



## ASSESSMENT OF THE INFLUENCE OF AGE AND MARITAL STATUS ON THE CLOTHING PREFERENCE OF UNIVERSITIES STUDENTS IN NIGERIA

<sup>1</sup>Okeke Evelyn Ogochukwu

<sup>2</sup>Prof. S. L. Ajayi

<sup>1</sup>Home Economics Unit, Government Secondary School Hajj Camp Abuja, Nigeria

<sup>2</sup>Department of Home Economics, Ahmadu Bello University Zaria, Nigeria

### Abstract

*This study explores the influence of age and marital status has on the dress pattern of female students in universities of north-west Nigeria. The population of the study comprised of 17,116 female undergraduates from two federal universities where 375 respondents were selected through random sampling. 20 items questionnaire was used to collect data from the respondents. Research questions were analysed with the use of mean and standard deviations. The data collected revealed that both age and marital status have significant influence on the dress pattern of female students. It is therefore recommended that universities authorities should promote good dress sense among students through different awareness programmes on campus. Appropriate penalties should be meted out to students who default the stipulated dress code.*

### Introduction

Clothing like food and shelter is one of the basic needs of life. It is thus an important component of physical appearance. Clothing practice, according to Priest and Pullen (2006), is a mode or manner of dressing of people. Clothing includes a great range of material that man wears or applies to his body (Ozougwu & Anyakoha, 2005). Johnson and foster (2005) opined that an individual's clothing speaks and tells others whether the wearer is conservative or daring, outstanding, outgoing or reserved casual or organized a leader or follower, confident or unsure. This implies that clothing has the capacity to present visible clue to the characteristics of the wearer.

Many youths in tertiary institutions fall within the age range of sixteen to twenty four. According to Bradley (2008) this is a period of stressful and erratic lifestyle by most adolescents and youths. Social approval is of great concern to young women; therefore one of the most important factors in their clothing selection is that it conforms to what is worn by the peer-groups. Most often in the process of confirming to peer pressure to achieve clothing image lose their individualities.

Age is one of the factors that influence people choice of clothes. People who belong to an age cohort tend to have similar needs and consideration. The clothing preference of these young adults' particularly female students is not only affected by peer groups but also by celebrities and advertisement on mass media. During the period of late adolescence many young people become interested in selecting mates and may use clothing as means of enhancing their sexual attraction.

Marital status is an important variable which can be influenced by clothing people of different marital status can respond differently to clothing (Nchekube, 2009). In many African society many married women wear clothing that clearly distinguish them from the unmarried, for instance the use of two wrappers and blouse is often worn by a Nigerian married woman.

### **Objectives of the Study**

1. To examine the influence of age of the on clothing selection practices of female students.
2. To investigate the influence of female students marital status on their clothing preferences.

### **Research Questions**

1. Does age has influence on the clothing preference of female students?
2. Does female students' marital status influence their choice of clothing?

### **Hypotheses**

1. Female students age has no significant influence on their clothing selection
2. Female students marital status has no significant influence on their clothing selection

### **Methodology**

The research design employed for this study is descriptive survey design. The area of studies comprised of two federal universities in north-west Nigeria.

### **Population of the Study**

The population for this study was made up of all the female students exclusion of first year students of Ahmadu Bello university zaria and Bayero University, Kano. The total population is seventeen thousand, one hundred and sixteen (17,116) students.

### **Sample Size and Sampling Technique**

Two universities from north-west universities were purposefully selected for this study. This universities being Ahmadu Bello university Zaria and Bayero university Kano. A sample size of

375 female students was drawn from the total population in line with Kerjcie and Morgan (1970).

### **Instrument for Data Collection**

The instrument used for the data collection for this study is a structured questionnaire. Respond options of strongly agreed, agreed and disagreed and strongly disagreed were adopted. Any item with a mean of 2.50 and above was regarded as agreed while item below 2.50 was regarded as disagreed.

### **Validity of Instrument**

The questionnaire was validated by three Home economics experts. Cronbach's Alpha reliability was used to estimate the internal consistency reliability of the multiple choice items reliability co-efficient of alpha level of 0.81 was obtained. This showed that the instrument was reliable.

### **Data Collection and Analysis**

Questionnaires were administered to respondents by hand through the research and two research assistants in the two universities used for the study. Out of the 375 questionnaire administered a total numbers of 364 were correctly filled and completed. This was analysed using mean and standard deviation.

### **Results**

**Table 1: mean rating and standard deviation of the respondent on the influence their age influence on the clothing selection**

S/N	ITEMS	X	SD	REMARKS
1	Two wrappers/blouse	1.95	.807	Disagreed
2	Long skirt/blouse	3.09	.591	Agreed
3	Dress/grown with jacket	3.29	.568	Agreed
4	Tight fitting clothes	3.33	.569	Agreed
5	Clothes that reveal body contour (shape)	2.94	.626	Agreed
6	Short/skimpy dress	2.53	.687	Agreed
7	Classic jean/skirts and blouse	3.23	.578	disagreed
8	Complete suit	2.66	.682	Agreed
9	Bou-bou (long flowing gown)	2.95	.625	Agreed
10	Tight short/skirts that are above the knees	2.40	.703	disagreed
	<b>Cumulative mean</b>	<b>2.81</b>		<b>Agreed</b>

**Source: Field Survey, 2021**

Table 1 revealed the response of the respondents on the influence of age on their clothing selection. The table clearly showed that age has significant influence on the clothing selection of female students. The cumulative mean of 2.81 further confirms this assertion.

**Table 2: Mean rating and standard deviation on respondent opinion on the influence of marital status on the clothing selection of female students.**

S/N	Items	X	SD	REMARKS
1	Transparent clothings	3.19	.592	Agreed
2	Promiscuity among Students	2.98	.610	Agreed
3	The spread of HIV/AIDS	2.54	.694	Agreed
4	Sexual harassment	1.94	.608	Agreed
5	Incidence of rape	3.40	.562	Agreed
6	Debasing of womanhood	3.17	.584	Agreed
7	Unplanned pregnancy	2.89	.634	Agreed
8	Cases of abortion	2.75	.655	Agreed
9	Wayward lifestyle	3.06	.600	Agreed
10	The spread of STI	2.59	.685	Agreed
	<b>Cumulative mean</b>	<b>3.00</b>		<b>Agreed</b>

Source: Field Survey, 2021

Table 2 revealed the response of the respondents on the influence of marital status on their clothing selection. The table clearly showed that marital status has significant influence on the clothing selection of female students. The cumulative mean of 3.00 further confirms this assertion.

### Testing of Hypotheses

**Table 3: Regression Analysis of Influence of Age on Clothing Selection of Female Undergraduates Students**

Model	$\beta$	Stand. Error	t	R-cal	R <sup>2</sup>	Adj. R	Sig.
Clothing Selection	22.2	5.2	3.7	0.65	0.32	0.32	0.000
Age of Female Undergraduates	12.4	6.12	3.0				

Source: Field Survey, 2021 **P < .05**

The regression analysis on table 3 shows a beta ( $\beta$ ) value representing clothing selection of 22.2, t-value of 3.7 as against 3.0 representing the value for age of female undergraduates with a t-

value of 12.4. The R-cal is greater than R-crit 0.088. Also, the p-value of 0.00 is less than 0.05 level of significance. This implies that clothing selection had significant influence on age of female undergraduate students. Hence, the null hypothesis was rejected.

**Table 4: Regression Analysis of Influence of Marital Status on Choice of Clothing of Female Undergraduate Students**

Model	$\beta$	Stand. Error	t	R-cal	R <sup>2</sup>	Adj. R	Sig.
Choice of Clothing	22.2	5.2	3.7	0.34	0.31	0.30	0.000
Marital Status of Female	0.5	0.8	2.3				

**Source: Field Survey, 2021**      **P < .05**

The regression analysis on table 4 shows a beta ( $\beta$ ) value representing choice of clothing of 22.2, t-value of 3.7 as against 2.3 representing the value for marital status of female undergraduates with a t-value of 0.5. The R-cal is greater than R-crit 0.088. Also, the p-value of 0.00 is less than 0.05 level of significance. This implies that choice of clothing had significant influence on the marital status of female undergraduate students. Hence, the null hypothesis was rejected.

### Conclusion

Based on the finding from the study, it can be concluded that age and marital status are variables that have significant influence on students clothing selection and choice of clothing in many Nigeria universities.

### Recommendations

Based on the findings, the following recommendations are made:

1. Different faculties in the universities should be encouraged to organize seminars for students on good dress sense.
2. Imported garments that reveals body contour and expose sensitive body parts should be discouraged and possibly banned.
3. Universities should reviews year of entry into university to be 18 years and above.

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