The contribution of blogging in enhancing the uptake of slow fashion in Kenya: a case study of fashion bloggers in Nairobi Parklands

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ABSTRACT

Kenya's fashion landscape is undergoing a shift toward sustainability, driven by growing environmental awareness, circular economy initiatives, and a critique of fast fashion import reliance. Despite the rising presence of independent fashion blogging as a tool for consumer education, empirical research on its direct role in promoting sustainable consumption in Kenya remains limited. This study investigated the contribution of fashion blogging in enhancing the uptake of slow fashion among urban Kenyan consumers. Guided by the Uses and Gratifications Theory and the Theory of Planned Behavior, the study adopted a mixed method research approach. The study was conducted in Nairobi CBD and Parklands, Westlands Constituency, Kenya. This study used purposive sampling to identify active bloggers and stratified random sampling to select fashion consumers. Data was collected via questionnaires administered to 331 respondents. Quantitative analysis revealed that fashion blog influence has a strong, positive, and statistically significant relationship with slow fashion uptake, independently accounting for 40.2% of its variation. A multiple regression model showed that blogger credibility, content quality, and audience engagement jointly explained 59.0% of the variance, with blogger credibility acting as the strongest predictor. Qualitative insights highlighted visual storytelling, authentic narratives, and localization as key effective communication strategies. The study concludes that fashion blogging is a vital digital mechanism for driving sustainable fashion behavior in Kenya, though affordability and accessibility barriers persist. It recommends tailoring slow fashion messaging to familiar Kenyan practices, including mitumba selection, garment repair, upcycling, and the use of locally produced textiles, to promote accessible and mindful consumption across income levels.

Keywords: Blogging, Consumer Behavior, Planned Behavior, Slow Fashion, Uptake

I. INTRODUCTION

With the increasing attention on sustainability within consumer culture, fast production movements are criticized for causing the slow trend to emerge in various aspects such as slow food and slow life. Globally, the fashion industry has been identified as one of the most polluting industries after oil and gas (Niinimäki et al., 2020). The fast fashion model, characterized by rapid production, low cost, and high consumption, has led to massive textile waste and poor labor practices. In response, the concept of *slow fashion,* which emerged in the mid-2000s, emphasizes on sustainability, quality, ethics, and environmental consciousness (Fletcher & Tham, 2019).

This study is grounded in the intersection of digital media influence and sustainable consumption within circular economies. Grounded in global fast-fashion realities, Kenya's market faces severe environmental degradation driven by an annual influx of roughly 185,000 tonnes of secondhand clothing (*mitumba*), up to 40% of which ends up as synthetic landfill waste (Ellen MacArthur Foundation, 2017). While slow fashion initiatives such as local craftsmanship, capsule wardrobes, and upcycling offer viable circular alternatives, consumer adoption in developing contexts remains stifled by price sensitivity, quality illiteracy, and a persistent attitude-behavior gap. Digital media creators and fashion bloggers bridge this academic and market divide by serving as key knowledge brokers; through upcycling tutorials, supply-chain transparency, and authentic local brand promotion, bloggers cultivate trust and reframe circular practices to actively drive sustainable. To empirically analyze how digital communication drives sustainable behavioral change, this study conceptualizes slow fashion adoption through an information-behavior chain grounded in two theories Uses and gratification theory and the Theory of Planned Behavior (Ajzen, 1991). The framework establishes three core sets of variables:

Within this integrated framework, fashion blogging attributes serve as the primary communication stimuli driving audience gratification and persuasion (Katz et al., 1973; Whiting & Williams, 2013). Content Quality and

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Frequency captures how useful, accurate, and regularly a blog publishes (De Veirman et al., 2017). High-quality, consistent posting keeps sustainable fashion visible in followers' feeds and builds audience trust over time (Kausar et al., 2024; Lou & Yee, 2020). Influencer Credibility reflects the blogger's perceived expertise, trustworthiness, and attractiveness (Ohanian, 1990; Djafarova & Rushworth, 2017). Consumers are significantly more likely to internalize recommendations from bloggers they consider authentic, knowledgeable, and ethically aligned (Casaló et al., 2020; Johnstone & Lindh, 2018). Visual Storytelling (Images & Vlogs) recognizes that fashion is an inherently visual product category (Peng, 2021). Styling photos, haul alternatives, behind-the-scenes vlogs, and outfit videos fulfill aesthetic gratifications (Blumler, 1979), making slow fashion tangible and aspirational rather than abstract or preachy (Joyner & DeLong, 2021; Thomas, 2020). Engagement with Readers (Comments & Feedback) measures two-way interactive communication (Sundar et al., 2015). Responding to comments, running polls, and featuring reader outfits creates a digital community that normalizes sustainable consumption, establishing social proof and reinforcing behavioral intentions (Bakker-Edoh, 2025; Labrecque, 2014).

Rather than treating adoption as a single static event, this study conceptualizes slow fashion uptake as a progressive, three-stage behavioral continuum (Rogers, 2003; Lavidge & Steiner, 1961). Awareness of Sustainable Fashion: Readers first become informed about the core concepts of slow fashion, the social and environmental costs of fast fashion, and circular brand alternatives (Fletcher, 2014; Niinimäki et al., 2020). Positive Attitudes Toward Slow Fashion: Increased awareness shapes evaluative judgments, leading readers to form favorable perceptions regarding slow fashion's value, desirability, and alignment with their personal identity (Ajzen, 1991; Connell, 2010). Purchase and Lifestyle Behavior Change: Favorable attitudes translate into tangible actions such as purchasing durable, ethically produced garments, repairing and re-wearing existing clothing, reducing impulse purchases, and embracing practices like thrifting or capsule wardrobes (Awinzeligo et al., 2025; Henninger et al., 2016). The underlying causal logic follows an information-behavior chain: blogging attributes act as communicative stimuli that move audiences from knowledge acquisition (UGT) through attitude formation to actual behavioral change (TPB)

Recognizing that media influence does not occur in a vacuum, the framework incorporates contextual moderators that dictate the strength and direction of this relationship (Baron & Kenny, 1986). Socio-Economic Status shapes financial capability. Because slow fashion items often carry higher initial retail prices, readers with higher disposable income convert positive attitudes into purchases more easily than budget-constrained consumers, illustrating the classic "attitude–behavior gap" (Awinzeligo et al., 2025; Wiederhold & Martinez, 2018). Access to Digital Media governs baseline exposure. Followers without reliable internet infrastructure, smartphones, or active digital accounts receive minimal media influence regardless of content quality (van Dijk, 2020; Mutsvairo & Ragnedda, 2019).

1.1 Statement of the problem

Globally, the fast-fashion business model causes severe environmental degradation through overproduction, microplastic pollution, and massive textile waste (Greenpeace, 2022). In Kenya, this crisis is compounded by the influx of low quality fast fashion imports and the dumping of synthetic secondhand clothing (*mitumba*), which clogs municipal landfills and overwhelms key urban markets like Gikomba (Changing Markets Foundation & Clean Up Kenya, 2023). Ideally, the growth of digital media and local fashion blogging should serve as a powerful catalyst for sustainable development encouraging consumers to reject fast-fashion models in favor of sustainable, ethical "slow fashion" practices.

However, while fashion blogging and digital influencer culture are expanding rapidly across East Africa, a significant empirical gap exists regarding their actual impact on consumer behavior. Existing research predominantly focuses on fashion blogging as a marketing tool for fast-fashion consumption in Western contexts, leaving a scarcity of empirical data on how localized digital content influences sustainable slow-fashion adoption within developing economies. In urban commercial hubs like Nairobi CBD, it remains unclear whether bloggers' communication strategies successfully shift consumer mindsets, or if structural market constraints such as price, availability, and socio-economic realities neutralize the persuasive influence of digital creators.

If this research gap remains unaddressed, policymakers, fashion designers, and digital communicators will lack evidence-based strategies to promote sustainable fashion choices, allowing synthetic textile waste to further degrade Kenya’s local environment and economy. Therefore, this study investigates how fashion blogging contributes to enhancing the uptake of slow fashion in Nairobi CBD by examining bloggers’ communication strategies, consumer perceptions, and the socio-economic and technological constraints influencing adoption

1.2 Research Objective

The objective of this study is to analyze the influence of fashion blogs on consumer attitudes and purchasing behavior towards slow fashion in Nairobi Kenya.

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II. LITERATURE REVIEW

2.1 Theoretical Review

2.1.1 Uses and Gratifications Theory (UGT)

The study was anchored on two theories, the Uses and Gratifications Theory and the supporting Theory of Planned Behavior. The theory proposed by Katz, et al., (1974), posits that audiences actively seek out media to satisfy specific needs within the blogging context. In the context of this study, readers pursue fashion blogs for entertainment, information, personal identity, and social integration, as observed by Whiting and Williams (2018). This theory explains how consumers intentionally follow bloggers whose content aligns with their lifestyle aspirations. In relation to slow fashion, UGT suggests that individuals engage with sustainability-oriented fashion blogs to gratify needs such as social responsibility and self-expression. Bloggers thus function as facilitators of sustainable identity formation (Lim et al., 2020).

According to Katz et al. (1974), the theory shifts the focus from what the media does to people to what people do with media. Further, unlike traditional direct-effects theories that view media consumers as passive recipients, UGT assumes that consumers are active agents who deliberately select and consume specific media to satisfy distinct social and psychological needs such as information, personal identity, integration, or entertainment.

Grounded in communication literature, the theory posits that audience members actively select and consume media to satisfy specific psychological and social needs (Katz et al., 1973). Rather than acting as passive receivers, consumers seek out fashion blogs to fulfill four primary gratification categories: Cognitive Gratification: Acquiring practical knowledge regarding garment construction, local tailor locations, fabric durability, and cost-per-wear formulas (Ki et al., 2020; Legere & Kang, 2020); Affective Gratification: Gaining aesthetic inspiration, entertainment, and emotional satisfaction from visual lookbooks and narrative styling stories (Ryding & Henninger, 2021); Personal Identity Gratification: Aligning personal self-concept and moral values with sustainable, circular consumption and regional African heritage (Park & Lin, 2020); Social Integrative Gratification: Connecting with a broader community of eco-conscious peers, sharing thrift strategies, and seeking peer validation (Hollebeek et al., 2014; Sun et al., 2022).

2.1.2 Theory of Planned Behavior

Formulated by Ajzen (1991), TPB explains how cognitive evaluations translate into intentional consumer actions. In 1947, Fishbein and Ajzen demonstrated that attitudes are related to behaviors. For example, a general attitude toward sustainability would correlate with buying environmentally friendly products (Eagly & Chaiken, 1993). TPB applies to behaviors that are not under volitional control, such as purchasing behaviors where economic factors play a role in decision-making (Eagly & Chaiken, 1993). The Theory of Planned Behavior has four components that inform behavior: attitude, subjective norm, perceived behavioral control, and intention, as illustrated in the figure below.

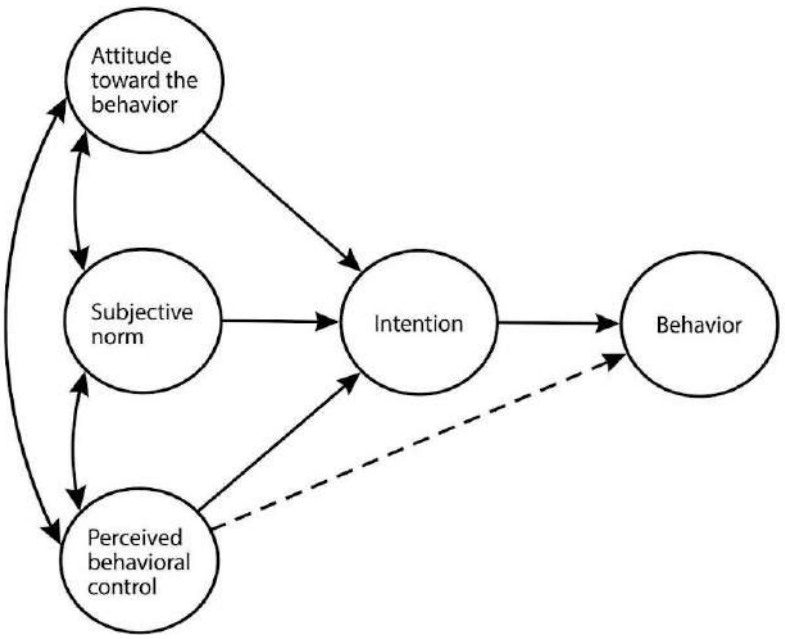

Figure 1
Theory of Planned behavior

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Attitude is a function of behavioral beliefs, which characterize the individual's supposed consequences of the behavior (Ajzen, 1991; Eagly & Chaiken, 1993). The subjective norm is a function of normative beliefs, which represents what the individual perceives others that are close to the individual to believe about engagement in a behavior (Ajzen, 1991; Eagly & Chaiken, 1993). Perceived behavior control is an individual's perception of how easy or difficult it will be to execute the behavior, which is determined by control beliefs. Control beliefs are beliefs about the probability that an individual has the resources and opportunities that are necessary to perform the behavior or achieve a goal (Ajzen, 1991; Eagly & Chaiken, 1993). These three components work together to inform an individual's behavioral intention, which then predicts an individual's actual behavior. It must be noted that intention and behavior are not to be used interchangeably (Ajzen, 1991; Eagly & Chaiken, 1993).

According to the theory, attitude forms part of predictions of behavior and as such factors such as knowledge to inform behavior. Three additional variables (i.e., environmental values, shopping values, and knowledge) are incorporated in this theory, which serve to explain young adult consumers' purchase intentions towards slow fashion. Environmental values are a set of beliefs that an individual has about how the environment should be viewed (Corbett, 2006). Shopping values are usually divided into hedonic, referring to the pleasure found in shopping, and utilitarian, referring to a chore-like activity (Loureiro & Araujo, 2014; Babin, Darden, & Griffin, 1994). Knowledge, affecting a consumer's decision-making process, can be divided into subjective, referring to what an individual's confidence in his or her knowledge, and objective, what an individual actually knows (Brucks, 1985; Corbett, 2006).

The theory further postulates that behavioral intention is the immediate predictor of executed buying behaviors driven by three core constructs: Attitude towards the behavior where the consumer's overall positive or negative evaluation of purchasing slow fashion. Educational content, quality reviews, and visual trialability shape favorable attitudes by emphasizing garment quality, economic efficiency, and environmental benefit (Ajzen, 1991; Belanche et al., 2021); Subjective norms by which the perceived social pressure from important referent groups influence endorsements and storytelling which in turn elevates the social status of upcycled *Mitumba* and local *Kitenge* apparel, establishing sustainable fashion as an aspirational socio-cultural norm (Chan & Wong, 2022; Adeyemi & Bello, 2024); Perceived Behavioral Control (PBC) which illustrates the consumer's perception of the ease or difficulty of performing the behavior. By publishing detailed thrift guides, local tailor directories, and accessible DIY repair strategies, bloggers reduce structural search friction, increasing consumer self-efficacy and driving actual slow fashion purchases (Ajzen, 1991; Adeyemi & Bello, 2024). The TPB was chosen to examine the different factors that affect a consumer's purchase intention towards slow fashion. Additionally, this theory has been applied in many studies examining environmental behavior as well as studies specifically related to the textile and apparel industry.

2.2 Empirical Review

The slow fashion movement, which emphasizes ethical production, garment longevity, and mindful consumption, is increasingly relevant in Nairobi as local consumers navigate the ecological and social consequences of the fast fashion industry (Ramani et al., 2025; Thandayuthapani et al., 2025). In this context, fashion blogs have emerged as influential digital conduits that shape public discourse by highlighting sustainable alternatives and fostering ethical awareness among the city's growing cohort of conscious consumers (Sareen, 2026). By analyzing the intersection of digital narrative and consumption, this study investigated how these platforms modulate individual attitudes and translate environmental consciousness into tangible purchasing behavior (Ge, 2024; Seock et al., 2024).

Digital content creators increasingly influence consumer perceptions and purchasing decisions through the fashion information and recommendations they share online. Kausar et al. (2024) evaluated the impact of fashion bloggers on consumer buying intentions using a survey of 700 urban respondents. Their findings revealed a statistically significant positive relationship between blogger credibility, audience engagement, and consumer purchase intentions. The study demonstrated that digital creators act as key opinion leaders who actively reshape consumer attitudes by making new fashion concepts feel accessible and socially desirable.

Although awareness of sustainable fashion can encourage positive attitudes, these attitudes do not always translate into actual purchasing behavior. Awinzeligo (2025) conducted a systematic empirical synthesis on consumer behavior toward sustainable fashion products. The review established that while digital platforms and social media influencers successfully increase consumer knowledge and build positive eco-friendly attitudes, a persistent attitude–behavior gap remains. Consumers frequently express favorable attitudes toward slow fashion online but hesitate during actual point-of-purchase transactions due to structural barriers.

The effectiveness of digital marketing and influencer communication may depend on how well the content reflects local consumer experiences and preferences. Bakker-Edoh (2025) examined the impact of digital media creators and social media influencers on apparel purchasing behavior within the Kenyan retail market. The empirical findings demonstrated that localized digital content significantly improves brand recognition, provides social proof, and increases peer engagement. Young urban consumers in Kenya rely heavily on localized online content creators to validate styling

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choices and judge product authenticity before making purchase decisions. This study validates the local context in Nairobi, demonstrating that Kenyan consumers actively utilize digital creators as decision-making proxies.

Beyond communication and consumer attitudes, the adoption of slow fashion is influenced by the economic and material conditions that shape consumers' purchasing choices. A systematic review on sustainable branding (2025) analyzed 52 empirical studies on sustainable fashion adoption across developing and emerging markets. The study concluded that digital branding and content creation drive consumer interest in circular fashion practices, such as thrifting, upcycling, and local slow-fashion labels. However, economic variables, specifically high retail prices for ethical garments and the market dominance of cheap synthetic second-hand clothing (mitumba), act as major moderators that restrict actual adoption.

III. METHODOLOGY

3.1 Research Design

This study adopted a mixed-methods research design combining quantitative surveys and qualitative key informant interviews. For the qualitative phase, purposive and snowball sampling were applied to recruit information-rich key informants across Nairobi's fashion ecosystem. According to Amina Ahmed et al. (2024), mixed-methods research design involves collecting, analyzing, and integrating both quantitative (numeric) and qualitative (narrative) data in a single study to provide a more comprehensive understanding of complex issues. It leverages the strengths of both approaches, allowing researchers to validate findings, explain results, and contextually interpret data.

3.2 Study Area

This study was conducted within the Nairobi Central Business District (CBD) and Parklands in Westlands Constituency, Kenya. It targeted Nairobi County, focusing specifically on the CBD and Westlands Constituency to ensure socioeconomic representation across diverse consumer segments. While the CBD represents a high-density commercial hub characterized by mass-market thrift (mitumba) networks and local tailoring services, Westlands represents an upmarket digital hub populated by boutique ethical fashion retailers, higher-disposable-income consumers, and digital creators. Conducting the study across these two complementary zones provided a comprehensive assessment of how fashion blogging influences slow fashion uptake across different income levels and retail environments in Kenya (Brooks, 2015).

3.3 Target Population

The target population was 1,930 participants, comprising 1,550 fashion bloggers and 380 active fashion consumers.

3.4 Sampling and Sample Size

To determine the minimum sample size from the target population, Slovin's formula was applied (Tejada & Punzalan, 2012). This formula allows a researcher to sample the population while maintaining a desired margin of error and degree of precision (Stephanie, 2013). The sample size was calculated as follows:

$$n = \frac{N}{1+Ne^2}$$

Where:

(n) = Sample size
(N) = Total population (1,930)
(e) = Margin of error (0.05)
Therefore:

$$n = \frac{1930}{1+1930(0.05)^2}$$
$$n = \frac{1930}{1+4.825}$$
$$n = \frac{1930}{5.825}$$
$$n = 331.33$$
$$n = 331$$

Purposive and snowball sampling were applied to recruit information-rich key informants across Nairobi's fashion ecosystem. Questionnaires were administered to 331 respondents.

3.5 Data Collection Instruments and Procedures

Two primary data collection instruments were used: structured questionnaires and semi-structured interview guides. Questionnaires were administered to 331 respondents. They contained both closed and open-ended questions covering demographics, awareness of slow fashion, attitudes towards sustainability, and perceptions of bloggers' influence. A five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree) measured consumer attitudes and

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behavior. Semi-structured interview guides were used to collect qualitative data from selected fashion bloggers. The interviews explored blogging content strategies, motivation, understanding of sustainability, and perceived audience engagement. Each interview lasted approximately 30–45 minutes, and responses were recorded using a recorder following the participants' consent.

Research assistants were trained on the proper method of administering the questionnaire survey collection tool according to the sample size (Jain, 2026). To establish content validity, the draft questionnaire and interview guides were subjected to expert review. The researcher consulted academic supervisors and peers specializing in media, communication, and sustainable design. They evaluated whether the test items adequately represented all facets of the research objectives, including blogger reach, consumer attitudes, and actual behavioral changes towards sustainable clothing. Based on their feedback, double-barrelled and vague questions were rephrased.

3.5.1 Reliability and Trustworthiness

Reliability of the quantitative data was ascertained through a pilot study conducted in Kasarani Sub-County among participants who were not part of the main sample. These included five fashion bloggers and 15 fashion consumers. The objective was to pre-test the instruments for clarity, relevance, and reliability. Reliability was assessed using Cronbach's alpha. The pilot data were coded and analyzed using SPSS version 27. The overall reliability coefficient obtained was 0.84, exceeding the recommended threshold of 0.70 (Nunnally, 1978), indicating that the instrument was internally consistent and reliable.

For the qualitative data gathered from the fashion bloggers, trustworthiness was established through credibility and dependability. Credibility was assessed through member-checking, where a brief summary of the pilot interview findings was shared with two of the pilot bloggers to confirm that their perspectives on slow fashion promotion were captured accurately. Dependability was ensured by maintaining a detailed audit trail of the interview transcripts and thematic coding processes.

3.6 Data Analysis

Both quantitative and qualitative data analysis techniques were employed. Statistical Package for Social Sciences (SPSS) version 27 was used to analyze the quantitative data. Interview data were analyzed thematically. Responses were transcribed, coded, and categorized according to emerging themes. NVivo 14 software supported this process, allowing the identification of recurring patterns such as motivation, barriers, and sustainability narratives.

3.7 Ethical Considerations

Ethical principles guided every stage of this study. Participants were informed about the purpose, procedures, and voluntary nature of participation. Written consent was obtained before data collection. Confidentiality and anonymity were maintained by using pseudonyms and password-protected files. The study adhered to the Masinde Muliro University of Science and Technology (MMUST) ethical policy and the NACOSTI research code of conduct (2024). Participants were assured of their anonymity and confidentiality. They were informed that their responses would be used solely for the purposes of this study, that they could withdraw their participation at any time, and that no deceptive or coercive methods would be employed. Further, the researcher sought their consent for recording their responses. Findings were reported truthfully and used solely for academic purposes. Additionally, the researcher ensured that the information collected, including personal information regarding the respondents**,** was secured to guarantee each respondent's privacy.

IV. FINDINGS & DISCUSSION

4.1 Response Rate

Response rate refers to the proportion of sampled respondents who complete and return usable research instruments. A high response rate is important because it reduces the possibility that the findings are driven by non-response and improves confidence that the achieved sample adequately reflects the group targeted by the study. The sample size for this study was 331 respondents to whom questionnaires were administered. The response rate is presented in Figure 2.

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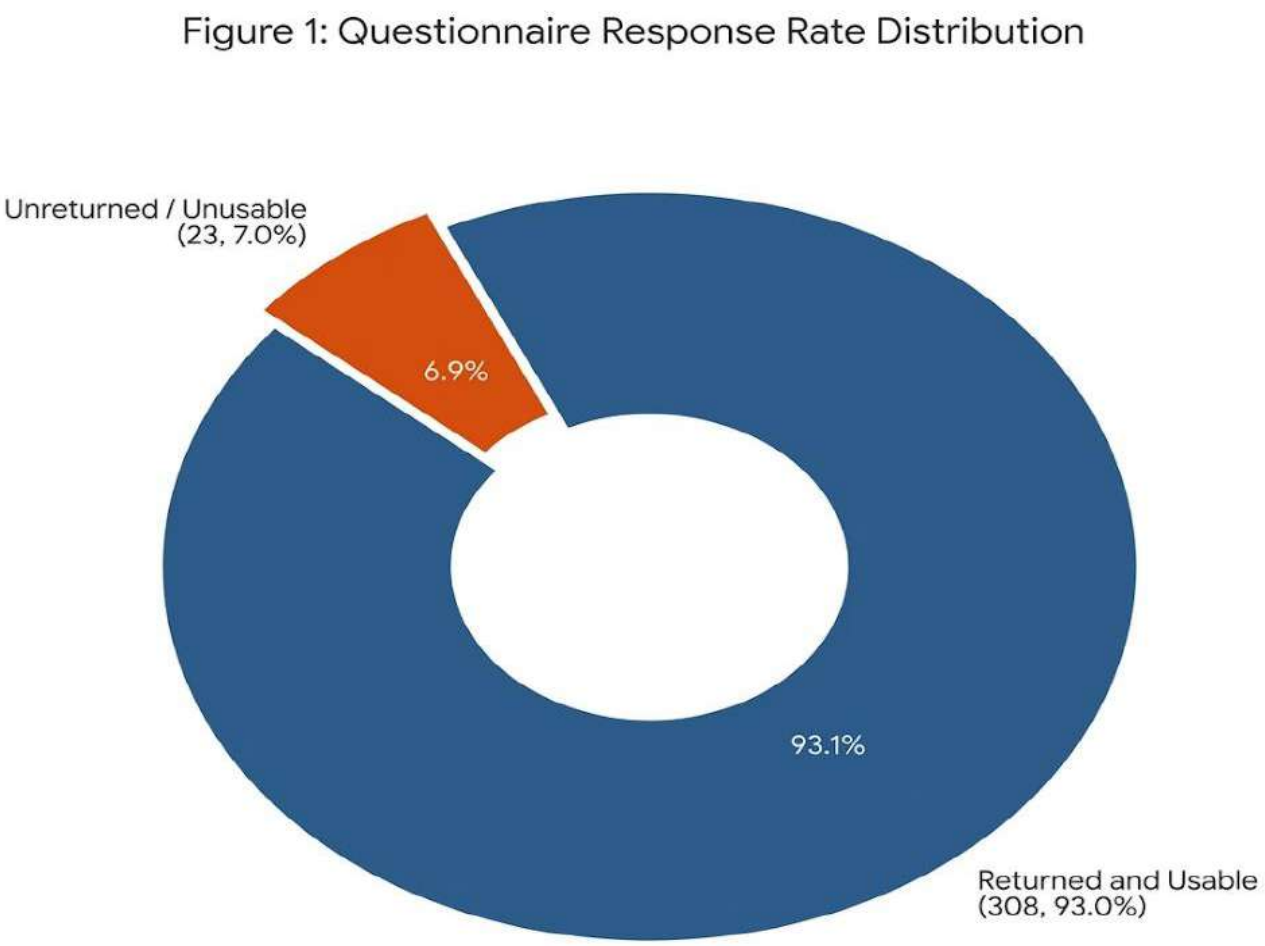

Figure 1
Response Rate

The figure shows that out of the 331 questionnaires distributed electronically and physically, 308 were returned in a form suitable for analysis, while 23 were not returned or were unusable. The study achieved 308 usable responses from 331 questionnaires, giving a return rate of 93.1%. The high return rate provided an adequate basis for descriptive and inferential analysis. It also reduced the risk that the observed patterns were merely a consequence of extensive non-response. The quantitative results that follow therefore use N = 308 consistently. In addition, the qualitative aspect was designed around nine purposively selected key informants with knowledge of fashion blogging and sustainable fashion; the qualitative findings are integrated mainly under the second objective.

The first part of the questionnaire collected basic respondent information and clothing consumption behavior. These variables were important to the study because slow fashion uptake is reflected not only in attitudes but also in observable consumption tendencies such as the frequency of clothing acquisition, use of second-hand clothing, reliance on fast fashion, number of items purchased, garment retention, and repair behavior. The demographic characteristics are discussed here below.

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Gender Distribution

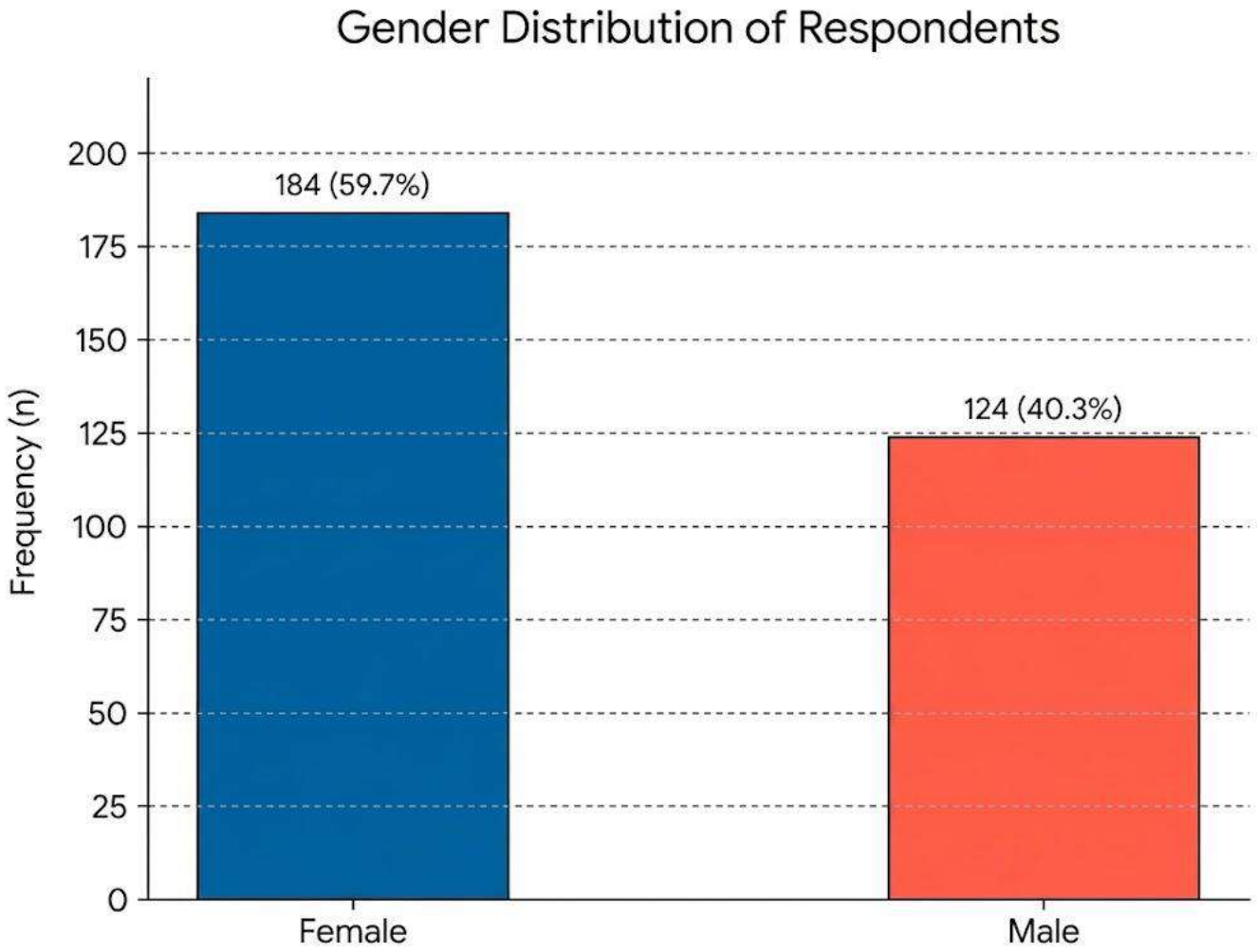

Figure 3
Gender of the respondents

Figure 3 above indicates that 184 respondents, representing 59.7% were female, while 124 respondents representing 40.3%, were male. The sample therefore included both genders, with a higher representation of women. This pattern is consistent with a study centered on fashion consumption and fashion-oriented digital content. The presence of a good male group strengthened the breadth of the consumer perspective captured in the analysis.
Figure 4 shows responses on respondents' frequency of purchasing new clothes.

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Figure 4
Frequency of Purchasing New Clothing

Figure 4 shows that the largest category purchased new clothing once a month (25.0%), followed by once every couple of months (20.8%), once every two weeks (16.2%), once every year (15.9%), every week (11.4%), and never (10.7%). Overall, 52.6% purchased new clothing at least monthly, while 47.4% purchased less frequently or not at all. The pattern reflects continued participation in the conventional apparel market but also shows that almost half of the respondents were relatively infrequent purchasers. From a slow fashion perspective, reduced purchasing frequency can be consistent with the principle of buying fewer garments and extending product use, although frequency alone does not establish that the garments purchased were sustainably produced. This is consistent with the assertions by Henninger et al. (2017) that consumers may express awareness of sustainable fashion while purchasing remains influenced by price and availability. Jung and Jin (2016) similarly argued that slow fashion adoption depends on perceived value and the willingness to invest in garments with longer-term utility. The present pattern therefore suggests a market in transition rather than complete movement away from conventional clothing consumption.

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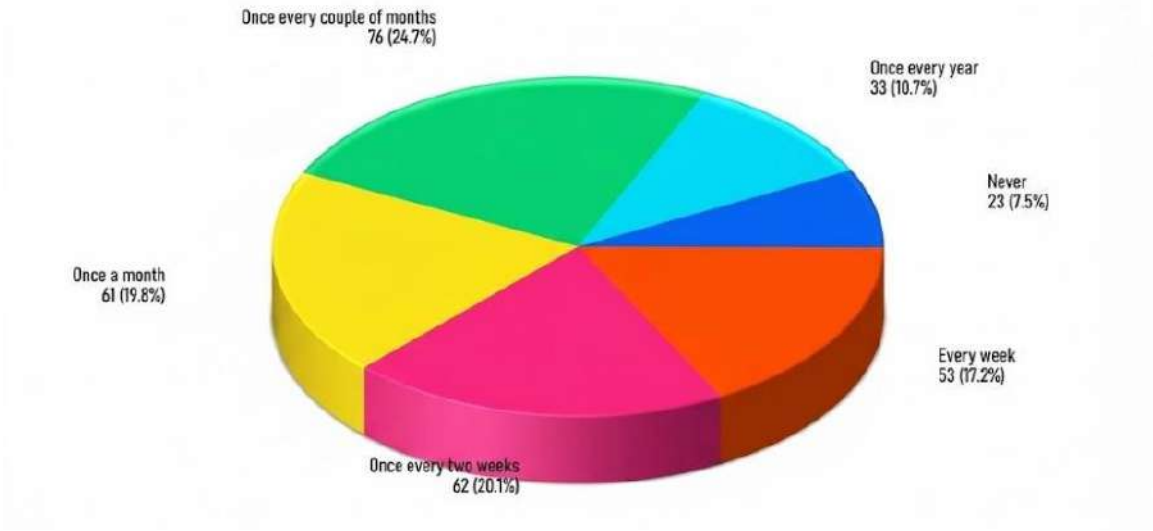

Figure 5
Frequency of Purchasing Second-Hand Clothing

The pie chart indicates that second hand purchasing was comparatively common. A total of 57.1% bought second-hand clothing at least once a month, consisting of 19.8% who purchased monthly, 20.1% every two weeks, and 17.2% weekly. Only 7.5% indicated that they never purchased second-hand clothing. In the Kenyan context, second-hand apparel is not automatically equivalent to slow fashion because low-quality imported garments may also contribute to waste. However, reuse and extending the useful life of garments are consistent with circular and slow fashion principles when the clothing remains wearable and displaces the demand for newly produced items. This reflects the Kenyan context in which mitumba is culturally and economically significant. The implication for fashion bloggers is that sustainability messaging may be more effective when it builds on established second-hand practices and reframes quality thrift, upcycling, and garment care as deliberate slow fashion choices rather than presenting sustainable fashion only as the purchase of premium new products.

Retailers

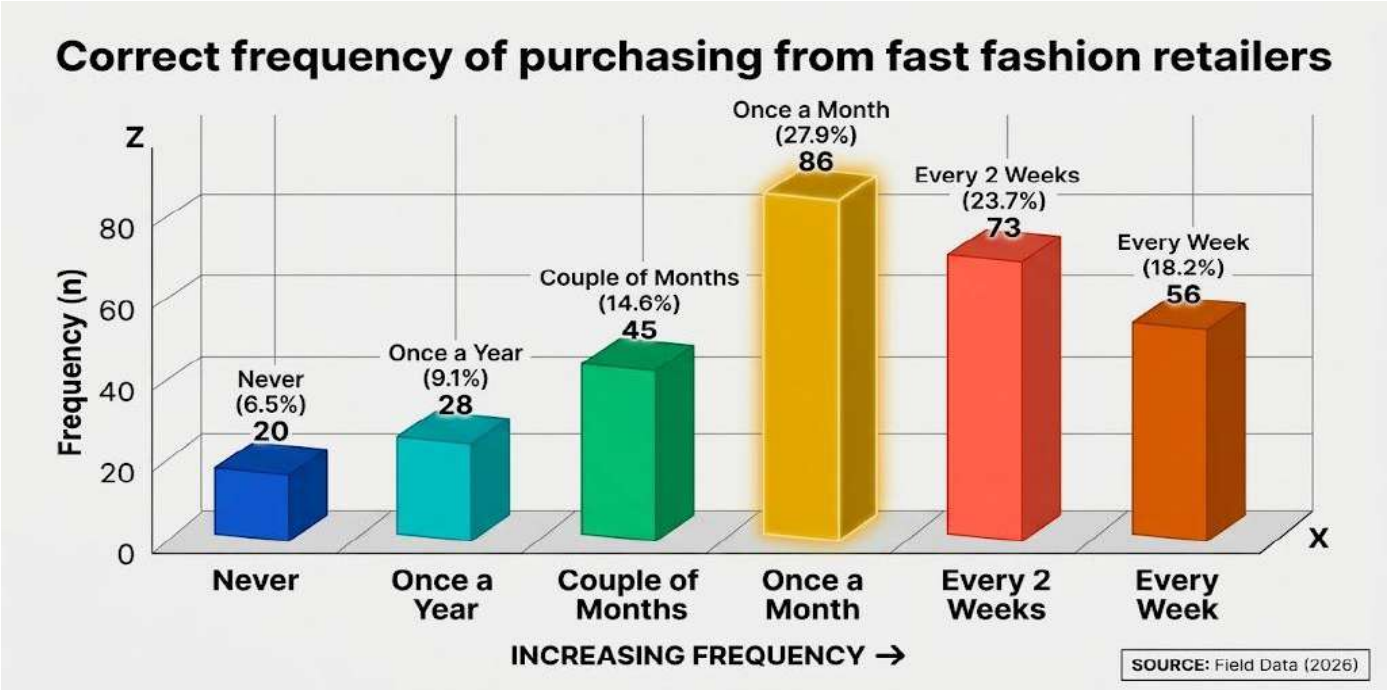

Figure 6
Frequency of Purchasing from Fast Fashion Retailers

Figure 6 shows that majority of the respondents purchased from fast fashion retailers relatively frequently. It is evident form the figure above that 27.9% purchased fast fashion once a month, 23.7% once every two weeks and 18.2%

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every week. Collectively, these categories accounted for 69.8% of the respondents, indicating that frequent engagement with fast fashion retailers was common among the participants. The figure also shows that 14.6% purchased once every couple of months, 9.1% once every year, while only 6.5% reported never purchasing from fast fashion retailers. This information suggests that fast fashion remained a significant component of the respondents' clothing consumption patterns despite growing interest in more sustainable consumption practices. This demonstrates the coexistence of conventional fast fashion purchasing with emerging sustainable behaviors such as second hand clothing purchases and prolonged garment use. These information supports the findings of Singh and Verma (2021) who identified perceived cost and limited knowledge as barriers to sustainable apparel consumption, and Henninger et al. (2017), who found that availability and price could constrain sustainable purchasing even when awareness was relatively high. The information also corresponds with the problem identified in the proposal: digital engagement with sustainability does not necessarily remove structural incentives for consumers to choose cheaper or more accessible fast fashion alternatives.

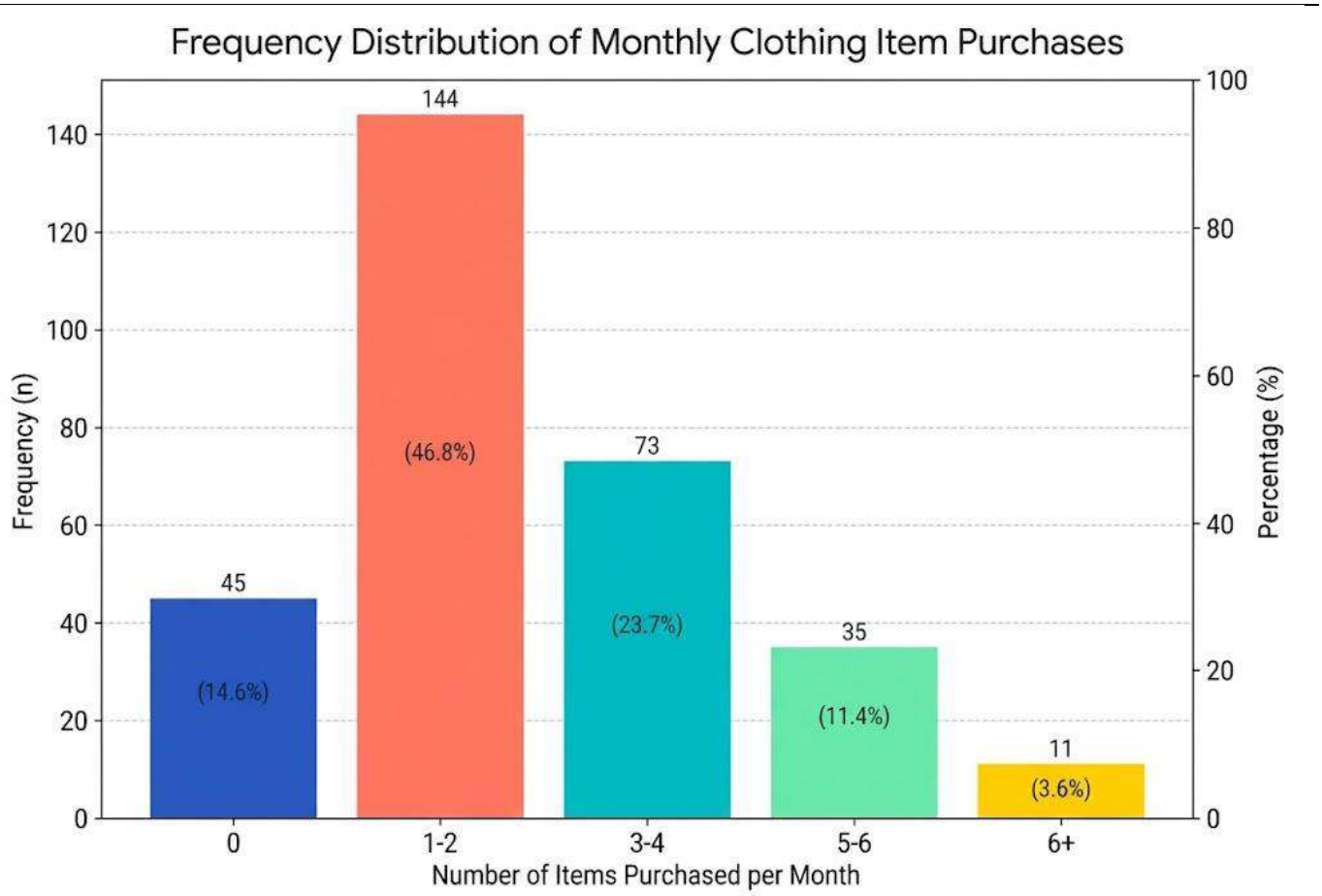

Figure 7
Number of Clothing Items Purchased per Month

From the Figure above, most respondents purchased few clothing items per month. Nearly half (46.8%) bought one to two items, 14.6% bought none, 23.7% bought three to four items, 11.4% bought five to six items, and only 3.6% bought more than six items. Thus, 61.4% bought no more than two items per month. The illustrative expenditure distribution produced a mean monthly clothing expenditure of approximately KES 4,680, a median of approximately KES 4,303, and a standard deviation of about KES 2,252. The median below the mean indicates a moderate right-skew in spending, with a smaller group of higher-spending consumers raising the average.

The relatively modest number of monthly purchases is compatible with one element of slow fashion: reduced volume. However, the expenditure trend also highlights why price sensitivity matters. Slow fashion garments may carry a higher upfront price because of materials, craftsmanship, local production, or ethical labor practices. Jung and Jin (2016) found out that consumers who perceive value in slow fashion may accept a price premium, but Henninger et al. (2017) and Singh and Verma (2021) showed that affordability remains a substantial constraint. Blogging strategies that communicate cost-per-wear, durability, repairability, and local value creation may therefore help consumers evaluate price beyond the initial purchase amount.

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4.4.6 Garment Retention and Repair Behavior

The table below indicates garment retention and repair behavior:

Table 1

Garment Retention Period

Retention Period	Frequency	Percentage
A few weeks	20	6.5
A couple of months	47	15.3
Less than a year	69	22.4
A year	90	29.2
Several years	82	26.6
Total	**308**	**100.0**

The table indicates that 55.8% kept clothing for at least one year, including 29.2% who retained clothing for about a year and 26.6% who retained garments for several years. Only 6.5% disposed of clothing after a few weeks. Clothing repair in the previous two years is as illustrated below:

Table 2

Clothing Repair in the Previous Two Years

Repair Frequency	Frequency	Percentage
Never	84	27.3
Occasionally	137	44.5
Always	87	28.2
Total	**308**	**100.0**

Repair behavior indicates significant orientation towards product life extension: 44.5% repaired clothing occasionally and 28.2% indicated that they consistently repaired clothing, giving a combined 72.7% who had engaged in repair rather than immediate disposal. These two indicators provide some of the strongest behavioral evidence of slow fashion-compatible practices in the respondent profile. This depicts that maintenance, repair, reuse, and longer garment life are central mechanisms for reducing resource throughput. It is consistent with the view that slow fashion requires a change in the relationship between consumers and clothing, from rapid disposal toward longer-term use and care. Blogging content that demonstrates repair techniques, upcycling, styling repetition, and garment care can therefore reinforce behaviors that are already familiar to a substantial proportion of Kenyan consumers.

4.5 The influence of fashion blogs on consumer attitudes and purchasing behavior towards slow fashion.

The first objective sought to analyze the influence of fashion blogs on consumer attitudes and purchasing behavior towards slow fashion. The study measured perceptions of the contribution of blogs to brand building, advertising, information flow, customer relationships, targeted reach, and sales. In addition, it measured respondent evaluations of bloggers on seven-point semantic differential scales and captured Theory of Planned Behavior dimensions relevant to slow fashion purchase.

Table 3

Perceived Impact of Blogs and Blogging

Statement	SD %	D %	N %	A %	SA %	SD
Blogs/bloggers help companies build and maintain brand image	2.6	10.1	24.0	24.0	39.3	1.12
Blogs are an alternative advertising avenue to traditional media	3.6	13.3	25.0	19.2	39.0	1.20
Blogs improve information flow from companies to consumers	2.3	10.1	20.1	26.3	41.2	1.11
Blogs create relationships between companies and consumers	1.6	10.1	18.5	28.2	41.6	1.07
Blogs receive regular clients targeted by advertising companies	5.2	12.0	19.8	26.9	36.0	1.21
Blog visitor numbers can translate into valuable sales	2.9	11.4	26.0	23.7	36.0	1.14
Overall mean						**1.15**

(SD-strongly Disagree, D-Disagree,N-Neutral, A-Agree, SA-Strongly Agree)

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Table 2 shows generally positive evaluations of the influence of blogs. The strongest item was the ability of blogs to create relationships between companies and consumers, with 69.8% (A 28.2, SA,41.6) and this attracted a mean of 3.98 derived using the likert scale. This was followed by the view that blogs improve information flow, supported by 67.5%(SA 41.2,A 26.3) of the respondents and a mean of 3.94. A further 63.3% (A 24.0, SA 39.3) agreed that blogs help build and maintain brand image (M = 3.87. These results suggest that respondents perceived blogs as relational and informational channels rather than simply as promotional platforms.

The key informants also indicate that 58.2%(A 19.2,SA 39.0) of the respondents agreed that blogs provide an alternative advertising avenue to traditional media (M = 3.77, 62.9%(A 26.9, SA 36.0) agreed that blogs receive regular clients targeted by advertisers (M = 3.77, SD = 1.21), and 59.7% (A 23.7 SA 36.0) agreed that visitor numbers can translate into valuable sales (M = 3.79, SD = 1.14). The composite mean of 3.85 indicates an overall positive perception of blogging influence. The relatively higher standard deviations on commercial outcomes suggest that respondents were more consistent about blogs as relationship and information channels than about whether audience traffic automatically produces sales.

The findings agree with the views of Lim et al. (2020) who found that social media influencers can increase awareness and trust in sustainable lifestyles, while Kim and Kim (2018) similarly reported that online influencers strengthened eco-fashion awareness and trust. The emphasis on information flow and relationships also reflects the observations of Alalwan et al. (2017, who described fashion bloggers as credible intermediaries positioned close to consumer sentiment. Alalwan et al. (2017) further emphasized interactivity and personalization as mechanisms through which social media influences consumer perception and behavior. Consumer attitudes towards bloggers are as presented below:

Table 4

Consumer Attitudes towards Bloggers

Semantic Dimension	Negative % (1–3)	Neutral % (4)	Positive % (5–7)	SD
Negative–Positive	14.3	14.0	71.8	1.57
Foolish–Wise	10.1	15.6	74.4	1.44
Bad–Good	12.3	15.6	72.1	1.52
Harmful–Beneficial	11.7	14.6	73.7	1.54
Unpleasant–Pleasant	12.7	14.6	72.7	1.50
Unpositive–Positive	12.7	13.0	74.4	1.48
Overall			**73.2**	**1.51**

Respondent attitudes towards bloggers were clearly positive. Across the six semantic differential items, approximately seven in ten respondents selected scores in the positive range of 5 to 7. The strongest positive proportions were recorded for the wise dimension and the positive dimension, each at 74.4%, followed by beneficial at 73.7%, pleasant at 72.7%, good at 72.1%, and positive at 71.8%. The composite mean was 5.42 on the seven-point scale. These results indicate that bloggers were generally regarded as useful, sensible, beneficial, and positive actors within the fashion information environment.

This finding is consistent with that of Schouten et al. (2020) who found that consumers could identify more readily with social media influencers and often trusted them more than traditional celebrities. It supports the assertions by Lou and Yuan (2019), who identified credibility, informative value, and follower trust as important determinants of influencer effectiveness. In the slow fashion context, Musova et al. (2023) found that trust in bloggers was associated with greener purchase behavior, which provides a relevant empirical basis for expecting positive blogger evaluations to matter for sustainable fashion uptake.

Table 5

Social Norms and Perceived Behavioral Control

Statement	Low % (1–3)	Neutral % (4)	Supportive/High % (5–7)	SD
Important others think I should purchase slow fashion	19.5	16.9	63.6	1.67
People whose opinions I value would approve of slow-fashion purchase	22.4	14.6	63.0	1.78
Important others are concerned whether apparel is slow fashion	18.8	19.2	62.0	1.64
Perceived control over buying slow fashion	22.1	15.9	62.0	1.59

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Willingness to consider opinions of important others	23.7	21.1	55.2	1.67

Table 4 indicates that social approval and perceived behavioral control were generally supportive of slow fashion purchase. After reverse-coding the two negatively oriented items, 63.6% perceived that important others would support slow fashion purchase and 63.0% believed that people whose opinions they valued would approve such a purchase. About 62.0% reported concern among important others regarding whether apparel was slow fashion, and an equal proportion reported relatively high control over whether they could buy slow fashion. The lowest, though still positive, result concerned willingness to follow the views of important others, where 55.2% scored in the high range.

The results are compatible with the Theory of Planned Behavior used in the study, which treats attitudes, subjective norms, and perceived behavioral control as important antecedents of behavioral intention. They also support the observations by Chan and Wong (2022), whose study reviewed in this work found that peer norms shape sustainable apparel purchase intention. The finding that perceived control was positive but not universal is also important because actual slow fashion purchasing depends on resources and opportunity. This helps explain why consumers can hold positive attitudes while still facing affordability and access constraints identified by Henninger et al. (2017) and Singh and Verma (2021).

V. CONCLUSION & RECOMMENDATION

5.1 Conclusion

The descriptive analysis reveals that consumers view fashion blogs as effective relational and communication channels, with a composite influence score of 3.85 on a 5-point scale and 69.8% agreeing that blogs foster company-consumer relationships. Evaluated positively across semantic differential items, bloggers achieved a composite score of 5.42 on a 7-point scale, operating alongside favorable Theory of Planned Behavior conditions including social approval and high perceived control over slow fashion purchasing. Although over half of respondents engage in circular behaviors like monthly secondhand shopping, extended garment retention, and clothing repair (75.0%), nearly half still buy fast fashion monthly. This persistent dual behavior demonstrates a classic attitude-behavior gap driven by affordability, accessibility, and convenience constraints. Inferential testing confirmed a strong positive association between blogging influence and slow fashion uptake (r=.634,p<.001), with regression showing that blog influence explains 40.2% of uptake variance (R^2=.402,B=.775,p<.001). These findings prove that digital media resolves informational barriers but cannot completely eliminate broader macroeconomic market constraints. Theoretically, these results validate Uses and Gratifications Theory through relational engagement and reinforce the Theory of Planned Behavior by proving that attitudes, norms, and control drive sustainable fashion uptake.

5.2 Recommendations

To increase slow fashion adoption, fashion bloggers must localize their messaging by anchoring sustainability in everyday Kenyan practices like *mitumba* selection, garment repair, upcycling, *kitenge* fabrics, artisan craftsmanship, and clothing maintenance. Because consumers already practice garment retention and repair, campaigns should build on these familiar, cost-effective habits rather than framing slow fashion as an expensive, imported lifestyle. Reframing sustainability around accessible, culturally grounded choices makes mindful consumption relatable and achievable across all income levels.

Declaration of Interest

The authors declare that they do not have any known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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