

## Psycho-Social and Economic Factors Influencing Choice Of Clothing By Women In Colleges Of Education In Delta State, Nigeria

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### **Abstract**

*The main purpose of the study was to investigate the psycho-social and economic factors influencing the choice of clothing by women in Colleges of Education in Delta State, Nigeria. Three research questions and three hypotheses guided the study. It was a descriptive survey, and Ex-post facto research design was adopted for the study. The population for the study was the female staff of the public Colleges of Education in Delta State which was 344 persons. Purposive sampling was used to select all the female staff in the department of Vocational/Technical Education in three public Colleges of Education in the three senatorial zones in Delta State, they are College of Education, Warri; College of Education, Mosogar; and College of Education, Agbor, comprising of 88 persons. A 29-item structured questionnaire on a 4-point scale was used to collect data. The data were analyzed using Mean ( $\bar{x}$ ) and Standard Deviation which answered the research questions, and ANOVA which tested the null hypotheses. The major findings include: Psychological factors such as attractiveness, prestige, uniqueness, self-esteem, and comfort; Social factors such as information from internet and other social media, culture, and religion; and Economic factors such as availability of money quality and price, influenced choice of clothing. Recommendations include: Clothing industry should produce good quality and desirable clothing at affordable prices; clothing manufacturers should produce clothing that are attractive and also comfortable to wear; create modest styles that will suit the personality and boost the self-esteem of women in academia.*

**Keywords:** 1.Psychological, 2.Social, 3. Economic, 3.Clothing, 4.Choice, 5.Women, 6.College, 7.Education.

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### **Introduction**

Clothing is any material that covers the body and protects it. Wearing of clothes is one of the factors that differentiate humans from animals. From pre-historical era, human beings have worn various kinds of clothing. Theories have been advanced as to the reasons human beings wear clothes, the theories include: Modesty; Protection; Status; and Adornment. Clothing is a very important aspect of our lives, it is as functional as language, as it is said to represent age, gender, marital status, ethnicity, social status, and occupation. It reveals some information about an individual's personality and economic standing. Personal and social values are communicated through clothing, and the manner in which someone dresses express personal values (Henderson, 2010). The same author also noted that economy, culture/tradition, and religion also inspire what one wears.

Psychological factors such as attractiveness, self-esteem, and desire to please others, may influence choice of clothes. Garisha and Jyoti (2018) opined that self-esteem is a psychological factor that influence clothing preference. The same authors explained that self-esteem is people's feelings about their worth or value of themselves, and that, self-esteem and self-consciousness both influence clothing preference. The authors further argued that high self-consciousness is an acute sense of self-awareness or to be excessively aware of

being observed by others, and this results in the tendency to be aware of one's appearance and concern about making a good impression on others.

Khare and Rakesh (2010) noted that clothing is a means of presentation of an individual's personality and self-concept. The same researchers stated that self-concept means self-consciousness and self-confidence, which are two personality traits that may determine an individual's choice of clothing. Employed women are obliged to dress to suit their type of job and personality, which helps to boost their self-esteem and give themselves confidence in performing their jobs. Unsuitable clothing to work can be embarrassing and lowers the self-esteem of the wearer. Roux, Tafani, and Vigneron (2017), noted that individuals choose certain types of clothing to either emphasize their attractive body parts or disguise their unattractive body parts, in order to feel confident with their appearance. Koca and Koc (2016), reported that individuals use fashion clothing with the intention to create a sense of identity and make a statement on how they want to be perceived. The same writers further noted that the individuals are able to achieve this goal to the extent to which the clothes they wear to create the identity, are understood and interpreted by the individuals in the society. Ijaz (2012), asserted that women by their innate nature desire to look beautiful and gorgeous in their attire and yet modest. The same author argued that women are always ready to experiment with different looks, cuts, designs, colours, and textures of clothing to maintain their individualities. As a result, women have more variety of clothing to choose from, unlike their male colleague whose fashion is very limited and of more stable design. Cassidy and Bennett (2012), noted that specified styles, quality, and uniqueness of a garment are major motivators of clothing selection by women between ages 25-39 years. Guiot and Roux (2010), observed that as designer dresses are unique and are usually available in only one size, being rare, and not easily available, women have a feeling of finding a treasure in purchasing the designer dress. In previous studies conducted by Kalunde (2014) and Ijaz (2012), significant relationship was found between psychological factors such as clothing that satisfy self-esteem, attractiveness; prestige and clothing selection. Riungu (2009) noted that elderly persons might purchase clothing that offer more physiological comfort, whereas teenagers would pay greater attention to the latest fashion. Nam, Hanlin, Kang et al (2007), asserted that comfort, fit, style, design, and quality of garment were more important to mature women than price and fashionability, in clothing selection. These factors were highlighted as the psychological factors that influence choice of clothing in the reviewed related studies.

Social factors such as fashion trend; media, suitability for the occasion; and acceptance by others, among other factors, were found to influence clothing choice (Ijaz, 2012; Benerjee, 2008; and Dixon, 2007). Social factors such as religion, tradition, and culture were found to be significant factors influencing clothing selection (Henderson, 2010; Riungu, 2009). Holmlunde, Hagman and Polska (2011) indicated that mature women wear clothes that correspond to their views of proper dressing, styles, norms, and values of the society. The same researchers noted that some women would like to wear younger and trendier clothes but they could not do so because they perceived that others would disapprove. For instance, a style of dress may be chosen because a reasonable number of members of a social group perceived it to be appropriate for the time and occasion. Kalunde (2014), reported that, social factors such as religion and culture were not statistically significant in determining choice of clothing by the female respondents in the study. Birtwistle and Moore (2007), noted that currently, increased fashion information is easily available on the internet, fashion magazines, television, and local newspapers, which may influence choice of clothing.

Economic factors were found to influence choice of clothing in previous studies. Riungu (2009), asserted that economic factors that influenced professional women choice of clothing include educational level, income, and price. Cervellon, Carey, and Horm (2012) argued that higher level of education and higher income were related to purchase of designer apparel. Isika (2006) opined that educational level has a great influence on clothing behaviour as women with high level of education may have better taste in their choice of clothing. This could be due to the increased knowledge and higher status, which may result in more sophistication and greater discernment in choice of clothing. Praven (2019) reported that employed women placed greater importance on dress quality and suitability for work, and also spend more money on clothing. Suneera and Mihir (2014) noted that western women wears are getting more purchasers and wider acceptance as women in the work force have need to dress smart. Women employed in academic institutions may want to choose clothing that adhere to the organization's dress code as well as express their individuality, and acceptable to others.

Income is a significant economic factor in the choice of clothing. Eze and Bello (2016), were of the opinion that income influence the purchasing decision of individuals. The same authors argued that, the more

the personal income, the more the expenditure on items, which include clothing. Persons with higher income will have more money to spend on clothing than those with lower income. In previous studies, economic factors such as availability of money, price, and functionality of items were found to influence choice of clothing (Kalunde, 2014; Ijaz, 2012; and Riungu, 2009). Holmlunde, Hagman, and Polska (2011), opined that women perceived the quality of clothing more important than price. The same researchers reported that longevity and value for money were important economic factors in choice of clothing by mature women. The same authors also noted that women were willing to pay much more for business clothes than for leisure clothes.

Rajagopal (2011) opined that, if manufacturers and retailers of fashion clothing can identify target consumers' preference, they may be able to attract and retain their target consumer group. In Nigeria, women apparel market growth is evident with the increase in fashion clothing business for foreign western wears. This may be similar to the situation in India, where it is predicted that by the year 2025, there may be shift from ethnic preference to western wears preference (Image Business of Fashion, 2018).

Employed women have other pressing family needs apart from clothing, that take a reasonable portion of their income so that the amount of money left to be spent on clothing may be determined by the size of the income. Kalunde (2014), noted that, professional women may consider food, shelter, and health as more important, and allocate smaller amount of their income to clothing. Despite the financial constraint, women in academia have to identify with the standard of dressing in the work place. Also due to their busy life style, they need clothing that are comfortable, high quality, and trendy styles that are affordable within their limited income. Various studies have been conducted on factors that determine choice of clothing by women in general but only very few studies have been conducted on factors influencing the choice of clothing by professional women and specifically women in Colleges of Education. It therefore became necessary to conduct this study to fill the identified gap and contribute to the body of existing knowledge in the area of study. The study was conducted in order to identify the psychological, social and economic factors influencing the choice of clothing by women in Colleges of Education in Delta State, Nigeria, with a view to obtain valuable information that could assist fashion clothing manufacturers in Nigeria to produce desirable fashion clothing at affordable prices to meet the clothing needs of women in academia in Nigeria, but Delta State in particular.

This study is significant as the knowledge gained from the study will be of benefit to the women employed in tertiary institutions and the fashion clothing manufacturers. The employed women are a group of consumers that are viable target market for fashion clothing manufacturers and retailers as they are fashion conscious and give much attention to their dressing and appearance. As regular income earners, women employed in tertiary institutions, have financial resources and as such are profitable market segment to the fashion industry. The clothing manufactures or fashion designers rarely have direct interaction with the clothing consumers, a study like this is necessary in order to help the clothing manufacturer have a better understanding of the clothing needs of women in academia and the factors influencing their choice of clothing, the information will help them produce more desirable fashion clothing at affordable prices to meet the clothing needs of the women.

### Research Questions

The following research questions were asked to guide the study:

1. What are the psychological factors influencing choice of clothing by women in Colleges of Education, Delta State?
2. What are the social factors influencing choice of clothing by women in Colleges of Education, Delta State?
3. What are the economic factors influencing choice of clothing by women in Colleges of Education, Delta State?

### Hypotheses

The following null hypotheses were developed for the study:

**H<sub>01</sub>**. There is no significant difference in the means ( $\bar{x}$ ) responses of women in College of Education, Warri; College of Education, Mosagar; and College of Education, Agbor, on the psychological factors influencing their choice of clothing.

**Ho<sub>2</sub>**, There is no significant difference in the mean ( $\bar{x}$ ) responses of women in College of Education, Warri; College of Education, Mosogar; and College of Education, Agbor, on the social factors influencing their choice of clothing.

**Ho<sub>3</sub>**, There is no significant difference in the mean ( $\bar{x}$ ) responses of women in College of Education, Warri; College of Education, Mosogar; and College of Education, Agbor, on the economic factors influencing their choice of clothing.

### **Purpose of the Study**

The main purpose of the study was to assess the psychological, social and economic factors influencing the choice of clothing by women in Colleges of Education, Delta State, Nigeria. The specific objectives were to:

1. examine the psychological factors influencing choice of clothing by women in Colleges of Education in Delta State.
2. determine the social factors influencing the choice of clothing by women in Colleges of Education in Delta State.
3. ascertain the economic factors influencing the choice of clothing by women in Colleges of Education in Delta States.

### **Methodology**

**Design of the Study:** The study is a descriptive survey which adopted the Ex-post facto research design, to obtain the opinions of representative sample of a target population.

**Area of the Study:** Area of the study was Delta State, Nigeria. The study was carried out in College of Education, Warri; College of Education Mosogar; and College of Education, Agbor.

**Population:** The population for the study comprised of the female staff in the Colleges of Education in Delta State, Nigeria, made up of, College of Education, Warri-95 women; College of Education, Mosogar- 74 women; and College of Education, Agbor-98 women; Federal College of Education, Asaba – 77 women, which gave a total population of 344 women.

**Sample for the Study:** Purposive sampling technique was used to select the department of Vocational and Technical Education in three selected Colleges of Education because the department have more number of female staff that was required for the study. All the female staff in the department were used for the study due to the small size. The sample comprised of College of Education, Warri (31 female staff); College of Education Mosogar (24 female staff); and College of Education, Agbor (33 female staff). This gave a total sample size of 88 female staff.

**Instrument for Data Collection:** A structured questionnaire was used to collect data. Section A of the questionnaire was constructed to collect demographic data of the respondents. Section B of the instrument was made up of three parts consisting of questions constructed on a 4-point scale to collect data on the psychological, social, and economic factors influencing choice of clothing by the women in the selected Colleges of Education in Delta State, Nigeria.

The instrument was validated by two experts in Home Economics and one expert in measurement and evaluation, all from Delta State University, Abraka. To test for reliability, the questionnaires were administered to 20 female staff in the department of Vocational Education in Federal College of Education, Asaba, which was a part of the population but not sample for the study. The data collected were analyzed using Pearson Product Moment correlation coefficient, a coefficient of 0.70 was obtained and internal consistency was determined using Cronbach Alpha, the reliability co-efficient obtained was 0.80, which are acceptable reliability index.

**Method of Data Collection:** The questionnaires were distributed to the 88 respondents in their institutions by the researcher and an assistant in each of the institutions. The questionnaires were completed and retrieved immediately, which ensured a maximum return rate of 100 percent.

**Data Analysis Technique:** Data collected were analyzed using Mean ( $\bar{x}$ ) and standard deviation, which was used to answer the research questions. A Mean ( $\bar{x}$ ) of 2.50 to 4 indicated “agreed” while a Mean ( $\bar{x}$ ) below 2.50 indicated “disagreed”. The null hypotheses were tested using Analysis of Variance (ANOVA) at 0.05 level of significance.

**Results**

**Research Question 1:** What are the psychological factors influencing choice of clothing by women in Colleges of Education, in Delta State?

**Table1: Mean ( $\bar{x}$ ) responses for psychological factors influencing choice of clothing by women in Colleges of Education in Delta State.**

S/N psychological factors responsesr								
		N <sub>1</sub> =31		N <sub>2</sub> = 24		N <sub>3</sub> =33		
		$\bar{X}_1$	SD <sub>1</sub>	$\bar{X}_2$	SD <sub>2</sub>	$\bar{X}_3$	SD <sub>3</sub>	
1	Concern for making good impression	3.69	0.19	3.42	0.69	3.43	0.50	Agreed
2	Expression of Individuality	3.33	0.48	3.21	0.63	3.40	0.50	Agreed
3	Suitability to personality	3.59	0.50	3.26	0.45	3.62	0.79	Agreed
4	Uniqueness of dress design	3.33	0.48	3.37	0.50	2.79	0.65	Agreed
5	Enhancement of Personal figure	3.59	0.50	3.00	0.75	3.10	0.93	Agreed
6	Enhancement of Prestige	3.56	0.51	3.26	0.99	2.90	0.73	Agreed
7	Enhancement of self-esteem	3.67	0.48	3.32	1.11	3.26	0.45	Agreed
8	Attractiveness of outfit	3.30	0.47	3.26	0.99	2.64	1.41	Agreed
9	Personal Comfort	3.15	0.36	3.11	0.76	3.90	0.43	Agreed
	Total Grand Mean	3.50	0.44	3.25	0.76	3.23	0.71	

$\bar{X}_1$  = Mean for COE, Warri; SD<sub>1</sub> =Standard Deviation for COE, Warri

$\bar{X}_2$  = Mean for COE, Mosogar; SD<sub>2</sub> =Standard Deviation for COE, Mosogar

$\bar{X}_3$  = Mean for COE, Agbor; SD<sub>3</sub> =Standard Deviation for COE, Agbor

R = Remark; N<sub>1</sub> = COE, Warri - 31; N<sub>2</sub> = COE Mosogar - 24; N<sub>3</sub> = COE Agbor - 33.

Table 1, showed that items 1-9 Mean ( $\bar{x}$ ) and total Grand Mean ( $\bar{x}$ ) scores for the three institutions were above the cut off mark 2.50 that was regarded as acceptable. Hence, all the items under the psychological factors influenced choice of clothing by women in the Colleges of Education.

**Table 2: Mean ( $\bar{x}$ ) responses for social factors influencing choice of clothing by women in Colleges of Education in Delta State.**

S/N	Social factors	Responses						R
		N <sub>1</sub> =31		N <sub>2</sub> = 24		N <sub>3</sub> =33		
		$\bar{X}_1$	SD <sub>1</sub>	$\bar{X}_2$	SD <sub>2</sub>	$\bar{X}_3$	SD <sub>3</sub>	
1	Clothing items seen on celebrities	1.78	0.85	2.11	0.74	1.69	0.47	Disagreed
2	Latest fashion on internet	3.37	0.49	3.37	0.50	2.64	1.06	Agreed
3	Information from fashion magazine	2.56	1.19	3.47	0.51	2.67	0.87	Agreed
4	Clothing style in TV movies	2.96	0.34	2.95	0.40	2.95	0.79	Agreed
5	Any attractive display of clothing articles	2.63	1.15	3.68	0.48	3.24	0.69	Agreed
6	Societal acceptance/approval	2.78	0.85	3.05	0.85	3.52	0.51	Agreed
7	Colleagues views of my appearance	3.26	0.66	3.11	0.32	3.12	0.45	Agreed
8	Fashion in vogue	2.07	0.78	1.89	1.04	2.10	0.69	Disagreed

9	Friends opinion	1.70	0.47	2.00	0.75	1.64	0.48	Disagreed
10	Family view	2.52	1.34	3.37	0.50	3.43	0.50	Agreed
11	Culture of community	2.93	1.17	2.68	0.82	3.50	0.51	Agreed
12	Personal religion	2.67	0.83	3.84	0.37	3.14	0.35	Agreed
13	Nature of profession	3.33	0.48	3.35	0.51	3.60	0.50	Agreed
	<b>Total Grand Mean</b>	2.66	0.82	3.00	0.60	2.86	0.61	

$\bar{X}_1$  = Mean for COE, Warri;  $SD_1$  =Standard Deviation for COE, Warri

$\bar{X}_2$  = Mean for COE, Mosogar;  $SD_2$  =Standard Deviation for COE, Mosogar

$\bar{X}_3$  = Mean for COE, Agbor;  $SD_3$  =Standard Deviation for COE, Agbor

R = Remark;  $N_1$  = COE, Warri - 31;  $N_2$  = COE Mosogar - 24;  $N_3$  = COE Agbor - 33.

The result in Table 2, showed that items 1, 8 and 9 have Mean ( $\bar{x}$ )scores below 2.50, which were adjudge as “disagreed”, while items 2,3,4,5,6,7,10,12 and 13 have Mean ( $\bar{x}$ )and total Grand Mean( $\bar{x}$ )scores that were above 2.50 which indicated “agreed”, hence these items under social factors influencedchoice of clothing by women in the Colleges of Education, to a great extent.

**Table 3: Mean( $\bar{x}$ )responses for economic factors influencing choice of clothing by women in Colleges of Education in Delta State.**

b	Economics factors	Responses						R
		$N_1=31$		$N_2 = 24$		$N_3 =33$		
		$\bar{X}_1$	$SD_1$	$\bar{X}_2$	$SD_2$	$\bar{X}_3$	$SD_3$	
1	Buying of clothes strictly depends on budget made for clothing	3.19	0.48	3.42	0.67	3.45	0.67	Agreed
2	Choice of clothes depend on the money that is available	2.70	1.10	3.21	0.42	3.29	0.89	Agreed
3	Price of the garment is an important factor in choice of clothing	3.78	0.58	3.26	0.73	3.05	0.88	Agreed
4	Choice of clothing is not influenced by price.	1.81	0.96	1.79	0.92	1.90	0.66	Disagreed
5	Improvement in economic status influence choice of clothing	3.00	0.92	2.74	0.81	3.45	0.59	Agreed
6	Sales discount on clothing items influence choice	2.93	0.92	2.95	0.78	3.64	0.62	Agreed
7	Extra money on hand influence choice of clothes	3.26	0.59	2.84	0.62	3.26	0.62	Agreed
	<b>Total Grand Mean</b>	2.95	0.79	2.89	0.60	3.16	0.73	

$\bar{X}_2$  = Mean for COE, Warri;  $SD_1$  =Standard Deviation for COE, Warri

$\bar{X}_2$  = Mean for COE, Mosogar;  $SD_2$  =Standard Deviation for COE, Mosogar

$\bar{X}_3$  = Mean for COE, Agbor;  $SD_3$  =Standard Deviation for COE, Agbor

R = Remark;  $N_1$  = COE, Warri; - 31;  $N_2$  COE, Mosogar – 24;  $N_3$  = COE, Agbor - 33

Table 3, revealed that item 4 have a Mean( $\bar{x}$ )score below 2.50 among the three institutions, which indicated “disagree”, while items 1,2,3,5,6 and 7 have Mean ( $\bar{x}$ )and total Grand Means( $\bar{x}$ )scores that were above2.50 which indicated “Agreed”. This indicated that these items under economic factor influenced choice of clothing by women in the Colleges of Education to a great extent.

**Hypothesis 1**

**H<sub>01</sub>:** There is no significant difference in the Mean( $\bar{x}$ ) responses of women in College of Education, Warri; College of Education, Mosogar; and College of Education, Agbor, on the psychological factors influencing their choice of clothing.

**Table 4: One-Way Analysis of Variance of women in College of Education, Warri; College of Education, Mosogar; and College of Education, Agbor, on the psychological factors influencing their choice of clothing.**

Source of variation	Sum of Square	df	Mean Square	F	Sig.
Between Groups	56.392	2	28.196	7.755	0.001
Within Groups	309.063	85	3.636		
Total	365.455	87			

Table 4, showed the F-value of 7.755 and a P-value of 0.001. Testing the null hypothesis at an alpha level of 0.05, the P-value of 0.001 was lesser than the alpha level of 0.05, therefore, the null hypothesis was rejected. This implied that, there was significant difference in the Mean( $\bar{x}$ ) responses of women in College of Education, Warri; College of Education, Mosogar; and College of Education, Agbor, on the psychological factors influencing their choice of clothing.

**Hypothesis 2**

**H<sub>02</sub>:** There is no significant difference in the Mean( $\bar{x}$ ) responses of women in College of Education, Warri; College of Education, Mosogar; and College of Education, Agbor, on the social factors influencing their choice of clothing.

**Table 5: One-Way Analysis of Variance of women in College of Education, Warri; College of Education, Mosogar; and College of Education, Agbor, on the social factors influencing their choice of clothing.**

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	240.483	2	120.241	13.901	0.000
Within Groups	735.233	85	8.650		
Total	975.716	87			

The result in Table 5, indicated the F-value of 13.901 and a P-value of 0.000. Testing the null hypothesis at an alpha level of 0.05, the P-value 0.000 was lesser than the alpha level of 0.05, hence the null hypothesis was rejected. This revealed that there was significant difference in the Mean ( $\bar{x}$ ) responses of women in College of Education, Warri; College of Education, Mosogar; and College of Education, Agbor, on the social factors influencing their choice of clothing.

**Hypothesis 3**

**H<sub>03</sub>:** There is no significant difference in the Means ( $\bar{x}$ ) responses of women in College of Education, Warri; College of Education, Mosogar; and College of Education, Agbor, on the economic factor Influencing their choice of clothing.

**Table 6: One-way Analysis of Variance of women in College of Education, Warri; College of Education, Mosogar; and College of Education, Agbor, on the economic factors influencing their choice of clothing.**

Source of variation	Sum of square	df	Mean Square	F	Sig
Between Groups	105.443	2	52.722	21.51	0.000
Within Groups	208.330	85	2.451		
Total	313.773	87			

Table 6, indicated an F-Value of 21.511 and a P-value of 0.000. Testing the null hypothesis at an alpha level of 0.05, the P-value of 0.000 was lesser than the alpha level of 0.05, as such, the null hypothesis was rejected. This showed that there was significant difference in the Mean ( $\bar{x}$ ) responses of women in College of Education, Warri; College of Education, Mosogar; and College of Education, Agbor, on the economic factors influencing their choice of clothing

### Discussion

The result of research question one in Table 1, revealed that the women in the Colleges of Education, agreed that psychological factors that influenced their choice of clothing, include the following: they are concern about making good impression; they express their individuality through clothing; they choose clothing that enhance their figures; prestige of the brand of clothing is an important consideration; they choose clothing that boost their self-esteem; they choose clothing that look attractive; and comfort of the clothing are essential considerations in their choice of clothing.

These findings are in line with those of Khare and Rakesh (2010), which asserted that, clothing is a way of presentation of an individual's personality and self-concept; Kalunde (2014) and Ijaz (2012), who reported that there was significant relationship between psychological factors such as clothing that satisfy self-esteem, attractiveness, prestige, and clothing selection; Guiot and Roux (2010), who stated that women purchase designer dresses because of the uniqueness, and that they are not readily available, so they have a feeling of purchasing a treasure; Cassidy and Bennett (2012), who noted that , specified styles, quality, and uniqueness are motivators for clothing selection. The finding of this study also agreed with Riungu (2009) assertion, that mature women might purchase clothing that offer more comfort; and Nam, Hanlin, et al (2007), who reported that, comfort, fit, style, design, and quality are more important to mature women than price.

The result showed that there was significant difference in the Grand Mean ( $\bar{x}$ ) scores of the respondents in the three institutions, on the psychological factors influencing choice of clothing, with a Grand Mean ( $\bar{x}$ ) 3.50 (SD =0.44) for College of Education, Warri; Grand Mean ( $\bar{x}$ ) of 3.25 ((SD = 0.96) for College of Education, Mosogar; and Grand Mean ( $\bar{x}$ ) of 2.23 (SD = 0.71) for College of Education, Agbor. The null hypothesis one ( $H_{01}$ ) which states that, "there is no significant difference in the Mean ( $\bar{x}$ ) responses of women in College of Education, Warri; College of Education, Mosogar; and College of Education, Agbor, on the psychological factors influencing the choice of clothing", was rejected, since P-value of 0.001 was lesser than alpha level of 0.05. This implied that, there was significant difference in the Mean ( $\bar{x}$ ) responses of women in the department of Vocational/Technical Education, in the three Colleges of Education, on the psychological factors influencing their choice of clothing.

The result of research question two in Table 2, indicated that the respondents agreed that social factors influencing their choice of clothing include the following: they look out for the latest fashion on the internet; they get information from fashion magazines; they notice clothing styles in television movies; attractive display of clothing items influence them; they prefer clothing that is acceptable by the society; they are not concern about what their colleague think of their appearance; family value is important in their choice of clothing. Culture to a reasonable extent determines their choice of clothing; religion also influence their choice clothing to some extent; they choose clothes based on their profession. The respondents were not influence to choose clothing item because they have seen them on celebrities; fashion trend does not dictate their choice of clothing; friends' opinions do not matter to them in their choice of clothing.

The findings of the study confirmed those of Birtwistle and Moore (2007), who argued that, fashion information that is available on the internet, fashion magazine, and television may influence choice of clothing. These finding also confirm those of Ijaz (2012); Benerjee (2008); and Dixon (2007), who found that social factors such as the social media and suitability for the occasion, influence choice of clothing. The findings of this study are also in agreement with those of Henderson(2010); Riungu (2009); and Holmlunde, Hagman and Polska (2011), which indicated that social factors such as religion, culture, and social group were significant factors in choice of clothing. However, the finding of this study is not in line with other findings by Ijaz (2012); Dixon (2007); and Benerjee (2008), who indicated that social factors such as fashion trend, and opinion of



others, influenced choice of clothing. The result of this study confirmed those of Isika (2011); and Cervellon, Carey, and Horm (2012) assertion that, educational level greatly influences clothing behavior, as women in the Colleges of Education in this study, probably due to their educational level, proved to have high discernment and good taste in their choice of clothing.

The null hypothesis two ( $H_{02}$ ), which stated that “there is no significance difference in the Mean ( $\bar{x}$ ) responses of women in College of Education, Warri; College of Education, Mosogar; and College of Education, Agbor, on the social factors influencing their choice of clothing” was rejected, since the P-value of 0.000 was lesser than the alpha level of 0.05, this revealed that, there was significant difference in the mean ( $\bar{x}$ ) responses of women in College of Education, Warri; College of Education, Mosogar; and College of Education, Agbor, on the social factors influencing their choice of clothing.

The result of research question three in Table 3, indicated that the women in the Colleges of Education agreed that, the economic factors influencing their choice of clothing are: their budget for clothing expenses; the money available; and the price of the attire are important factors in their choice of clothing; improvement on economic status; and extra money on hand influence choice of clothing. This finding is in agreement with those of Kalunde (2014); Ijax (2012); Riungu (2009); and Eze and Bello (2016), who reported that economic factors such as availability of money and price influence choice of clothing. This revealed that money available is more important than price in the choice of clothing.

The Grand Mean ( $\bar{x}$ ) score for women in College of Education, Warri was 2.95 (SD = 0.79); Grand Mean ( $\bar{x}$ ) for College of Education, Mosogar was 2.89 (SD = 0.60); and Grand Mean ( $\bar{x}$ ) for College of Education, Agbor, was 3.16 (SD = 0.73). The difference between the Grand Mean ( $\bar{x}$ ) scores was significant. The ANOVA test of null hypothesis three ( $H_{03}$ ), showed that the P-value of 0.000 was lesser than the alpha level of 0.05, so the null hypothesis was rejected. This indicated that, there was significant difference in the Mean ( $\bar{x}$ ) responses of women in College of Education, Warri; College of Education, Mosogar; and College of Education, Agbor, on the economic factors influencing their choice of clothing.

## Conclusion

Based on the findings of the study, it was concluded that the women in the Colleges of Education within their limited resources, want to choose clothing that look attractive, and also express their individuality or uniqueness. They are not easily influenced by fashion trend or copy the clothes seen on celebrities. The women preferred clothing that are acceptable by others, especially their colleagues and family, and also adhere to their professional dress code, yet within the reach of their limited income. The women, due to their educational level have high discernment and good taste in choice of clothing.

## Recommendations

Based on the findings of the study and the conclusions, the following recommendations were made:

1. The women in academia have family commitments that may limit the amount of money available for their clothing needs, in this period of economic recession. Despite the financial constraints, the women have to identify with the standard of dressing in the work place, so the clothing/fashion industry should produce good quality and desirable clothing at affordable prices.
2. The busy life style of women in academia demand that they wear styles of clothing that are comfortable and easy to wash and maintain, as such fashion designers and clothing manufacturers should consider producing clothing that are not only attractive but also functional and comfortable to wear.
3. Fashion designers and the clothing industry should create modest styles of clothing that will suit the personality of the women in academia and boost their self-esteem.
4. The clothing manufacturers should advertise their products on the internet, television, fashion magazines, and other social media as ways of disseminating valuable information that can assist women in academia in meeting their clothing needs.

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