

# AN ASSESSMENT OF FACTORS INFLUENCING THE CONSUMERS' CHOICE OF MODEST AND IMMODEST CLOTHING ITEMS IN THE MAMPONG MUNICIPALITY OF GHANA

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**Abstract :** *Clothing performs a range of social and cultural functions, such as individual, occupational and gender differentiation as well as social status. The study sought to assess the factors influencing consumers' choice of modest and immodest clothing items in the Asante Mampong Municipality. The simple random sampling procedure was used to select 150 respondents for the study. Data were collected using questionnaires. Descriptive statistics was used in addressing the objectives using frequency distributions and table illustrations. The study revealed that majority (63%) of the respondents select their clothing items to suit their culture. It was recommended that Consumers of clothes must be decorous enough in the wearing of their clothing items. Clothing that infringes their cultural, religious and legal backgrounds must not be bought and worn.*

**Key Words:** *Clothing, Social and Cultural Functions, Ergonomics, Fashion, Body Aesthetics.*

## 1. INTRODUCTION:

Clothing refers to any material or a covering that are used for the human body and serves as a layer between the macro and micro environment. The wearing of clothing is solely a human characteristic and is a component of most human social orders. The amount and sort of clothing worn depends on useful contemplations such as a requirement for warmth or assurance from the components and social point of view (Bittel et al., 1998). Functionality is the essential reason of clothing. It can serve as a defender from the clothing elements. Clothes moreover improve security amid dangerous exercises such as climbing and cooking, by giving an obstruction between the skin and the environment. Also, dress gives a clean boundary, keeping poisons absent from the body and restricting the transmission of germs. According to Morgan (2003), 'Clothing' performs a number of social and social roles, such as person, word related and sexual orientation, and social status. Hence whatever piece of clothing or dress one wears ought to help their exercises or activities. Ergonomic comfort is an indispensable portion of clothing wear. Ergonomics looks at what kind of work you are doing, what devices you utilize and your entire work environment. Latitude has been examined and a great correlation has been found between clothing cover and outside temperature within the ranges 201–401 and \_201 to \_401 for buildings. Indoor air temperature does not appear to impact the clothing choice early within the morning but it does appear to impact the change of clothing during the day, in the case of authorization, in work environments in buildings. Such activity can be named "clothing adjustment" during the day. Clothes play a crucial part within the structure of social distinction (Breward 2000), as seen clearly in connection to sexual orientation. Fashion, as Euro stat, (2007) noted, is fixated with gender, with the complex exchange between sexed bodies and gendered modes of dress. Dress in fact gives a specifically clear case of Butler's (1993) concept of the performativity of sex. Clothes act to characterize and naturalize sex, rendering what is constituted and performed as in the event that it was characteristic and self-evident. They make sexual orientation unmistakable and self-evident, replicating it as a form of body fashion. Butler chose to center on dress, and in specific drag, accurately since of its capacity to irritate presumptions commonly made around the inter-linkages between sexed bodies, gendered execution and sexual identity. Dress is additionally critical in connection to other shapes of social difference, for instance sexuality. There is presently a significant writing on gay and lesbian mold and its part (especially within the 20th century) in articulating the development of unmistakable and obvious sub-groups around the expression of sexuality (Huizeny et al., 2001).

## 2. LITERATURE REVIEW:

### 2.1 Types of Clothes

#### 2.1.1 Functional clothing

Functional clothing reveals the evolutionary fragment of the Specialized Textiles market. This indicates a region where the space of clothing crosses the customary boundaries and coordinating with the spaces of pharmaceutical, biotechnology, nanotechnology and computing among other things, to meet complex client prerequisites. Functional

clothing by definition is client- particular and outlined and/or built to meet the execution necessities of the client beneath extraordinary conditions.

### **2.1.2 Protective-Functional Clothing**

Protective functional dress discusses the biggest and most differing fragment of useful clothing. The usefulness of clothing, in this case can make the distinction between life and death for the client; at the exceptionally slightest, it can permit individuals to work in and around antagonistic situations, move forward the quality of life and anticipate injuries. Environmental Hazard Protective -The nature of danger in this case is extraordinary natural conditions (natural or man-made) such as extraordinary warm or cold, fire, rain, snow, clean, wind or ultra violet, against which security is craved. The basic plan necessity is to ensure the body from presentation to extraordinary components within the environment whereas at the same time encouraging the transport of metabolic warm and moisture from the body. Essential prerequisites would be great separator with lower weight and bulk and ergonomic plan as per versatility prerequisite of the application for case, scuba diving suits, mountaineering suits and fire warriors' suits.

### **2.1.3 Medical-Functional Clothing**

For long time, essential pieces of clothing such as patients' and surgeons' outfits, smocks, gloves etc. were called Medical Clothing. The essential usefulness of these clothing being security from body liquids, germs etc., such items are secured beneath the protective functions. Medical functionality presently includes much more extensive and modern applications to cover helpful, bio detecting, crisis care and recovery exercises as appeared beneath the two sub classes

### **2.1.4 Vanity Clothing**

One of a kind category which has never been classified under functional clothing as its major work is to upgrade body aesthetics. A modern awareness of health and body over the world as well as a huge maturing populace has fuelled the development of this portion within the final few years. Men and ladies with maturing or less than perfect body shapes utilize these articles of clothing as a regular and non-surgical strategy of body forming. The rule of vanity clothing is to compress, lift or bolster certain body parts preferentially so as to make an artificially etched and flawlessly molded body.

## **2.2 Functions of clothing items**

### **2.2.1 Modesty/Immodesty**

Other inherent and interrelated capacities of clothing are unobtrusiveness and immodesty (Barnard, 1996; Hendrick et al., 1929; Sproles & Burns, 1994). 'Modesty' alludes to the concepts of respectability, properness, and suitability and to the thought that certain body parts are dishonorable and ought to subsequently be secured. Understood to the thought of unobtrusiveness is the Judo-Christian convention which stresses the soul as restricted to the body (Barnard, 1996). Covering the body may suggest the crave to dodge sin and shamefulness. 'Immodesty', on the other hand, alludes to utilizing dress to draw consideration to one's body and body parts (Barnard, 1996; Sproles & Burns, 1994). It is contended that clothing can both cover the body and draw consideration to it at the same time, the way tight pants or certain brassieres do (Sprole & Burns, 1994).

### **2.2.2 Adornment/decoration**

Another work of clothing is embellishment or adornment. Individual beautification can be used to extend attractiveness, symbolize status and character or raise the individual's self-esteem. (Sproles & Burns, 1994). Moreover, there's a stylish joy within the act of making and showing decoration (Euro stat, 1979). Outside decorations included to fundamental dress can be utilized to extend the relative stature or width of an individual, emphasize the development of the body, etc. Once more, this work of clothing and design is characterized inside each culture 2.5 Sex and clothing in article composed by Morgan, (2003), he generally tended to questions of dress and age in connection to more seasoned ladies. As a result, ladies in modern culture are more locked in than men with design at each level: : they spend more cash on dress, spend more time shopping, and examined more approximately the subject; in spite of the fact that men are of course altogether included within the higher levels of the fashion industry. Pre-occupation with dress in men is frequently condemned as womanly, partner men with negatively-perceived female qualities of conceit and narcissism. Within the prevailing developments of manliness, it is perilous domain; and men are regularly attentive of the subject.

### **2.2.3 Clothing and Culture**

The study of the construction, elucidation and dissemination of symbols ought to moreover be put into the bigger system of culture. The way individuals make and translate the meaning of clothing and other substantial objects can shift from culture to culture (Khan, 1993). Fabric objects substantiate social categories and intangible values connected to the social conviction framework (Khan, 1993; Morgan, 2003). For instance, social categories such as age, sex, social rank, marital status, and occupation can be observed through the study of clothing (Barthes, 1983; Smith, 1991). These areas re-examine the basic social introductions that characterize the Hispanic culture. An understanding of the essential components of the culture serves as sensitization to the researcher approximately social categories that will get to be substantial in clothing.

**2.2.4 Clothing and the body**

Recently, the body has been the subject of a broad writing within the expressions and social sciences. At first, this work shared a few of the gerontophobia that has characterized fashion studies; there was a propensity to dodge the subject of maturing bodies, and to center on more youthful, sexier themes. Social gerontology was additionally hesitant to address the aged body, favoring social-structural components within the structure of age; in spite of the fact that more as of late there has been a more prominent eagerness to lock in with questions of the body and exemplification (Tulle-Winton, 2000; Woodward 1999 ; Wahidin 2002; Twigg 2004).

**2.3 Consumer buying behavior**

There are a few factors found in writing to legitimize the buying conduct of buyers. The most variables affecting the buying conduct of customers are the taking after: Physical, Personality, way of life and Store Environment.

**2.3.1 Physical**

The physiological components relate to physical assurance, product and environment among individuals such as body shape, adjust consolation, functionality and the culture. Body shapes impacts the taste of clients in buying of an item. The physical alter and weakening of the body shape needs to be tended to guarantee that the pieces of clothing have suitable fit for them and highlights are adjusted to their bodies to empower clients select from piece of clothing shops the sizes SS, S, M, L, XL or XXL. For example, children, as they are within the age of developing, require pieces of clothing reasonable to their age and physical advancement (Morgan, 2003).

**2.3.2 Identity**

Concerning Personality variables, these play a solid impact on consumer’s conduct in design clothing, as a few of them select a item basically by dependence, disposition, individual fashion, celebrities impact or indeed brand picture. Fashion is based on disposition and feelings as being stylishly excellent, overcoming others, the passionate variables being on the premise of consumer's sentiments and feelings. The wish to be included with design is an enthusiastic figure that leads shoppers to purchase design dress, as they need them to be advanced and alluring. Regularly, the purchase of design isn't done by demand but for joy.

**2.3.3 Lifestyle**

The way of life is another figure that impacts the shopper buying conduct, as a given piece of clothing is aiming to a given life fashion. Buyers habitually select certain sorts of items, administrations and exercises since these are related to a certain life fashion such as calling, quality, and cost. Occupation too impacts piece of clothing obtaining choice. It can be related to each individual has distinctive roles and status within the society depending upon the divisions, clubs, family, organization etc. to which they belongs. For example a lady is working in an organization as fund supervisor. Presently she is performing two duties, one of fund director and other of mother. Hence her buying choices will be affected by her role and status. As a director of an organization, she will attempt to buy commerce suits, though whereas at domestic she will buy casual pieces of clothing like t-shirt.

**3. MATERIALS AND METHODS:**

Mampong Municipality is situated north -east of Kumasi, the capital of Ashanti Regional. It shared a boundary with Atebubu District in the Brong Ahafo Region, Sekyere Central, and Ejura-Sekyedumasi. The Municipality covers a total land area of 782km2 with 69 settlements, 58% being rural. Mampong is the capital. The total population of the Municipal is projected at 75, 367 (2000 population census) with Growth rate projected at 1.4%. Descriptive survey was used for the study. The purpose of descriptive survey, according to Ezeani (1998), is to collect detailed and factual information that describes an existing phenomenon. A simple random sampling technique was used to select 150 respondents for the study. Considering the nature of the location in which the study was carried out, a hybrid sampling method was used to arrive at the sample population. Close and open ended questionnaires were used to collect data from the respondents. Respondents of all ages were interviewed regarding factors influencing their choice of clothing items. Data collected were edited, coded and fed into the computer using Statistical Package for Social Sciences (SPSS). Data were presented in tables and graphs to give visual impression of the data. Frequencies and percentages were used to analyze the data and the results were descriptively presented.

**4. RESULTS AND DISCUSSION:**

**Table 4.1 Modest and Immodest Clothing in Ghana**

Statements	VM F (%)	M F (%)	QM F (%)	IM F (%)	VI F (%)	TOTAL F (%)
Fitting garment	60(40)	24(16.0)	33(22.0)	8(5.3)	25(16.7)	150(100.0)
Short dresses	36(24.0)	13(8.7)	32(21.3)	12(8.0)	57(38.0)	150(100.0)
Halter style garment	47(31.3)	31(20.7)	36(24.0)	14(9.3)	22(14.7)	150(100.0)
Flared, flippy skirt	33(22.0)	26(17.3)	37(24.7)	10(6.7)	44(29.3)	150(100.0)

Very low front neckline	27(18.0)	2(1.3)	32(21.3)	18(12.0)	71(47.3)	150(100.0)
Very low back neckline	35(23.3)	2(1.3)	38(25.3)	12(8.0)	63(42.0)	150(100.0)
Strapless dresses	31(20.7)	27(18.0)	42(28.0)	4(2.7)	46(30.7)	150(100.0)
Short shorts	25(16.7)	10(6.7)	22(14.7)	14(9.3)	79(52.7)	150(100.0)
Revealing holes	21(14.0)	6(4.0)	26(17.3)	18(12.0)	77(51.3)	150(100.0)
String like strapped dresses	33(22)	27(18.0)	34(22.7)	8(5.3)	48(32.0)	150(100.0)
Low waisted trousers	23(15.3)	12(8.0)	10(6.7)	22(14.7)	83(55.3)	150(100.0)
Revealing shirts	33(22.0)	1(8.0)	18(12.0)	14(9.3)	73(48.7)	150(100.0)
Shirt showing chest	21(14.0)	8(5.3)	22(14.7)	22(14.7)	77(51.3)	150(100.0)
Fiting trouser	47(31.3)	18(12.0)	44(29.3)	10(6.7)	31(20.7)	150(100.0)
Sleeves singlet	34(22.7)	14(9.3)	44(29.3)	10(6.7)	31(20.7)	150(100.0)
Transparent lace clothes	24(16.0)	8(5.3)	34(22.7)	12(8.0)	72(48.0)	150(100.0)
Men's suit	97(64.7)	12(8.0)	12(8.0)	3(2.0)	26(17.3)	150(100.0)
Kaba and slit	111(74.0)	12(8.0)	12(8.0)	5(3.3)	8(5.3)	150(100.0)
Fugu(smock)	113(75.3)	10(6.7)	10(6.7)	2(1.3)	15(10.0)	150(100.0)
Long sleeved men's Shirt	115(76.7)	10(6.7)	13(8.7)	10(6.7)	2(1.3)	150(100.0)
Women's shirt	117(78.0)	13(8.7)	10(6.7)	0(0)	10(6.7)	150(100.0)

Source: Field Survey, 2014

From table 4.1 majority of the respondents 60 (40.0%) of the overall 150 respondents said knit close fitting garments were very modest. Modesty refers to the concepts of decency, properness, and appropriateness and to the idea that certain body parts are shameful 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). Thirty three (33) respondents (22.0%) of the overall 150 respondents saw knit close fitting garments as quite modest. 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). Respondents who saw knit close fitting garments as modest were 24 (16.0%) of the overall 150 respondents. Twenty five (25) respondents (16.7%) and Eight (8) respondents (5.3%) of the overall 150 respondents respectively said knit close fitting garments were very modest and immodest. Horn and Gruel (1981) assert that to those who believe in the immodesty theory, the function of clothing is to enhance or attract, and the origin of clothes swings from the theory of modesty to the opposite extreme exhibitionism.

Regarding table 4.1 majority of the respondents 57 (38.0%) of the overall 150 respondents said short dresses and skirts were very immodest. Thirty six (36) respondents (24.0%) of the overall 150 respondents saw short dresses and skirts as very modest. Respondents who saw short dresses and skirts as quite modest were 32 (21.3%) of the overall 150 respondents. Thirteen (13) respondents (8.7%) and twelve (12) respondents (8.0%) of the overall 150 respondents respectively said short dresses and skirts were modest and immodest.

In reference to table 4.1 majority of the respondents 47 (31.3%) of the 150 respondents said halter style garments were very modest. Thirty six (36) respondents (24.0%) out of the 150 respondents saw halter styled garments as quite modest. Respondents who saw halter styled garments as modest were 31 (20.7%) out of the total 150 respondents. Twenty two (22) respondents (14.7%) and fourteen (14) respondents (9.3%) respectively said halter style garments were very immodest and immodest respectively. Rouse (1989) supports the immodesty theory asserted by Horn and Gruel (1981) and she added that clothing actually serves to display the body and exhibit it in order gain admiration. Ryan (1966) supported the immodesty theory by saying that clothes were first worn to call attention to the parts of the body covered. Westermarch (1921) shares the same view with the writers above, as he wrote that in many cases, covering was originally adopted as a sexual lure.

With respect to table 4.1, 44 (29.3%) of the total 150 respondents said flared, flippy, skirts are very immodest. Thirty-seven (37) respondents (24.7%) saw flared, flippy, skirt as quite modest. Respondents who saw flared, flippy, skirt as modest were 26 (17.3%). Thirty three (33) respondents (22.0%) and ten (10) respondents (6.7%) of the overall 150 respondents respectively said flared, flippy, skirt were very modest and immodest.

From table 4.1, 71 (47.3%) of the respondents said very low front neckline blouses are very immodest. Thirty-two (32) respondents (21.3%) said very low front neckline blouses as quite modest. Respondents who saw very low front neckline blouses as immodest were 18 (12.0%) of the overall 150 respondents.

Twenty seven (27) respondents (18.0%) and two (2) respondents (1.3%) of the 150 respondents, respectively, said very low front neckline blouses are very modest and modest. Respondents said very low back neckline blouse was very immodest. Thirty-eight (38) respondents (25.3%) said very low back neckline blouse as quite modest. Respondents who saw very low back neckline blouse as very modest were 35 (23.3%) of the overall 150 respondents.

Twelve (12) respondents (8.0%) and two (2) respondents (1.3%) of the overall 150 respondents respectively said very low back neckline blouses are immodest and modest.

Table 4.1 also shows that, 46 (30.7%) of the 150 respondents said strapless dresses are very immodest. Forty-two (42) respondents (28.0%) of them regard strapless dresses as quite modest. Respondents who responded that, strapless dresses are modest were 27 (18.0%) out of the people. Thirty one (31) respondents (20.7%) and four (4) respondents (2.7%) of the overall 150 respondents respectively said strapless dresses are very modest and immodest.

In table 4.1, it was found that 79 (52.7%) of the 150 respondents said short shorts (hot pants) are very immodest. Thirty-two (22) respondents (14.7%) of the 150 respondents saw short shorts (hot pants) as quite modest. Respondents who saw short shorts (hot pants) as modest were 10 (6.7%) out of the people. Fourteen (14) respondents (9.3%) and 25 (16.7%) respondents of the overall 150 respondents respectively said short shorts are immodest and very modest.

Regarding table 4.1, 79 (52.6%) of the overall 150 respondents said revealing holes or cut out clothes as very immodest. Twenty six (26) respondents (17.3%) of the overall 150 respondents said revealing holes or cut out clothes as quite modest. Respondents who saw revealing holes or cut out clothes as very modest were 21 (14.0%) of the overall 150 respondents. Eighteen (18) respondents (12.0%) and six (6) respondents (4.0%) of the overall 150 respondents respectively said revealing holes or cut out clothes were immodest and modest.

From table 4.1, majority of the respondents 48 (32.0%) of the overall 150 respondents said dresses with strings like straps were very immodest. Thirty three (33) respondents (22.0%) of the overall 150 respondents said dresses with strings like straps were very modest. Respondents who said dresses with strings like straps were quite modest were 34 (22.7%) of the overall 150 respondents. Twenty seven (27) respondents (18.0%) and eight (8) respondents (5.3%) of the overall 150 respondents respectively said dresses with strings like straps were modest and immodest.

With regard to table 4.10, majority of the respondents 83 (55.3%) of the overall 150 respondents said low waisted trousers were very immodest. Twenty three (23) respondents (15.3%) of the overall 150 respondents said low waisted trousers were very modest. Respondents who said low waisted trousers were immodest were 22 (14.7%) of the overall 150 respondents. Twelve (12) respondents (8.0%) and ten (10) respondents (6.7%) of the overall 150 respondents respectively said low waisted trousers were modest and quite modest.

Per table 4.1, majority of the respondents 73 (48.7%) of the overall 150 respondents said revealing shirts were very immodest. Thirty three (33) respondents (22.0%) of the overall 150 respondents said revealing shirts were very modest. Respondents who said revealing shirts were quite modest were 18 (12.0%) of the overall 150 respondents. Fourteen (14) respondents (9.3%) and twelve (12) respondents (8.0%) of the overall 150 respondents respectively said revealing shirts were very immodest and modest.

From table 4.1, majority of the respondents 77 (51.3%) of the overall 150 respondents said shirts showing chest were very immodest. Twenty two (22) respondents (14.7%) of the overall 150 respondents said shirts showing chest were quite modest. Respondents who said shirts showing chest were immodest were also 22 (14.7%) of the overall 150 respondents. Twenty one (21) respondents (14.0%) and eight (8) respondents (5.3%) of the overall 150 respondents respectively said shirts showing chest were very modest and modest.

With regard to table 4.1, majority of the respondents 47 (31.3%) of the overall 150 respondents said fitting trousers were very modest. Forty four (44) respondents (29.3%) of the overall 150 respondents said fitting trousers were quite modest. Respondents who said fitting trousers were very immodest were 31 (20.7%) of the overall 150 respondents. Eighteen (18) respondents (12.0%) and ten (10) respondents (6.7%) of the overall 150 respondents respectively said fitting trousers were modest and immodest.

From table 4.1, majority of the respondents 47 (31.3%) of the overall 150 respondents said sleeveless singlet's were quite modest. Thirty nine (39) respondents (26.0%) of the overall 150 respondents said sleeveless singlets were very immodest. Respondents who said sleeveless singlet's were very modest were 34 (22.7%) of the overall 150 respondents. Fourteen (14) respondents (9.3%) and another fourteen (14) respondents (9.3%) of the overall 150 respondents respectively said sleeveless singlets were modest and immodest. The non-applicable or missing in the system was 2 (1.3%) of the overall 150 respondents.

With reference to table 4.1, majority of the respondents 72 (48.0%) of the overall 150 respondents said transparent lace clothes were very immodest. Thirty four (34) respondents (22.7%) of the overall 150 respondents said transparent lace clothes were quite modest. Respondents who said transparent lace clothes were very modest were 24 (16.0%) of the overall 150 respondents. Twelve (12) respondents (8.0%) and eight (8) respondents (5.3%) of the overall 150 respondents respectively said transparent lace clothes were immodest and modest.

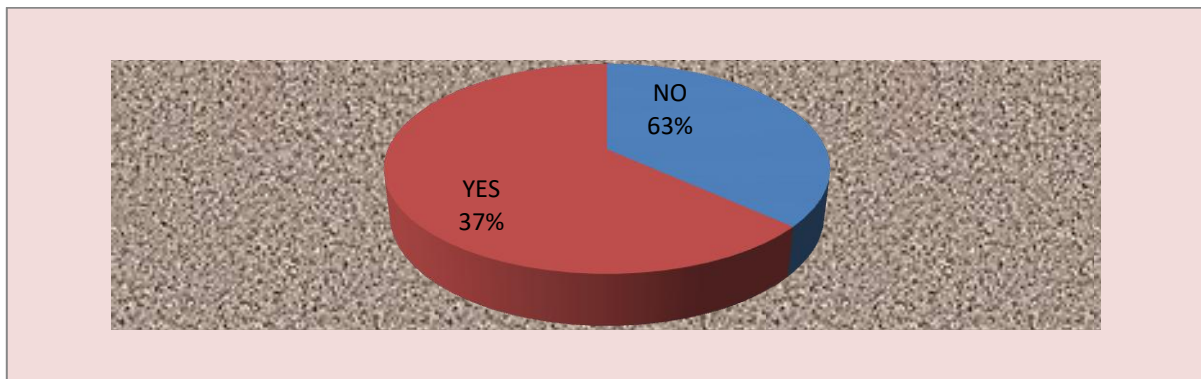
From table 4.1, majority of the respondents 97 (64.7%) of the overall 150 respondents said men's suit were very modest. Twenty six (22) respondents (17.3%) of the overall 150 respondents said men's suit were very immodest. Respondents who said men's suit were quite modest were 12 (8.0%) of the overall 150 respondents. Another twelve (12) respondents (8.0%) and three (3) respondents (2.0%) of the overall 150 respondents respectively said men's suit was modest and immodest.

Twelve (12) respondents (8.0%) of the overall 150 respondents said kaba and slit were modest. Respondents who said kaba and slit were modest were also 12 (8.0%) of the overall 150 respondents. Eight (8) respondents (5.3%) and five (5) respondents (3.3%) of the overall 150 respondents respectively said kaba and slit were very immodest and immodest.

From table 4.1, majority of the respondents 113 (75.3%) of the overall 150 respondents said Fugu (smock) was very modest. Ten (10) respondents (6.7%) of the overall 150 respondents each said Fugu (smock) was modest and quite modest respectively. However, fifteen (15) respondents (10.0%) and two (2) respondents (1.3%) of the overall 150 respondents respectively Fugu (smock) were very immodest and immodest.

Referencing from table 4.1, majority of the respondents 115 (76.7%) of the overall 150 respondents said long sleeved men's shirt were very modest. Thirteen (13) respondents (8.7%) of the overall 150 respondents said long sleeved men's shirt was quite modest. Respondents who said long sleeved men's shirt was modest were 10 (6.7%) of the overall 150 respondents. Twelve (12) respondents (8.7%) and two (2) respondents (1.3%) of the overall 150 respondents, respectively, said long sleeved men's shirt were immodest and very immodest.

With regard to table 4.1, majority of the respondents 117 (78.0%) of the overall 150 respondents said women's suit were very modest. Thirteen (13) respondents (8.7%) of the overall 150 respondents said women's suit was modest. Respondents who said women's suit was quite modest were 10 (6.7%) of the overall 150 respondents. Ten (10) respondents (6.7%) of the overall 150 respondents however said women's suit was very immodest.



**Figure 4.1: Do consumers consider their culture in selecting clothing items?**

*Source: field survey, 2014*

Respondents were quizzed on whether consumers consider their culture in selecting their clothing items. On this, Figure 4.1 shows the recorded data in which 95 respondents (63%) of the total 150 respondents were of the view that they do not consider their culture in the selection of their clothing items. However, 55 respondents (37%) of the total 150 respondents answered yes, which implies that some respondents do consider their culture in the selection of their clothing items. This means that majority (63%) of the respondents do not select their clothing items to suit their culture.

## 5. CONCLUSION:

Based on the findings, it can be concluded that majority of consumers do not consider their culture in the selection of their clothing items. Respondents had positive approval for clothes such as knit close fitting garments, halter style garments, fitting trousers as very modest to be worn by respondents.

## 6. RECOMMENDATIONS:

- Suppliers of clothing must consider the laws, cultural and religious beliefs of a society before supplying particular kind of clothing to a society. Socially acceptable clothing is the requisite ones to be supplied.
- Consumers of clothes must be decorous enough in the wearing of their clothes. Clothing that infringes their cultural, religious and legal backgrounds must not be bought and worn.
- Consumers must also buy and wear clothes that go with the climatic conditions of their place so that they would not be inconvenienced.

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