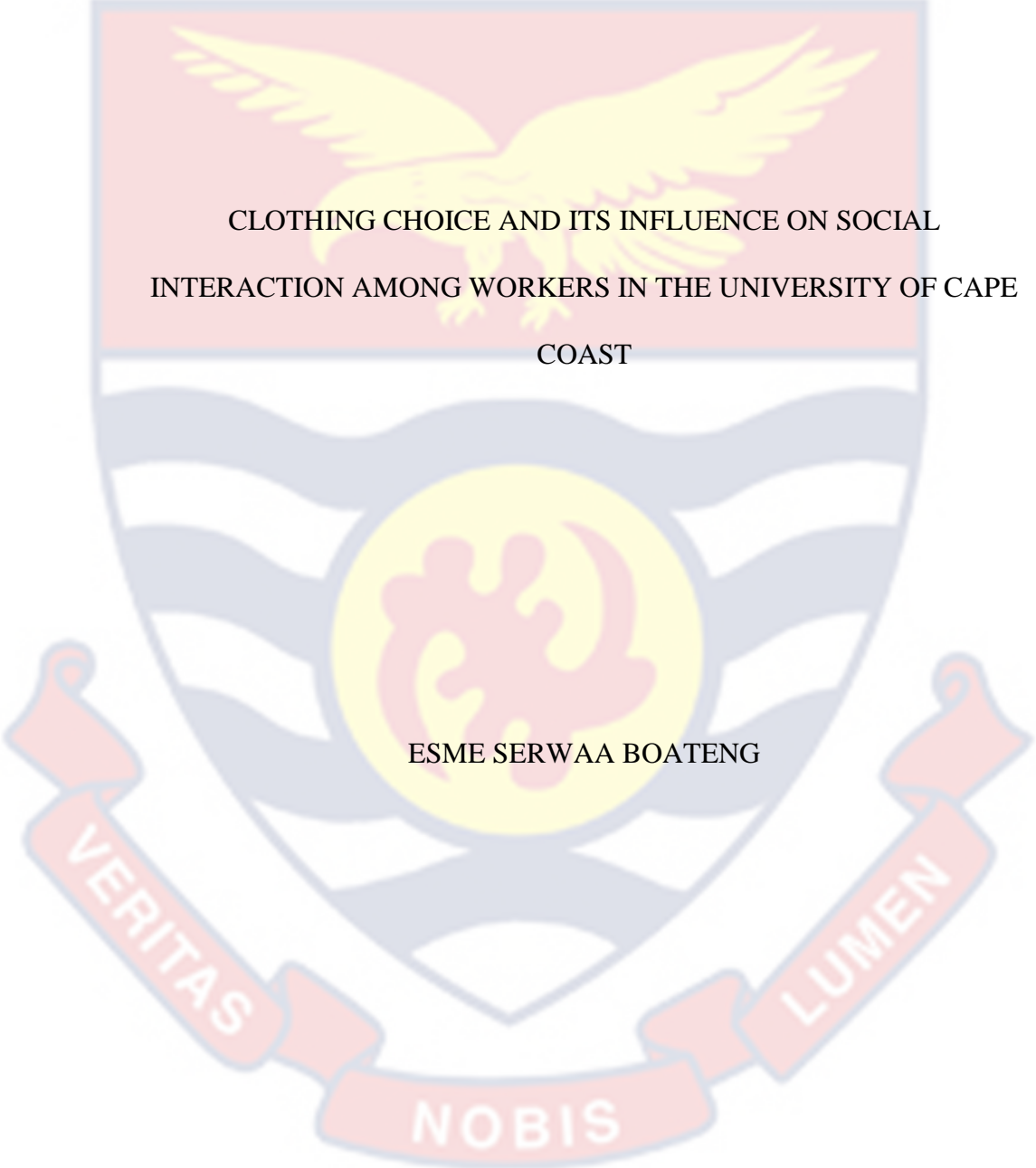UNIVERSITY OF CAPE COAST

CLOTHING CHOICE AND ITS INFLUENCE ON SOCIAL

INTERACTION AMONG WORKERS IN THE UNIVERSITY OF CAPE

COAST

ESME SERWAA BOATENG

2022

UNIVERSITY OF CAPE COAST

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INTERACTION AMONG WORKERS IN THE UNIVERSITY OF CAPE

COAST

BY

ESME SERWAA BOATENG

Thesis submitted to the Department of Vocational and Technical

Education, Faculty of Science and Technology Education, College of

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requirements for the award of Master of Philosophy degree in Home

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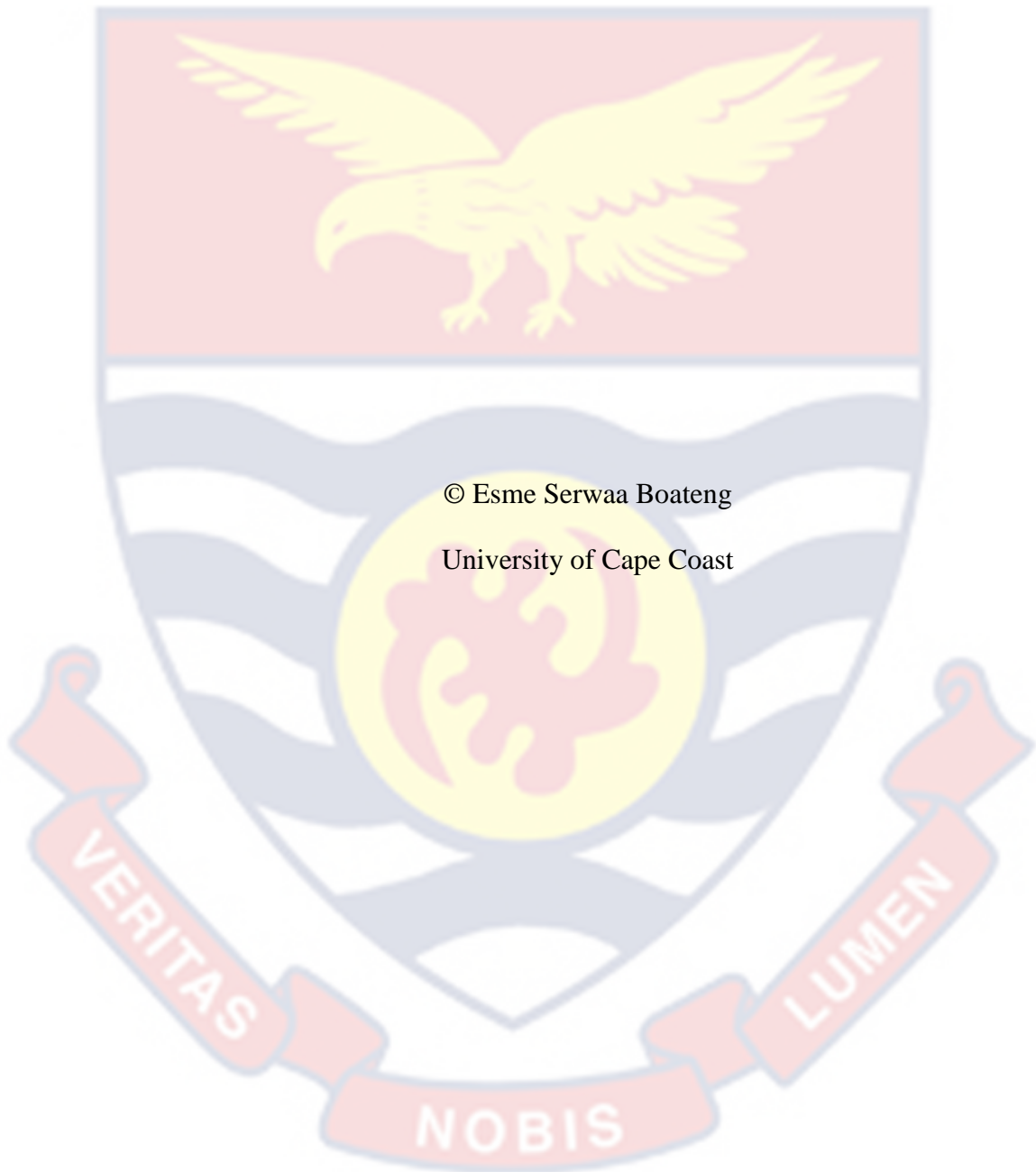
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University of Cape Coast

DECLARATION

Candidate's Declaration

I hereby declare that this thesis is the result of my own original research and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature…………………………Date…………………………….

Name: ………………………………………………………………………………

Supervisors' Declaration

We hereby declare that the preparation and presentation of this thesis were supervised in accordance with the guidelines on supervision of thesis laid down by the University of Cape Coast.

Principal Supervisor's Signature………………. Date…………………………

Name: ………………………………………………………………………………

Co-Supervisor's Signature……………………. Date………………………

Name: ………………………………………………………………………………

ABSTRACT

The main purpose of the study was to find out about the kind of clothes the workers in the university choose to wear and how what they wear make them relate to others at the work place. The study used descriptive survey as the main research design. Stratified sampling technique was used to select 306 senior staff and 291 junior staff for the study. Questionnaire was the main instrument employed for the study. Data was analysed using frequencies, mean and standard deviation. It was revealed from the study that psychological factors such as; self-esteem, body image, personal character, position in the university, need for self enhancement, sense of acceptability, self-consciousness and personal respect influenced choice of clothing among senior and junior staff in the University of Cape Coast. Secondly, it was found out that social status in the university, desire to appear attractive, desire to express cultural identity, desire to show new styles on the market, association in the work place, socio-economic status, feeling of belongingness and desire to appear decent were the social factors contributing to the choice of clothing among workers. In addition, it was revealed that economic factors such as; family's need for food, shelter and health, level of income, cost of the clothe, amount of money available and the nature of their respective occupations influenced the choice of clothing among senior and junior staff. Finally, the study discovered that clothing choices have strong influence on the levels of interaction among senior staff of the University of Cape Coast. Based on the findings and conclusions, it was recommended that clothing manufacturers should address themselves to psychological, social and economic factors influencing workers' clothing choices.
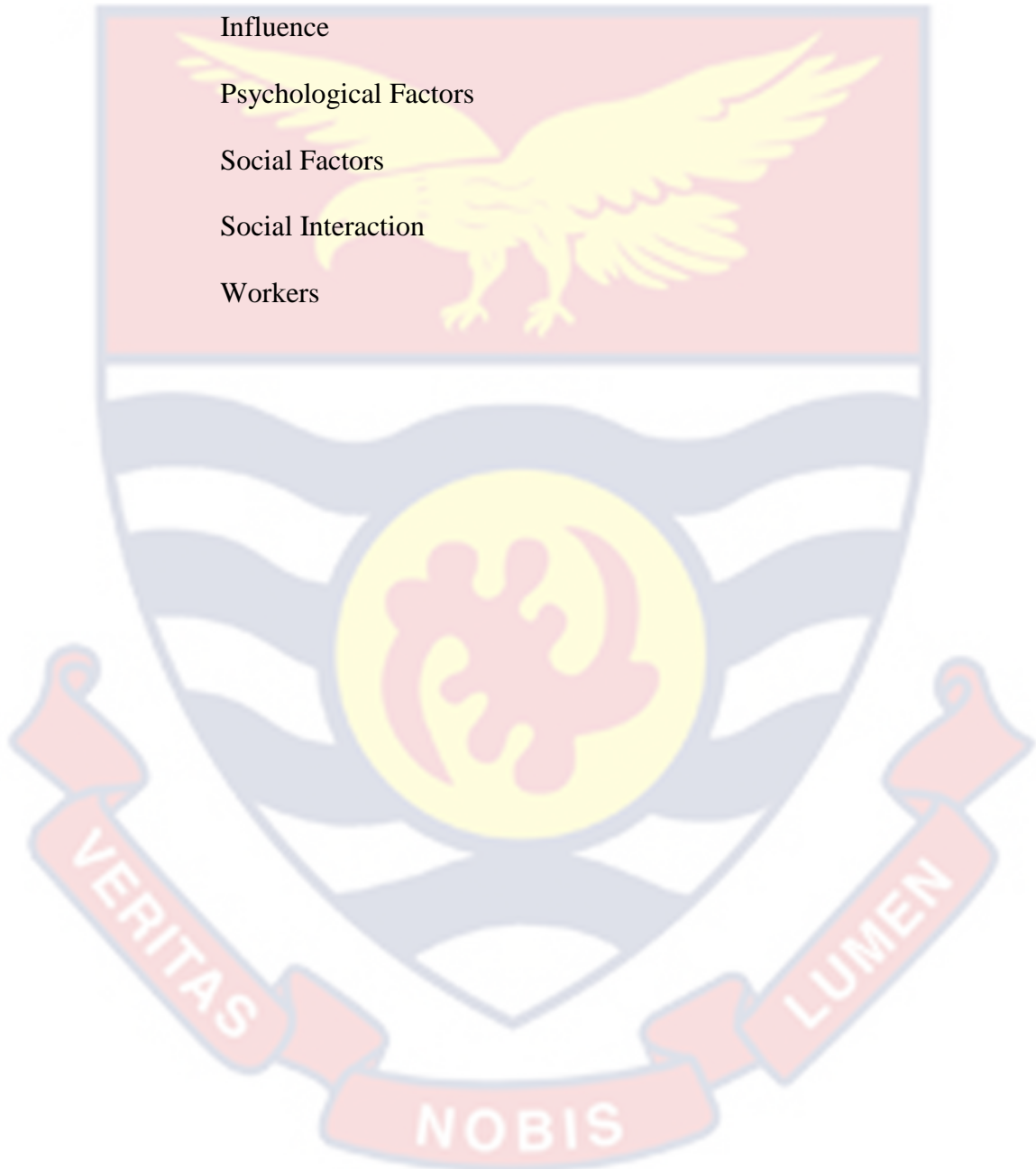
KEY WORDS

Choice

Clothing

Economic Factors

Influence
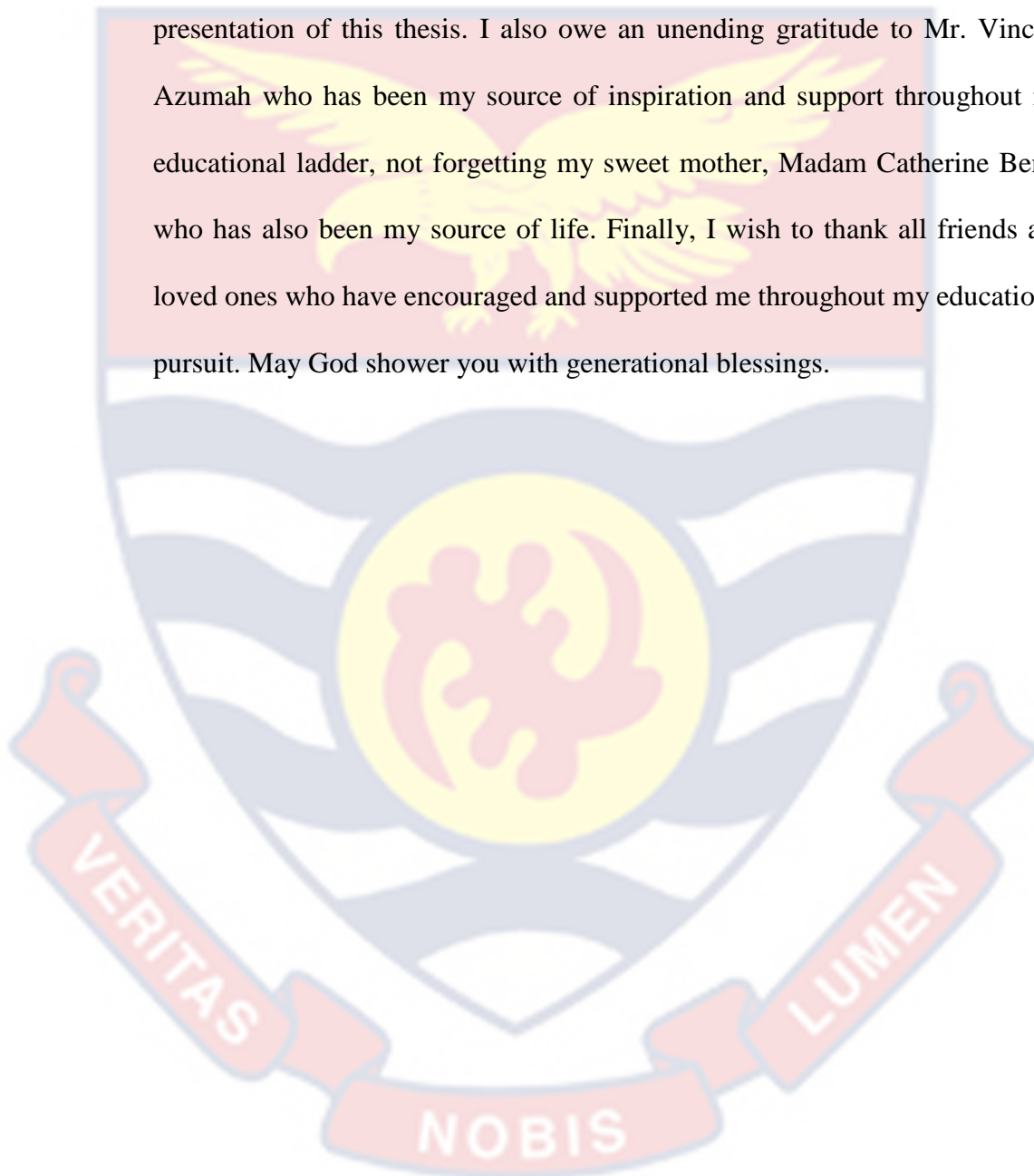
Psychological Factors

Social Factors

Social Interaction

Workers

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DEDICATION

Mr Vincent Azumah

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CHAPTER ONE

INTRODUCTION

The study was undertaken to find out about what informs the kind of clothes the workers in the University of Cape Coast wear and how what they choose to wear make them relate to others at the work place. It is important to state that this problem is worth researching because, it would provide useful information on what motivates individuals' clothing choice and how appearance also influence social interaction. To the local clothing industry, that would ensure that designers, retailers and manufacturers would be able to satisfy the clothing needs of workers.

Clothing choice forms an important and central part of everyday consumption decisions and of all daily events. The clothing industry is completely driven by constant ideas and new inspirations that sometimes influence designs repetition with minor changes. Cultural values and social notions of decency and morality of every society also influence societal clothing patterns and styles. In the selection of clothing, three main factors, namely, psychological, social, and economic factors have been found to greatly influence the clothing choice of most workers. Clothing psychology also indicates that appearance influences social interaction. The proponents of the social adaptation theory which underpins the study give reason to the fact that the kind of clothes workers choose depend largely on their personal status and fulfilment in their respective working environment.

Background to the Study

The use of clothing is one of the most important factors that differentiates humans from animals and it is not only used to provide micro-

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climate for the wearers body but also to conceal the body and reveals its wearers' status and personality to others (Jesness, 2016). Since prehistoric times, people in almost all societies have worn some kind of clothing. In most cultures, clothing was introduced as a method of protecting the human body from extreme weather conditions such as strong winds, intense heat, cold and precipitation. People also wear clothes for functional as well as social reasons (Fiske, 2018). Different cloths define a person's rank within their tribal and social hierarchies. Apart from the practical function of putting on a piece of garment over the skin, wearing clothes also carries specific cultural and social meanings (Enstad, 2017). In the past, the manner of clothing used or worn has been used to differentiate between the elites and non-elites, males and females and so on (Aspers & Godart, 2013).

Clothing is a factor in everyday human life and interactions with others. It can transmit a vast array of meanings such as identity, value, mood and attitude. Jensen (1998) emphasized that clothing is a systematic means of transmitting information about the wearer, meaning that multiple messages might be sent to the perceiver. Fashion is now becoming a widely recognized phenomenon. Everyday, companies are introducing new styles and fashion for consumers. Fashion as a phenomenon in today's world has expanded dramatically.

According to Hulsbosch (2006), clothing and adornment not only decorate the body but also shape personal identity. Clothing is any material, or tangible object, connected to the human body. Holmlund, Hagman and Polsa (2011), state that clothing occupies a focal position in the consumer market, and more than a basic necessity in the lives of many people. Archaeological

evidence and contemporary practices around the world have shown that humans had clothing, paintings and jewellery as part of their dress which altered the shape of their body parts (Barnes & Eicher, 1992). Fashion is a style of dress that is temporarily adopted by a discernible proportion of members of a social group, because that particular design is perceived by the individual as appropriate for the time and situation. Unconsciously, women search for absolute freedom in comfort, suitability and the beauty of attires displayed elsewhere in nature. Both the skilled and unskilled female workers in Kenya and elsewhere in the world adapt different styles in order to fulfil the human desire (Isika, 2006). Fashion is viewed broadly as a chronology of changing forms and a critique of wider cultural influences and their historical interpretation (Carter 2003; Johnson, Tortore & Eicher 2003).

With class distinctions on the wane, and an accelerated rate of stylistic change, the specific character of dress was associated with gender and the circumstance of different lifestyles. In the history of fashion, modern cultural meanings and values, especially those that elevate newness and the expression of human individuality to positions of dignity have allowed the fashion system to come into being and establish itself (Lipovetsky, 2015). Workers need to dress to suit their occupational status, since they represent their organization's ideals. According to Mahreen (2012), various factors that influence the choice of clothing designs by workers include price, social, cultural, personal and psychological factors. Workers have family commitments such as food, clothing and shelter that may limit the amount of money allocated to clothing needs. Psychological aspects of career and dress selection relate to fashion interests, attitudes and professional values for workers. Clothing consumers

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usually choose clothing designs that offer greater satisfaction. Casual interaction I have had with some University of Cape Coast workers however suggests that they had little idea about how their choice of what they wear affects their interaction with each other

Statement of the Problem

Appearance plays pivotal role in social interaction. It has been observed that some staff of lower ranks dress so well and command respect. This is usually not the norm in our social setting. Anecdotal evidence from casual interaction I have had with some University of Cape Coast workers however suggests that they had little idea about how their choice of what they wear affects their interaction with each other. Intrigued by this, I decided to research into the factors that influence their clothing choice and its implications for social interaction. Researches I have encountered which were conducted on clothing did not focus on clothing choice and its influence on social interaction among workers. In Iran, Siahpoush and Heidarabadi (2016) conducted research on the role of social factors on the fashion trends among the girl students in Andimeshk. Rahman, Saleem, Akhtar, Ali and Khan (2014) investigated factors that compel consumers to adopt apparel fashion in Pakistan. These were not focused on workers and did not consider social interaction.

Some studies conducted in Africa like the work of Kalunde (2014) sought to investigate the psychological, social and economic factors that influence the choice of clothing by professional women in Machakos town, Kenya. Ringu (2009) determined factors influencing clothing selection among primary school teachers in rural areas with reference to Mwimbi division in Meru district. In the Ghanaian society, researches conducted like that of Asare,

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Abdul-Fatahi and Asare (2016) investigated the influence of social and psychological factors on the selection of clothing among female youth of Kumasi Polytechnic. Arguably, these studies on clothing have not paid attention to investigating the influence of clothing choice on the social interactions of workers. This creates a gap in research. Therefore, the researcher was motivated to investigate the influence of clothing choice on the social interaction of workers using the senior and junior staff of the University of Cape Coast as a case study.

Purpose of the Study

The main purpose of the study was to find out about the kind of clothes the workers in the university choose to wear and how what they wear make them relate to others at the work place. Specifically, the study sought to find out the psychological, social, and economic factors contributing to the choice of clothing designs among workers of the University of Cape Coast and explore how the choice of clothing affects the way they relate to others at the work place.

Research Questions

This study was guided by the following research questions;

1. Which psychological factors contribute to the choice of clothing among workers of the University of Cape Coast?

2. What social factors contribute to the choice of clothing among workers of the University of Cape Coast?

3. Which economic factors contribute to the choice of clothing among workers of the University of Cape Coast?

4. How do the choices of clothing affect social interactions among workers of the University of Cape Coast?

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Significance of the Study

The findings from the study would throw light on the psychological, social and economic factors influencing the choice of clothing by workers. It would provide useful information to the local clothing industry, specifically designers, retailers and manufacturers would be able to satisfy the clothing needs of workers. The findings from the study would make people understand how what people choose to wear creates an image for the wearer. The study would also contribute to the field of knowledge, and serve as a reference point for future research in psychology of clothing.

Delimitations of the Study

In terms of content, the study was delimited to workers in the University of Cape Coast. Also, the study was delimited to the psychological, social and economic factors contributing to the choice of clothing among workers. Geographically, the study was also delimited to the university community in the Cape Coast municipality in the Central region of Ghana.

Limitations of the Study

There were numerous problems encountered in the course of the study. In the first place, tight work schedules of respondents might not permit them to complete questionnaire with sincerity. This in the long run has implication for the reliability and validity of the study. Secondly, some of the junior staff had difficulties in reading and understanding most of the items. Due to that the researcher had to read out the most of the items for them before responses were chosen.

Organisation of the Study

The study is organized in five chapters. Chapter One covered the introduction of the study which centred on the background to the study, statement of the problem, purpose of the study, research questions, significance of the study and delimitation of the study and limitations. Chapter Two presented the review of related literature, with emphasis on specified concepts, highlighting the theoretical review, the conceptual framework and the empirical review. Chapter Three paid attention to the methodology that was used in the study. This comprises the research design, population, sample and sampling procedure, research instrument, data collection procedure and data analysis procedure. Chapter Four concentrated on the discussion of the results on the basis of the research questions formulated to guide the study. Eventually, Chapter Five provided a summary of the research process, key findings, conclusions and recommendations based on the findings of the study as well as areas for further research.

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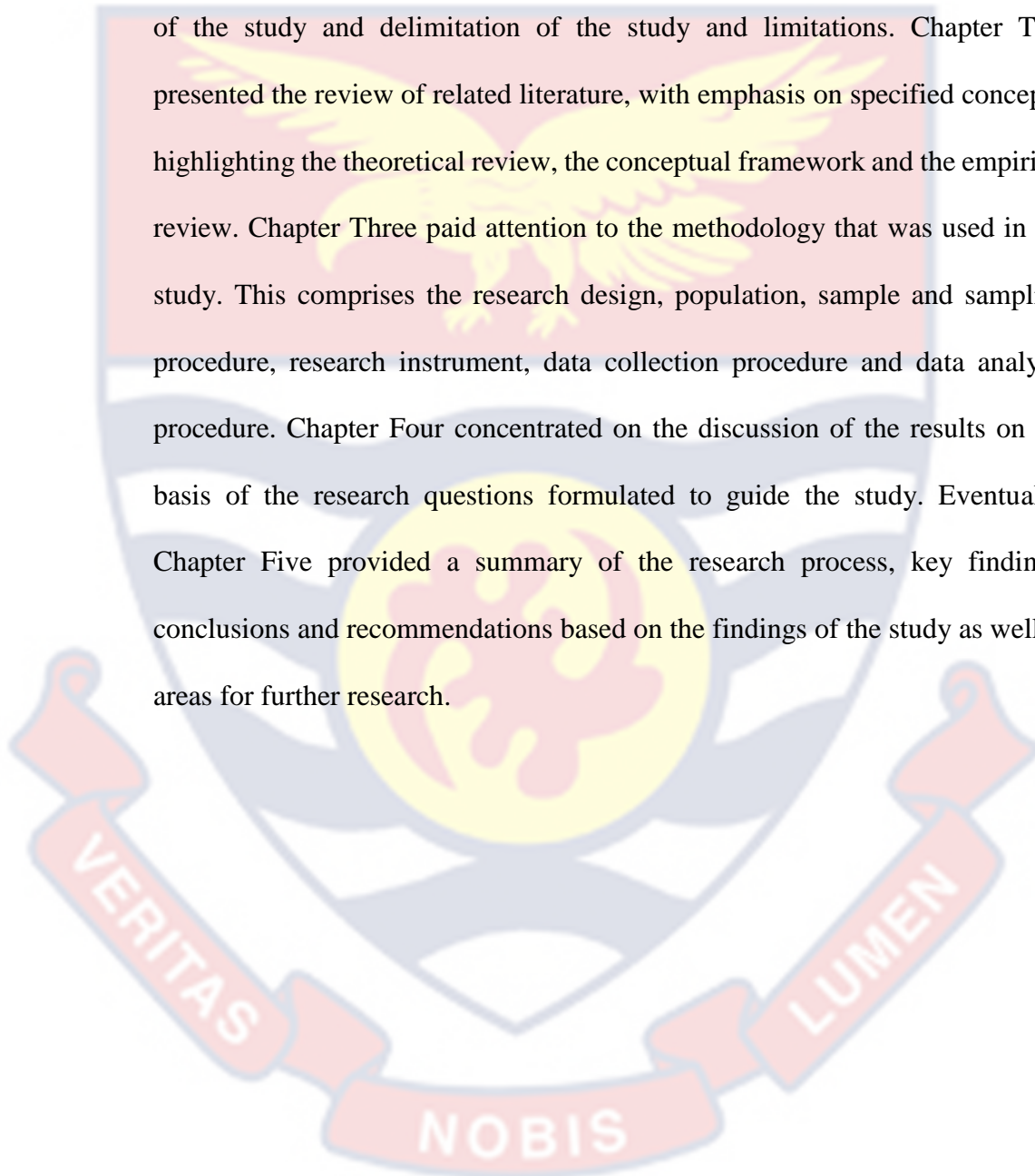
CHAPTER TWO

LITERATURE REVIEW

Introduction

This study sought to find out about the factors in the choice of clothes workers in the university wear and how what they wear influence how they relate to others at the work place. This chapter of the thesis reviews literature that are related to the study. Literature was reviewed under theoretical review, conceptual framework and empirical review.

Theoretical Review

Theories in Social Psychology of Clothing

According to Dixon (2007), theories in social psychology of clothing are relatively young compared to other disciplines. Early documentation of the efforts of pioneer scholars is provided by Sybers and Roach in 1962 where interest in the sociological aspects of apparel gained increasing emphasis as researchers sought to acquire knowledge about human behaviour. Prior to the interest in sociological studies in apparel and human behaviour, apparel research reflected the problems of the period and focused on standardization, consumer buying, conservation, and garment construction. One of the pioneer scientists in social psychology theory, George Simmel, a Sociologist, in 1904 was credited as one of the founding fathers of social/psychological and apparel theory. As early as 1904, Simmel published an article titled "Fashion" which reflected fashion in terms of human behaviour. He was the first scientist to study the effect of fashion on human behaviour. Though Simmel's contribution was significant to the area, the limited research published in the following years suggested that apparel was a manifestation of man's inner needs (Sybers &

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Roach, 1962 cited in Dibley, 2004). A series of professional meetings were held by Home Economists as early as 1947 to formally explore possible research areas in textiles and apparel related to social sciences. The meetings were attended and hosted by Home Economists, Sociologists, Psychologists, and Economists from leading universities; who raised questions concerning values sought in clothing and, generally, how clothing serves society. In the 1950s, authors within the Home Economics Clothing and Textile area began publishing journal articles and pamphlets on the social meaning of dress. Detailed knowledge in this area accumulated over the years and progressed in the development of effective research methods and theoretical frameworks in which hypotheses were tested. Social psychology offered "an organized body of knowledge and theory which aided in clarifying the influence of clothing on interrelations of people, Dixon stated. By the late 1970s, formal courses and research about the social significance of dress had developed leading to published books in the area.

Herbert Blumer, a sociologist, contributed to fashion theory called collective selection. Blumer's article, *Fashion: From Class Differentiation to Collective Selection* focused on stability and change through fashion in society. He used the term "collective taste" to refer to fashion. His article provided support for Simmel's trickle-down theory. In the following decades, as the social psychological area advanced, Davis' (1982) contributions bridged various levels of fashion by studying the social process. Davis examined the social process in terms of the group dynamics and the individual. Lennon and Davis (1989) presented information on integrated theories and research in social cognition with research in apparel and human behaviour. Nagasawa, Hutton and

Kaiser, (1991) offered a paradigm for studying social-psychological theories associated with the meaning of clothing. In 1997, Kaiser applied symbolic interaction to fashion suggesting that all aspects of dress have symbolic meaning and those meanings change over time. This landmark research invited others to begin communicating about the current status of social psychological research (Nagasawa et al., 1991). In years that followed, other researchers from different apparel areas responded to the call placed by Nagasawa et al. The maturing of the social psychological area of apparel is continuing as theories and effective research methods evolve.

Social adaptation formed the theoretical foundation for this research because it encompasses the social and psychological aspects of an individual's thinking and reasoning which aids in the development of values. Social adaptation is based on one of the most sophisticated interactive theories in psychology. In this theory, individuals adapt to various life roles through value development and fulfilment (Kahle, 1996). The Piagetian theories, on which social adaptation theory is based, state that information is absorbed into existing cognitive structures through values. Information may also assist existing cognitive structures refine as a result of additional interaction. The information is then organized to synthesize the new information with prior knowledge. This process can change new and old information, which leads to greater integration of information (Kahle, 1996). In other words, a person absorbs external information and transforms both the information and himself or herself in such a way as to promote adaptation. The integration and specific meanings will be unique for each individual. However, similarities in experiences and semantic environments, such as those shared by individuals within a particular

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demographic category, leads to measurable similarities and patterns of response, Kahle confirmed. This may also work for individuals in subcultures. People gain information by experiencing interaction with their environments and values, developed from these life experiences (Kahle, 1996).

Social adaptation is a psychology-based cognitive model that fits within the paradigm of social psychology theories for studying the meaning of clothing. The theories in apparel research devoted to studying clothing and appearance are linked to cognition – specifically social cognition. Social cognition examines the cognitive process or more precisely the bases for the perceptions and cognitions individuals use to make judgments about people (Johnson, Schofield & Yurchisin, 2002).

Social cognition is concerned with how people form impressions of others and make sense of themselves (Johnson et al., 2002). It "emphasizes the use of cognitive psychological processes with social objects" (Lennon & Davis, 1989, p. 41). Because social adaptation provides both a social and psychological basis for study of the individual and clothing and appearance, it is ideal to use in this study to determine the clothing choice and influence on social interaction among workers in the University of Cape Coast.

Nagasawa, Hutton and Kaiser (1991) offered four models that are found most often in social psychology research. The four models are cognitive, behavioural, bio-volitional, and symbolic. Of the four, the cognitive model focuses on the individual as the thinker by viewing this person as an "active agent who receives, uses, manipulates, and transforms information. The broader scope of the cognitive social psychology model is as follows: Humans are rational, thinking organisms who try to make sense of the social world; Humans

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process external stimuli by an internal mechanism (cognitive structure) that receives and organizes information; The cognitive structure helps the organism to make sense of the environment and to construct social realities; The key to understanding human behaviour lies in the understanding of how people perceive and process external stimuli (Nagasawa et al., 1991). Nagasawa et al., narrowed the scope to a cognitive perspective typically used in social psychology of apparel research. They explained that "the cognitive perspective focuses primarily on how people form impressions of others and of themselves" by using apparel cues. They also pointed out that cognitive perspective is limited to merely explaining appearances by way of perception, social interactions, and environmental stimulation where an individual is being perceived by someone else. Unfortunately, this particular cognitive model does not allow for self-evaluation or self-examination of internal and external mechanisms, such as values, that may influence choice of clothing and appearance. Despite the limitation of the cognitive perspective, Lennon and Davis (1989) believed that a social cognitive framework has useful theoretical foundation in which to study apparel and human behaviour because "it provides researchers in the field with insight as to gaps and deficiencies in research regarding choice of clothing".

Lennon and Davis (1989) discussed the self-perception theory, a derivative of the attribution theory. The self-perception theory allows individuals to view themselves to determine causality of their own social behaviour in the same manner in which they would determine others' social behaviour. Lennon and Davis (1989) strongly supported the use of social cognition as a framework for studying factor influence and choice of clothing due to its broad, social, cognitive, and psychological perspectives. In a more

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recent study in apparel and textile research, social cognition is linked to impression formation. When studying impression formation, we notice that "people are able to make inferences because they develop mental categories to deal efficiently with the vast amounts of information, they have gathered about each other" (Johnson et al., 2002, p. 126). These mental categories function to classify information, infer additional information, guide attention, and facilitate one's choice of clothing and appearance. Thus, they said the perceiver in the development of impressions. The observer's choice of target cues and the meaning he or she attaches to those cues may be impacted by several observer characteristics, including recent experience, personal goals, and preferences. Individuals often link mental categories to physically perceptible features such as apparel. Because clothing and appearance are related to impression formation, the use of social adaptation as the theory for this research was logical.

The social cognitive studies and theories discussed are all limited to individuals inferring information about someone else based on dress and appearance. Only the self-perception theory provides an option to gaining insight to the person based on that person's evaluation of himself or herself. This particular theory falls within the framework of social cognitive psychology and can be viewed as a perspective within the social adaptation theory because it allows for the individual evaluation component, absent from the other theories discussed or considered. The theory centres on the individuals in a social setting. It is necessary, for this study, to focus on individuals as well as social factors because of the essential information that can be provided by both. Social adaptation is an appropriate theory to use for this study because it allows the foundation for the individual to be evaluated where each person can cognitively

self-examine himself or herself both internally (personally) and externally (socially) in order to explain their clothing choices.

Concept of Clothing

According to Ringu (2009), clothing is defined in its broadest sense as covering for the torso and limbs as well as covering for the hands (gloves), feet (socks, shoes, sandals, and boots) and head (hat, caps). Human beings nearly universally wear clothing, which is known as dress, garment, attire or apparel. Clothing is an integral part of human life and has a number of functions that include adornment, status, modesty and protection. However, the primary role of clothing is to form a layer or layers of barrier that protect the body against unsuitable physical environments. This protection of body fulfils number of functions like maintaining the right thermal environment to the body, which is essential for its survival and preventing the body from being injured by abrasion, radiation, wind, electricity, chemical and microbiological substances. This is possible when there is proper interaction of fibers, fabric density, fabric thickness and weight, fabric construction and fabric finish. Apart from using clothing for functional, it is also used for social reasons. Clothing protects the vulnerable nude human body from the extremes of weather, other features of the environment and for safety reasons. People also decorate their bodies with make up or cosmetics, perfume and other ornamentations; they also cut, dye and arrange the hair of their heads, faces and bodies. They also mark their skin (by tattoos, scarification and piercing). All these decorations contribute to the overall effect and message of clothing. Ideally, the practical function of clothing is to protect the human body from dangers in the environment: Kaiser (1990) identifies such environmental dangers as weather (strong sunlight, extreme heat

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or cold and precipitations), insects, noxious chemicals, weapons and contact with abrasive substances and other hazards.

Physical Characteristics of Clothing

Fibre is the basic unit from which fabric used for clothing construction is made. Each fibre has its independent characteristics that contribute to the performance quality of the final fabric or clothing item. Fibres are classified as natural and man-made. Cotton, silk, linen and wool are natural fibres, while nylon, acrylic, rayon, viscose, polyester are man-made fibres (Gitobu, 1989). Natural fibres tend to be highly absorbent, crease easily and are subject to attack by mildew. Cotton can therefore be chosen for underwear since it absorbs perspiration and thus makes the wearer feel comfortable, while silk can be selected for many garments since it maintains its shape. Man-made fibres tend to build up static electricity, are strong, light in weight, crease resistant, resist moths and mildew. Therefore, natural and man-made fibres should be blended, mixed or combined during yarn formation/fabric construction so as to give the fabric desirable properties. Thurow (1987) described fabric construction as the process by which yarns or fibres are put together to form a fabric that can be used for clothing construction. Methods of fabric construction include knitting, weaving, and bonding. These determine the texture, appearance and durability of fabric. Fabric constructions are therefore an ideal factor in making clothing selection as it plays a significant role in determining comfort among other qualities of an item. For example, fabrics that are brushed are capable of holding or trapping still air between the skin and the clothing which keeps the individual warm in cold environment. Fabric construction also contributes to the wearing

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qualities of fabrics; for instance, loosely woven fabrics are prone to sagging contrary to the close woven ones that stand firm when worn (Denny, 2013).

Close woven clothes prevent the circulation of air around the skin and thus, avoid the exit of the air reheated by the skin, which makes people feel uncomfortable. Additionally, the clear weaves of clothing avoid the ultraviolet radiation of the sun and the burns in the skin, protecting it, therefore, from the heat. Finally, more impermeable weaves protect the human body from coming into contact with the water of rain. Since water is an excellent thermal storage cell, when the cold rain drops of snowflakes fall and touch the human skin, they immediately send through the nerve cells a message to the human brain that the exposed area is becoming colder than the rest of the body and causing people to feel discomfort. Hence, individuals need to select clothing according to the performance quality desired. Thurow (1987) describes fabric finishes as the general term for multitude of processes and treatments which fabrics may undergo after they have been made. These includes calendaring, mercerization, mothproof, flame resistance, shrink resistance, crease resistance, among others. For example, crease resistance finish is used on cotton, rayon and linen fabrics because they crease easily.

Cloth and clothing are related. Cloth means fabric or textile while clothing means fabric used to cover the body. The earliest garments were made of fig leaves, leather and non-fabrics, rather than of cloth, but these non-fabric garments are included in the category of clothing. Humans also decorate their bodies with make-ups or cosmetics, ornaments and they cut, dye and arrange their head, hair, and sometimes their skin (tattoo scarifications and piercing).

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All these decorations contribute to the overall effect and message of clothing, but do not constitute clothing.

In primitive times, people used animal skin to cover their bodies and protect them from cold. In modern times, people put on coats and sweaters to keep their bodies warm. Animal skins and coats both are clothes that serve the same function of covering people's bodies and protecting them from cold. Clothes seen from this perspective stand merely for something that people wear.

Basic Functions of Clothing

Clothing has many functions, some of which are fairly basic. Research indicates that every consumer uses clothing to fulfil their basic needs, such as protecting the body against the physical elements such as cold weather, rain, warm weather and industrial accident (Barnard, 2002). However, not all functions of clothing are so basic. The clothing we choose to wear can represent a medium of self-expression. Bernard (2002). Clothing and appearance are visible ingredients used to identify and differentiate ourselves and others. Symbolically, clothing communicates the personal, social, and cultural identity of the wearer. The clothing one purchases and wears is often linked to aspects of one's individual, cultural and social identity. Moreover, clothing has been shown to be a means of establishing the wearer's social identity. Individuals associate themselves to particular social groups and do everything possible to socialize with others within these groups. Kaiser (1985) assert that individuals use the meanings associated with clothing to identify roles within the society. Kaiser (1997) opine that clothing can play a rehabilitative role because clothing builds disabled consumers' life skills and enhances their self-esteem. Physically challenged consumers use clothing to motivate and enhance their appearance

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and thereby creating a positive self-presentation. Kaiser (1997) found that disabled consumers are not interested in extreme fashion trends and do not want to look different from others. The reason for this might be that they know dress and physical condition have an impact on others' perceptions of them and their ability to perform certain behaviours (Christman & Branson, 1990; Forsythe, 1990).

The meaning of clothing is subjective and can be linked to physiological, psychological, and philosophical, as well as social and cultural aspects (Roach & Eicher, 1979). The protection clothing offers is not only material, thus protecting the body from the heat, cold, accidents but also immaterial. The reason being that clothing protects the soul and the mind from evil, just as umbrellas, visors and gloves provide protection against the sun or the cold, amulets and other magical adornments provide protection from magical and spiritual agencies as well as from sin and obscenity. Forsythe (1990).

Clothing can be described as "sign vehicles" or 'cues' that help onlookers to identify or assign status to individuals as well as influence how they will be treated. This implies that clothing symbols covey certain meanings about people. The symbolism theory of clothing influences the first impression people establish about others at their first meeting. Individuals identify people with regards to their clothing. Traditional, religious and occupational identity depends on the society one lives in and this affects clothing choices. However, the institutional environment also forms another society.

When one gets to the Ashanti Region, 'kente' is observed during traditional functions. In the northern sector, women are clad in their traditional woven striped clothes while men are seen in smock (fugu). To Fulani women,

traditional dress consists of a wrapper tied around the waist, girded with beads called "jigid" and a short, tight and sleeveless blouse that barely covers the bust. A student coming from the western world would also dress in a manner similar to their culture. A school is a place of diverse cultures and this tends to influence clothing choices among workers and students.

Clothes worn by a woman can serve as a signal of interaction with the opposite sex in most cases. For instance, in the African community, a woman dressed in "hot pants" is probably looking for a sex mate. On the other hand, a Moslem woman dressed in "hijab" wants no interaction with men. Ryan (1991). Clothing is the unique feature that conveys these expressions and identity.

Protection

The basic function of clothing is its protective function, which refers to the intrinsic characteristic of covering the body (Barnard, 1996; Flügel, 1930; Lurie, 1981; Sproles & Burns, 1994). The protection clothing offers is not only material protection of the body from the heat, cold, accidents but also immaterial, in the sense that it protects the soul and the mind from evil. For example, just as umbrellas, visors, gloves protect against the sun or the cold, amulets and other magical adornments protect from magical and spiritual agencies as well as from sin and obscenity (Flügel, 1930). It is not accurate to say that clothing is the cultural response to a basic human need. On one hand, cultures have different responses to basic needs. There are numerous illustrations of how the relationship between clothing and the need of protection varies across cultures. For example, the native people of Tierra del Fuego Province in Argentina wearing light clothing in the snow (Flügel, 1930), or the use of miniskirts during winter in our contemporary societies are evidence that

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the relation between clothing and protection from merciless weather is not an absolute link.

Some people put on certain clothing such as rain coats, winter coats and wide-brimmed sun hats to be protected from climate and environmental conditions. Protective and functional clothing is essential in such areas as sports or occupations requiring contacts with potentially dangerous substances or elements. Certain clothing is made for the industry purposely to protect the wearer from getting hurt and for free movement. Clothing like helmets, partial body shield, suits of armour and bullet-proof vest could also protect some people from visible enemies in battle. Padded suits, helmets and protective aprons are some types of clothing designed to guard workers who are employed in hazardous occupation.

Vanderhoff (1984) claimed that clothes are sometimes used for protection against evil spirits. Clothes worn by witch doctors, traditionalist in war dance and spiritualists are believed to protect the wearer against evil spirits. Wearing a flowing dress is prohibited in the laboratory because it has been found to cause dispense of corrosive chemicals. Spillover such as these usually eats up the laboratory benches and often the skin (Okwu, 2006). In the case of concentrated sulphuric acid, the burn it causes leaves a wound that takes a long time to heal with a permanent scar.

Modesty/Immodesty

Other intrinsic and interrelated functions of clothing are modesty and immodesty (Barnard, 1996; Flügel, 1930; Hurlock, 1929; Sproles & Burns, 1994). Modesty refers to the concepts of decency, properness, and appropriateness and to the idea that certain body parts are shameful to be

exposed and should therefore be covered. Implicit to the idea of modesty is the Judeo-Christian tradition which stresses the soul as opposed to the body (Barnard, 1996). Covering the body may imply the desire to avoid sin and shamefulness. Immodesty, on the other hand, refers to using clothes to draw attention to one's body and body parts (Barnard, 1996; Rouse, 1989; Sproles & Burns, 1994). It is argued that clothing can both cover the body and draw attention to it at the same time, the way tight jeans or certain brassieres do (Davis, 1992; Sproles & Burns, 1994). Similar to the protection function, the modesty/immodesty function of clothes is defined by cultural values and social notions of decency and morality. Moreover, notions of decency change over time within a single culture or society (Sproles & Burns, 1994). Related to these changes, which happen over time are the shifts in the focus on different areas of the body deemed attractive or sexually appealing. This is known as the theory of the shifting erogenous zone (Barnard, 1996; Flügel, 1930; Sproles & Burns, 1994). Finally, what is considered modest/immodest might vary according to the situation. For example, what might be considered modest in a vacation setting would likely be immodest in a business setting. Fashion may have an important role in facilitating the social acceptance of clothing items once considered immodest.

The covering of oneself indicates that clothing is worn to cover nudity, to appear decent, modest and to have a body image. Horn and Gurel (1981) defined body image as the picture individuals have in mind about how they look like to others. The shame that follows improper dressing reflects degree of modesty. Throughout the world, there are different ideas about the parts of the body that should be covered. Some people think that modesty is not the reason

people began to wear clothes but that ideas of modesty were developed after people started to wear clothes. However, Kaiser (1998) observed that clothing, whether covering or ornamenting the body is as much a part of the self as the body itself (extension of bodily self). It therefore reflects individual's values. In selecting a garment, the individual's image is considered.

Kaiser (1984) added that clothing is worn for sexual attraction, and as various theorists began to reject the motive of modesty as the sole purpose for wearing clothes, more attention was paid to the inextricable relationship between modesty and immodesty. Kaiser continued to cite two authors, Westermarck and Langner, who indicated respectively that the role of clothing is to display or emphasize the attributes of the body rather than concealing them. Again, she argued that the human body is less interesting or erotic when it is totally exposed. As clothing choices are made the idea of attraction comes to play. According to Vanderhoff (1984), clothes also communicate without words. Apparels tell others something about the wearer. They may suggest how a person feels about himself or herself. Communication is successful only if the meaning of the words or actions are understood by both the person sending the message and the person who receives the message.

Adornment

Another function of clothing is adornment. Personal decoration can be used to increase attractiveness, symbolize status and identity or raise the individual's self-esteem (Sproles & Burns, 1994). Furthermore, there is an aesthetic pleasure in the act of creating and displaying adornment (Roach & Eicher, 1979). External adornments added to basic clothes can be used to increase the relative height or width of a person, emphasize the movement of

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the body, etc. Again, this function of clothing and fashion is defined within each culture. There are some aspects of the basic functions of clothing that particularly affect Hispanic women in their relationship with clothing. For example, because the Catholic tradition has profoundly shaped the Hispanic culture, one can expect that the function of modesty is highly valued among Latina women. On the other hand, the weather conditions in most of Latin America allow and demand the use of light clothing. This may have helped to shape the popular assumption that Hispanic women tend to dress in a more immodest way, showing more skin than their Anglo counterparts. Also, the influence of African and indigenous religions on Hispanic culture may affect beliefs about the protective function of objects, including those of using clothing to guard against spiritual evils.

The issue of beauty and how we define it has been studied for centuries. Scholars from all fields of study have searched for the "formula" for beauty. There is no standard for beauty, people clothe themselves according to their personal value and that of the society. Dibley (2004) stated that Darwin in his book "The 'Descent of Man" wrote, "It is certainly not true that there is in the mind of man any universal standard of beauty with respect to the human body. It is however, possible that certain tastes in the course of time become inherited, though I have no evidence in favour of this belief." The emphasis is that people wear clothing to decorate or adorn the body according to the standard of their culture. Aesthetically, human beings want to appear beautiful and attractive and one important function of clothes is to decorate the body for attraction. Today women have taken over the attraction role that is exhibited on special occasions.

Social-Psychological and Cultural Functions of Clothing

Differentiation and Individuality

Other reasons for adopting fashion serve to satisfy social, psychological, and cultural needs. Fashion also satisfies the need for differentiation and individuality. Fashion provides a way for individuals to differentiate themselves from others to express their egos (Roach & Eicher, 1979; Sproles & Burns, 1994); to feel narcissistic pleasure in their own bodies (Flügel, 1930); to proclaim their uniqueness (Kawamura, 2005); to create self-symbols (Anspach, 1967); to express personal creativity and aesthetic talent (Dichter, 1985; Sproles, 1979); and to hide feelings and manage their moods (Roach & Eicher, 1979).

Social Affiliation

An important need satisfied by fashion is the need for social affiliation. Sometimes members of social groups adopt a clothing style that becomes a means of group identification. Individuals who want to achieve or maintain social approval, acceptance, and a sense of belonging conform to the group dressing norms (Sproles, 1979; Sproles & Burns, 1994). For example, compliments about one's dress become a tangible component of group acceptance (Kaiser, 1997). Individuals may also identify with a reference group to which they do not belong, and their clothing behaviour might be strongly influenced by this group. This includes maintaining conformity within the group and emulation of taste of admired members within the group (Anspach, 1967; Kaiser, 1997).

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Social Status

Fashion and clothing are also used to indicate social status, power distance, and prestige (Anspach, 1967). People frequently judge others social worth and status according to what they are wearing (Kawamura, 2005). Clothing can indicate the status an individual has in the production or economic system of a given society by reflecting his or her occupational role. For example, white uniforms are associated with nurses, and white-collar outfits with office work (Roach & Eicher, 1979). In societies with large divisions of caste or class, exclusive clothing and adornment can be used to indicate, for example, the social worth of the elite (Roach & Eicher, 1979). The use of clothing can also indicate status in other dimensions such as gender and age (Barnard, 1996). In general, cultures use clothing to differentiate males from females, and younger from older people. For example, the use of trousers, heavy materials and facial hair has been traditionally associated with masculinity, whereas the use of high heels, skirts, and delicate materials has been associated with femininity (Sproles & Burns, 1994). On the other hand, there has also been a tendency towards androgynous elements in dress at least since the early nineteenth century (Davis, 1992).

Fashion also satisfies the need of recreation (Barnard, 1996), the need to be modern and up to date, showing the individual's awareness of what is going on in his or her environment (Blumer, 1968; Dichter, 1985; Sproles & Burns, 1994) or battling the feelings of aging and being left behind (Dichter, 1985). Finally, there is the need to escape boredom, particularly in more sophisticated societies in which the abundance of leisure time leads to curiosity (Sproles & Burns, 1994).

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Marshal, Jackson, Stanley, Kefgaf and Touchine-Spectit, (2000) indicated that clothing is worn for the expression of status. Distinguished personalities in the society usually wear clothing to distinguish themselves out. The noble and the rich normally dress in designer labelled clothes made from quality fabrics so as to conform to their status in the society. In this category are presidents, first ladies, ministers, and people of high status at state functions and various occasions. Higher socio-economic groups adapt fashion as symbols of distinction and exclusiveness (Simmel, 1973). Young workers who want to belong choose clothing to fit the group they are associated with. Clothing is therefore, an important factor in the interpretation of body image that affects the response behaviour of the beholder. A person's appearance profoundly affects the way he or she is treated by others at home, social gathering, market, job area, office or school.

Although clothing messages may sometimes be misinterpreted and falsified, Weber (1990) warned that since clothing communicates 90 percent of an individual's qualities with which he/she is judged by others, clothing power should not be underestimated. Weber stated that a false impression created of an individual due to his or her clothing could change a person's life.

Psychological Factors Affecting Choice of Clothing

Five objects constitute this group of factors, namely motivation, perception, learning, and beliefs and attitudes. When a person is motivated, he acts accordingly and the actions taken are affected by the person's perception of the situation. Perception is an individual selection, organization and interpretation of the information which flows through a person's senses, and consequently a meaningful picture of the world is formed. When a person

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experiences new thing, changes take place in his behaviour. As a result, new beliefs and attitudes are acquired and hence affect the person's choice of clothing (Armstrong et al., 2004). Both intrinsic and extrinsic attributes of clothing affect the emotional and psychological development of individuals, hitherto female young workers selected clothing with attributes that reflected their preferences. Notwithstanding the fact that female young workers are influenced by social and psychological factors, information sources, type of store and patronage play significant roles in the selection and purchasing of their clothing (Malhotra & Birks, 2007). Consumer socialisation research has identified mass media as one of the major socialisation agents that influence the consumer behaviour of the worker (Shim & Kotsiopulos, 1992). De Klerk and Tselepis, (2007) found that clothing selection among female worker in third world countries and even in developed countries is influenced by both social and psychological factors. Fashion ability values for example are normally expressed when adolescents select clothing with attributes such as a good fit that accentuate their figure types or colours that are bright for social activities.

The basic perception individuals have about themselves determines their level of self-concept. Psychological factors relating to self-concept were considered in terms of self-esteem, body image and body dissatisfaction. Self-esteem is the individual's global positive or negative attitude toward himself or herself. Body image is a person's perceptions, thoughts, and feelings about his or herself (Thompson & van den Berg, 2002). Barker and Galambos (2003) state that body dissatisfaction, is how a person feels about his body that is whether he or she perceives the body to be attractive or otherwise. The third component indicates that female young workers seek information to guide them in their

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selection of clothing. The fourth component of the model identifies clothing attributes and values considered when selecting clothing. The model recognises some critical clothing attributes and values female young workers consider before selecting clothing items namely, colour, brand, fit, style, price, durability, fashionability and type of fabric.

Psychological factors of clothing provide one of the most visual and easily manipulated means of presentation of an individual personality or self-concept as asserted by Kaiser (1990). There are many psychological theories used by researchers in an attempt to explain clothing behaviour of adults. One of them is self-concept. Storm (1987) suggests that self-concept is the individual's mental system of organizing his or her perception and concept about self. Clothing is a significant force in the enhancement of the self and when used positively it contributes to one's feeling of self-acceptance and self-respect.

The self-concept involves a person's perception of his or her abilities, weakness, personal character, personal worth, appearance and attractiveness in relation to himself and other people. It is in this perspective of self that the individual uses clothing to portray a particular image to others. So, workers will purchase clothing items of the symbiotic meanings they will have on themselves and in relation to others. In clothing, values also guide one's perception and purchasing trends of clothing in relation to one self-concept. For example, an individual uses clothing to communicate a particular self-image to others as is appropriate for a particular situation or role he or she undertakes in society or group.

As Jensen and Ostergaard (1998) point out dressing contributes to express individuality as well as the need to conform to others. Workers may

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select clothing that may be suitable in working situation or in school and at the same time conform to society's values. Clothes are also used to boost or enhance one's self esteem. Self-esteem involves feelings of self-worth which are based upon cognition and self-concept. According to Horn (1975) clothing provides a positive means of satisfying the need for self enhancement. It can enhance the appearance, make the physical self more desirable, increase acceptance by the group or present rejection. Hence workers should choose fashionable styles so as to enhance their personal appearance. However, the impression one would wish to create through clothing may not always be perceived in the same manner as one would like to be. This is as a result of individuals perceiving clothing in terms of their own self concepts. However, expectations may also lack knowledge of the meanings conveyed through clothes.

Psychological factors are more closely related to individual values and belief systems, and tend to provide an explanation or reasoning for an individual's perception of self as a social object. Psychological factors that are useful in determining appearance are typically those that are found in dress and appearance research. Psychological factors include self-consciousness, self-confidence, and fashion leadership, shopping enjoyment and spending behaviour. Self-confidence and self-consciousness are two personality characteristics that are capable of providing understanding regarding the individual in relation to self. Apparel and fashion are means through which individuals may express their unique personalities and views of themselves (Goldsmith, Flynn & Moore, 1996). It is fashion leaders who are more fashion forward and strive for individuality or uniqueness in dress and appearance. Persons who emphasize their own individuality and personal interest in order to

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set themselves apart from others are inner-directed. An inner-directed person has an inclination to internalize standards in an effort to be a non-conformist in dress and appearance, a follower of a sub-cultural style, or a fashion leader (Mulford, 1998). Those individuals who strive to meet dress and appearance expectations of others are other-directed. Other-directed individuals adopt fashion in an effort to conform to others in dress (Miller, 1999, p. 208) and in doing so become a conformist or a fashion follower. Fashion leaders have different internal and consumer characteristics than fashion followers. Fashion leaders are more involved with fashion and apparel. They tend to be more abreast of fashion; they shop more, and spend more money on apparel than fashion followers.

Khare and Rakesh (2010) stated that clothing provides one of the most visual and easily manipulated means of presentation of an individual's personality and self-concept. The authors also have pointed out that many cultures have used symbolic clothing and adornment to ward off evil spirits. For example, they point to a western tradition of wearing something old, something new, something borrowed and something blue for wedding attire. Kaiser (1996), indicated that personal adornment is concerned with the role that clothes and other aspects of appearance play in people's everyday interaction with one another. Clothing is a significant force in the enhancement of self and when used positively it contributes to one's feeling of self-acceptance and self-respect. The self-concept involves a person's perception of one's abilities, personal character, personal worth, appearance in relation to others in the society. Therefore, the professional workers will choose clothing to portray a particular image to others in the society. Dress is used as a means of

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rationalizing identity informed by the self. Clothes communicate people's individuality, personality, their group and familiar associations, occupations and their status. People adorn their bodies in dress to fit in to either the ideal standards for appropriate behaviour or their own sense of aesthetics and beauty (Hulsbosch, 2006). However, values, attitudes and lifestyles are reflected in dress, thus, consumption patterns of dress are grossly affected by attitudes towards a particular term of dress. Gendered dress in this case is a mirror of cultural values of manhood and womanhood (Manwa, Mdamba & Manwa, 2010). People often expect others to be able to understand what they are communicating through their sartorial devices and in turn to read the clothing messages sent by others. Indeed, people share ideas about the meaning of clothes in a silent and ever-changing vocabulary of meaning (Cunningham & Lab, 1991).

According to Kaiser (1997), the use of dress or adornment for psychological protection has a long historical and cross-cultural tradition. For instance, in culture, and in private lives, one may find that some clothing symbols are believed to bring us luck or happiness. For example, there is a tradition of wearing something old, new, borrowed, or a specific colour when it is associated to good fortune. There may also be "lucky" dresses or favourite clothes which are associated with favourable experiences, and thus we associate them with luck. Again, it is common to wear a team's colour to a football game, to symbolise spirit and to support a team.

They are early adopters of new styles and are risks takers. Nevertheless, the choice to be a fashion leader or fashion follower is guided by personal values. Fashion opinion leaders are considered to be individuals who influence

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the decisions of other people to accept or reject an innovation and are reference groups for many consumers. Fashion opinion leaders can influence an entire segment of consumers, if they endorse a particular fashion.

Consumer research as well as apparel research regarding shopping enjoyment and finances has indicated that young workers are very much interested and aware of fashion -they enjoy shopping and spend a significant portion of their income on apparel and apparel related products and services (McKinney et al., 2004; Simon 2003). But the question still remains; do economic factors that limit young workers from making clothing choices?

It has been observed that young students in the Polytechnic enjoy shopping while in school especially during weekends. Fisher's (1996) study of the characteristics of black consumers similarly indicated that Africans in his sample believed shopping was fun and they enjoyed making trips to the mall on social event. These findings support other research (Goldsmith, Heithmeyer & Freiden, 1991; Stanforth, 1995) that fashion leaders gain fun and excitement from activities related to fashion. Osei-Poku and Adu-Agyem (2008, p. 4), added that "Africans are always willing to spend money to acquire the best. They choose to purchase brand name goods which may be perceived by others as a sign of success", however brand name apparel is important in enhancing individuals' personal appearance.

Economic Factors Influencing the Choice of Clothing

Mass fashion production succeeds, when the right styles are produced at the right prices, for a wide acceptance in the market. The exceptional growth of clothing retailers can be attributed to high impulse buying, an increase in sourcing from low-cost countries, and a change in consumer attitudes (Mintel,

2007). Elderly consumers are wealthy, innovative and have a desire to actively participate in mainstream consumption. The elderly are enthusiastic consumers with a means and willingness to buy many goods and services (Carrigan & Szmigin, 2006).

The level of education could result in differences in clothing tastes and preferences. This could also reflect that persons with higher education would more likely hold professional positions for which a more expensive wardrobe would be needed (Viljoen, 1998). Isika (2006) found that education level has a great significance on the choice of clothing behaviour as professional workers with high level of education may have better taste in the choice of clothing.

Income plays a significant role in one's clothing selection patterns. The higher the income, the more the expenditure on personal clothing by workers than their unemployed counterparts (Tweten, 1980). Individuals with high income levels may for instance be able to spare more money for clothing as opposed to those with low income. Income spent on clothing may also be affected by other family needs that are more urgent, for instance health, food and shelter. Therefore, workers may consider health, food or shelter as being more important and allocate a smaller percentage of their income to clothing compared to other needs.

Age also influences clothing selection as individuals tend to select clothing sizes and styles that are in line with their age category in their life cycle. For example, an elderly person might purchase clothing that offers more physiological comfort, whereas teenager would pay greater attention to the latest fashion. Isika (2006) noted that professional workers would tend to purchase clothing styles that will offer decency and make them appear well

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groomed. Frisbee (1985), found that age has a significant influence on the amount of money spent on clothing by a household, such that a household with persons of teenager and young adults spend more money on clothing as the clothing demands of this age groups were higher than any other. Workers belong to different age groups, thus Molloy (1980), suggests that dress can be one worker's salvation and another's downfall. Hence, it is advisable to dress according to the demands of the age, though workplace convention may place some demands on individual worker's appearance.

Social Factors Influencing the Choice of Clothing

Socially, clothes function to satisfy the individual's needs for group membership, identity, and companionship of others. It is common to wear a team's colours to a football game, to symbolise team spirit and support. The importance of dress relates motives in social interactions, linked to the fact that people try to interpret one another's motives as a means of understanding (Kaiser, 1996). Kaiser further indicated that people are not likely to admit openly that they try to sexually attract, enhance their egos, or display status by the way they dress. However, clothes do the talking for them. Maynard (2004), indicated that the huge shift in social habits, due to modern industrial society, has caused painful and problematic experiences for indigenous people. In the process of self-modernisation, they have had to change their clothing habits. The author further reports that despite the acknowledged degree of choice implicit in global dress, the wearing of westernised, second hand and even locally made replicas of western clothing is very widespread in the most remote parts of the globe, be it Africa, Asia or South America. When choice is an option to consumers, then it is inevitable that cultural identity will be of priority

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(Maynard, 2004). According to Benerjee (2008), the choice of products and brands is based upon family and group acceptance. Moreover, Hulsbosch (2006), indicated that dress is used to demonstrate social engagement.

The changing social attitude of many professional workers has changed their attitude to clothing designs, as they buy clothes to satisfy themselves. Professional workers do not want outdated clothing designs but rather choose designs with a variety of new styles. People do not buy garments when they have been literally outdated. When a design is once used, it is no longer in fashion, hence unacceptable to wearers (Aldrich, 2008). Clothing can be a means of communicating social identity and can be used as a form of self-expression. For example, costumes give a meaning of social functions, and express the attitude of the wearer, which mirrors the aesthetic, moral and nationalistic ideals of those who wear them. Clothing also plays an important role in peoples' lives. It is through its meaning that people substantiate their sense of self and place in the society. Hence, clothing becomes an indicator of personal worth; values and beliefs, as well as identity with the culture people live (Cardoso et al., 2010). The association that people have with dress has the potential to reveal the connection which they make with their culture as very intimate. Indeed, clothing has a meaningful meaning and reflects people's culture. Clothing shapes and defines people's identities by expressing individuality, personality and the sense they have for themselves. Dress reveals how people spend their working hours and leisure time, and it also reflects people's gender, occupation, group affiliations and a measure of people's existence (Cunningham & Lab, 1991).

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Haguma (2013), emphasised that Vitenge comes in different fabric types including the tie and dye, wax, batik and kanga. In the past it was made to be worn in one formal fashion. However, today Vitenge can be designed in different ways. It has thus greatly evolved and can be tailored into any design for official, casual and special occasions. Vitenge also serves as an inexpensive, informal piece that is open decorated with a huge variety of colours, patterns and even political slogans. The printing on clothes is done by a traditional batik technique; many of the Vitenge designs have a meaning. A large variety of religious and political designs are found as well as traditional tribal patterns (Haguma, 2013).

Religions are social structures reflecting people's relationships with supernatural and organizing the ethical codes, philosophies and natural conduct (Storm, 1987). 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 (Storm, 1987). This implies that religious values play a significant role in clothing selection for workers especially in rural areas. A society's economic structure and its culture, or traditions and way of life also influence the clothing that its people wear. In many societies, religious laws regulated personal behaviour and permitted only members of an elite class to wear certain prestigious items of clothing as asserted by Roach-Higgins (1992). Even in modern democracies, clothing may represent social standing. Clothing with a designer label tends to be relatively expensive, so it may function as an outward sign of a person's economic standing. Clothing most obviously defines a social

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role in the case of uniforms, such as those worn by police officers and nurses, and garments worn by clergy and other members of religious orders.

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, workers 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. Educational level also affects clothing consumption patterns. Isika (2006) noted that educational level has a great significance on the clothing adoption behaviour as professional workers with higher levels of education may have better taste in clothing choice. This is because increased education gradually results in cultural sophistication that makes one a more discriminating shopper out of the average consumer (Tweten, 1980). Therefore, workers with higher levels of education may have better taste in clothing selection.

It is hardly controversial to say that society has an unhealthy obsession with images of beauty, good looks and the idea of perfection. If one were to judge our civilization solely by images found in magazines and on television and film, they would labour under the false impression that not only did we all bear a striking physical resemblance to each other, but that we are an inordinately attractive race. More controversial, perhaps, is the subtext beneath the plethora of attractive entertainers. Turn on any television show, flip through any magazine, go to any movie and if you do happen to come across someone who doesn't fit into the narrow mould of what is considered good looking, chances are that the person is presented as either the "bad guy" or, more probably, the "nerd" (Sexton 2006). Again, there is evidence to suggest that the

constant flow of images that stem from a certain ideology do have an effect on the masses, and there can be little doubt that modern society's obsession with appearance can be traced to an onslaught of images holding out as the ideal a physicality that is not only unrealistic for the most of people, but also unhealthy. Beyond that, and perhaps far more dangerous, is the possibility that those who do not attain this ephemeral and phoney concept of the ideal are treated with disregard and discrimination. In other words, some dress choice situations are more conscious than others, and the audience plays a part in its selection.

In sociological and anthropological literature, the role of dress in human society has often been described as a form of non-verbal language or code through which people communicate to their audience. Society has the ability of expressing what is termed ideal. In terms of its audience, dress does two antithetical things: it includes into a group identity those dressed the same way and excludes those who dress differently. Similarly, dress choice is both public and personal and as such is influenced not only by social constraints but also by individual choice (Dixon, 2007). This leads to enormous diversity in dress behaviour. For example, African often negotiated their ethnic identity by wearing a mixture of native and western clothes in a variety of combinations. Dressing the body can also be both a passive process and be actively used as a medium of asserting a person's position in non-verbal social 'dialogue'. Likewise, dress codes related to age and profession would have played a part in expressing belonging or distinguishing between groups in society. The society, again has a way of influencing one's choice of clothing through what he or she is being exposed to. Emphasis placed on dress and appearance by an individual is influenced by social and other factors. In this study, social factors include

media, school environment and referent groups such as peers, and family members who are believed to have a direct influence on individuals' clothing and appearance choices.

Media Influence

Media and acculturation present new ideas and designs in dress, which affect the cognitive structures and network of thoughts of individuals. Cognitive theorists believe that perceptions change and that this change is inevitable (Manwa, Ndamba & Lokadhia, 2010). School authorities should be well informed of these changes hence there is need to constantly conduct market research.

Individuals are usually receptive to the various social influences around them. Influencers of dress and appearance maybe associated with media. Media are used as a source for gaining knowledge and are known to significantly shape value systems (Villani, 2001). Before discussing the effects media has on young workers and young adults, it is important to understand the concept of media literacy. In simple terms, media literacy is a set of skills that enable people to critically analyze messages in the media. Media literacy encourages people to ask questions about what they watch, see, and read. Kyle (2008) indicated that developing the skills needed to detect things such as propaganda, censorship, and bias are vital to creating an accurate account of media exposure. This is the primary reason that young people tend to be more adversely affected by the media. Young people, who might be called media illiterate, are far more vulnerable to media influence than older and more mature individuals who have developed these skills. It helps form beliefs, ideals, and structures everyday life (Al-Obaidi, Lamb-Williams & Mordas, 2004). It has the ability to teach, which

in turn may directly or subtly influence the user's behaviour Villani again indicated. The influence of media is phenomenal in today's society because media are carriers of popular culture (Cusic, 2001) which includes clothing and appearance. Media's ranges of influence are evident in the following examples, a percentage of young workers for that matter young workers enjoy hours of music videos on television. However, watching videos may negatively influence clothing and appearance, communication, spending habits and self-esteem.

As the world becomes more fast-paced, people become more dependent on the media to shape one's life. This has led to several trends in "society" (Kanellakis, 2007). The negative effects of the media can be seen most predominantly in today's young people. Research studies have shown media can have negative effects when the content contains themes such as violence and aggressive behaviour, sexual content, body image, and stereotypes. Exposure to the wrong types of media is not the only concern. Studies have also shown that too much exposure, even too positive media forms, can inhibit mental development and adversely effect physical health. If not closely monitored, young people can suffer a vast array of negative effects from media exposure.

Media influence the subconscious mind of the masses. Young workers continue to spend money trying to achieve this look they constantly see in adverts. For instance, the basic trend in the media industry at the moment is to promote skinny, even skinny unnatural looking women's bodies as being beautiful. Young workers would therefore, strive to choose clothing that will give them this look. Women of all ages but especially young women look at

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magazines, TV, movies and other media products full of images that show skinny women's bodies. And these are perceived by the subconscious mind of young women as being a role model to follow and aspire to be like (Webster, 2007).

In the above example, television had the potential to condition its regular viewers to more readily accept and support negative imagery and behaviours. The influence of various media may be more powerful than research has reported. Today's younger generations are bombarded by numerous forms of media on a daily basis that may include television, movies, radio/music and music videos, magazines, newspapers, and internet. This generation has access to the internet, television, music, and print media and it dominates their leisure activities. "Each week 18-24-year-olds spend an average of 10 hours online, 10 hours in front of a television and 5 hours listening to radio" (Weiss, 2003, p. 31).

Television

As technology rapidly advances, we find ourselves more submersed in various forms of entertainment and communication. Televisions can be found in nearly every household along with computers equipped with internet access. The society is becoming more and more capable of being constantly entertained, informed, or connected to other people at the click of a button.

Television has the potential to condition its regular viewers to more readily accept and support negative imagery and behaviours. As young workers are made to believe that anything coming out from the television is perfect so will every appearance be influential. The influence of various media may be more powerful than research has reported. While this fast-paced accessibility

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has positive affected people by providing educational materials and cultural experiences that would otherwise not be possible, it has also negative effects. Television is the most obvious media influence on young workers' choice of clothing. In Moschis and Moore's (1979) research into decision-making among the young workers; they find some support for their hypothesis that there is a positive relationship between the amount of television viewing and the extent to which an adolescent has brand preferences (although the findings are not statistically significant). Wyckham and Collins (1997) also find a correlation between brand recognition and commercial television viewing.

Internet

The internet is believed to be indispensable in the daily activities of today's society especially for that of young workers (Hoffman, Novak & Venkatesh, 2004). It is a great tool for communicating and information seeking. In Hoffman et al's 2004 study, a total of 126 million Americans use the internet with an average of 66 million users on a typical day. Among the growing users are Africans and college young workers. In 2003, 51% of the African population used the internet. To Hoffman et al. (2004), "college young workers are the heaviest internet users when compared to the general population" (p. 41). The internet is viewed as an essential enhancement to a college student's educational experience because it is used in both their academic and social life, Hoffman et al. again confirmed. Academically, young students use the internet for class discussions and research purposes. Socially, it offers certain means of entertainment and a way to connect people for discussion (Al-Obaidi et al., 2004).

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The internet has influenced the way fashion changes. The internet is credited for speedier fashion cycles because it allows young people opportunities to discover the most peculiar budding trends. Neuborne (1999) states that the rise of the internet, has sped up the fashion life cycle by letting kids everywhere find out about even the most obscure trends as they emerge. Neuborne believes internet is responsible for varied and faster-changing fashions of today's college young students.

The internet is the medium of choice for this age group and highly important and useful in their daily life. The internet has influenced the daily activities of society so much so that it is becoming indispensable. College young students' use of the internet suggests that its content can be highly influential in certain aspects of their lives, particularly those areas concerning fashion and appearance.

Print Media

Print media such as magazines, newspapers have an advantage over other forms of media because they are tangible items that can be held and passed around while electronic forms of media are considered perishable (Cusic, 2001). "New ideas for fashion may first be introduced by designers or innovative individuals. Fashion magazines may promote the style as "fashionable," "the latest thing," and "attractive" (Damhorst, 1999, p.11). Reading print media are a leisure activity among college young students, however compared to previous years; the reading of newspapers and weekly news magazines has decreased (Hendel & Harrold, 2004).

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Family Influence

Through socialization, family and peers play an important role in influencing young people's choice of clothing and appearance. According to Meyer and Anderson (2000) social influences are strong variables in the susceptibility of individuals to peer and reference groups. The day-to-day social activities allow individuals the opportunity to interact and communicate with others, particularly family, peers' lecturers and workers of educational institutions. This daily interaction is known as socialization, which is essential in shaping both the individual's social and psychological basis needed to function in society. It is assumed that family socialization transmits values, norms, morals, and beliefs from one generation to the next. The family's influence can be identified in various areas of an individual's life. "Positive support and influence from family can lead to academic achievement of college-aged individuals (Hall & Rowan, 2001), while negative influence and a single-parent family, may contribute to materialism and compulsive consumption behaviour by young adults" (p. 10). The influence of young workers' family on their choice of clothing is important in this study due to the role families play in value development. Africans are believed to conform to the standards set forth by their cultural group and in doing so they participate in socialization – led by the family and supported by the ethnic group.

In the African culture, the family functions by transmitting values and beliefs that support the beliefs and behaviours of the culture. According to Stevenson (1994), cultural transmission of values and beliefs has long been a factor in understanding effective African family functioning. Clothing is a form of expressing one's culture. This behaviour suggests that the values instilled by

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family at an early age continue to influence individuals into adulthood. The family, particularly parents, has a significant influence on young workers' choice of clothing. According to Gravely (1999), studies of buying practices show that women are the principal purchasers of apparel. Women put special emphasis on apparel and may in many cases influence their husbands or boyfriends when they purchase apparel. "During preadolescence (8-12 years old), the role the parent plays in shopping and selecting apparel decreases while the friend/peer role in shopping increases" (Meyer & Anderson, 2000, p. 243). The family's role in influencing clothing diminishes significantly during adolescence and into young adulthood as the young person begins to conform to peers while developing an identity for themselves.

Peer Influence

Peer acceptance or approval of an individual's apparel is important. A peer group is made up of members who have equal standing within the group. (Weber, 1986) Most people feel a strong need to fit in with other members of their peer group. Some will even adjust their habits and clothes to conform to the standards of the group. This is because clothing that does not conform to the group's standards and expectations may be criticized. Persons as young as 11 and 12 years old have expressed the importance of peers liking the apparel they purchased (Meyer & Anderson, 2000). At this age there is also evidence of group affiliation and conformity in apparel behaviour. According to Meyer & Anderson, "as pre-adolescents age, they become more sensitive to others' opinion and will try to conform to those in the peer group, at least in clothing behaviour" (p. 250). During tertiary school level, young students become obsessed with their appearance and begin to make independent apparel choices

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and shop alone or with friends, as a matter of fact, young students prefer to shop with friends; they need the social consensus of help in making clothing choices (Damhorst, 1999) but there again the final decision is taken by them. In Weber opinion, this dual drive contributes to a conflict: the strong desire to be part of a group, and a growing urge to be recognized as an individual in your own right.

When young students enter tertiary schools, needs and choice of apparels change. During this stage, young students become more autonomous and self-reliant in making apparel choices. A significant percent of polytechnic young students can be classified as fashion leaders and an even larger percent as fashion followers. Based on the results of Workman and Kidd (2000); Stanforth (1995), undergraduate fashion leaders are non-conformist and seek to use apparel to express their own unique identity. Undergraduate fashion followers are conformists and seek to adhere to the apparel standards of a comparison group within the college community. Workman & Kidd (2000, p. 236) found that "college fashion leaders strived to be unique in comparison to other individuals or groups in their surroundings" (campus). The moment a college fashion leader perceived their dress and appearance to be similar to others on campus they would quickly adopt a newly introduced style. College fashion followers were labelled conformist because once this group perceived their dissimilarity to a comparison group, presumably college fashion leaders, they quickly adopted the new style. Stanforth also found a difference between undergraduate fashion leaders and fashion followers in using clothing to express individuality.

The study suggests that undergraduate fashion leaders use apparel to differentiate themselves from others and to create a unique public identity

(Stanforth, 1995, p. 120). It seems fashion leaders desire to use apparel to establish individuality. Stanforth's results are based on a sample of 142 undergraduate young students where 36 were identified as fashion leaders and the remaining 106 were labelled as fashion followers. However, there were no results reported on the use of clothing for fashion followers. The study supports the influence of family on apparel selection. It is clear that college young students are interested in being unique from or conforming to others in the college community. In either situation, "young students are constantly faced with influences from reference groups" (McKinney et al., 2004, p. 389). It will appear that college young workers' choice of clothing and appearance are internally influenced. However, one can assume that the internal influence is based on the values and beliefs developed in childhood from various sources including family, peers, media and even school. Schools provide the type of environment that transmits values and provides a setting for the exchange of ideas within peer groups (Horn & Gurel, 1981). College campuses are ideal for this type of social exchange. Nevertheless, during childhood and pre-adolescence, the influence from family and peers on apparel behaviour is evident.

Adolescence and adulthood limit the amount and type of influence family has on certain areas of an individual's life. Other sources of influence exert different levels of influence that are negotiated internally by the student. The results of Wilson and MacGillivray's (1998) study on adolescent clothing choice revealed that "when ranked in rank order of most influence on apparel choice, Black adolescents had the highest score for media influence" (p. 443).

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Parental and friend influences were the next highest influence on apparel choice for Black adolescents, while siblings had the least influence.

There are many reasons why we choose to wear a particular article or style of clothing. Many of us consider our choice in clothing as an extension of our identity. While many others pick clothes from their wardrobe that reflect their current mood, there are also many times when we choose to dress a certain way in anticipation of being in a particular social setting. Even people who do not seem to bother with matching clothes or wearing a designer label or walk around wearing clothes that are torn and dirty, are making a statement. What remains to be examined is whether or not there is a clear relationship between the clothing we wear and our social interactions. The implications of such a relationship could lend itself to a variety of benefits. Imagine knowing that if you are dressed a particular way; you are more likely to get better service in a restaurant. It is already known that when showing up for a job interview, there is certain dress attire that will make you more likely to get the job. Young students who are single and going out, tend to spend more time getting ready and dressed up. The implication here is that we associate first impressions and attraction to our physical appearances. A variety of studies using empirical reasoning in many different settings, have tried to establish a relationship between the two. Regan and Llamas (2002) opined that people need to dress appropriately if they want to be treated well, after she found out in an observational study of shoppers, the service they received and the way they were dressed. Her study revealed that upon entering a store, it took more than 20 seconds longer for an employee to approach a shopper dressed in gym clothes, as opposed to one dressed as if she was on her way to work. It was then

concluded, that clothing, like other aspects of appearance, seems to exert at least some influence on how we are perceived and treated by others.

Social/Economic Class Influence

According to Weber 1986, if a person value wealth, then the symbols of wealth may be important to him or her and will probably select clothing that look expensive. "Social class is an informal ranking of people in a culture based on their income, occupation, education, dwelling, and other factors" (Gravely, 1999). Previous studies that focused on clothing of women found that apparel choices were related to social class. One of the studies of Lunt and Livingston cited by Gravely (1999), indicated that, Black, regardless of their social class status, put special emphasis on apparel. However, it is observed that there are some people who place emphasise on the cost of clothing to make clothing choices. Another study (Stone & Form), as reviewed by Gravely (1999), found that among youth from all socioeconomic levels, youth from the middle class knew what they wanted to purchase when shopping for apparel while the upper and lower-class groups were unsure of the apparel items they wanted.

Realizing an increasing number of young workers in the work-force, Apple (1986) focused on the clothing choice practices of young workers by identifying and examining lifestyles, types of retail outlets shopped, fashion information sources used, desirable store attributes, and the relationship of these factors to specific demographic variable.

Various Clothing Styles

All-Bany's (2007) study identified the trend of dress styles exhibited in the school environment under the following:

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i. **Provocative Dressing: -** Dress styles that had disturbing and compelling attraction from the audiences towards the wearer. These are styles made of seen-through fabrics, too tight fabric, vibrating body plains, protruding body shapes or structures, which compelled the observers to watch especially from the opposite sex. Some of the local descriptions for such dress styles are 'Apuskelenke', 'fufu and dish', 'show your waist', 'show your back', 'backyard', 'follow me' and 'show your front' among others.

ii. **Body Exposure: –** This described the act of dressing and exposing specific parts of the body in such a manner that was considered unacceptable or indecent in the educational institutions. The clothing often looked too skimpy (too small) to cover the body parts thereby exposing vital parts of males or females such as the chest, the back of the buttocks, the breast, the nipple, the navel, the waistline, the thighs and the cleavage – (the space between a woman's breasts seen in a low-cut dress). Some local terms used to describe type of clothing are 'I am aware', 'Free show', 'Ma tricky Jesus', 'Excursion', 'Dare you' and many more.

Clothing styles such as these used on campus even though do not reflect the accepted indigenous code of dressing in an academic institution, are influenced from various sources, be they psychological or social.

Values and Choice of Clothing

The theory that a close relationship exists between the product or brand choices a consumer makes and the values they seek to satisfy, is the theory that underpins the present study. "Examination of values provides a more meaningful and interpretive analysis of the underlying motives that structure

attitudes and behaviour" (Dichter, cited in Dibley, 2004, p.24). This explains why various choices are made by individuals.

Rokeach (1973) defines value as, an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence. It is critically important to understand what these values are, as they serve as a basis for the formation of beliefs, attitudes and behaviours. Rokeach describes values as, a standard employed to influence the attitudes and actions of at least some others. To him, parents will attempt to pass down to their children, beliefs about preferable conduct or end-states of existence. In Munson's (1984) work on personal values, he sums up the breadth of definitions by scholars, while at the same time acknowledging the reasonable degree of consensus that has emerged. Values, Munson (1984) says, have been defined as, "a need, a belief, a motive, any object of interest, a conception of the desirable and not something merely desired, a standard in terms of which evaluations are made, and a cognized belief of what ought to be required by society'' (p. 16). He summarizes values as "beliefs about what the individual considers right, fair, just, or desirable". It would be realised from definitions above that values could be personal as well as social; this is because a culture, an individual and a society he belongs may share the same values. A student in a school environment is also likely to adapt to the common norms in addition to his own which could be conflicting.

Baker and Jenkins (1997) highlight five key elements of values that appear frequently on this subject:

1. Preference values: concerned with choices or alternatives.

2. Endurance values: enduring beliefs.

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3. Guidance values: act as guides to behaviour or action.

4. Centrality values: beliefs that are centrally held.

5. Abstractness values: abstract or ambiguous concepts, as opposed to attitudes which are generally seen as object-specific.

This analysis is in line with the five formal features of values identified by Schwartz and Bilsky (1987). According to the latter authors, values are concepts or beliefs, pertain to desirable end-states or behaviours, transcend specific situations, guide selection or evaluation of behaviour and events and are ordered by relative importance. In Schwartz and Bilsky,s book; Toward universal psychological structure of human values page 557, two distinct tracks have emerged in the literature with regard to applications of values theory: the macro approach, and the micro perspective. The macro approach is, quantitative in essence, aimed at clustering individuals into groups (social) which was defined by a prior specified value orientation. Dibley (2004) assumed that character is socially conditioned and proposed three typologies of social character: tradition-directed, inner-directed, and other-directed: Values take the micro perspective when they are limited to an individual. As such "values are personal, traditional and social directed" (p. 31). An influential student of a different culture can easily affect his colleagues with his values thereby causing them to choose clothing similar to his.

Dibley, (2004) again attempted to define individuals according to distinct value orientations, claiming that, cultural value is determined by biological human nature, social interaction and the culture's uniqueness." Maslow's need hierarchy (1954) is also pertinent to this macro discussion of values. He believed that an individual's "most basic needs must be satisfied at a

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minimum level before other needs are activated" (Lee & Beatty, cited in Dibley, 2004, p.32). they described a hierarchy moving from physiological needs to safety needs to belongingness, to self-esteem, to self-actualization. A value, to Maslow, is simply a specific type of need which motivates and directs individuals to fulfil it. However, the question that remains is whether there is a link between values and choice of clothing. In Munson's (1984) work on personal values (1984) he discusses the difficulties in linking values and brand choice. He asserts that; different value systems may lead to the same formal behaviour, young workers dressing according to school environment and, similar value systems may lead to different behaviour: Young workers from the same culture choosing clothing differently to suit associations/friends. He asserts that values may prove more useful in discriminating choice behaviours among alternative generic clothing categories, than among specific brands within a given generic category such as miniskirts, maxi skirt or a variation in term of colour. He concludes that values are only indirectly linked to brand choice behaviours, stating that it is, more likely that anyone value or value system will operate to influence brand choice through a system of intervening attitudes.

These views are echoed by Shrum and McCarty (1997) who assert that, studies on values view the relationship between values and behaviour as simple and direct but ignores other variables like antecedent and intervening in the value-behaviour relation. Examples of these variables include attitudes, individual difference variables, and demographics. Shrum and McCarty illustrate clearly that, if there is a weak link between personal values and behaviour, then, the impact of values on making clothing choices will be

correspondingly weak as well (p.59). They conclude from their studies using Rokeach's Value Scale and Kahle's List of Values that, for low involvement products in particular, choices among products may have little to do with value orientations. They also reach the interesting conclusion that the value-behaviour link depends on the nature of the individual. They therefore explained that, individuals who are more aware of their internal dispositions such as motivations, attitudes and values, and are more prone to introspection are more confident of their values, and more aware of links between internal disposition and behaviour. Their study concluded that, the more individuals were aware of their inner feelings, the more differentiation they exhibited in their ratings of the personal values.
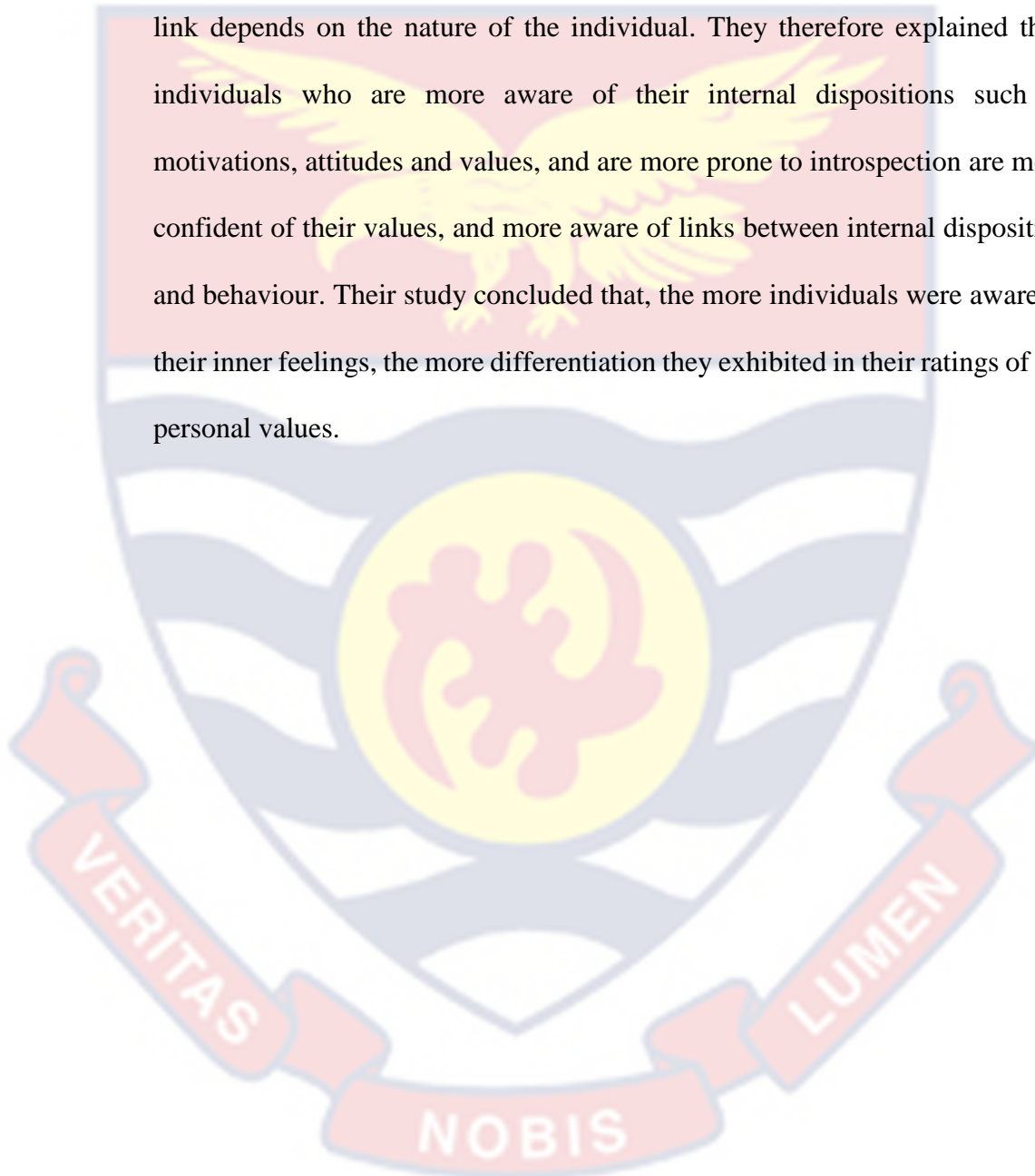
Conceptual Framework
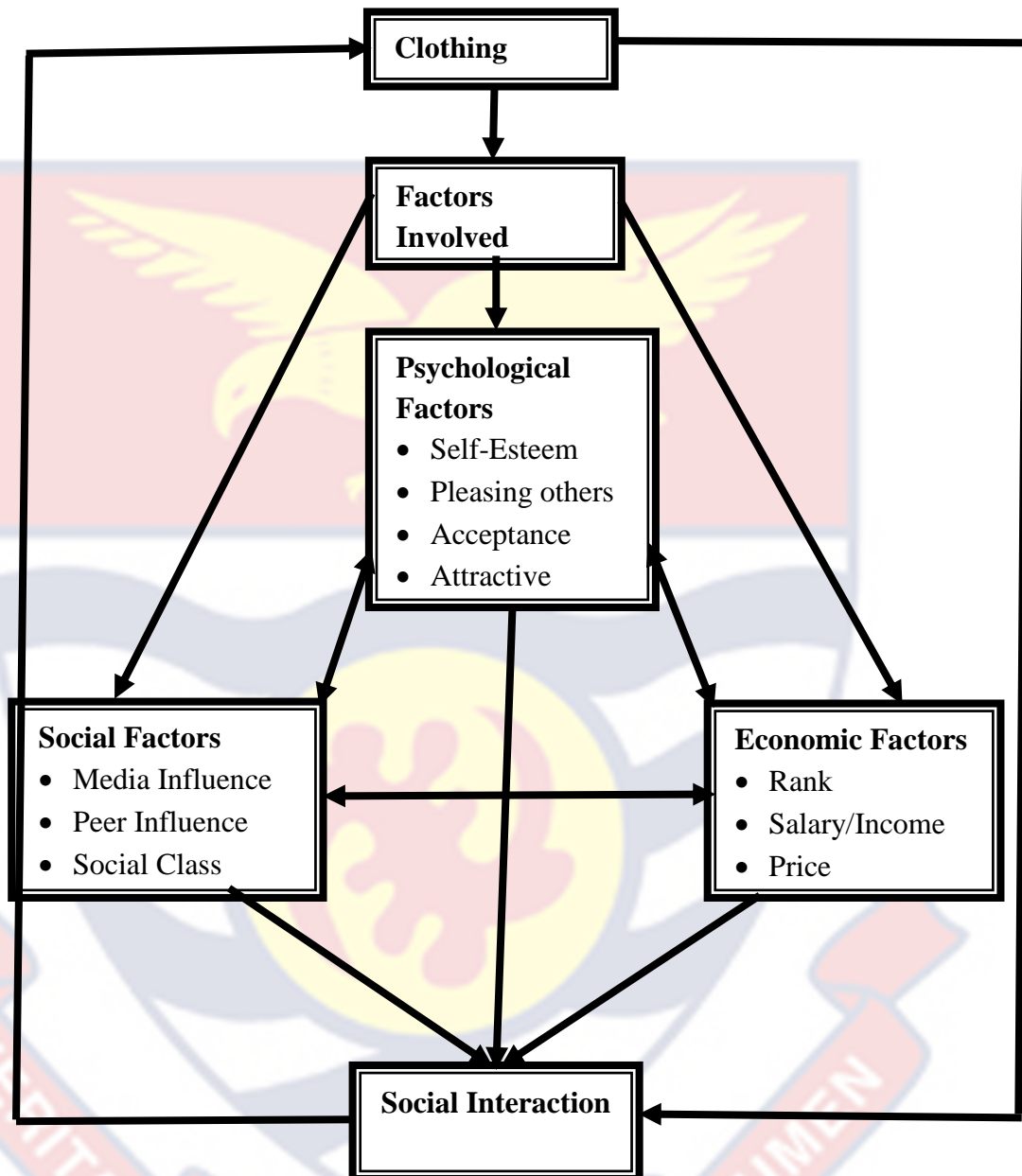
Figure 1: Conceptual Framework

Source: Author's Construct, 2019.

     The conceptual framework shown in Figure 1 illustrates clothing choice and its influence on social interaction among workers. In the above framework, it could be observed that there is a relationship between the independent and dependent variables of the study. The independent variables are psychological,

social and economic factors which also have some relationship among them. Economic factors for instance may determine what one choose to wear bearing in mind what the social setting accepts and this will finally bring about psychological satisfaction. These factors influence the choice of clothing among workers. The influence of clothing on the social interaction among workers is the dependent variable. It can be observed from the framework that psychological factors that influence the choice of clothing designs included; self-esteem, attractiveness, desire to please others and acceptance. Social factors that influence the choice of clothing were; occasions, marital status and religion. Under the economic factors were; the current ranks of the individual workers, salary or income and the price of the clothes. It can be deduced that these factors influence the choice of clothing and may either promote or hinder interaction with among workers. How you want people to relate to you may also inform your choice. Therefore, an output can also be an input before the throughput is used. What you choose also may affect how people relate to you so, there is a relationship.

Empirical Review

This section of the literature focuses on the empirical studies that have been conducted in relation to the study. Kalunde (2014) conducted a study on the topic; "Psycho-social and economic factors influencing the choice of clothing by professional women: A case of Machakos town in Kenya". The study concluded that social factors had less influence on the choice of clothing among professional women in Machakos Town. This is supported by the findings that respondents' religion, traditional culture and important occasion did not significantly influence the choice of clothing.

Asare, Ibrahim and Asare (2016), conducted research on the influence of social and psychological factors on the selection of clothing among young female students of Kumasi Polytechnic, Ghana. The study concluded that young female students in Kumasi Polytechnic obtain information on clothing selection mainly from their peers and the media. It can therefore be asserted from the study that peer groups and the media happen to be social factors which exert influence on female young students regarding selection of clothing. The findings made it evident that media contributes immensely to the changes in societal clothing trends among female young students. Most of the time these media characters, and celebrities, movie stars, newscasters, and others blindly copy the foreign ways of dressing that may not be in conformity with the customs and traditions of Ghanaian society. In that respect the clothing that the youth copy from the celebrities do not in any way instill moral influence on the youth. Furthermore, peer acceptance as a psychological factor also influenced the selection of clothing by the respondents. The youth dressed to draw attention to their pleasing physical attributes and concealed their undesirable body parts however they showed little concern about impressions of other members of the society such as parents and guardians regarding acceptable dressing behaviours in the society.

Azuah (2011), conducted a research with the purpose of finding out factors influencing youth of Takoradi Polytechnic in the Western region of Ghana's choice of clothing. The study adopted the descriptive survey design. On the part of factors influencing these youth's choice of clothing, high ranking psychological factors (values) recorded were self-fulfilment and sense of accomplishment. Considering youth's choice of clothing and the society (social

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factor), it was discovered that clothing is selected with intention of being well-respected, having sense of belonging, with the least being warm relations. On the part of the media, television had the highest percentage influence, followed by print media (Magazines/Newspapers) and internet. Self-fulfilment is the leading factor in making clothing decisions among youth of Takoradi Polytechnic. It can therefore be concluded that internal values are ranked high by these youth. Regarding choice of clothing in relation to programme of study, it is concluded that accounting youth selected clothing for self-fulfilment: to promote an environment conducive for their field of study.

Riungu (2009) sought to determine factors influencing clothing selection among primary school teachers in rural areas with reference to Mwimbi division in Meru district. The main objective in this study was to identify the physical, psychological and socio-economic factors influencing teachers' clothing selection. This research adopted a descriptive research design. The study found that teachers have a common clothing consumption pattern characterized with selecting clothes that they look smart in and this show high regard for aesthetic clothing. Teachers' remuneration influenced clothing selection and buying practices. Better remuneration may contribute to better clothing selection. In the face of changing clothing fashion and styles teachers still hold on to one's beliefs and values. Hence, the current study sought to investigate the influence of clothing choice on the social interaction of workers using the senior and junior staff of the University of Cape Coast.

CHAPTER THREE

RESEARCH METHODS

Introduction

The main objective of the study was to find out about the kind of clothing the workers in the University of Cape Coast chose to wear, and how what they wear make them relate to others at the work place. This chapter deals with the methods used to obtain information for the study. These include; research design, population, sample and sampling procedure, data collection instrument, pilot testing, data collection procedure, data analysis and ethical considerations.

Research Design

The design used for the study is a descriptive survey. The descriptive survey design is a type of design that can be explained as the process of gathering data in order to answer research questions or test hypothesis which concern the existing status of a phenomenon (Asenahabi, 2019). This type of survey attempts to provide an accurate and objective description of a picture of an on-going situation or real-life situation (Quartey & Awoyemi, 2002). Koul (1997) indicated that survey studies are conducted to collect detailed description on existing phenomenon with the intent of employing data to justify current conditions, practices or make more intelligent plans for improving them. He further explained that, in addition to analysing, interpreting and reporting on the status of an organisation for future guidance, descriptive surveys can be used to determine the adequacy of an activity by comparing results to established standards. It also has another advantage of producing a good number of responses from a wide range of people.

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The descriptive survey design is ideal because this study was poised to investigate what makes workers choose what they wear and how the clothing influence social interaction among workers in the University of Cape Coast.

Despite the above advantages, the descriptive survey design is not without weakness. Marczyk, DeMatteon and Festinger (2005) observe that survey design, like all non-experimental designs, no matter how convincing the data may be, cannot rule out the influence of extraneous variables on the study. This is because descriptive survey designs do not have control over the variables and the environment that they study. This means that findings from surveys are most often influenced by factors other than those attributed by the researcher. Seifert and Hoffgung (1991) also identify problems of survey designs to include the possibility of producing untrustworthy result because they may delve into people's private matters.

Population

According to Burns and Grove (1993), population is elements (individuals, objects and events) that meet the sample criteria for inclusion in a study. However, it has been argued that research does not necessarily require large samples but careful selection of respondents whose views will help explain the issues being studied (Flicks, 2006). The population of the study included all senior and junior staff of the University of Cape Coast. The total population of the senior staff was one thousand five hundred and sixty-two (1,562). The sub-ranks within the senior staff includes: Chief Administrative Assistants, Principal Administrative Assistants, Senior Administrative Assistants, Administrative Assistants, Chief Technical Assistants, Principal Technical Assistants, Senior Technical Assistants, Chief Auditing Assistants, Principal Auditing Assistants,

Senior Auditing Assistants, Auditing Assistants and Technical Assistants. The total population of the junior staff was one thousand two hundred and sixty-eight (1,268). The sub-sections of the junior staff included; the cleaners, messengers and the drivers. The University of Cape Coast has six colleges namely; College of Education Studies, College of Health and Allied Sciences, College of Agriculture and Natural Resources, College of Humanities and Legal Studies and College of Distance Education.

Sample and Sampling Procedure

Sample, according to Churchill and Brown (2014), is defined as a subset of elements from the population. In the same view, Mouton (2018) emphasized sample as elements selected with the intention of finding out something about the total population from which they are taken. Moreover, it's been established that there is no clear-cut answer to the question on sample size selection for any research work and that the best answer lies in the sample which is large enough for the researcher to obtain the needed data with affordable time and energy (Fraenkel & Wallen, 2012).

According to Krejcie and Morgan (1970), a sample size of 306 is appropriate for a population of 1562 and a sample of 291 is appropriate for a population of 1268. This implies that 306 senior staff and 291 junior staff are appropriate for the study. Stratified sampling technique was used to select the employees for the study due to the collegiate system currently adopted and practiced in the University of Cape Coast. A stratified sample was obtained by dividing the population into mutually exclusive groups (colleges), or strata, and randomly sampling from each of these groups. Members in each stratum had equal chance of being selected to participate in the study. This means that each

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rank had equal number of participants after which simple random sampling was employed to representatively choose the sample for the study.

Data Collection Instrument

A questionnaire was used as an instrument for data collection. The questionnaire consists of both closed and open-ended questions. Best and Khan (1993) explain that the questionnaire may serve as the most appropriate and useful data gathering device in a research project if properly constructed and administered because it has a wider coverage. In this research, questionnaire enabled respondents to provide their own responses to the open-ended items as the questions demanded and at the same time, they were required to answer the close ended items by selecting from the list of possible answers provided. The questionnaire was divided into four sections. Section "A" sought responses on the demographic data of the respondents. Section "B" of the questionnaire elicited responses on the psychological factors contributing to the choice of clothing designs. Section "C" focused on the social factors contributing to the choice of clothing designs. Section "D" collected data on the economic factors contributing to the choice of clothing designs. Section "E" focused on the effects of clothing on the social interactions among workers.

Pilot Testing

The pilot testing was done at Cape Coast Technical University. The purpose of the pilot testing was to help test the validity and reliability of the instrument. Reliability can be seen as the extent to which results of a study are consistent over time. It also refers to how accurate it represents the total population of the study under investigation (Atubga, 2016). From the definition,

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the idea of consistency is stressed as a key feature of reliability. Validity on the other hand determines whether the research truly measures that which it was intended to measure or how truthful the research results are (Joppe, cited in Golafshani, 2003). As such, the instruments were expected to reflect the purpose and research questions of the study. The population comprised 40 workers which comprised of 20 senior staff and 20 junior staff.

The validity of the instruments was checked using expert judgment from my supervisors. In this regard, after developing the questionnaire, copies of the instrument were submitted to my supervisors for them to make comments as well as corrections. This was to ensure that the items in the questionnaire were adequate and comprehensive to cover all aspects of the research questions. That is, whether it was comprehensive enough to cover the required information of the study. This also ensured that ambiguities and grammatical errors were corrected.

The instrument was personally administered and collected for analysis. The filled questionnaire was fed into the Statistical Product and Service Solution (SPSS) version 23.0 to calculate the Cronbach's Alpha reliability coefficient for the various sections. This was to check the internal consistency of the test items in the questionnaire. The overall coefficient for the instrument was .846. The specific Cronbach's Alpha reliability coefficient for research questions 1, 2, 3 and 4 was .808, .717, .738 and .774, respectively. These were examined against the acceptable range of .60 or above (Sekaran & Bougie, 2010). These results indicated that the instrument had an adequate internal consistency.

Data Collection Procedure

To ensure a high return rate, the instruments were administered by the researcher. The administration of the questionnaires was preceded by a letter of introduction from the Head of the Department of Vocational and Technical Education (Appendix D) which was given to the heads of the various directorate of the senior and junior staff upon the arrival of the researcher. With the submission of the introductory letter the researcher obtained permission to collect data from the workers. After the data was collected, it was realized that the total number of questionnaires retrieved from the senior staff were 276 and that of the junior staff were 277. This implies that there were 90% and 92% return rate for senior staff and junior staff respectively. According to Dillman (2017), return rate from seventy percent (70%) is classified as a good and acceptable return rate.

Data Analysis

In order to address the research questions formulated, the data obtained from respondents were filtered to remove any irrelevant responses and coded. After coding the responses, they were analysed using Statistical Package for Service Solution (SPSS) version 27.0. Descriptive statistic was used to analyse the data to provide results. The software was used because it is the most used package for analysing quantitative data (Gravetter & Wallnau, 2004). In addition, the advantages of the software include (a) it is user friendly, (b) it can easily be used to analyse multi-response questions, cross section and time series analysis and cross tabulation; (i.e., relate two sets of variables) and (c) it can also be used alongside Microsoft Excel and Word. The descriptive statistics including frequencies and percentages as well as mean and standard deviation

were used to analyse the data collected from the field. Research question one was analysed with the use of means and standard deviation. Research question two was analysed with the use of means and standard deviation. Research question three was analysed with the use of means and standard deviation and research question four was analysed using means and standard deviation. In addition to the above, Spearman's correlation analysis was employed to determine the influence of clothing choices on the levels of interaction.

Ethical Considerations

The conduct of a research requires not only expertise and diligence, but also honesty and integrity. To render the study ethical, the rights to self-determination, anonymity, confidentiality and informed consent was observed. Subjects' consent was obtained before the questionnaire was administered to them. The research participants were informed on the purpose of the study and the procedures used to collect the data. Anonymity and confidentiality were maintained throughout the study by not disclosing the subjects' name on the questionnaire and research reports and detaching the written consent from the questionnaire. Respondents were also assured of the right to choose to withdraw if they wish to.

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CHAPTER FOUR

RESULTS AND DISCUSSION

Introduction

This chapter presents the core findings from the study that was conducted in the University of Cape Coast. The main purpose was to find out what informs the kind of clothes administrative staff of the university choose to wear and how what they wear make them relate to others at the work place. Specifically, the study sought to find out the psychological, social, and economic factors contributing to the choice of clothing among workers of the University of Cape Coast and explored how the choice of clothing affects the way they relate to others at the work place. The study adopted descriptive statistics including frequencies and percentages as well as mean and standard deviation to analyse the data collected from the field. The results presented in this chapter were derived from the research questions. The chapter ends with a summary of the core findings.

Background Information of the Respondents

This section dealt with the information collected on the background of the respondents. The characteristics of the respondents discussed in this section included gender, age ranges, level of education, number of years of service and staff designation. Since the respondents are of two different categories, there was the need to present the background information of each. The background information are presented in Tables 1 and 2.

Table 1: Background information of Senior Staff

Variable	Sub-scale	N	%
Gender	Male	176	63.8
	Female	100	36.2
Age	25-30years	52	18.8
	31-35years	110	39.9
	36-40 years	29	10.5
	41-45 years	28	10.1
	46-50 years	33	11.9
	51 years and above	24	8.6
Level of Education	SSS/SHS/O' Level	8	2.9
	A' Level/Post-Secondary	10	3.6
	Diploma/HND	49	17.8
	First Degree	89	32.2
	Master's Degree	120	43.5
Number of Years of Service	5 years or less	39	14.1
	6-10 years	64	23.2
	11-15 years	62	22.4
	16-20 years	86	31.2
	More than 20 years	26	9.4
Staff Designation	Administrative Assistant	117	42.4
	Senior Administrative Assistant	24	8.7
	Principal Administrative Assistant	71	25.7
	Chief Administrative Assistant	64	23.2

Source: Field survey, Boateng (2019).

Table 1 shows the background information of the respondents who are senior staff. The Table indicates that 176 (63.8%) of the respondents were males whilst 100(36.2%) of the respondents were females. This means that more males were involved in the study than females.

With regard to the age distribution of the respondents, the Table 1 showed that 52(18.8%) of the respondents were between the ages of 25-30years 110(39.9%) of the respondents were between the ages of 31-35years, 29(10.5%), were between the ages of 36-40 years, 28(10.1%) of the respondents were between the ages of 41-45 years, 33(11.9%) of the respondents were between the ages of 46-50 years and 24(8.6%) of the respondents were between the ages of 51 years and above. The age distribution of the respondents indicate that the university has a vibrant senior staff.

On the educational level of the respondents, the Table 1 showed that 8(2.9%) of the respondents had SSS/SHS/O' Level as their level of education, 10(3.6%) had A' Level/Post-Secondary as their level of education, 49(17.8%) had Diploma/HND 89(32.2%) had first degree and 120(43.5%) of them had master's degree. On number of years of service of the respondents, the results indicated that, 39(14.1%) of the respondents have served the University as senior staff for 5years or less, 64(23.2%) have served the University for 6-10years, with 62(22.4%) having served the University as senior staff for 11-15years, 86(31.2%) of them have also served the University for 16-20years and 26(9.4%) of them have also served the University as senior staff for more than 20 years. This gives the implication that all the senior staff involved in the study were literate. Hence, they found it easy reading and understanding the items on the questionnaire. This also imply that they were able to give objective responses to the each of the items on the questionnaire.

Finally, the results revealed that 117(42.4%) of the senior staff were Administrative Assistants, 24(8.7%) of the senior staff were Senior Administrative Assistants, 71(25.7%) of the senior staff were Principal

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Administrative Assistants and 64(23.2%) were Chief Administrative Assistants. It can be said that the higher the ranks, the more the salary. This means that higher ranks have the potential of acquiring expensive or more clothing.

Table 2: Background Information of Junior Staff

Variable	Sub-scale	N	%
Gender	Male	177	63.8
	Female	100	37.2
Age	25-30years	52	19.3
	31-35years	107	38.6
	36-40 years	37	13.4
	41-45 years	28	10.1
	46-50 years	33	11.9
	51 years and above	20	7.2
Level of Education	SSS/SHS/O' Level	8	2.9
	A' Level/Post-Secondary	59	21.9
	Diploma/HND	90	32.5
	Middle School	120	43.3
Number of Years of Service	5 years or less	68	24.5
	6-10 years	85	30.6
	11-15 years	61	22.0
	16-20 years	36	12.9
	More than 20 years	27	9.7
Staff Designation	Senior Conservancy Labourer	57	20.5
	Conservancy Labourer	28	10.1
	Sprayer	42	15.1
	Headman	35	12.6
	Overseer	20	7.2
	Cleaner	69	24.9
	Messenger/Cleaner	26	9.4

Source: Field survey, Boateng (2019).

Table 2 shows the background information of the junior staff. The Table showed that 177(63.8%) of the respondents were males whilst 100(37.2%) of the respondents were females. This means that more males in this category of staff were involved in the study than females.

With regard to the age distribution of the respondents, the Table showed that 52(19.3%) of the respondents were between the ages of 25-30years 107(38.6%) of the respondents were between the ages of 31-35years, 37(13.4%), 28(10.1%) of the respondents were between the ages of 41-45 years, 33(11.9%) of the respondents were between the ages of 46-50 years and 20(7.2%) of the respondents were between the ages of 51 years and above. The age distribution of this category again indicate that the university has a vibrant junior staff.

On the educational level of the respondents, the Table showed that 8(2.9%) of the respondents had SSS/SHS/O' Level as their level of education, 59(21.9%) had A' Level/Post-Secondary as their level of education, 90(32.5%) have Diploma/HND and 120(43.3%) had middle school as their level of education. On number of years of service of the respondents, the results indicated that, 68(24.5%) of the respondents have served the University as junior staff for 5years or less, 85(30.6%) have served the University for 6-10years, with 61(22.0%) having served the University as junior staff for 11-15years, 36(12.9%) of them have also served the University for 16-20years and 27(9.7%) of them have also served the University as junior staff for more than 20 years.

Finally, the results revealed that 57(20.5%) of the junior staff were senior conservancy labourers, 28(10.1%) of them were conservancy labourers, 42(15.1) of them were sprayers, 35(12.6%) of them were headmen, 20(7.2%) of the junior staff were overseers, 69(24.9%) of them were cleaners and 26(9.4%) were messenger/cleaners.

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Main Discussions

This section focuses on the discussion of the data from the field to address the research questions that were formulated to guide the study. The four-point Likert scale questionnaire that was administered was analysed using mean of means and standard deviations. In employing the means and standard deviations for the analysis, the decision rule followed is presented below;

Table 3: Decision Rule for Means Values

Mean Values	Scale
4.0-3.5	Strongly Agree
3.4-3.0	Agree
2.9-2.5	Disagree
2.4-1.5 and below	Strongly Disagree

Table 4: Decision Rule for Standard Deviation Values

Standard Deviation Values	Interpretation
1.0 or greater than 1.0	Responses were heterogeneous
Less than 1.0	Responses were homogeneous

Psychological Factors Contributing to the Choice of Clothing Among Workers of the University of Cape Coast.

Research question one sought to find out the psychological factors contributing to the choice of clothing designs among workers of the University of Cape Coast. The responses of the senior and junior staff are presented in Tables 4 and 5 respectively.

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Table 5: Responses of Senior Staff on Psychological Factors Contributing

to the Choice of Clothing

Statement	Mean	SD
My choice of clothes is influenced by:		
my need for self enhancement	3.57	0.50
the impression I would like to create for myself everyday	3.43	0.50
my personal respect	3.43	0.50
my personal character	3.32	0.48
my ability to be accepted as a worker in the university	3.32	0.48
my self-esteem	3.29	0.66
my self-consciousness	3.29	0.46
my body image	3.21	0.42
my position in the university	2.82	0.61
Mean of Means/Average Standard Deviation	**3.29**	**0.51**

Source: Field survey, Boateng (2019).

Table 5 shows the responses of senior staff on psychological factors contributing to the choice of clothing among workers. The results showed that most of the senior staff agreed that their choice of clothes is influenced by their self-esteem and their responses were homogeneous (M=3.29; SD=0.66). On their responses to the statement that, the choice of clothes is influenced by their body image the results portrayed that most of the senior staff attested to that and there existed no differences in their responses (M= 3.21; SD= 0.42). In the same direction, the senior staff agreed that their choice of clothes is influenced by their personal character and there existed no variations in their responses (M= 3.32; SD= 0.48).

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Following the responses of the senior staff on influence of the need for self-enhancement on their choice of clothing, the results revealed that most of them strongly agreed and their responses were not far away from each other concerning the statement (M= 3.57; SD= 0.50). In relation to their responses on the statement that the choice of clothes is influenced by their ability to be accepted as workers in the university, the results brought to bear that most of the senior staff agreed and there were no changes in their responses (M=3.32; SD= 0.48).

A closer look at the results indicated that most of the senior staff agreed that their choice of clothes is influenced by the impression they would like to create for themselves every day, and their responses clustered around the mean (M= 3.43; SD= 0.50). In addition to the above, most of the senior staff strongly agreed that their choice of clothes is influenced by their self-consciousness (M= 3.29; SD= 0.46).

Finally, the results disclosed that the senior staff were influenced by self or personal respect in their choice of clothes and their responses were not varied from each other (M=3.50; SD=0.64). The overall mean and standard deviation values for responses of senior staff on psychological factors contributing to the choice of clothing among workers rated (M=3.29; SD=0.51). This gives the indication that psychological factors contributed to the choice of clothing among senior staff of the University of Cape Coast.

The responses of the junior staff on psychological factors contributing to the choice of clothing among workers is presented in Table 6.

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Table 6: Responses of Junior Staff on Psychological Factors Contributing

to the Choice of Clothing.

Statement	Mean	SD
My choice of clothes is influenced by my:		
self-esteem	3.71	0.46
personal character	3.71	0.46
body image	3.64	0.49
self-consciousness	3.54	0.51
personal respect	3.46	0.51
ability to be accepted as a worker in the university	3.43	0.63
the impression I would like to create for myself everyday	3.36	0.49
position in the university	3.11	0.56
need for self enhancement	3.11	0.56
Mean of Means/Average Standard Deviation	**3.45**	**0.52**

Source: Field survey, Boateng (2019).

Table 6 shows the responses of junior staff on psychological factors contributing to the choice of clothing among workers. The results showed that most of the junior staff strongly agreed that their choice of clothes is influenced by their self-esteem and their responses were homogeneous (M=3.71; SD=0.46). On their responses to the statement that, "the choice of clothes is influenced by their body image" the results portrayed that most of the junior staff attested to that and there existed no alterations in their responses (M= 3.64; SD= 0.49). In the same direction, the junior staff strongly agreed that their choice of clothes is influenced by their personal character and there existed no disparities in their responses (M= 3.71; SD= 0.46). It was not surprising when most of the junior staff agreed that their choice of clothing was influenced by their position in the university with no differences in their responses (M=3.11; SD=0.56).

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Following the responses of the junior staff on influence of the need for self-enhancement on their choice of clothing, the results revealed that most of them agreed and there were no variances in their responses (M= 3.11; SD= 0.59). In relation to their responses on the statement that the choice of clothes is influenced by their ability to be accepted as a worker in the university, the results brought to bear that most of the junior staff agreed and there were no alterations in their responses (M=3.43; SD= 0.63).

A closer look at the results indicated that most of the junior staff agreed that their choice of clothes is influenced by the impression they would like to create for themselves every day with no changes in their responses (M= 3.36; SD= 0.49). In addition to the above, most of the junior staff strongly agreed that their choice of clothes is influenced by their self-consciousness (M= 3.54; SD= 0.51).

Finally, the results portrayed that the junior staff were influenced by personal respect in their choice of clothes and their responses were not varied from each other (M=3.46; SD=0.51). The overall mean and standard deviation values for responses of junior staff on psychological factors contributing to the choice of clothing among workers rated (M=3.45; SD=0.52). This gives the indication that psychological factors contributed to the choice of clothing among junior staff of the University of Cape Coast.

It can be observed from the mean and standard deviation values of the senior and junior staff on the psychological factors contributing to the choice of clothing among University of Cape Coast workers when ranked that for the senior staff, the items soliciting their responses were ranked from the highest as follows; need for self enhancement, impression they would like to create for

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themselves everyday and personal respect, personal character and ability to be accepted as a worker in the university, self-esteem and self-consciousness and body-image . On the part of the junior staff, we can observe that psychological factors contributing to the choice of clothing among University of Cape Coast workers when ranked, the items soliciting their responses were ranked from the highest as follows; self-esteem and personal character were ranked, body image, self- consciousness, personal respect, ability to be accepted as a worker in the university, impression they would like to create for themselves every day, position in the university and need for self enhancement. It can be implied that differences exist in the responses of the senior and junior staff on the psychological factors contributing to the choice of clothing among University of Cape Coast workers.

Social Factors Contribute to the Choice of Clothing Among Workers of the University of Cape Coast

Research question two sought to find out the social factors contributing to the choice of clothing among workers of the University of Cape Coast. The results are presented in Tables 7 and 8.

Table 7: Responses of Senior Staff on Social Factors Contributing to the Choice of Clothing

Statement	Mean	SD
My choice of clothes is influenced by my:		
desire to appear decent	3.54	0.51
socio-economic status	3.33	0.53
social status in the university	3.30	0.61
feeling of belongingness	3.30	0.59
desire to show new styles in the market	3.21	0.57
association in the work place	3.18	0.52
desire to express my cultural identity	2.98	0.67
desire to appear attractive	2.87	0.68
Mean of Means/Average Standard Deviation	**3..21**	**0.46**

Source: Field survey, Boateng (2019).

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Table 7 displays the results of the data collected on the social factors contributing to the choice of clothing among senior staff in the University of Cape Coast. The results showed that most of the senior staff agreed that their social status influences the choice of clothes they wear and their responses were homogeneous (M=3.30; SD=0.61). On their responses on "the desire to appear attractive", it was discovered that most of the respondents strongly agreed and there existed no alterations in their responses (M=3.87; SD=0.68).

Following their responses on the statement that their choice of clothes is influenced by their desire to express their cultural identity, the results revealed that most of the senior staff strongly agreed and their responses clustered around the same mean (M=3.98; SD=0.67). In relation to their responses on the fact that the choice of clothes of the senior staff was influenced by their desire to show new styles in the market, it was found out that most of them agreed and there were no distinctions in their responses (M=3.21; SD=0.57).

For their responses on their association having an influence on their choice of clothing, the results indicated that most of the senior staff agreed and with no discrepancies in their responses (M=3.18; SD=0.52). Additionally, the senior staff agreed with the statement soliciting their responses on the premise that their choice of clothes was influenced by their socio-economic status and their responses were closer to each other (M=3.33; SD=0.53).

The last item on social factors contributing to the choice of clothing among senior staff was the desire to appear decent. Owing to that, the results obviously indicated that most of the senior staff agreed with no disparities in their responses (M=3.54; SD=0.51). The overall mean and standard deviation values for the social factors contributing to the choice of clothing among senior

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staff was the desire to appear decent rated (M=3.17; SD=0.37). This gives reason to the fact that social factors have greater influence in the selection of clothes among the senior staff.

The responses of the junior staff on social factors contributing to the choice of clothing among workers are presented in Table 8.

Table 8: Responses of Junior Staff on Social Factors Contributing to the Choice of Clothing

Statement	Mean	SD
My choice of clothes is influenced by my;		
feeling of belongingness	3.27	0.64
socio-economic status	3.23	0.63
desire to show new styles in the market	3.16	0.58
association in the work place	3.14	0.61
social status in the university	3.11	0.69
desire to appear decent	3.06	0.39
desire to express my cultural identity	2.80	0.68
desire to appear attractive	2.74	0.77
Mean of Means/Average Standard Deviation	**3.16**	**0.62**

Source: Field survey, Boateng (2019).

Table 8 displays the results of the data collected on the social factors contributing to the choice of clothing among junior staff. The results showed that most of the junior staff agreed that choice of clothes is influenced by their social status in the university and their responses were homogeneous (M=3.11; SD=0.69). On their responses on "appearing attractive", it was discovered that

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most of the respondents disagreed and there existed no differences in their responses (M=2.74; SD=0.77).

Following their responses on the statement that their choice of clothing is influenced by the desire to express cultural identity, the results revealed that most of the junior staff disagreed and there were no differences in their responses (M=2.80; SD=0.68). In relation to their responses on the fact that the choice of clothes is influenced by their desire to show new styles in the market, it was discovered that most of the junior staff agreed and there were no variations in their responses (M=3.16; SD=0.58).

For their responses on the association influencing the choice of clothes among junior staff, the results indicated that the junior staff agreed that with no variation in their responses (M=3.14; SD=0.61). It was therefore not surprising when most of the junior staff agreed that their choice of clothing was influenced by their socio-economic status and their responses were closer to each other (M=3.23; SD= 0.63). It can be argued that the sense of belongingness also influenced the choice of clothes among junior staff as they agreed with no changes in their responses (M=3.27; SD=0.64).

Finally, the results indicated that most of the junior staff choose their clothes in order to appear decent and there were no disparities in their responses (M=3.06; SD=0.39). The overall mean and standard deviation values for the responses of junior staff on social factors contributing to the choice of clothing among workers rated (M=3.16; SD=0.62). This gives the inference that most of the junior staff were influenced by social factors in their choice of clothing and their responses were homogeneous concerning the statements.

A closer observation from the mean and standard deviation values of the senior and junior staff on the social factors contributing to the choice of clothing among University of Cape Coast workers when ranked that for the senior staff, the items soliciting their responses were ranked as; their desire to appear decent, their socio-economic status, their social status in the university and the feeling of belongingness, their desire to show new styles in the market, their association in the work place, their desire to express my cultural identity and the desire to appear attractive. On the part of the junior staff, we can observe that; feeling of belongingness was ranked as, socio-economic status, desire to show new styles in the market, association in the work place, social status in the university, their desire to appear decent, desire to express cultural identity and desire to appear attractive. This gives the implication that there were differences in the responses of the senior and junior staff on the social factors contributing to the choice of clothing among University of Cape Coast workers.

Economic Factors Contributing to the Choice of Clothing Among Workers of the University of Cape Coast

Research question three investigated the economic factors contributing to the choice of clothing among senior and junior staff of the University of Cape Coast. The results are presented in Tables 9 and 10 respectively.

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Table 9: Responses of Senior Staff on Economic Factors Contributing to

   the Choice of Clothing

Statement	Mean	SD
My choice of clothes is influenced by:		
family's need for food, shelter and health	3.77	0.48
My level of income	3.61	0.97
the cost of the clothe	3.58	0.98
the amount of money available	3.56	0.46
the nature of my occupation	3.47	0.17
Mean of Means/Average Standard Deviation	**3.54**	**0.57**

Source: Field survey, Boateng (2019).

Table 9 shows the results on the responses of senior staff on economic factors contributing to the choice of clothing among workers. It is evident from the results that the choice of clothes among senior staff of the University of Cape Coast were influenced by certain economic factors (M=3.54; SD=0.57). For example, most of the senior staff strongly agreed that their choice of clothes was influenced by their family's need for food, shelter and health and their responses were clustered around the same mean (M=3.77; SD=0.48). Following the results, it was also discovered that most of the senior staff strongly agreed that their choice of clothes is influenced by their level of income with no variances in their responses concerning the statement (M=3.61; SD=0.97). Judging from the results, it can be stated emphatically that the choice of clothes of the senior staff was influenced by the cost of the clothe (M=3.58; SD=0.98).

Regarding their responses on the amount of money available for clothes, it was revealed that most of the senior staff strongly agreed and their responses were homogeneous (M=3.56; SD=0.46). In addition, it was then found out that the senior staff agreed that their choice of clothes was influenced by the nature of their occupation and there existed no changes in their responses (M=3.47; SD=0.17).

The responses of the junior staff on the economic factors contributing to the choice of clothing are presented in Table 10.

Table 10: Responses of Junior Staff on Economic Factors Contributing to the Choice of Clothing

Statement	Mean	SD
My choice of clothes is influenced by:		
the amount of money available	3.83	0.80
my level of income	3.82	0.62
the nature of my occupation	3.60	0.64
my family's need for food, shelter and health	3.58	0.49
the cost of the clothe	3.57	0.17
Mean of Means/Average Standard Deviation	**3.69**	**0.54**

Source: Field survey, Boateng (2019).

Table 10 shows the results on the responses of junior staff on economic factors contributing to the choice of clothing among workers. It is evident from the results that the choice of clothes among junior staff of the University of Cape Coast were influenced by certain economic factors (M=3.69; SD=0.54). For example, most of the junior staff strongly agreed that their choice of clothes was influenced by their family's need for food, shelter and health and their responses were clustered around the same mean (M=3.58; SD=0.49). Following the results, it was also discovered that most of the junior staff strongly agreed that

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their choice of clothes is influenced by their level of income with no changes in their responses concerning the statement (M=3.82; SD=0.62). Judging from the results, it can be stated emphatically that the choice of clothes of the junior staff was influenced by the cost of the clothe (M=3.57; SD=0.17).

Regarding their responses on the amount of money available for clothes, it was revealed that most of the junior staff strongly agreed, and their responses were homogeneous (M=3.83; SD=0.80). In addition, it was then found out that the junior staff agreed that their choice of clothes was influenced by the nature of their occupation and there existed no changes in their responses (M=3.60; SD=0.64).

Paying attention to the results from Table 7 and 8, it can be observed from the mean and standard deviation values of the senior and junior staff on the economic factors contributing to the choice of clothing among University of Cape Coast workers when ranked that for the senior staff, the items soliciting their responses were ranked as; their family's need for food, shelter and health, their level of income, the cost of the clothe, the amount of money available and the nature of their occupation. On the part of the junior staff, we can observe that; the amount of money available was ranked as, level of income, nature of their occupation, their family's need for food, shelter and health, and cost of the clothe. These also depict that economic factors contributing to the choice of clothing among senior and junior staff of the University of Cape Coast were not of the same ranking.

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How the Choices of Clothing Affect Social Interactions Among Workers of the University of Cape Coast

Research question four explored how the choice of clothing affects the social interactions of the workers within the university community. The results for senior and junior staff are presented in Table 11 and 12 respectively.

Table 11: Responses of Senior Staff on How their Choice of Clothing Affect Social Interaction

Statement	Mean	SD
Clothing choices display belongingness among workers	3.61	0.59
Wearing my association attire make people interact with me easily at the work place	3.51	0.56
My use of ethnic traditional attire makes people withdraw from me.	3.50	0.61
My subordinates readily obey my instructions due to my appearance	3.42	0.58
My choice of clothing makes workers look down on me contrary to my social status	3.27	0.64
Clothing choices show the various ranks in the work place	3.25	0.64
Mean of Means/Average Standard Deviation	**3.43**	**0.44**

Source: Field survey, Boateng (2019).

Table 11 shows the responses of senior staff on how the choices of clothing affect social interaction. On the influence of social status, the results proved that most of the senior staff agreed that the choice of clothing makes workers look down on them contrary to their social status with no differences in their responses (M=3.27; SD=0.64). Following their responses, the results depicted that most of the senior staff agreed that their use of ethnic traditional attire makes people withdraw from them (M=3.50; SD=0.61). Thirdly, the

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results also painted a picture that wearing their association attire make people interact with them easily at the work place (M=3.51; SD=0.56).

In addition, to the above responses, the senior staff strongly agreed with the statements that solicited their responses on clothing choices displaying belongingness among workers (M=3.61; SD=0.59). Furthermore, it was discovered that the subordinates of the senior staff readily obey their instructions due to their appearance (M=3.42; SD=0.58) and clothing choices show the various ranks in the work place (M=3.25; SD=0.64).

The overall mean and standard deviation values on the responses of senior staff on how the choices of clothing affect social interactions among workers rated (M=3.43; SD=0.44). This follows mathematically that the choices of clothes affect social interaction among senior staff of the University of Cape Coast.

Table 12: Responses of Junior Staff on How their Choices of Clothing Affect Social Interaction Among Workers

Statement	Mean	SD
My use of ethnic traditional attire makes people withdraw from me	3.46	0.55
Clothing choices display belongingness among workers	3.44	0.54
My choice of clothing makes workers look down on me	3.40	0.59
My subordinates readily obey my instructions due to my appearance	3.23	0.65
Wearing my association attire make people interact with me easily at the work place	3.12	0.71
Clothing choices show the various ranks in the work place	3.06	0.71
Mean of Means/Average Standard Deviation	**3.35**	**0.39**

Source: Field survey, Boateng (2019).

Table 12 shows the results on the responses of junior staff on how the choices of clothing affect social interactions among workers. It is observed from the results in Table 10 that most (M=3.40; SD=0.59) of the junior staff pointed

out that their choice of clothing makes workers look down on them with no variations in their responses. Following this result, most of the junior staff indicated that their use of ethnic traditional attire makes people withdraw from them (M=3.46; SD=0.55).

Coupled with this, most of the junior staff agreed that wearing their association attire make people interact with them easily at the work place (M=3.12; SD=0.71). In the same vein, most of the junior staff agreed that clothing choices display belongingness among workers (M=3.44; SD=0.54).

The result also showed that their subordinates readily obey their instructions due to their appearance (M=3.23; SD=0.65). On the last item to solicit their responses of the junior staff on how the choices of clothing affect social interactions among workers, it was specified that the clothing choices show the various ranks in the work place (M=3.06; SD=0.71). The overall mean of means and standard deviation values on responses of junior staff on how the choices of clothing affect social interactions among workers rated (M=3.35; SD=0.39). This imply that most of the junior staff agreed that clothing choices affect the social interactions among workers.

It can be observed from the mean and standard deviation values of the senior and junior staff on how their choice of clothing affect social interaction among the workers when ranked for the senior staff, the items soliciting their responses were ranked in the following order; clothing choices display belongingness among workers, wearing their association attire make people interact with me easily at the work place, use of ethnic traditional attire makes people withdraw from me, obedience from subordinates, choice of clothing makes workers look down on me contrary to my social status and clothing

choices show the various ranks in the work place. On the part of the junior staff, we can observe that; use of ethnic traditional attire makes people withdraw from me was ranked highest with the following as indicated; clothing choices display belongingness among workers, choice of clothing makes workers look down on me contrary to my social status, obedience from subordinate, wearing my association attire make people interact with me easily at the work place and clothing choices show the various ranks in the work place.

Three levels of interaction were identified among the staff of the University of Cape Coast. These were; interaction among the senior staff, junior staff and between senior staff and junior staff. These were examined to check their relationship with appearance of the staff from the point view of the senior staff and that of the junior staff considering their varying levels of authority.

Table 13: Influence of Clothing Choices on the Levels of Interaction (Senior Staff)

Variables		Clothing Choices	Levels of Interaction
Clothing Choices	Spearman's Correlation	1.000	.689
	Sig. (2-tailed)		.001
	N	306	306
Levels of Interaction	Spearman's Correlation	.689	1.000
	Sig. (2-tailed)	.001	
	N	306	306

Source: Field survey, Boateng (2019)

Table 13 shows the results on the influence of clothing choices on the levels of interaction among senior staff. The Spearman's rank correlation was employed to determine the influence of clothing choices on the levels of

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interaction among senior staff because both variables were ordinal scale data and the responses for items for each variable were ranked. The results revealed that the correlation coefficient for clothing choices was 1.000 and the correlation coefficient for levels of interaction was 0.001. This implies that there is a perfect and high or strong relationship between clothing choices and levels of interaction among workers as indicated by the senior staff. It can be inferred from the results that clothing choices have a strong influence on the levels of interaction among senior staff of the University of Cape Coast.

Table 14: Influence of Clothing Choices on the Levels of Interaction (Junior Staff)

Variables		Clothing Choices	Levels of Interaction
Clothing Choices	Spearman's Correlation	1.000	.728
	Sig. (2-tailed)		.003
	N	291	291
Levels of Interaction	Spearman's Correlation	.728	1.000
	Sig. (2-tailed)	.003	
	N	291	291

Source: Field survey, Boateng (2019)

Table 14 shows the results on the influence of clothing choices on the levels of interaction among workers. The Spearman's rank correlation was employed to determine the influence of clothing choices on the levels of interaction among workers because both variables were ordinal scale data and

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the responses for items for each variable were ranked. The results revealed that the correlation coefficient for clothing choices was 1.000 and the correlation coefficient for levels of interaction was 0.003. This implies that there is a perfect and high or strong relationship between clothing choices and levels of interaction among the junior staff. It can be inferred from the results that clothing choices have a strong influence on the levels of interaction among workers of the University of Cape Coast as indicated by the junior staff.

Discussions

The main purpose of the study is to find out about the factors influencing the kind of clothes the workers in the University of Cape Coast wear and how what they wear make them relate to others at the work place. Specifically, the study sought to find out the psychological, social and economic factors contributing to the choice of clothing among workers of the University of Cape Coast and explore how the choice of clothing affects the way they relate to others at the work place. Responses were collated from 306 senior staff and 291 junior staff.

Psychological Factors Contribute to the Choice of Clothing Among Workers of the University of Cape Coast

Research question one sought to find out the psychological factors contributing to the choice of clothing among workers of the University of Cape Coast. It was found out that psychological factors such as; self-esteem (M=3.29; SD=0.66), body image (M= 3.21; SD= 0.42), personal character (M= 3.32; SD= 0.48), position in the university (M= 3.32; SD= 0.48), need for self enhancement (3.57; SD= 0.50), sense of acceptability (M=3.32; SD=0.48), self-consciousness (M=3.29; SD=0.46) and personal respect (M=3.43; SD=0.50) influenced choice

of clothing among senior and junior staff in the University of Cape Coast. This revelation could be attributed to the fact that society perceives individuals who work in such organizations to be of a higher reputation. In view of that they are expected to be presentable. This has a relationship with the choice of clothes that an individual in such organization puts on. There is a saying that you are addressed the way you dress. Having such idea in mind informs the clothing choice. This implies that the differences in the designations of the senior and junior staff have a negative effect on the psychological factors contributing to the choice of clothing among workers of the University of Cape Coast.

This finding is not in isolation as Thompson and van den Berg (2002) mentioned that psychological factors relating to self-concept were considered in terms of self-esteem, body image and body dissatisfaction. In addition, they stated that self-esteem is the individual's global positive or negative attitude toward himself or herself. Following the above, the scholars pointed out that body image is a person's perceptions, thoughts, and feelings about his or herself. Goldsmith, Flynn and Moore (2006) highlighted that psychological factors include self-consciousness, self-confidence, and fashion leadership, shopping enjoyment and spending behaviour. Self-confidence and self-consciousness are two personality characteristics that are capable of providing understanding regarding the individual in relation to self. Azuah (2011), discovered that psychological factors like self-consciousness, self-confidence, self-expression in fashion resulting from one's desire for respect, sense of accomplishment, fun and enjoyment, self-fulfillment, and excitement influenced clothing choices among youths.

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Social Factors Contributing to the Choice of Clothing Among Workers of the University of Cape Coast

Research question two sought to find out the social factors contributing to the choice of clothing among workers of the University of Cape Coast. It was realised that on the part of the senior staff, the social factors were; desire to appear decent (M=3.54; SD=0.51), socio-economic status (M=3.33; SD=0.53), social status in the university (M=3.30; SD=0.61), feeling of belongingness (M=3.30; SD=0.59), desire to show new styles in the market (M=3.21; SD=0.57), association in the work place (M=3.18; SD=0.52), desire to express their cultural identity and desire to appear decent (M=2.98; SD=0.67) and desire to appear attractive (M=2.87; SD= 0.68). On the part of the junior staff, it can be observed that the social factors were; feeling of belongingness (M=3.27; SD=0.64), socio-economic status (M=3.23; SD=0.63), desire to show new styles in the market (M=3.16; SD=0.58), association in the work place (M=3.14; SD=0.61), social status in the university (M=3.11; SD=0.69), desire to appear decent (M=3.06; SD=0.39), desire to express cultural identity (M=2.80; SD=0.68) and desire to appear attractive (M=2.74; SD=0.77). It can be deduced that socially, clothes function to satisfy the individual's needs for group membership, identity, and companionship of others.

The findings of the respondents resonate with Anspach (1967) who mentioned that fashion and clothing are also used to indicate social status, power distance, and prestige. For Maynard (2004), when choice is an option to consumers, then it is inevitable that cultural identity will be of priority. Dibley (2004) added that aesthetically, human beings want to appear beautiful and attractive and one important function of clothes is to decorate the body for

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attraction. Clothing can indicate the status an individual has in the production or economic system of a given society by reflecting his or her occupational role (Kawamura, 2005).

Economic Factors Contributing to the Choice of Clothing Among Workers of the University of Cape Coast

Research question three investigated the economic factors contributing to the choice of clothing among workers of the University of Cape Coast. In relation to that, it was found out that economic factors such as; family's need for food, shelter and health (M=3.77; SD=0.48), level of income (M=3.61; SD=0.97), cost of the clothe (M=3.58; SD=0.98), amount of money available (M=3.56; SD=0.46) and the nature of their respective occupations (M=3.47; SD=0.17) influenced the choice of clothing among senior and junior staff of the University of Cape Coast. It is a general perception that people who are well to do put on clothes that show their levels of wealth. This imply that an individual's economic status contributes to his choice of clothes. Essentially, income plays a significant role in one's clothing selection patterns. The higher the income, the more the perceived expenditure on personal clothing by senior staff than their junior counterparts. In this respect, it can be observed that to some extent senior staff are economically sound as compared to the junior staff in the university. This explains the differences in the economic factors contributing to the choice of clothing designs among workers of the University of Cape Coast.

In line with that, Carrigan and Szmigin (2006), highlighted those elderly consumers are wealthy, innovative and have a desire to actively participate in mainstream consumption. The elderly are enthusiastic consumers with a means and willingness to buy many goods and services. On the contrary, an employee

can be old in age but occupies a lower rank with small salary and vice versa. In consonance with the above, Mahreen (2012) maintained that workers have family commitments such as food, clothing and shelter that may limit the amount of money allocated to clothing needs. Kalunde (2014) found out that the choice of clothing depended on the nature of employment. Apart from age and wealth as factor in clothing choice, individual values may also determine how many and how much one chooses to wear.

How the Choices of Clothing Affect Social Interactions Among Workers of the University of Cape Coast

Finally, the study explored how the choice of clothing affects the way respondents relate to others at the work place. It was realised that clothing affects social interactions among workers. In this respect, the choice of clothing of the senior staff makes display belongingness among themselves (M=3.61; SD=0.59), Wearing their association attire make people interact with them easily at the work place (M=3.51; SD=0.56), their use of ethnic traditional attire makes people withdraw from them (M=3.50; SD=0.61), their subordinates readily obey their instructions due to their appearance (M=3.42; SD=0.58), their choice of clothing makes workers look down on them contrary to their social status (M=3.27; SD=0.64) and clothing choices show the various ranks in the work place (M=3.25; SD=0.64). This means that there is a stronger relationship between the clothes the senior staff and the junior staff wear and the kind of interactions that go on among them. In the first place, the choice of clothing makes the social interactions between one senior staff and another senior staff very easy for each other. Secondly, it makes the interaction between a senior staff and a junior staff quite difficult. Thirdly, it makes the interaction between

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a junior staff and a senior staff quite difficult. Finally, it makes the interaction between a junior staff and a fellow junior staff easy. What you wear does not just affect how you feel and function but how others feel about, and function around you and with that in mind, it is no accident that women who wanted to get ahead in business wore and in some still wear their version of masculine, conservative attire so hiring managers will see them as more capable, hardworking, self-controlled and reliable, and certainly asexual.

In the work place, the differences in ranks which comes with the differences in salary brings about the differences in interaction. For example, it can be seen from the data that a worker who has not advanced too much in age (between 35-45 years) can attain higher ranks which comes with higher salary than their older counterparts. On the other hand, workers who have advanced in age can attain lower ranks which comes with lower salary. A case in point is when a worker has advanced in age but he is a driver or she is an office clerk. These categories of workers occupy junior staff position. This brings about differences in what they wear and results in differences in their interaction in the workplace. Sometimes, the way and too high or too low a manner in which some of the workers who are of higher ranks dress make it difficult for some of their colleagues to easily approach them. They end up approaching workers who are of lower ranks and well-dressed with good character.

We have been conditioned since infancy to recognize distinctions like these and make association where we assume a person's future success or failure based on what they wear (Wikipedia contributors, 2020). In societies with large divisions of caste or class, exclusive clothing and adornment can be used to indicate, for example, the social worth of the elite (Roach & Eicher, 1979).

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Bernard (2002) mentioned that symbolically, clothing communicates the personal, social, and cultural identity of the wearer. The clothing one purchases and wears is often linked to aspects of one's individual, cultural and social identity. Roach-Higgins and Eicher (1992) highlighted that on individual level, clothing can provide information about the wearer's values, attitudes, interests, lifestyle and social and personal relationships.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

This chapter sought to present a summary of the research process as well as the key findings that emerged from the research. The chapter also contains the conclusions and recommendations that were made based on the findings of the study. Areas suggested for further research are also presented in this final chapter of the study.

Overview of the Study

The main purpose of the study was to investigate clothing choice and its influence on social interaction among administrative staff in the University of Cape Coast. Specifically, the study sought to find out the psychological, social and economic factors contributing to the choice of clothing among workers of the University of Cape Coast, and explore how the choice of clothing affects the social interactions of the workers within the university community.

The research design was a descriptive survey because it affords researchers the opportunity for the collection and analysis of responses of large sample of people to polls and questionnaires designed to elicit their opinions, attitudes and sentiments about a particular issue. The study employed the quantitative approach of data collection to find out the psychological, social and economic factors contributing to the choice of clothing designs among workers of the University of Cape Coast and explore how the choice of clothing affects the social interactions of the workers within the university community. The population of the study included all senior and junior staff of the University of Cape Coast. The total population of the senior staff was one thousand five

hundred and sixty-two (1,562). The sub-section for the senior staff included: Chief Administrative Assistants, Principal Administrative Assistants, Senior Administrative Assistants, Administrative Assistants, Chief Technical Assistants, Principal Technical Assistants, Senior Technical Assistants, Chief Auditing Assistants, Principal Auditing Assistants, Senior Auditing Assistants, Auditing Assistants and Technical Assistants, Chief Accounting Assistants, Principal Accounting Assistants, Senior Accounting Assistants, Accounting Assistants. The total population of the junior staff was one thousand two hundred and sixty-eight (1,268). The sub-sections of the junior staff included; the cleaners, messengers and the drivers. Stratified sampling technique was used to select 306 senior staff and 291 junior staff for the study.

Two sets of questionnaires were employed for the study. These were questionnaire for senior staff and questionnaire for junior staff. Close-ended questions were adopted for the questionnaire. The questionnaire items were divided into sections with each section focusing on one objective. Section 'A' covered items on the demographic information of the respondents. Section 'B' covered items on psychological factors contributing to the choice of clothing among workers. Section 'C' covered items on social factors contributing to the choice of clothing among workers. Section 'D' covered items on economic factors contributing to the choice of clothing among workers. Section E covered items on how the choices of clothing affect social interactions among workers. The study adopted a four-point likert-type scale. The response choice was; "Strongly agree (SA) =4, "Agree" (A) =3, "Disagree" (D) =2 and "Strongly Disagree" (SD) =1. After the data collection, it was realized that there were

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retrieval rates of 276 for the senior staff and 277 for the junior staff representing 90% and 92% respectively.

The responses to the questions were coded and entered into the SPSS computer software for analysis and interpretation. Research question one was analysed with the use of means and standard deviation. Research question two was analysed with the use of mean and standard deviation. Research question three was analysed with the use of means and standard deviation and research question four was analysed using means and standard deviation. Tables were used to present data to help in orderly discussions of findings.

Key Findings

1. It was found out that psychological factors contributing to the choice of clothing among University of Cape Coast workers when ranked that for the senior staff, when ranked from highest as; need for self enhancement, impression they would like to create for themselves everyday and personal respect, personal character and ability to be accepted as a worker in the university, self-esteem and self-consciousness and body-image. On the psychological factors contributing to the choice of clothing among University of Cape Coast workers when ranked that for the junior staff, when ranked from highest as; self-esteem and personal character, body image, self- consciousness, personal respect, ability to be accepted as a worker in the university, impression they would like to create for themselves every day, position in the university and need for self enhancement.

2. Concerning the social factors contributing to the choice of clothing among workers, it was realised that the social factors were; social status

in the university, desire to appear attractive, desire to express cultural identity, desire to show new styles in the market, association in the work place, socio-economic status, feeling of belongingness and desire to appear decent. These social factors contribute to the choice of clothing among workers in the University of Cape Coast.

3. The findings of the study depicted that economic factors such as; family's need for food, shelter and health, level of income, cost of the clothe, amount of money available and the nature of their respective occupations influenced the choice of clothing among senior and junior staff of the University of Cape Coast.

4. Additionally, it was realised that clothing affects social interactions among workers. In this respect, some of the senior staff indicated that some junior staff look down on them contrary to their expectation, the use of ethnic traditional attire makes people withdraw from them, wearing their association attire make people interact with them easily at the work place, clothing choices display belongingness among workers and subordinates readily obey instructions due to their appearance. This means that the clothing choices of the senior and the junior staff may affect their social interactions in the workplace negatively or positively. On the negative side, the junior staffs are looked down by their colleague senior staff. On the positive side, the junior staff will always want dress in a presentable manner before the senior staff. On the side of the senior staff, their inability to dress well makes it difficult for them to interact with their colleague senior staffs. On the positive side, it can be said that

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knowing that they are well dressed makes it easy for them to interact comfortably among their colleague senior staff.

5. Finally, there is a perfect and high or strong relationship between clothing choices and levels of interaction among workers as indicated by the senior staff. It can be inferred from the results that clothing choices have a strong influence on the levels of interaction among senior staff of the University of Cape Coast.

Conclusions

The following conclusions could be drawn from the findings of the study.

1. It can be concluded that psychological factors such as; self-esteem, body image, personal character, position in the university, need for self enhancement, sense of acceptability, self-consciousness and personal respect influenced choice of clothing among senior and junior staff in the University of Cape Coast. This imply that there are five main psychological factors that influence the choice of clothing among senior and junior staff in the University of Cape Coast. These are: motivation, perception, learning, beliefs and attitudes.

2. Concerning the social factors contributing to the choice of clothing among workers, it can be concluded that the social factors were; social status in the university, desire to appear attractive, desire to express cultural identity, desire to show new styles in the market, association in the work place, socio-economic status, feeling of belongingness and desire to appear decent. These social factors contribute to the choice of clothing among workers in the University of Cape Coast. In essence,

social factors contributing to the choice of clothing among workers were social status, power distance and prestige.

3. Thirdly, it can be concluded that economic factors such as; family's need for food, shelter and health, level of income, cost of the clothe, amount of money available and the nature of their respective occupations influenced the choice of clothing among senior and junior staff of the University of Cape Coast. The implication here is that income plays a significant role in one's clothing selection patterns. The higher the income, the more the expenditure on personal clothing by workers than their unemployed counter parts. Individuals with high income levels may for instance be able to spare more money for clothing as opposed to those with low income.

4. Additionally, it can be concluded that clothing affects social interactions among workers. In this vein, the choice of clothing makes senior workers look down on junior workers contrary to their social status, the use of ethnic traditional attire makes people withdraw from them, wearing their association attire make people interact with them easily at the work place, clothing choices display belongingness among workers and subordinates readily obey instructions due to their appearance. In practice, individuals who want to achieve or maintain social approval, acceptance, and a sense of belonging conform to the group dressing norms. Relating with this, it can be emphasized that the daily interactions that go on between senior and junior staff is dependent on their clothing choices.

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5. Finally, it can be concluded that there is a perfect and high or strong relationship between clothing choices and levels of interaction among workers as indicated by the senior staff. It can be inferred from the results that clothing choices have a strong influence on the levels of interaction among senior staff of the University of Cape Coast.

Recommendations

The following recommendations have been made regarding the result of the study.

1. Clothing manufacturers should address themselves to psychological, social and economic factors influencing workers' clothing choices.

2. Clothing manufacturers need to constantly carry out research on the needs of workers in order to improve the quality of clothes on the local market. In this regard, the prices of the clothes should not be priced too high and some very affordable in order to create class systems in the dressing of the workers.

Suggestion for Further Research

1. It is suggested that other empirical studies should be conducted using other workers in other tertiary institutions.

2. It is also suggested that investigation need to be conducted on the effects of clothing on the interaction between university workers.

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APPENDICES

APPENDIX A

UNIVERSITY OF CAPE COAST

COLLEGE OF EDUCATION STUDIES

DEPARTMENT OF VOCATIONAL AND TECHICAL EDICATION

QUESTIONNAIRE FOR SENIOR STAFF

This is a simple and a brief instrument meant to solicit data on "**Clothing choice and its influence on social interaction among workers in the University of Cape Coast**". The researcher is a student at the University of Cape Coast and this research constitutes the thesis component of the entire programme. Please be assured that it is purely for an academic exercise so all your responses will be kept strictly confidential. Please be at ease in providing clear, accurate and objective responses to the questions contained in this questionnaire.

SECTION A: BIO DATA OF RESPONDENTS

Please tick (√) the responses applicable to you

1. Gender   Male   [   ]   Female   [   ]

2. Age

   35years and below

   36-40 years   [   ]

   41-45years   [   ]

   46-50years   [   ]

   51years and above   [   ]

3. Level of Education

(a). SSS/SHS/O'LEVEL   [   ]

(b). A'LEVEL/Post-Secondary   [   ]

(c). Diploma/HND   [   ]

(d). First Degree   [   ]

(e). Master's Degree   [   ]

(f) Others (please

specify)……………………………………………………………….

4.   Number of Years of Service

(a).5years or less   [   ]

(b).6-10 years   [   ]

(c).11-15 years   [   ]

(d).16-20 years   [   ]

(e). More than 20 years   [   ]

5.   Staff Designation

(a). Administrative Assistant   [   ]

(b). Senior Administrative/Research Assistant   [   ]

(c). Principal Administrative/Research Assistant   [   ]

(d). Chief Administrative/Research Assistant   [   ]

6.   College/Department

(a). College of Education Studies   [   ]

(b). College of Health and Allied Sciences   [   ]

(c). College of Agriculture and Natural Resources   [   ]

(d). College of Humanities and Legal Studies   [   ]

(e). College of Distance Education   [   ]

(f). Central Administration   [   ]

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SECTION B: PSYCHOLOGICAL FACTORS CONTRIBUTING TO

THE CHOICE OF CLOTHING AMONG WORKERS

Key: SA (Strongly Agree) A (Agree) D (Disagree) SD (Strongly Disagree)

Statement	SA	A	D	SD
My choice of clothes is influenced by:				
1. my self-esteem				
2. my body image				
3. my personal character				
4. my position in the university				
5. my need for self enhancement				
6. my ability to accepted as a worker in the university				
7. the impression I would like to create for myself everyday				
8. my self-consciousness				
9. my personal respect				

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SECTION C: SOCIAL FACTORS CONTRIBUTING TO THE CHOICE OF CLOTHING AMONG WORKERS

Statement	SA	A	D	SD
My choice of clothes is influenced by:				
1. my social status in the university				
2. my desire to appear attractive				
3. my desire to express my cultural identity				
4. my desire to show new styles in the market				
5. my association in the work place				
6. my socio-economic status				
7. my feeling of belongingness				
8. my desire to appear decent				

SECTION D: ECONOMIC FACTORS CONTRIBUTING TO THE CHOICE OF CLOTHING AMONG WORKERS

Statement	SA	A	D	SD
1. My choice of clothes is influenced by:				
2. my family's need for food, shelter and health				
3. my level of income				
4. the cost of the clothe				

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5. the amount of money available				
6. the nature of my occupation				
7. my socio-economic status				

SECTION E: HOW THE CHOICES OF CLOTHING AFFECT SOCIAL INTERACTIONS AMONG WORKERS

Statement	SA	A	D	SD
1. My choice of clothing makes workers look down on me contrary to my social status				
2. My use of ethnic traditional attire makes people withdraw from me.				
3. Wearing my association attire make people interact with me easily at the work place				
4. Clothing choices display belongingness among workers				
5. My subordinates readily obey my instructions due to my appearance.				
6. Clothing choices show the various ranks in the work place				

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APPENDIX B

UNIVERSITY OF CAPE COAST

COLLEGE OF EDUCATION STUDIES

DEPARTMENT OF VOCATIONAL AND TECHICAL EDICATION

QUESTIONNAIRE FOR JUNIOR STAFF

This is a simple and a brief instrument meant to solicit data on "**Clothing choice and its influence on social interaction among workers in the University of Cape Coast**". The researcher is a student at the University of Cape Coast and this research constitutes the thesis component of the entire programme. Please be assured that it is purely for an academic exercise so all your responses will be kept strictly confidential. Please be at ease in providing clear, accurate and objective responses to the questions contained in this questionnaire.

SECTION A: BIO DATA OF RESPONDENTS

Please tick (√) the responses applicable to you

1. Gender   Male [ ]   Female   [ ]

2. Age

   25-30years   [ ]

   31-35years   [ ]

   36-40 years   [ ]

   41-45years   [ ]

   46-50years   [ ]

   51years and above   [ ]

3. Level of education

    (a). SSS/SHS/O'LEVEL   [ ]

    (b). A'LEVEL/Post-Secondary   [ ]

    (c). Diploma/HND   [ ]

4. Number of Years of service

    (a).5years or less   [ ]

    (b). 6-10 years   [ ]

    (c). 11-15 years   [ ]

    (d). 16-20 years   [ ]

    (e). More than 20 years   [ ]

5. Staff Designation

    (a). Senior Conservancy Labourer [ ]

    (b). Conservancy Labourer   [ ]

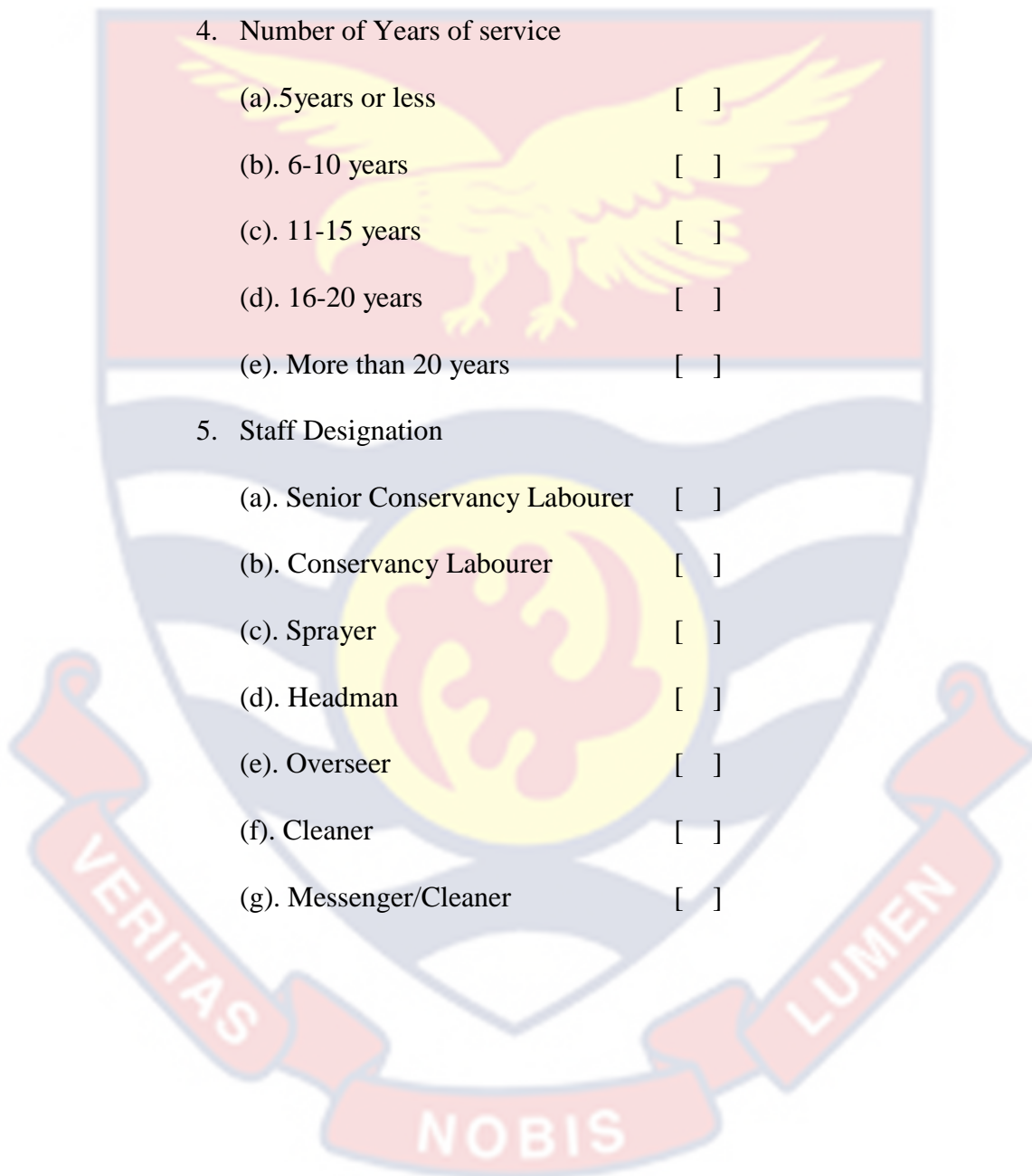   (c). Sprayer   [ ]

    (d). Headman   [ ]

    (e). Overseer   [ ]

    (f). Cleaner   [ ]

    (g). Messenger/Cleaner   [ ]

SECTION B: PSYCHOLOGICAL FACTORS CONTRIBUTING TO

THE CHOICE OF CLOTHING AMONG WORKERS

Key: SA (Strongly Agree) A (Agree) D (Disagree) SD (Strongly Disagree)

Statement	SA	A	D	SD
My choice of clothes is influenced by:				
1. my self-esteem				
2. my body image				
3. my personal character				
4. my position in the university				
5. my need for self enhancement				
6. my ability to accepted as a worker in the university				
7. the impression I would like to create for myself everyday				
8. my self-consciousness				
9. my personal respect				

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SECTION C: SOCIAL FACTORS CONTRIBUTING TO THE CHOICE

OF CLOTHING AMONG WORKERS

Statement	SA	A	D	SD
My choice of clothes is influenced by:				
1. my social status in the university				
2. my desire to appear attractive				
3. my desire to express my cultural identity				
4. my desire to show new styles in the market				
5. my association in the work place				
6. my socio-economic status				
7. my feeling of belongingness				
8. my desire to appear decent				

SECTION D: ECONOMIC FACTORS CONTRIBUTING TO THE

CHOICE OF CLOTHING AMONG WORKERS

Statement	SA	A	D	SD
My choice of clothes is influenced by:				
1. my family's need for food, shelter and health				
2. my level of income				
3. the cost of the clothe				
4. the amount of money available				

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5. the nature of my occupation				
6. my socio-economic status				

SECTION E: HOW THE CHOICES OF CLOTHING AFFECT SOCIAL

INTERACTIONS AMONG WORKERS

Statement	SA	A	D	SD
1. My choice of clothing makes workers look down on me contrary to my social status				
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3. Wearing my association attire make people interact with me easily at the work place				
4. Clothing choices display belongingness among workers				
5. My subordinates readily obey my instructions due to my appearance.				
6. Clothing choices show the various ranks in the work place				

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LEVELS OF INTERACTION AMONG SENIOR STAFF

Statement	Excellent	Very good	Good	Weak	Very weak
1. What I wear make interaction between me and my fellow senior ranks to be;					
2. What I wear make interaction between me and the junior rank to be;					

LEVELS OF INTERACTION AMONG JUNIOR STAFF

Statement	Excellent	Very good	Good	Weak	Very weak
1. What I wear make interaction between me and my fellow junior ranks to be;					
2. What I wear make interaction between me and the senior ranks to be;					

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APPENDIX C

UNIVERSITY OF CAPE COAST

COLLEGE OF EDUCATION STUDIES
FACULTY OF SCIENCE AND TECHNOLOGY
EDUCATION DEPARTMENT OF VOCATIONAL AND TECHNICAL
EDUCATION

INTRODUCTORY LETTER

Direct: 03320-91097   University
of Cape Coast
Telegrams & Cables: University, Cape Coast   Cape Coast

Our Ref: VTE/IAL^{A}/V.3/254   13th August, 2019

The Director
Institutional Review Board
U.C.C.

Dear Sir,
INTRODUCTORY LETTER

We have the pleasure of introducing to you **Ms. ESME SERWAA BOATENG**
who is an M. Phil student of this Department and working on the thesis topic
**"Clothing Choice and its Influence on Social Interaction Among Workers
in the University of Cape Coast".**

She is currently on data collection stage and requires your permission to gather
data from your institution to complete the thesis
We would be grateful if you could give her the necessary assistance.
Thank you.
Yours faithfully

Prof Sarah Darkwa
HEAD OF DEPARTMENT

APPENDIX D

UNIVERSITY OF CAPE COAST

COLLEGE OF EDUCATION STUDIES
FACULTY OF SCIENCE AND TECHNOLOGY
EDUCATION DEPARTMENT OF VOCATIONAL AND TECHNICAL
EDUCATION

INTRODUCTORY LETTER

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Yours faithfully

Prof Sarah Darkwa
HEAD OF DEPARTMENT

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