



UNIVERSITY OF BENIN,
BENIN CITY

2nd

University of Benin

Annual Research Day (UBARD) Conference



BOOK OF PROCEEDINGS

EDE-006

Influence of Economic Status on Fashion Trends among Undergraduates in University of Benin, Edo State, Nigeria

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Abstract

The study investigated the influence of Economics Status on Fashion Trends among undergraduate students in university of Benin Edo State. Two research questions were raised and two hypotheses was formulated and tested at 0.05 level of significance. The survey research design was adopted for the study. The population for this study consisted of all 300 level undergraduate students in Vocational and Technical Education Department, University of Benin. Benin City, Edo State of Nigeria, numbering Two hundred and thirty (230). The sample for the study comprised of 300 level students in Vocational and Technical Education Department University of Benin numbering-one hundred (100)selected using multi-stage sampling technique. The instruments had reliability index of 0.73 . Data collected were analyzed using descriptive statistics such as mean and standard deviation.. Data collected were analyzed with descriptive statistics such as, frequencies, percentages, mean($\bar{x}$), standard deviation(SD) and inferential statistics. The Null Hypotheses formulated in the study were tested with inferential statistics such as, Analysis of Variance (ANOVA)and Independent t- test . All null hypotheses were tested at 0.05 level of significance. The findings revealed that socio economic status does not significantly influence fashion trends among Undergraduate Students in University of Benin. ($p > 0.05$). The findings also revealed that there was no significance difference between male and female undergraduate students in their opinion as it relates to fashion indecent practices by other students in university of Benin. ($p > 0.05$) It was concluded that socio economic status does not significantly influence fashion trends among Undergraduate Students in University of Benin. Based on the findings of the study, recommendations proffered among others were that government, parents and university authorities should act decisively towards stopping the continued growth of all attitudes and behaviors that increases the immoral behaviors among the undergraduates and dressing codes should be introduced to the tertiary institutions University of Benin.

Key Words: Economic Status, Fashion Trends, Undergraduates, Benin, Nigeria.

Introduction

In today's changing world of globalization and sustainability every facet of lives keeps moving including the fashion world. Fashion trends and fads have become so synonymous that one can hardly separate the two. Fashion refers to the prevailing type of clothes accessories that is favoured by a large segment of the public at any given time, fads on the other hand is a temporary passing fashion, great appeal for short amount of time, while fashion trends refers to something new that is gaining popularity and wide acceptance in the market place. Often fashion trends are initiated by celebrities, friends and media unlike other clothing purposes such as; modesty, protection, adornment, selfexpression, for identity, uniform and function. (Forster, 2014).

In a survey to see what people believed were the factors that were responsible for changes in fashion trends. Eighty eight percent (88%) of the respondents were from the middle income, while the higher income only had ten percent (10%) and the lower income only two percent (2%). Out of all the people they surveyed, twenty six percent (26%) of them said that socio-economic status was a major factor (Kiran, Malik, & Riaz,2002). McDermott & PettijohnII (2011) held a study with two participants. One female was wearing a sweatshirt with a K-mart logo, while the other female was wearing a sweatshirt with an Abercrombie & Fitch logo. They took the participant's pictures and passed them out to college students. Most believed the female with the A&F logo was of higher socio-economic status than the female wearing the K-mart logo. It is evident that most people do judge others by the clothes they wear (McDermott & PettijohnII, 2011).

Methodology

The study adopted a descriptive survey research design where data was collected from representative sample of university undergraduates of Uniben using Likert type scale questionnaire. Descriptive survey research design was chosen because the researcher collected information from a large population using sample to generalize. The target population for this study consisted of all 300 level undergraduate students in Vocational and Technical Education Department University of Benin. The total population was Two hundred and thirty (230) , 106 Male and 124 Female from four departments; Agriculture Education, Business Education, Home Economics Education and Industrial Technical Education. Two research questions and two hypotheses guided the study. Data collected were analyzed using descriptive and inferential statistics.

Results and Discussion

Research Question: What are the factors underlying the selection and wearing of clothing by undergraduates students in university of Benin?

Table 1: Mean ratings and standard deviations of respondents on factors underlying the selection and wearing of clothing.

S/N	Item Statements	Mean $\bar{x}$	Standard Deviation	Remark
Factors underlying the selection and wearing of clothing by undergraduates				
1	Life style	2.68	1.15	Agree
2	Personality characteristics	2.81	.91	Agree
3	Age bracket	2.80	.83	Agree
4	Value	2.80	1.04	Agree
5	Body colour and figure	2.77	.95	Agree
6	The cost of the clothes	2.75	.87	Agree
7	Friends clothes and styles	2.54	.88	Agree

8	Social acceptance.	2.69	.96	Agree
9	The reigning style on campus	2.69	.93	Agree
10	Clothing worn by TV stars	2.66	.98	Agree
11	Quality/Durability of Clothing	2.85	.97	Agree

The decisions rule for the research questions was based on real limit of values. Items with mean responses equal to or above 2.50 was used for the decision for 4-point Scale. This was accepted as an influencing factor and taken as "Agree" while any mean rating lower than 2.50 was taken as "Disagree". The data presented in Table 1 shows that the mean of the items ranged from 2.54 to 2.85. All of the items had their means above the cut-off point of 2.50 indicating that the respondents agree to all the factors underlying the selection and wearing of clothing. This indicated that undergraduates considers all the above factors during selection and wearing of clothing. The standard deviation of the items ranged from 0.83 to 1.15 indicated that the respondents were close in their responses.

Hypothesis 1: There is no significant difference among students of low middle and high socio economic status as it regards influence of fashion trends among Undergraduate Students in University of Benin

Table 2: Analysis of Variance (ANOVA) on influence of fashion trends by Socio Economic Status

	Sum of Squares	Df	Mean Square	F	Sig
Between groups	250.968	2	125.484	.936	.396
Within groups	13004.022	97	134.062		
Total	13254.990	99			

$$\alpha = 0.05$$

Table 2 shows an F-value of .936 and a p-value of .396. since the p-value is greater than the alpha level ($p > 0.05$), the null hypothesis which states that there is no significant difference among students of low middle and high socio economic status as it regard influence of fashion trends among Undergraduate Students is retained. Consequently, socio economic status does not significantly influence fashion trends among Undergraduate Students in University of Benin.

Hypothesis 2: There is no significance difference between male and female undergraduate students in their opinion as it relates to fashion indecent practices by other students in university of Benin.

Table 3: t-test analysis of difference between male and female undergraduate students in their opinion on fashion indecent practices

Group	N	Mean	Standard Deviation	Df	t-cal	Sig (2-tailed)
Male	47	25.9149	4.79959	98	-1.539	.128
Female	53	27.4151	4.93587			
Total	100					

$$\alpha = 0.05$$

Table 3 showed a calculated t value of -1.539 which is significant at 128. Since the P value of .128 is greater than the alpha level of ($P > 0.05$) this implies that the observed differences between the means for male and female undergraduates in Universities of Benin was not significant. So the null hypothesis which states that there is no significance difference between male and female undergraduate students in their opinion as it relates to fashion indecent practices by other students in university of Benin was retained. Consequently, there is no significance difference between male and female undergraduate students in their opinion as it relates to fashion indecent practices by other students in university of Benin.

Conclusion and Recommendation

Based on the findings it was concluded that socio economic status does not significantly influence fashion trends among Undergraduate Students in University of Benin. Government; parents and university authorities should act decisively towards stopping the continued growth of all attitudes and behaviors that increases the immoral behaviors among the undergraduates to reduce and avert the resultant effect of indecent dressing. Dressing codes should be introduced to the tertiary Institutions University of Benin among others. Universities should teach clothing selection courses as a compulsory subject in 100 Levels for the students to have knowledge of clothing choice, selection and maintenance.

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