The Influence of Social and Psychological Factors on the Selection of Clothing among Female Students of Kumasi Polytechnic, Ghana

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Abstract: **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. Young female consumers play an important role in the market place as they exert enormous influence over the allocation of spending power across a growing number of product categories including clothing. According to O'Cass (2000), females are more involved in fashion clothing than males; however, the younger generation of women and men are more involved in fashion buying than older consumers. Cultural values and social notions of decency and morality of every society also influence societal clothing patterns and styles. In the selection of clothing, two main factors, namely, social and psychological factors have been found to influence most consumers. This study therefore investigates the influence of social and psychological factors on the selection of clothing among female students of Kumasi Polytechnic. The study engaged qualitative research design and descriptive survey method. The population for the study was all female students in the polytechnic in the 2014/2015 academic year with a sample size of 200 students. Questionnaire was used for the data collection and the study employed the Statistical Package for the Social Sciences (SPSS) version 22 for percentage and multiple regression analysis were used to analyse the data. The results of the study indicate that the female students acquired their clothing information from the media, peers, family members, fashion leaders, store displays and sales persons. The strongest social and psychological factors that influenced the selection of clothing among female students were found to be the media and body image. Again the results revealed that fit and colour were among the most important attributes of clothing considered by the female students. It is recommended that as much as female students would want to dress like their role models and peers, they should be guided by teachers, parents and fashion experts to adopt clothing behaviours that conform to the societal values and Ghanaian cultural modesty in clothing standards.**

Keywords: **Clothing, Psychological factors, Influence, Social factors, Selection.**

1. INTRODUCTION

Clothing constitutes the arrangement of clothes and the adornment of the body to display certain body techniques and to emphasise relations between the body and its social habitus. Fashion has no absolute or essential meaning, rather the clothes-body complex operates in ways appropriate to a particular habitus or milieu. Clothing is seen as a way of seeking individuality (personality), artistry (aesthetic), an expression of language (semiotic), and so on. It has a primary role in our lifestyles; is an essential element of our identity, and a reflection of the culture and society in which we live. Clothing fashions represent the spirit of our times zeitgeist and are reflections of cultural drivers and approaching social changes. This can be clearly seen in the introduction of casual wear and career apparel for women, which signified the approach of the independent, professional woman in the 1950s. Furthermore, clothing is considered a benchmark for understanding

changes in society because of the interest it draws from opinion leaders and the influential (Goldsmith & Stith, 1992 and Vernette, 2004).

Clothing and personal appearance are visible components we use to differentiate and identify ourselves and others. Fashion is primarily concerned with newness (Jeong and Park, 2010), and is often considered as a novel way for fashion adopters to express their "self" to others (Michaels et al, 2007). Clothing is a representation of the pursuit of individuality, within a socially acceptable uniqueness (Sproles, 1985).

Clothing is often thought of as a kind of mask disguising the 'true' nature of the body or person. It is seen as a superficial gloss. Yet, if we follow Weber (2008), we can regard the ways in which we clothe the body as an active process or technical means for constructing and presenting a bodily self. Craik, (1994), in a statement about the role of appearance in social interaction, noted that an array of information for example, identity, values, moods and attitudes could be inferred from the dress of another. In an evaluation of fashion and postmodernism, Barnard, (2013) characterises a postmodernist explanation of fashion as a combination of fragmentation and identity in which dress either glues 'the false identity together on the surface' or lends 'a theatrical and play-acting aspect to the hallucinatory experience of the contemporary world.

Often, clothing behaviour is determined by pragmatic criteria and situations. Choosing the appropriate clothes for going to college, for studying, or for doing housework, gardening or yard work, going grocery shopping, or going to the beach do not require much more than criteria of comfort. On the other hand, dressing for a job interview, a dinner party, for a wedding, or as a law enforcement officer, entail specific calculations about clothing behaviour and milieu. Clothing relates to particular codes of behaviour and rules of ceremony and place. It denotes and embodies conventions of conduct that contribute to the etiquette and manners of social encounters. In the selection of clothing, two main factors, namely, social and psychological factors have been found to influence most consumers (Meyer & Anderson, 2000). Apart from social and psychological factors, other factors that have been found to have strong influence in selection of clothing are cultural and environmental factors. Weber (as cited in Kiran, Riaz & Malik, 2002) was of the view that clothing styles associated with either sex evolved out of customs, traditions, religion, work and leisure activities.

Culturally, Ghanaians uphold modesty in dressing. To this end the younger generation is constantly taught by the older ones to express this cultural value of modesty in their selection of clothing. However, in recent times there has been steady erosion in the culture of decent clothing behaviour among the youth. The older generation attributes this clothing behaviour to the influence of media exposure comprising films, music videos, magazines, newspapers, fashion magazines and the internet. As a result of media influence, many female students in tertiary education have inculcated the habit of indecent clothing behaviour including the wearing of tight, short and revealing clothing which expose some private parts of their bodies in the name of fashion (Arnold 200). Indeed, the clothing behaviour of these students has been frowned up-on by the older generation because it is generally believed that it does not portray the Ghanaian dressing code and cultural practices and rather leads to sexual abuse of adolescent girls. Apparently, this emerging clothing behaviour debases Ghanaian culture and leaves much to be done to maintain the cultural values of Ghanaians.

1.1 Objectives

The objectives of the study were:

i.   To identify the main sources of information that guides the female students in their clothing selection.

ii. To examine how social psychological factors that influence the selection of clothing among female students at Kumasi Polytechnic.

iii. To assess the level of families and friends influence on clothing selection among female student of Kumasi Polytechnic.

1.2 Research Questions

i.   From what sources do the female students of Kumasi Polytechnic acquire clothing information to guide the selection of their clothing?

ii.   To what extent do social and psychological factors influence the selection of clothing among female students of Kumasi Polytechnic?

iii. To what extent do families and friends influence female students in their selection of clothing?

2.   REVIEW OF RELATED LITERATURE

2.1 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 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. For example, 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).

2.2 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 experiences new things, 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. 2005). Both intrinsic and extrinsic attributes of clothing affect the emotional and psychological development of individuals, hitherto female students selected clothing with attributes that reflected their preferences. Notwithstanding the fact that female students 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 and Birks, 2007). Consumer socialisation research has identified mass media as one of the major socialisation agents that influence the consumer behaviour of the youth (Shim and Kotsiopulos, 1992). de Klerk and Tselepis, (2007) found that clothing selection among female students 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 & 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 students seek information to guide them in their 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 students consider before selecting clothing items namely, colour, brand, fit, style, price, durability, fashionability and type of fabric.

2.3 Impact of the Media

Through the media, messages are communicated to a large audience. Almost everyone would like to watch television, listen to the radio, go to the movies, or rent videos. Most people also read magazines and newspapers, browse through catalogues, and surf the Internet. All of these impact clothing choices.

Many product messages are communicated through the media. When you read a magazine article on the season's latest fashion trends, you get ideas about what to buy and wear (Meyer and Anderson 2000). Advertisements, however, are the main method used to promote products. When you buy a certain jacket brand that you saw advertised, your decision has been influenced by the media (Weber, 2008 and Jeong and Park, 2010).

2.4 Influence of Advertisement on Clothing Selection

If there were no advertisements, we would not know which stores carry the clothes we want and how much they cost. Though advertising is very useful to consumers, the main purpose is to sell a product, image, or idea. Advertising is very powerful because of its ability to persuade people to buy (Weber, 2008). An advert for a premium ice cream may talk about the good taste but would not mention the high fat content which has negative health implications. A television commercial for a luxury car does not mention its poor gas mileage. Similarly, an advert for a clothing or accessories shows the item on a gorgeous model, with no information about the product (Weber, 2008).

Many adverts appeal strictly to emotions. They create vague but positive feelings for the product. Often, the goal is to make the consumer think that a particular item will make life more interesting, more exciting, more attractive, more popular, and ultimately happier which can separate the facts from the emotional appeal.

2.5 Influence of Celebrities on Clothing Purchase and Wear

Celebrities has widely used as means of provoking attitudinal and emotional reactions than a non-celebrity endorser (Atkin & Block, 1983; Petty and Cacioppo, 1983). According to Weber (2008) imitation is the sincerest form of flattery. When you admire someone, it is easy to allow that person to influence the choices you make, including admirable clothing. Subconsciously, people think that if they look or act like a particular person, some of the admired characteristics will rub off. Entertainers, especially on stage, screen and television, can easily influence our choice of clothing, hairstyles, and makeup. They may influence fashion through the styles they wear themselves or the costumes of the characters they portray. In the 1960s, people copied the haircuts and the collarless suits worn by the Beatles in the United States. Later, Madonna started a trend by wearing lingerie as outerwear. Again in the late 1990s, people copied the hairstyles and casual, urban clothing of the leads in the television series called Friends. Many television shows and magazines place special emphasis on reporting what the celebrities wear to these special events.

Celebrities from the sports world also inspire fashion trends. Some famous footballers and athletes endorse brand products. Celebrities also inspire particular clothing styles, such as very colourful outfits, slim jackets, patched clothing and others. When Lance Armstrong wore a yellow rubber wristband to support LivestrongTM, an organization that supports people in managing and surviving cancer, it became a fashion trend as well as a fund-raiser.

Models, politicians, religious leaders, television and film personalities, and heroes can all influence clothing selection of a particular period (Weber, 2008).

In the Ghanaian society currently, most companies use celebrity in one way or the other in their adverts because of the kind of recognition the society give to the product through that particular celebrity. They use celebrities from all fields of profession such as film actors, footballers, radio and TV presenters, and the like. Fan Milk Ghana Limited in recent years has also adopted the use of celebrities to promote their products. They have accepted the fact that celebrities create awareness of product which eventually increase their sales. Michael Essien, a Ghanaian footballer playing for Chelsea FC fame being an influential celebrity of Ghanaian youth recently endorsed Fan Yoghurt, a product of Fan Milk Ghana Limited to portray its nutritional values to the youth of Ghana.

3.   METHODOLOGY

The study adopted the descriptive survey design. This design was useful since it offered the opportunity to describe characteristics of female students, social and psychological factors they consider when selecting and purchasing clothing. the method also enabled the researcher to determine other predominant factors behind their selection of clothing. The population for the study was female students in Kumasi Polytechnic during the 2014/2015 academic year. According to

statistics received from the Publications Unit, the total population of female students in the institution offering Higher National Diploma/Degree programmes during the 2014/2015 academic year were 2550 (10th Congregation, 2015 Report).

3.1 Sample and Sampling Procedure

The sample size for the study was 210. The lottery method of simple random sampling procedure was used to select the sampled 210 female students offering Tertiary programmes. Malhotra and Birks (2007) assert that in a descriptive study a sample size of 5% - 10% of the population can be appropriate and representative enough. All the female students had equal chance of being selected for the study.

3.2 Instrument

The study engaged questionnaire as the most appropriate instrument to gather research data. The researchers were aware of the disadvantages in using this type of instrument especially as regards the return rate (Malhotra & Birks, 2007). The choice for the questionnaire however stemmed from the ease with which the respondents could complete them.

The questionnaire was made up of four sections: A, B, C, and D. Section A dealt with demographic characteristics of respondents. Section B, C and D took care of sources of clothing information, the influence of social factors in the selection of clothing, and the psychological factors affecting the selection of clothing. The researchers adopted a five-point-Likert scale for the questionnaire item such that one (1) represents the least agreement to the items while five (5) represents the strongest agreement to the items. The questionnaire was tested for its internal consistency using Cronbach's alpha with a reliability coefficient 0.79. This according to Ary, et al (2006) is satisfactory.

3.3 Data Collection Procedure

The heads of the various department of the polytechnic were informed about the study and appealed for their cooperation. The questionnaire was given out to the selected female students. The students were asked to complete the questionnaire immediately after school hours and return them the following day in order not to disturb their lectures. A total number of 192 questionnaires were retrieved the next day representing 91 percent response rate.

3.4 Data Analysis

The statistical computer software used for the questionnaire data analysis was Statistical Package for the Social Sciences (SPSS) version 22. The study made use of simple descriptive tables and percentages graphs and charts in analysing the data collected. Each question was analysed and the number of respondents who gave particular responses was quantified in percentages. The opinion with the highest percentage was considered as the general opinion of the people with regards to that point.

4. RESULTS AND DISCUSSION

Firstly, the results were analysed by looking at the sources from which the Polytechnic female students acquire clothing information to guide their clothing selection. Secondly, the social and psychological factors affecting clothing selection among female students were examined. The results are presented in Tables 1 and 2 respectively.

4.1 Age Distribution of Respondents

Table 1: Demographic Statistics of Respondents

Variables	Frequency	Percent (%)	Total
Age			190
Less than 18 years	3	1.6	
18-20 years	46	24	
21-23 years	93	48.4	
24 years and above	48	25	
Current level			189
First year	126	65.6	
Second year	20	10.4	
Third year	40	20.8	
Forth year	3	1.6	
Residential status			163

Hall of resident	57	29.7	
Hostel	106	55.2	
Program of study			180
Accountancy	30	15.6	
Fashion	96	50	
Catering	14	7.3	
Dispensing	9	4.7	
Procurement	10	5.2	
Marketing	7	3.6	
Business and IT management	12	6.3	
Estate	2	1	

With respect to age distribution of respondents, 48.4% of the students fell between 21-23 years, 24 percent of the students were in 18-20 years and 25 percent of them were in 24 years and above whiles 1.6 percent were less than 18 years. In addition, 65.6 percent of the students were in first year while 10.4 and 20.8 percent were both in second and third year respectively and only 1.6 percent of them were in fourth year. Again, majority of the students indicated that they used hostel as their residential status which is 55.2 percent and 29.7 percent use the hall of resident as their residential status. More so, on the issue of students' programme of study, the study showed that most (50%) of the students were offering fashion design followed by accountancy (15.6%).

4.2 Sources where Female Students Acquire Clothing Information

Table 2: Source of Clothing Information

No.	Statement	Disagree	Not sure	Agree
1	I get information from my peers before I select my clothing.	65.1%	16.1%	16.7%
2	Fashion leaders inform me of the latest clothing before I select my clothing.	46.4%	16.7%	34.9%
3	My parents/ guardians provide me with information concerning clothing before I select my clothing.	51%	17.2%	29.7%
4	Television, fashion magazines, video clips, internet, etc. are the various sources I derive information from before I select my clothing.	6.3%	3.6%	88%
5	A store's dressed mannequin and displays inform me of the clothing to select.	50%	17.2%	30.7%
6	Sales person(s) inform me of the clothing to select.	57.8%	15.6%	24.5%

As contained in Table 2 on sources of clothing information by Kumasi Polytechnic female students, it was observed that majority (65.1%) of the students disagreed that they get information from their peers before they select their clothing while 16.1 percent were not sure and 16.7 percent answered in affirmative.

However, most of the statement listed above in table 2 (statement 2, 3, 5, and 6) indicated that majority of the students do not accept that fashion leaders inform them of the latest clothing, parents/guardians do not provide them with information concerning selection of clothing, store dressed mannequins and displays also do not have significant influences on clothing and sale persons do not inform them of the clothing to select. These constitute 46.4%, 51%, 50% and 57.8% respectively. The majority of the respondents (88%) expressed, as shown in statement 4, that they derive clothing information from television, fashion magazines, videos clips, internet, etc. before selecting clothing. This means that media has been a powerful tool from which the female students obtain information before selecting clothing. Thus, it is apparent that most young women are significantly influenced by media and fashion leaders more than even their parents, peers, and store's display. This confirms the assertion made by Weber (2008) that through the media, messages are communicated to a large audience.

4.3 Influence of social factors on the selection of clothing among female polytechnic students

Table 3: Social Factors Affecting Selection of Clothing

No	Statement	Disagree	Not sure	Agree
1	I select clothing that makes me feel good among my peers.	17.2%	2.4%	80.2%
2	My peers influence me to select the latest fashion.	60.9%	17.2%	20.3%
3	My peers' opinions on my selection of clothing are more important to me than my families'.	67.2%	11.5%	19.3%
4	I select clothing similar to ones being worn by celebrities on television.	58.3%	40.1%	1.
5	I pay much attention to clothing worn by others in movies, television shows and musical clips.	39.6%	16.1%	42.7%
6	I seek out the fashionable clothing on the internet	30.7%	9.9%	58.3%
7	I seek out the latest fashionable clothing from newspapers and magazines.	30.7%	14.1%	53.6%
8	My father has the greatest influence on the clothing I select.	62%	14.1%	22.4%
9	My mother has the greatest influence on the clothing I select.	45.8%	8.9%	43.8%
10	My sibling(s) has the greatest influence on the clothing I select.	51.6%	17.2%	29.7%
11	My guardian(s) has the greatest influence on the clothing I select.	57.3%	12%	25.5%

The study sought to ascertain the influence of social factors in the selection of clothing among students in Kumasi polytechnic. Majority (80.2 percent) of the students agreed that they select clothing that makes them feel good among their peers. This confirms the assertion made by Weber (2008) that a peer group can have influence on how people dress and act since the female students have a strong need to be accepted by peers. It was observed that 20.3 percent of the students acknowledge that their peers influence them to select the latest fashion and 17.2 percent were not sure while majority (60.9 percent) of the students disagreed that their peers influence them to select the latest fashion. This is an indication that though the students want to dress to be accepted by their peers they do not allow the friends to influence them so much in their choices. Again, the study considered whether students regarded their peers' opinions on the selection of clothing as more important than their families'. Consequently, it was revealed that 19.3% of the students agreed while majority (67.2%) disagreed with the notion their peers' opinion on the selection of clothing were more important than their families'.

Additionally, the study sought to ascertain whether students select clothing similar to those worn by celebrities on television. The majority (58.3%) of the students did not agree to that assertion and 40.1% were undecided, while none of them answered in the affirmative. Furthermore, the study revealed that 42.7% of the students paid much attention to clothing worn by others in movies, television shows and musical clips whiles 39.6 percent disagreed and 16.1 percent were also not sure of that statement. This trend is in consonance with Atkin & Block (1983) and Weber (2008) who opine that when you admire someone, it is easy to allow that person to influence the choices you make.

On the question of whether or not female students seek out fashionable clothing on the internet, it was disclosed that 58.3% of the students agreed with that notion, 9.9% were not sure whiles 30.7% did not agree. More so, 53.6% of the students also agreed that they seek out the latest fashionable clothing from newspapers and magazines whiles 30.7 percent disagreed. This is a clear indication of how social media influence female students in the selection of clothing. Meyer and Anderson (2000) identify media as a major source of information that exerts influence on consumer's decisions with regards to clothing selection. In statements 8 and 9, the study sought to find out whether "fathers" and "mothers" have influence on female students' clothing selection. It came to light that 62% and 45.8% disagreed to that assertion respectively, while those who agreed were 22.4% and 43.8% respectively. Statements 10 and 11 revealed that majority of

the students (51.6% and 57.3%) also disagreed that their sibling(s) and guardian(s) have the greatest influence on the clothing they select which is a confirmation that families do not have greater influence on of clothing.

4.5 Influence of Psychological Factors on the Selection of Clothing among Female Polytechnic Students

Table 4: Influence of Psychological Factors in Selection of Clothing

No	Statements	Disagree	Not sure	Agree
1	My clothing shows how I feel about myself.	13 %	5.7%	80.2%
2	I select clothing that emphasizes body part(s) I'm satisfied with.	27.1%	13.5%	57.8%
3	I select oversized/ loose clothing to conceal the body part(s) I'm dissatisfied with.	49.5%	15.1%	33.9%
4	I select colours, styles and fabrics that minimize my dissatisfied body part(s).	41.1%	10.9%	43.8%

Statement 1 sought to find out how respondents' clothing makes them feel about themselves. In this regard a, majority (80.2%) of them agreed that their clothing shows how they feel about themselves, 5.7% were neutral about that while 13% of them disagreed with the view. Furthermore, on the question of whether respondents select clothing that emphasizes the body parts that they were satisfied with, the study revealed that 57.8% agreed that the selection of clothing sees to emphasize their body parts they are satisfied with, 13.5% were not sure whiles 27.1% of the respondents disagreed. This means that psychologically, the female students feel esteemed when their clothing seem to enhance their good features.

Statement 3 sought to find out whether or not the respondents select loose clothing that concealed the body parts they were dissatisfied with. The responses show that majority (49.5%) agreed with that assertion and 33.9% disagreed while 15.1% were not sure about that. Lastly, 43.8% of the respondents answered that they select colours, styles and fabrics that minimize their dissatisfactory body parts whiles 41.1 percent did not agree with fact. The findings here are in conformity with the submission made by de Klerk and Tselepis (2007) who posit that most female students clothing selection are influence by both social and psychological factors.

Table 5: Distribution of Physical Attributes in the Selection of Clothing

Items	Frequency	Percent (%)
Fit	46	24.0
Cost	9	4.7
Colour	37	19.3
Durability	15	7.8
Brand	10	5.2
Style	32	16.7
Type of fabric	29	15.1
Fashionability	13	6.8
Total	**191**	**99.5**

In the distribution of psychological attributes in selection of clothing, 24 percent of the students said they select clothing base on how it could fit them, 19.3%, 16.7%, and 15.1% of the students indicated that they select clothing because of its colour, style and type of fabric respectively. Meanwhile, only 4.7%, 7.8%, 5.2% and 6.8% of the respondents indicated that they also select clothing based on the cost, durability, brand and fashionability respectively. It could be deduced from the findings that the female students are not as concerned about the cost of the clothing item than they are about the psychological satisfaction they would gain from it such as fitness, colour, fabric and style.

5.   CONCLUSION AND RECOMMENDATIONS

Generally, the study draws the conclusion that female students in the Kumasi Polytechnic obtain information on clothing selection mainly from their peers and the media. It can therefore be confirmed from the study that peer groups and the media happen to be the main social factors which exert greater influence on female students regarding selection of

clothing. The findings made it evident that media contributes immensely to the changes in societal clothing trends among female students. Most of the time these media characters, including 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 students copy from the celebrities do not in any way instil moral influence on the students. Furthermore, peer acceptance as a psychological factor also influenced the selection of clothing by the respondents. The Students 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.With regard to the findings made in the study, it is recommended that female students should be encouraged by parents, guardians and various stakeholders to select and wear appropriate clothing that depicts Ghanaian cultural identity with particular reference to modesty. Moreover, teachers and instructors of Clothing and Textiles in educational institutions should be educating female students on the cultural values associated with clothing and how to select the right clothing for the right purpose, stressing on modesty and good grooming. Finally, educational institutions offering Clothing and Textiles should review their curriculum to reflect the attributes students should look out for when selecting and wearing particular clothing, thus dress sense and modesty. When these concerns raised are effectively administered they would inculcate in the students the culture of appreciation of the societal values regarding the modesty of the clothing they select at every moment.

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