
3. Similar study can be replicated using a different group of people to see whether similar results can be obtained.

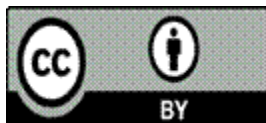
Conflict of Interest

All authors have no relevant conflict of interest according to the NHMRC Guidelines for Guidelines. Full details of all Working Group members conflicts of interests are available within the guidelines

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