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Issues Relating to Choice of Clothing among Undergraduate Students of University of Ibadan, Ibadan, Oyo State

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Abstract

The study investigated issues relating to choice of clothing among undergraduates of University of Ibadan, Oyo State. Specifically, the study determined: sources of clothing information used by the undergraduates, challenges faced by undergraduates in making clothing choices and factors (parental, physical and psychological) that contribute to the clothing choices of the undergraduates. Population for the study consisted of all undergraduates from University of Ibadan, Oyo State. A total of 133 undergraduates were randomly drawn for the study. Instrument for data collection was questionnaire. Percentage, frequency distribution and mean were employed for data analysis. Major findings are 10 sources of clothing information, including social media, peers, and fashion magazines, among others. There are also eight challenges faced by undergraduates in their clothing choices which include, cost of clothing items, deciding on clothing items to buy, among others. Other findings are eight (8) parental factors including that parents' income determine their clothing choice, and others; nine (9) physical factors, including uniqueness of clothing, clothing that complement figure types, attractiveness of the clothing; seven (7) peer factors, including, friends being conscious of their body characteristics, seeking advice from friends, and seven (7) psychological factors, including, clothing that enhance self-ego, reflects upbringing, and speaks more about the wearer. Based on the result of the study, five recommendations were made for enhancing decency in clothing among undergraduates.

Keywords: Clothing, Undergraduates, Choices, Parental, Peer, Physical, Psychological, Factors

Introduction

Clothing is one of the basic needs of human beings. Clothing is anything worn or applied on the body to modify personal appearance. It includes clothes, accessories, cosmetics even arrangement of hair (Forster, 2014). Clothing also includes all forms of body adornments (Schall and Appiah 2016; Opokua, Ofori and Kwabena. 2018). According to Anyakoha (2015), clothing is whatever is placed on the body in order to protect, adorn or beautify it. Clothing includes clothes, accessories and cosmetics. Clothing plays important functions. These include protection, modesty or decency and adornment. Clothing also provides clues to status identification,

group identification, mood expression, sexual attraction and the creation of impressions (Forster, 2014). According to Marshall and Chassin (2000) modesty of clothing focuses on the area of the body to be concealed and this differs across cultures. Various cultures have rules about modesty that relate to the choice and use of clothing. The immodest aspect of clothing is not to cover nakedness but to attract attention. Ejila (2014) emphasized the role of clothing in protection against harsh weather conditions and environmental hazard. There is no doubt that these functions also apply to undergraduate students in universities. Important functions of clothing call for wise and informed choice of clothing by all individuals including undergraduate students of University of Ibadan.

Clothing choice involves decision making as to which clothing articles to select, purchase or obtain, and utilize to satisfy clothing needs. Such clothing decision should enable the wearer to experience comfort, confidence, and self-esteem; therefore decision should be made carefully. For the undergraduates various factors influence their clothing choice (Bruce 2055)

Family background, physical, psychological and social needs of the person play major role in the clothing decision making and drive youth to follow trends of fashion in their choice of clothing (Eijeden, in Kwanuba, Sababa and Jacob, 2020, O' Cass 2001, Auty and Elliot, 2001). Akpan (2018) reported that mass media is one of the major sources of information that undergraduates use as means of determining their choices of clothing. She also disclosed that family background has significant impact on the choices of clothing by undergraduates. Also other sources of information are newspaper magazines, family and friends, fashion show, clothing displays and lots more.

Family is a constant presence in most peoples' lives; and therefore, it goes without saying that clothing decisions and choices made are often influenced by family members. Invariably therefore, with clothing choices primarily being influenced by family, the same serves as prime socialization agents, with family activities often influencing those choices. Although, peers and family members have been considered prime socialization agents in consumer socialization; peer influence plays a major role in clothing selection for young people. With increased age, older students were reported to shift and pay greater attention to friends' opinions and less to their parents'; study results further show that while girls were more influenced by their peers, boys were more influenced by their families (Mantyi-Ncube and Langwenya, 2014).

Clothing is the most important feature of lives. "Psychological factors greatly affect women's clothing choices; these results in consciously or unconsciously thinking about the relationship of the clothing with one's personality type. Bright colours are usually associated with happiness while light and dark colours are usually used in a state of depression, sadness and gloominess. Some people prefer to buy a comfortable dress even if it may be out of fashion, whereas teenagers, especially, are more interested in wearing something trendy even if it creates uneasiness for their families (Mantyi-Ncube and Langwenya, 2014).

Clothing protects against many things that can injure the naked human body

but today, humans have shown extreme inventiveness in devising clothing. Strange appearance has come to characterize the dress pattern of students on the campuses of tertiary institutions in Nigeria (Haruna, 2016). Clothing, dress pattern or adornment is an aspect of human physical appearance which has social significance apart from food and shelter, clothing is listed as one of the basic physiological human needs. This most essential need of man has now posed a great deal of problem to people especially the students of tertiary institutions who dress indecently against the acceptable norms of the society.

The undergraduates' students are expected to be models not only in academic excellence but also in matters relating to social, emotional and moral standards. Their clothing choices and practices should be such that will encourage trust, confidence, comfort, respect and sense of responsibility, reverse is the case among undergraduates of University of Ibadan. Currently, dressing to expose the sacred part of the body has become a modern dressing style among students. (Mohammed & Mohammad, 2015). These students attend lectures with garments that expose sensitive body parts likes low necklines showing their burst, skinny jeans trousers below waistline which is tight-fitting down to the ankle and skimpy tops revealing their pants. The male students wear T-shirts with jeans hanging below waist line (sagging) due to short crotch of trousers and fastened tightly at the middle of the two bottom lobes revealing their boxers and sometimes they could also have what is known as "carrot trousers" (pencil cuts) which takes the same form with that of the ladies (very tight from waist to their ankle). This pattern of dressing has made some students never to be seen as responsible due to the fact that it reveals their body contours which are provocative. Students dresses most times, expose a lot of figure faults which hardly makes them look appreciable there by defeating the essence of clothing (concealing figure faults)(Abdulkadir, 2019), As if this is not enough, the girls again wear very tight trousers called 'shinnies', thereby showing the contours of their body ostensibly to entice the opposite sex (Selase & Mawuli, 2013). Also, some boys are guilty of indecent dressing (Omede, 2011; Ewulo, 2016,Ojogbane, Amonjenu & Husseini, 2020). However, their dress pattern is different from that of the girls. Their dressing makes them look dirty and very unattractive with unkempt hairs and dirty jeans having pockets of holes deliberately created around the knees and lower parts of the trousers (Ewulo, 2016).

Objectives of the Study

The main objective of the study was to investigate issues relating to choice of clothing among undergraduates of University of Ibadan, Ibadan, Oyo State. Specifically, the study determined:

1. sources of clothing information used by undergraduates.
2. challenges faced by undergraduates in clothing choices.
3. factors (parental, physical, peer and psychological) that contribute to the clothing choices of the undergraduates.

Research questions

1. What are the sources of clothing information used for the undergraduates in the area of the study?

2. What are the challenges faced by undergraduates in clothing choices?
3. What factors (parental, physical, peer and psychological) contribute to clothing choices of undergraduates?

Methodology

Design of the study: The study adopted a descriptive survey research design. The survey was targeted at eliciting information from female undergraduate students in University of Ibadan.

Study area: The area of the study was Ibadan. The study however focused on the University of Ibadan. The University has 16 faculties.

Population of the study: The target population of the study comprised all undergraduates of University of Ibadan, Ibadan, Oyo State. According to information gotten from the University of Ibadan portal, at the time of this study, there are 41,734 undergraduates in the University of Ibadan. They are between ages of 17 and 28. Majority of the undergraduates are females, and single. Their major ethnic group is Yoruba though all other ethnic in the country are represented.

Sample for the study: A multistage sampling procedure was used to select respondents. Firstly, three faculties were randomly selected (Agriculture, Education and Public Health) from 16 faculties in the University. Secondly, one department was reandomly selected from selected faculties. Agricultural extension had 181 students, Human had Kinetics 266 and Human Nutrition had 216 students. Lastly, 20 percent (20%) of the respondents were randomly selected to give a sample size of 133 respondents.

Instrument for data collection: Questionnaire was used to collect data. It was developed based on extensive literature review and in line with the objectives of the study. The questionnaire was made up of six clusters. Cluster A focused on sources of clothing information, with "Yes"/"No" response options, Cluster B focused on challenges faced by undergraduate in choice of clothing; and Cluster C to F focused on factors (parental, physical, peer and psychological) that influence undergraduates' choices of clothing. Clusters B, C and F, had three-point rating scale of "Not a Challenge" (NC), "Mild Challenge" (MC), and "Serious Challenge" (SC) for cluster B, and "Regularly", "Occasionally" and "Never" for clusters C to F. The instrument was face validated three experts. A pilot study was conducted using a sample size of 20 respondents who were not part of samples selected for the study. Data obtained were analyzed to determine internal consistency of the instrument. The reliability co-efficient obtained was 0.756.

Data collection: A total of 133 copies of the questionnaire were distributed to the undergraduates by hand. All the copies of the questionnaire were properly completed retrieved. This gave 100 percent return rate.

Data analysis: Frequencies and percentage were used to analyze data in cluster A of the instrument. Data were analyzed using mean. Based on a three-point rating scale of 2, 1,0 adopted in the instrument, a mean rating of 1.00 and above was regarded as "agreed" while mean less than 1.00 was regarded as "disagreed", for items in clusters C to F of the instrument.

Results

Socio-economic status of the students: Data analysis on socioeconomic status of the students reveals that 69.9 percent of the respondents were within the age range 20-25 years. More than half (65.4%) of the respondents were female while only 34.6 percent were male. Also more than half (69.9%) of the respondents were Christians, while less than half (30.1%) were Muslims. Majority of the respondents (93.2%) were single and majority (86.5%) of the them are Yoruba, very low proportion of the respondents (8.3%) are Igbo, few (2.3%) are Hausa, very few (1.5%) are Edo and a respondent (0.8%) is Urhobo.

Sources of Clothing Information Used by Undergraduates in the Study Area

Table 1: Percentage (%) Sources of Clothing Information (n = 133)

S/N	Sources of Clothing Information	F(%)
1.	Fashion Magazines	105 (78.9)
2.	Family Members/Parents	111 (83.5)
3.	peers	119(89.5)
4.	window shopping	102(76.7)
5.	fashion show	81 (60.9)
6.	clothing displays	112 (84.2)
7.	Social media (internet, Instagram, Facebook, Twitter)	125 (94)
8.	Films	118 (88.7)
9.	Newspaper articles on clothing designs	82 (61.7)
10.	Religion houses	106 (79.7)

Source: Field survey, 2019F= Frequency % = Percentage

Table 1 shows percentage distribution of respondents based on selected sources of clothing information. It shows that (94%) of the respondents obtain information about their clothing from social media (internet, Instagram, Facebook and twitter) which is the highest source of information, followed by peer (89.5%). However, (61.7%) and (60.9%) obtain their information from newspaper articles on clothing designs and fashion show respectively.

Challenges Faced by Respondents on Choices of Clothing in the study area

Table 2: Percentage (%) Responses on Challenges Faced by Undergraduates on Clothing Choices

S/N	Challenges faced on Choices of Clothing	Not a Challenge F (%)	Mild Challenge F (%)	Serious Challenge F (%)	Mean	Rank
1	Cost of clothing items	28 (21.1)	76 (57.1)	29 (21.8)	1.01	1st
2	Dress code restrict my dressing	61 (45.9)	47 (35.3)	25 (18.8)	0.73	4th
3	Copying fashion blindly	68 (51.1)	45 (33.8)	20 (15.0)	0.64	7th
4	Crave for foreign made clothing items	58 (43.6)	56 (42.1)	19 (14.3)	0.71	6th
5	Deciding on clothing to buy	39 (29.3)	70 (52.6)	24 (18.0)	0.89	2nd
6	Not knowing how to identify and select good quality clothing	53 (39.8)	64 (48.1)	16 (12.0)	0.72	5th

7	Time for clothing selection	55 (41.4)	60 (45.1)	18 (13.5)	0.72	5th
8	Students being Addressed as prostitutes.	64 (48.1)	33 (24.8)	36 (27.1)	0.79	3rd

Source: Field survey, 2019F= Frequency % = Percentage

Table 2 presents a list of various challenges options that influences or affects respondents' choice of clothing. Cost of clothing items (mean=1.01) was ranked the highest and seen has major challenge while copying fashion blindly (0.64) and crave for foreign made clothing items (0.71) were not seen as major challenges among the respondents.

Contribution of Parental, Physical, Peer and Psychological Factors on the Clothing Choices of Respondents in the Study Area

Table 3: Percentage (%) Responses on Parental Factors Influencing Undergraduates Clothing Choices

S/N	Parental factors	Regularly F (%)	Occasionally F (%)	Never F (%)	Mean	Rank
1.	My parents' dressing styles influence my dressing	28 (21.1)	75 (56.4)	30 (22.6)	0.99	4th
2.	My Parents allow me to watch movies that displays nudity	7 (5.3)	32 (24.1)	94 (70.7)	0.35	7th
3.	My parents purchase skimpy dresses for their children from childhood	18 (13.5)	40 (30.1)	75 (56.4)	0.57	6th
4.	My parents do not frown at my dressing habits	23 (17.3)	75 (56.4)	35 (26.3)	1.09	3rd
5.	My parents do not consider weather condition in clothing selection for me	28 (21.1)	51 (38.3)	54 (40.6)	1.20	1st
6.	No attention is given to my preference when my parentsare selecting my clothing	28 (21.1)	54 (40.6)	51 (38.3)	1.17	2nd
7.	My parent has the greatest influence on the clothing I choose	32 (24.1)	57 (42.9)	44 (33.1)	0.91	5th
8.	My parents' income determines my choices of clothing	52 (39.1)	55 (41.4)	26 (19.5)	1.20	1st

Source: Field survey, 2019 F= Frequency % = Percentage

Table 3 presents the parental factors as part of issues relating to clothing choices of undergraduate students. It revealed that respondents agreed that their parental income determines their choice of clothing, parent do not consider weather condition in clothing selection for them, parent do not pay attention when selecting their clothing and their parents do not frown at their dressing habits.

Table 4: Percentage (%) Responses on Physical Factors Influencing Undergraduates Clothing Choices

S/N	Physical factors	Regularly F (%)	Occasionally F (%)	Never F (%)	Mean	Rank
1.	Types of fabrics determines my clothing selection	75 (56.4)	52 (39.1)	6 (4.5)	1.52	3rd
2.	I choose clothing that complement my figure types	88 (66.2)	36 (27.1)	9 (6.8)	1.59	2nd
3.	Attractiveness of the clothing influence choice of my clothing	84 (63.2)	43 (32.3)	6 (4.5)	1.59	2nd
4.	Uniqueness of my clothing reflects my fashion consciousness	85 (63.9)	43 (32.3)	5 (3.8)	1.60	1st
5.	Style in vogue determines my clothing selection	44 (33.1)	62 (46.6)	27 (20.3)	1.13	6th
6.	I pay less attention on fitness on clothing selection	23 (17.3)	72 (54.1)	38 (28.6)	1.11	7th
7.	My complexion determines my clothing selection	45 (33.8)	55 (41.4)	33 (24.8)	1.09	8th
8.	I like to dress to attract opposite sex	12 (9.0)	56 (42.1)	65 (48.9)	1.40	4th
9.	Weather condition affects my choices of clothing	55 (41.4)	65 (48.9)	13 (9.8)	1.32	5th

Source: Field survey, 2019 *F= Frequency % = Percentage*

Table 4 shows that physical factors that influenced the respondents' choices of clothing, it revealed that respondents agreed to all items. They all have means above 1.00. Findings revealed the type of fabrics, style in vogue, complexion, uniqueness of clothing have great impact on selection of clothing by the respondents.

Table 5: Percentage (%) Responses on Peer Factors Influencing Undergraduates Clothing Choices

S/N	Peer factors	Regularly F (%)	Occasionally F (%)	Never F (%)	Mean	Rank
1	My friends are very conscious of the clothing I selected to wear	35 (26.3)	61 (45.9)	37 (27.8)	0.99	2nd
2	I imitate my friends in clothing selection	19 (14.3)	51 (38.3)	63 (47.4)	0.67	7th
3	My friends spend more of their allowance on their clothing	23 (17.3)	62 (46.6)	48 (36.1)	0.81	5th
4	I derive some satisfaction from the clothing my friends selected	20 (15.0)	81 (60.9)	32 (24.1)	0.91	4th
5	My friends encourage me on selection of clothing in vogue	19 (14.3)	65 (48.9)	49 (36.8)	0.77	6th
6	My friends are conscious of their body characteristics in clothing	52 (39.1)	68 (51.1)	13 (9.8)	1.29	1st

	selection					
7	I seek advice from my friends before I embark on clothing selection	25 (18.8)	78 (58.6)	30 (22.6)	0.96	3rd

Source: Field survey, 2019 *F= Frequency % = Percentage*

Table 5 presents the peer factors that influenced the respondents' choices of clothing, it revealed that the respondents' friends are conscious of their body characteristics in clothing selection was rated the highest followed by friends are very conscious of the clothing selected by respondents. the study also showed that respondents do not imitate their friends in clothing selection as it was rated the lowest.

Table 6: Percentage (%) Responses on Psychological Factors Influencing Undergraduates Clothing Choices

S/N	Psychological factors	Regularly F (%)	Occasionally F (%)	Never F (%)	Mean	Rank
1	Prestige of the store I patronized influence my clothing selection	29 (21.8)	59 (44.4)	45 (33.8)	0.88	6th
2	My clothing selection reflects my upbringing	61 (45.9)	48 (36.1)	24 (18.0)	1.28	3rd
3	I select my clothing based on the norms of the society	43 32.3)	67 (50.4)	23 (17.3)	1.15	5th
4	I select clothing that others admire	38 28.6)	79 (59.4)	16 (12.0)	1.17	4th
5	I select clothing that enhance self-ego	58 (43.6)	57 (42.9)	18 (13.5)	1.30	2nd
6	My mood determine my clothing selection	47 (35.3)	62 (46.6)	24 (18.0)	1.17	4th
7	My clothing selection speak more about me	75 (56.4)	49 (36.8)	9 (6.8)	1.50	1st

Source: Field survey, 2019 *F= Frequency % = Percentage*

Table 6 shows the psychological factors that influenced the respondents' choices of clothing; it revealed that respondents agreed to all items except item 1 which revealed that Prestige of the store patronized by respondents does not influence their clothing selection. The study revealed that the respondents clothing selection peak more about them, enhance self-ego, reflects their upbringing, and also select clothing based on norms of the society.

Discussion of Findings

The findings of the study from table 1 revealed that there are about ten (10) sources of clothing information used by most female undergraduate students. The selected sources of clothing information include Fashion Magazines, Family Members/Parents, peers, window shopping, fashion show, clothing displays, Social media (internet, Instagram, Facebook, Twitter), Films, Newspaper articles on clothing designs, Religion houses. This is also supported by Kim and Ko (2012) and Akpan (2018)

that identified media as a major source of information that exerts influence on consumers' decisions with regards to clothing selection, also supported by the study of Kwanuba, et al., (2020) who found that mass media could play a large part in the formation of attitudes, beliefs, and ideas because people incorporate perceived mediated reality back in lives. The result of the study revealed that media is a major cause of indecent dressing among high institution students. However, it is clear that the types of music videos, magazines, information on the internet and friends, society, western culture and notice me attitude have a way of influencing students' choices of clothing. Also revealed that youths imitate the hip hop/hippies and makeup/hairstyles projected in-home movies than any other form of dressing and the major reasons for that are for fashion and imitating a role model. As the study postulates, such an act makes them look indecent on campus. This is also supported by the study of Ibrahim (2020) which was also discovered that social media influenced the students' choice of dressing pattern in Nigeria.

Peers were seen as the second major source of information from the respondents which imply that peers also serve as an influence on the respondents' selection of clothing and this is in line with the study of Thomas, Abdilfatahi and Asare (2016) who endorsed peers, friends and neighbours as the major source of information regarding what to wear and buy. This is an indication that though the students want to dress to be accepted by their peers they do not allow the friends to influence them so much in their choices. Again, the study considered whether students regarded their peers" opinions on the selection of clothing as important.

Films also have influence on the clothing choices of students and this is supported by the study of Oberiri (2016) which reveals that films, to some extent, are very influential on youth clothes shopping behaviour especially for the adolescents and the young adult group dressing pattern in Nigerian tertiary institutions.

The challenges faced by undergraduates in selection of clothing as identified in Table 2 of the study include cost of clothing items which is seen as the major challenge because it has mean of above 1.00. This is in line with the study of Ejila (2014) that cost of clothing items is one of the major challenges in clothing selection. Also, students being addressed as prostitute are seen as challenges faced by students during their choice of clothing. This is supported with the study of Antonia & Bridget, (2015) which said The student being addressed as prostitutes was accepted as challenges faced by students. Imagine a student from a reputable family in the society being addressed as a prostitute and when the parent of such students happened to hear that. That may send some parents to early grave because not all the parents will have the mind to bear it, some may even develop high blood pressure and may die of it.

Findings from Table 3 revealed influence of parental factors on the clothing choices of undergraduates and it shows that respondents agreed to some items which includes that their parents do not frown at their dressing habit, have greatest influence on the clothing they choose, their income determines their children choice of clothing. This is in line with study of Mantyi-Ncube and

Langwenya, (2014) which revealed that clothing choices are primarily being influenced by family since they are primary agent of socialization of children. Also, Ofori, Adu, Nyame-Tawiah, Adu-Akwaboa and Agbovie (2014) purported that parents contributed to the selection of clothing among undergraduates.

Findings from Table 4 revealed the physical factors that influence clothing choices of undergraduates. The study agrees that all the physical factors listed influence the respondents' choices of clothing because the mean calculated was above 1.00. Uniqueness of my clothing reflects my fashion consciousness was ranked highest physical factor, followed by I choose clothing that complement my figure types, Attractiveness of the clothing influence choice of my clothing and Types of fabrics determines my clothing selection. This is in variance to the study of Ofori, et al., (2014) which revealed that types of fabrics were ranked highest and uniqueness of the styles was ranked lowest. The style in vogue was not part of major factor because it was ranked sixth. This is in variance with the study of Oladele & Ogundipe (2016) which said that style and fit of clothing are major in choices of clothing of students

Findings from Table 5 revealed the peer factors that influence clothing choices of undergraduates. The study disagrees that the peer factors listed influence the respondents' choices of clothing because the mean calculated was below 1.00. except My friends are conscious of their body characteristics in clothing selection which is above 1.00. This is in variance to the study of Thomas, Abdilfatahi and Asare (2016) who agreed that peers have significant influence on the choices of clothing of the respondents. this study is also in line with the study of Ofori, et al., (2014) which agrees that peers contributed to the clothing selection of the students

Finally, findings from Table 6 revealed the influence of psychological factors on the choice of clothing among undergraduates. Respondents agreed to all items listed in table 6 except Prestige of the store patronized that does not influence the respondents clothing selection. This is in line with the study of Mantyi-Ncube and Langwenya, (2014) which says Clothing is the most important feature of our lives. Psychological factors greatly affect women's clothing choices; these results in consciously or unconsciously thinking about the relationship of the clothing with one's personality type.

Conclusion

The study revealed the issues relating to choices of clothing among undergraduates of University of Ibadan in Oyo state. The issues relating to undergraduates' choices of clothing that were sources of clothing information, challenges, factors (physical, parental, peer influence and psychological) that contribute to clothing choice.

The cost of clothing items is the only identified severe challenge faced by the respondents. Parental income is the major issue that influence their choices of clothing under parental factors identified and parents also have influence on their choices of clothing because they are seen as since they are primary agent of socialization of children

The identified physical factors like uniqueness, attractiveness, fit and style of clothing have great influence on the choices of clothing among the undergraduates. Also the peer factors

identified have little or no influence on the choices of clothing of the undergraduate students and psychological factors have great impact on the clothing choices of the respondents. It is therefore important that the students should be conscious of their choices of clothing, put into consideration their figure types and all the factors identified in order to conform with the dressing pattern of the society in a positive way.

Recommendations

The following recommendations are made based on findings of the study:

1. Parents to ensure that their children dress decently right from the home before going into University.
2. There should be enlightenment programmes on social media platform by nongovernmental organization (NGOs), religious bodies or even individuals on good dressing and consequences of indecent among youths.
3. The university administrations should incorporate code of dressing into the orientation programmes of the first year undergraduates.
4. Disciplinary committee should be established or set up in university to look into issues of indecent dressing among undergraduate students.
5. The students should see themselves as role models; therefore, they should be conscious of their choice of clothing.

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