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FACTORS INFLUENCING FASHION TREND AMONG UNDERGRADUATES: A CASE STUDY OF FACULTY OF ARTS, UNIVERSITY OF ILORIN

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ABSTRACT

The study investigated the factors influencing fashion trends among undergraduate in University of Ilorin. Survey research design was adopted for the study. Four (4) research questions were raised and two (2) hypotheses were formulated and tested at 0.05 levels of significances. The total population was two thousand six hundred thirty (2630). The sample for the study comprised one Hundred and fifty (150) respondents constituting approximately 5.7% of the population. Factors Influencing Fashion Trends Questionnaire (FIFTQ) was the instrument that was used for data collection for this study. The Null Hypotheses formulated in the study were tested with inferential statistics such as Analysis of Variance (ANOVA) and Pearson Product Moment Correlation. All null hypotheses were tested at 0.05 level of significance at which the null hypotheses was either rejected or accepted. Findings of Research Question One revealed that factors influencing fashion trends of undergraduates included religion and value ($\bar{x}$= 3.22) 76.76%, weather ($\bar{x}$= 3.09) 80.98%, and mood ($\bar{x}$=3.22)75.35%. The findings also showed that factors such aspeer group, religion, social economic status and ethnicity also influence fashion trends of undergraduates Findings of Research Question Two revealed that social media does not influence fashion trends of undergraduates. Though dress in latest fashion, choice of style is not influenced by celebrities. Result of hypotheses I reveal a significant difference in factors influencing fashion trends among undergraduates by class levels ($p<0.05$). Result of hypotheses 2 showed a significant peer group influence on fashion trendsof undergraduatesin University of Ilorin($p<0.05$). The study concluded that factors such as Religion and value, mood, weather, peer group, religion, social economic status and ethnicity influence

fashion trends of undergraduates. It was therefore recommended that Undergraduate students should be educated through workshops or offer a course on fashion to enable them understand and practice fashion techniques more. Undergraduates should put on clothes that will present good impression and image of the person they are.

INTRODUCTION

The term fashion varies with different fields of study, but in general, fashion can be referred to as a form of collective behavior, that is socially approved at a given time and is subject to change (Kaiser, 1996). Udale & Sorger (2006), define fashion as a specific type of clothing. Fashion is a style of dress that is popular at a particular time.

Fashion is a general term for a popular style or practice, especially in clothing, footwear, accessories, makeup, body piercing or furniture. Obiora (2012). Fashion refers to a distinctive and often habitual trend in the style with which a person dresses, as well as to prevailing styles in behavior. Fashion also refers to the newest creations of textile designers. The more technical term, costume, has become so linked to the term "fashion" that the use of the former has been relegated to special senses like fancy dress or masquerade wear, while "fashion" means clothing more generally and the study of it. Although aspects of fashion can be feminine or masculine, some trends are androgynous.

Clothes are one of the basic necessities of man. In its widest sense, it includes a great range of material that man wears or applies to the body. Clothing includes dresses, shoes, jewelry, hairdo and make- up. Clothing is also used to show people's status and the roles they play in society (Anyakoha, Eluwa, 2008). Anyakoha and Eluwa (2015) further explained that the clothe someone decides to wear influences the impression people have about such an individual. It also tells about the family such a person comes from. It can also affect the persons comfort and self-confidence.

Undergraduates are students of various categories in higher institutions of learning. They fall within the range of early adolescence and late adolescence (it means within the age range of 16 to 30 years). R.O. Nnachi (2008) explained that it is a period of a stressful lifestyle where life of late adolescence is uneven or irregular.

The tertiary institutions are described as both an academic and social institution. It is viewed by the public as a panacea for the ills of the society. It is also expected to solve one's social, economic and political problems (Esiowu, Igbo, 2008). In higher institutions of learning, due to influence of peers and other environmental pressure, they have exaggerated need to appear and belong; the more fashionable and well-

dressed the undergraduates, the higher status they achieve in the institution.

People adorn themselves via clothing for many reasons namely, for adornment, for psychological protection, to ward off evil spirit, and for sexual attraction. Clothing protects the human body from extreme weather and other features of the environment. It is worn for safety, comfort and modesty and to include all the different garments, accessories or ornaments worn by people as well as their make-up and styles.

Stone (1992) defined clothing as a major aspect of personal appearance that often bears cultural shared meaning. Cultural shared meanings are learnt from birth, and it is expected that undergraduate through their interaction with others have learnt these behaviors. The term "clothing" described by (Horn and Gurel, 1981 in Ozougwu 2004) embodies wearing of apparel and accessories such as garments, jewelries, shoes, scarves. They further refer to clothes as "second skin" that covers the body.

In Nigerian universities, since the university does not provide any uniform or dress codes, the students are permitted a relative amount of freedom in their clothing choices and selections. Orekwe (2000) observed that the female undergraduates dress to sexually attract the male counterparts, to be admired and to seduce people. She also stressed that the females are more desirous of attracting the males with their clothing at the adolescent age.

The university is the seat of all education and the citadel of learning. The undergraduates 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. Available report indicates that the reverse is the case. Adelena (2000) lamented that today no average university student who does not go half-naked is considered uncivilized.

Horn and Gruel (1981) in Iliya (2004), maintained that the primary function of clothing is for protection against harsh weather conditions and environmental hazard. In addition, individual's undergraduates in universities use clothing as a means of adjusting to social group. Social customs do not only affect the everyday garment worn but also what is thought right or wrong to wear on special occasions, bearing in mind the motivating and behavioral pattern of undergraduates in relationship to clothing.

Craig in Iliya (2004) explains that people use clothing for aesthetic, satisfaction, modesty, status and identification. For instance, the

appearance of the female undergraduate beautifully dressed to the church, naming ceremony, wedding or festivals enhances her personality in the society. Through clothing the basic human needsare satisfied both physically and socially by undergraduates. However, sheer materials, offers less protection. Clothes also reduce risk during activities at work or sport. Some clothing protects from specific environmental hazards, such as insects, noxious chemicals, weather, weapons, and contact with abrasive substances.

Different people perceive clothing practice differently. How individual's clothing is perceived depends entirely on the frame of reference or point of view of the person making the judgment: his age, social status, academic standing, life style etc. (Johnson and Foster, 1990 & Marshal et al, 2000). Different people because of their unique background will evaluate clothing cues in their perspectives. People who dress in similar manner generally approve of each other and criticize those who dress differently. Although dress codes were written, in many occasions there are different clothes for different occasions. People are therefore, expected to dress in accordance with the dress norms acceptable to their culture as well as society. Clothing is used for the satisfaction of human needs and desires.

Obiora (2002), says the transformation of fashion is gradual and not sudden. He (2002), opines that fashion is a continuous process of change. It changes exactly the same way as the human being change. It is dynamic, learned, acquired, transmitted or diffused through contact or means of communication flow from generation to another. In his concept of "empathy", Lerner states that the inhabitants of third world nations must learn to empathize with the West for modern transformation of their societies to be possible.

Peer group pressure also has much impact on individuals clothing choices. Peer group consist of one's friends and acquaintances. Social approval is of great importance to the undergraduate (adolescence) as well as the individual peer group standards. Through dressing, undergraduate is affiliated to a social peer group. Every individual belong to a group which may be either family group, school group, community group, prayer group etc. these group may have clothing requirement or uniforms which may give members a sense of identification or belonging as they try to conform to the group standard of clothing (Weber, 1990 in Ejila (2014)). Parents make all clothing choices while their children are still young. But at later age, (adolescence/adult) this may change. In some cases the peer pressure can be gentle and used to help members develop a sense of belonging and togetherness. At other times it can be

strong and cruel, forcing people to either conform or excluded from the group. Faiola and Pullen (1982) in Ejila (2014) lamented that, some people, in the process of conforming to peer pressure in clothing lose their individuality. The teenagers clothing is largely influenced by peer group pressure than any other group

Osuala (1992) pointed out that culture and family factors affect the way individuals select clothing for themselves. The type of clothing selected and worn and the meaning associated with them within society are determined by the cultural environment of contributory members. Firmly established in this environment are knowledge and belief from the past that are remolded in the present (Roach – Echer and Johnson, 1995). Cultural traditions, values and beliefs are passed down from one generation to another. An individual's clothing is a symbolic aspect of people's culture which gives them identity. In Nigeria, the ethnic groups differ in their mode of dressing, in the choice of fabrics and in their attitude to fashion generally.

Isika (2006) pointed out that, fashion is a dynamic collective process yet it influences individual' lives in a distinctively personal way. It is through the process of fashion that new styles are created, introduced to a consuming public and popularly accepted by that public, Kaiser (1990). Social class status refers to the place of individual in his group based on a scale of prestige. For example, members of same social class will display their unity outlook and values in their clothing trend that may be easily identified by their style. Hence, undergraduates would choose clothes that adhere to the school's dress code as they have a desire to be accepted, approved by others and a feeling of belonging.

Religious clothing might be considered a special case of occupational clothing. Sometimes it is worn only during the performance of religious ceremonies. However, it may also be worn every day as a marker for special religious status. Religions are social structures reflecting people's relationships with supernatural and organizing the ethical codes, philosophies and natural conduct (Riungu 2009). Each religion embraces its unique set of beliefs and practices, some of which entails choice of clothing worn by its members, thus staunch followers strictly have to adhere to religious standards in their clothing selection.

Objective of the Study

The major purpose of this study is to investigate the factors influencing fashion trends among undergraduate in University of Ilorin. Specifically the study:

1. Determine the factors influencing fashion trends among

undergraduates in University of Ilorin?
2. Determine the influence of social media on fashion trends among undergraduates in university of Ilorin.
3. Determine influence of religion on fashion trends among undergraduate in University of Ilorin.
4. Determine influence of ethnicity on fashion trends among undergraduate in University of Ilorin.

Research Questions

The following research questions were raised to guide the study

1. What are the factors influencing fashion trends among undergraduates in University of Ilorin?
2. How does social media influence fashion trends among undergraduates in university of Ilorin
3. Is there any difference in fashion trends among undergraduates of different religions in University of Ilorin?
4. What influence do ethnic groups have on fashion trends among undergraduate in University of Ilorin?

Hypotheses

The research questions were formulated into null hypotheses and were tested at 0.05 level of significance.

$H0_1$: There is no significant difference in factors influencing fashion trends among undergraduates by class levels.

$H0_2$: There is no significant peer group influence on fashion trends of undergraduates in University of Ilorin

Methodology

Research Design: Descriptive research design was adopted for this study and according to Saliu (2003) survey a form of an interview or questionnaire that provides researchers with information about people's attitude, perception and conception of a phenomenon.This method is considered to be appropriate for the study as it permits the researcher to answer research question raised concerning the subject of the study using the data gathering tool of questionnaire and survey method.

Population of the Study: The population of the study comprised of 2630 undergraduates from the faculty of Art, University of Ilorin, Ilorin, Kwara State.

Table 1: Population and Sample Size of the study

S/N	Department	Population by Department	Sample
1	Arabic	69	4
2	Christian Religion Studies	335	19
3	Comparative Religion Studies	214	12
4	French	130	7
5	Islamic studies	387	22
6	Linguistic	776	44
7	Performing Arts	583	33
8	Yoruba	136	8
	Total	**2630**	**150**

Sources: Academic planning unit university of Ilorin (2018)

Sample and Sampling Technique: The sample comprised 150 undergraduate students. This sample was randomly drawn from a population of 2630 students representing 5.7% of the population. Researchers suggested that 5-30% of the population making up the sample is reasonably adequate and representative of the population (Ali, 2006).

Instrument for the Study: The instrument that was used for data collection for this study is Questionnaire tagged 'Factors Influencing Fashion Trends Questionnaire (FIFTQ). The Questionnaire was developed by the researcher based on the objectives, research question and research hypothesis. The instrument administered has two sections. The first section A elicited information on socio-demographic characteristics of respondents such as gender, religion, ethnicity, SES and the second section contain information on the research question raised. Responses of each item was rated on a "4-point" scale ranging from (1 = strongly disagree; 2 = disagree; 3 = agree; 4 = strongly agree) scaled 4 to 1, respectively.

Method of Data Collection and Analysis: A letter of introduction was collected from the head of Department, Home Economics and Food Science university of Ilorin to distribute questionnaires. The questionnaire used to collect data from the respondents was distributed by the researcher and two trained research assistants who were trained in rudiment of questionnaire administration and collection. Out of the 150 questionnaire distributed 142 was returned and the researcher based her analysis on the 142 questionnaire returned.

Data collected for the research questions were analyzed with descriptive statistics, Percentages,

Mean (x) and Standard Deviation (SD). Decision Point was based on response with a mean value of 2.5 and above regarded as agreed while scores below were regarded as disagreed. The hypotheses in the study were tested with inferential statistics. Analysis of Variance (ANOVA) was used to test hypotheses 1, 3, and 4. This is to test the significance of the difference between, socio media, religion, and ethnicity on fashion trends among undergraduates. Pearson Product Moment Correlation was used to test hypothesis 2. All hypotheses were tested at 0.05 level of significance of which the null hypotheses was either rejected or accepted.

Research Question One: What are the factors influencing fashion trends among undergraduates in University of Ilorin?

Table 2: Mean ratings and standard deviation of respondent on Factors that influence fashion Trends among undergraduates

S/N	STATEMENT	A	D	Mean $\bar{x}$	SD	Remark
	Factors that influence fashion Trends among undergraduates					
7	My fashion style is chosen from social media	63 (44.37)	79 (55.63)	2.41	.90	Disagree
8	I adapted fashion from my friends	82 (57.75)	60 (42.25)	2.57	.86	Agree
9	Religion and value affect my fashion style	109 (76.76)	33 (23.24)	3.22	2.64	Agree
10	My mood is influential in my clothing choices for the day	107 (75.35)	35 (24.65)	3.22	2.76	Agree
11	The weather affects what I choose to wear	115 (80.98)	27 (19.02)	3.09	.89	Agree
12	I dress professionally when I feel sad so I can feel better	54 (38.03)	88 (61.97)	2.46	2.67	Disagree
13	I get dressed as a desire to be Comfortable	115 (80.98)	27 (19.02)	3.18	.80	Agree
14	I like to dress up when I have a Presentation or special occasion	121 (85.21)	21 (14.79)	3.49	2.715	Agree

Figures in parenthesis are in percentages

Result of the findings on factors influencing fashion trends among undergraduates in the above table revealed that the respondent agreed with all the items except items 7 &12 which they disagree with. The mean of the items ranged from 2.41-3.49. Respondents agreed that factors influencing their fashion trends include Religion and value ($\overline{x}$= 3.22) 76.76% , weather ($\overline{x}$= 3.09) 80.98%.They also agree that their mood is influential in clothing choices ($\overline{x}$=3.22)75.35% They however disagree that social media ($\overline{x}$= 2.41) 55.63% influencing their choice of fashion trends.

Research Question Two: How does social media influence fashion trends among undergraduates in university of Ilorin.?

Table 3: Mean ratings and standard deviation of respondent on influence of Social Media on Fashion Trends

S/N	STATEMENT	A	D	Mean $\overline{x}$	SD	Remark
	Influence of Social Media on Fashion Trends					
15	I Put on Clothes that Are Up to Date with Current Changing Fashion	95 (66.90)	47 (33.10)	2.90	1.81	Agree
16	I seek out the latest fashions on the internet	76 (53.52)	66 (46.48)	2.55	.91	Agree
17	My choice of hairstyle is influenced by celebrities	29 (20.43)	113 (79.57)	2.07	1.28	Disagree
`8	I often buy clothing that is Advertised	49 (34.51)	93 (65.49)	2.24	.89	Disagree
19	I wear clothes based on prestige and popularity of the brand name.	45 (31.70)	97 (68.30)	2.17	.87	Disagree

Figures in parenthesis are in percentages

Result of the findings on influence of social media on fashion trends among undergraduates in the above table revealed that the respondent agreed with three of the items and disagree with items 15 and 16. The mean of the

items ranged from 2.07-2.90. Respondents agreed they put on clothes that are up to date with current changing fashion ($\overline{x}$= 2.90) 66.90%, 65.49% however disagree that they often buy clothing that is advertised ($\overline{x}$= 2.24). and 79.57% disagree their choice of hairstyle is influenced by celebrities and 68.30% disagree their choice of clothes is based on prestige and popularity of the brand name ($\overline{x}$= 2.17). This findings implied that social media does not influence fashion trends of undergraduates in university of Ilorin. This may be attributed to sense of maturity since most of them at this age are in early adulthood stage of human development.

Research Question Three: Is there any difference in fashion trends among undergraduates of different religions in University of Ilorin?

Table 4: Mean ratings and standard deviation of respondent on influence of Religion on Fashion Trends

S/N	STATEMENT	A	D	Mean $\overline{x}$	SD	Remark
	Influence of Religion on Fashion Trends					
37	My mode of dressing portrays my religion background.	104 (73.23)	38 (26.77)	3.06	.92	Agree
38	My involvement in religion activities tends to influence my dressing.	115 (80.98)	27 (19.02)	3.33	2.70	Agree
39	I put on clothes that are accepted in my place of worship	128 (90.14)	14 (9.86)	3.28	.72	Agree
40	My hairstyle is a major part of my appearance	121 (85.21)	21 (14.79)	3.24	.75	Agree
41	My religion restricts the way I select certain clothes in vogue	112 (78.87)	30 (21.13)	3.05	.87	Agree
42	I am careful in wearing certain clothing styles because of my religion	115 (80.98)	27 (19.02)	3.13	.90	Agree

Figures in parenthesis are in percentages

The mean of the items range from 3.05 to 3.33, Respondents agree with all the items on influence of Religion on Fashion Trends. 80.98% agree involvement in religion activities tends to influence their dressing ($\overline{x}$= 3.33). 90.14% put on clothes that are accepted in place of worship ($\overline{x}$= 3.28). 73.23% agree mode of dressing portrays religion background ($\overline{x}$= 3.06). This finding implied that Religion influences Fashion Trends of undergraduates in university of Ilorin.

Research Question Four: What influence do ethnic groups have on fashion trends among undergraduate in University of Ilorin?

Table 5: Mean ratings and standard deviation of respondent on influence of Ethnicity on Fashion Trends

S/N	STATEMENT	A	D	Mean $\overline{x}$	SD	Remark
	Influence of Ethnicity on Fashion Trends					
43	Cultural beliefs of my parents tend to influence my mode of dressing.	99 (69.71)	43 (30.29)	2.91	.89	Agree
44	My dressing is influenced by my belief in culture.	79 (55.63)	63 (44.37)	2.62	.84	Agree
45	I express my ethnicity through my dress	78 (54.92)	64 (45.08)	2.72	1.91	Agree
46	My lack of belief in cultural activities tends to influence my mode of dressing.	68 (47.89)	74 (52.11)	2.43	.82	Disagree
47	My mode of dressing is influenced by western culture	96 (67.60)	46 (32.40)	2.79	.88	Agree

Figures in parenthesis are in percentages

Findings on influence of ethnic groups on fashion trends among undergraduate shows that respondents agree with all items except item 46,54.92% express ethnicity through dressing. ($\overline{x}$= 2.72). 55.63% agree dressing is influenced by belief in culture ($\overline{x}$= 2.62). This finding proves that ethnic groups have influence on fashion trends among undergraduates.

This can be seen in their mode of dressing especially on Fridays when most of them put on traditional attire.

Hypothesis

$H0_1$: There is no significant difference in factors influencing fashion trends among undergraduates by class levels.

Table 6: ANOVA of factors influencing fashion trends among undergraduates by class levels

	Sum of Squares	Df	Mean Square	F	Sig
Between groups	3039.363	3	1013.121	4.128	.008
Within groups	33135.314	135	245.447		
Total	**36174.676**	**138**			

$\alpha = 0.05$

Table 6 shows an F-value of 4.128 and a p-value of 0.008. Since the p-value is less than the alpha level ($p<0.05$) the null hypothesis which states that There is no significant difference in factors influencing fashion trends among undergraduates by class levels is rejected. Consequently, There is a significant difference in factors influencing fashion trends among undergraduates by class levels ($p<0.05$).

Table 7: LSD (Least Significant Difference) Post HOC multiple comparisons of difference in factors influencing fashion trends among undergraduates by class levels

(I)Level	(J) Level	Mean Difference (I – J)	Sig.
100 level	200 level	-2.60698	.450
	300 level	-8.34286*	.032
	400 level	-12.27143*	.002
200 level	100 level	2.60698	.450
	300 level	-5.73588	.134
	400 level	-9.66445*	.012
300 level	100 level	8.34286*	.032
	200 level	5.73588	.134
	400 level	-3.92857	.350
400 level	100 level	12.27143*	.002
	200 level	9.66445*	.012
	300 level	3.92857	.350

* The mean difference is significant at the 0.05 level

Table 7 shows significant differences of 100 Level and 300 Level, and 400 Level with a p-value of. 032 and. 002 respectively. it also shows significant difference in 200 Level and 400 Level with p-value of. 012, it shows significant difference of 300 Level and 100 Level with p-value of. 032 and there is significant difference of 400 Level and 100 Level and 200 Level with p-value of. 002 and .012 respectively, but no significant difference of 100Level and 200 Level, 200 Level and 300 Level and 400 Level and 300 Level with p-values of. 450, .134, and .350 respectively.

$H0_2$: There is no significant peer group influence on fashion trends of undergraduates in University of Ilorin

Table 8: Pearson Product Moment Correlation on peer group influence on fashion trends of undergraduates in University of Ilorin.

N=142

Variable	Mean ($\overline{x}$)	SD	N	Pearson r	Sig.(2-tailed)
peer group influence on fashion trends	110.2590	16.19059	142	..628**	.000
	16.5986	4.31073			

$\alpha = 0.05$

Table 8 shows a Pearson r of. 628** and a p value of. 000, testing at an alpha level of. 05. ($p<0.05$) The Pearson r of.628** shows high influence of peer group on fashion trends of undergraduates. The hypothesis which states that there is no significant peer group influence on fashion trends of undergraduates in University of Ilorin is therefore rejected. Consequently, There is a significant peer group influence on fashion trends of undergraduates in University of Ilorin ($p<0.05$)

Discussion of Findings

The findings shows that thefactors influencing fashion trends of undergraduates include Religion and value ($\overline{x}$= 3.22) 76.76%, weather ($\overline{x}$ = 3.09) 80.98%, and mood ($\overline{x}$=3.22) 75.35%. This agree with Ejila (2014) The study revealed that fifteen motivating factors underlined the selection and wearing of clothing of female undergraduates in universities in Benue State. These motivating factors include: Life style, Personality characteristic, Age bracket, My value, Body color and figure, The cost of the clothes, Friends clothes and style, Clothing items in vogue, The reigning style on campus, Fashion in the catalogue, magazine or news paper, Fashion/styles displayed in house, The

activities of occasion, Fashion show (modelling) and cultural dress style. The findings also revealedthat social media does not influence fashion trends of undergraduates though dress in latest fashion, choice of style is not influenced by celebrities. This may be because of the maturity level of the student and also may due to the fact that majority of the respondents are males whose emotion may not be easily influenced.

Result of hypotheses I reveal a significant difference in factors influencing fashion trends among undergraduates by class levels ($p<0.05$) This findings disagree with Ejila (2014) who discovered that was no significant difference in the mean responses of female undergraduate students in federal, state and private universities on the motivating factors underlying the selection and wearing of clothing and guidelines for wearing the items.

Result of hypotheses 2 showed a significant peer group influence on fashion trends of undergraduates in University of Ilorin ($p<0.05$). This findings agree with (Weber, 1990in Ejila (2014) who opined that Peer group pressure also has much impact on individuals clothing choices. He reiterated that Peer group consists of one's friends and acquaintances. Social approval is of great importance to the undergraduate (adolescence) as well as the individual peer group standards. Through dressing, undergraduate is affiliated to a social peer group. Every individual belong to a group which may be either family group, school group, community group, prayer group etc. these group may have clothing requirement or uniforms which may give members a sense of identification or belonging as they try to conform to the group standard of clothing.

Conclusion

The study concluded that factors such as Religion and value, mood, weather, peer group, religion, social economic status and ethnicity influence fashion trends of undergraduates it was also concluded that there was a significant difference in factors influencing fashion trends among undergraduates by class levels ($p<0.05$) a significant peer group influence exist on fashion trends of undergraduates in University of Ilorin ($p<0.05$)

Recommendation

Based on his findings of the study the following recommendations are made,

1. It was therefore recommended that Undergraduate students should be educated through workshops or offer a course on fashion to enable them understand and practice fashion techniques more.
2. The Nigerian Universities Commission should formulate policies on decent clothing practices for the universities.
3. Undergraduates should be made to go through counseling on fashion etiquette

4. Undergraduates should put on clothes that will present good impression and image of the person they are.
5. Undergraduates should be encouraged by parents and guardian to select and wear appropriate clothing that depicts Nigerian cultural identity with particular reference to modesty

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