

Clothing Choice and its Influence on Social Interaction Among Workers in the University of Cape Coast

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Abstract

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

Key Words: Choice, Clothing, Economic Factors, Influence, Psychological Factors, Social Factors, Social Interaction, Workers

Introduction

Clothing is a factor in everyday human life and interactions with others. It can transmit a vast array of meanings such as identity, value, mood and attitude. Jensen (1998) emphasized that clothing is a systematic means of transmitting information about the wearer, meaning that multiple messages might be sent to the perceiver. Fashion is now becoming a widely

recognized phenomenon. Every day, companies are introducing new styles and fashion for consumers. Fashion as a phenomenon in today's world has expanded dramatically.

According to Hulsbosch (2006), clothing and adornment not only decorate the body but also shape personal identity. Clothing is any material, or tangible object, connected to the human body. Holmlund, Hagman and Polska (2011) state that clothing occupies a focal position in the consumer market, and more than a basic necessity in the lives of many people. Archaeological evidence and contemporary practices around the world have shown that humans had clothing, paintings and jewellery as part of their dress which altered the shape of their body parts (Barnes & Eicher, 1992). Fashion is a style of dress that is temporarily adopted by a discernible proportion of members of a social group, because that particular design is perceived by the individual as appropriate for the time and situation. Unconsciously, women search for absolute freedom in comfort, suitability and the beauty of attires displayed elsewhere in nature. Both the skilled and unskilled female workers in Kenya and elsewhere in the world adapt different styles in order to fulfil the human desire (Isika, 2006). Fashion is viewed broadly as a chronology of changing forms and a critique of wider cultural influences and their historical interpretation (Carter 2003; Johnson, Tortore & Eicher 2003).

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

Statement of the Problem

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

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

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

This study was guided by the following research questions;

1. Which psychological factors contribute to the choice of clothing among workers of the University of Cape Coast?
2. What social factors contribute to the choice of clothing among workers of the University of Cape Coast?
3. Which economic factors contribute to the choice of clothing among workers of the University of Cape Coast?
4. How do the choices of clothing affect social interactions among workers of the University of Cape Coast?

Research Method

The design used for the study is a descriptive survey. The descriptive survey design is a type of design that can be explained as the process of gathering data in order to answer research questions or test hypothesis which concern the existing status of a phenomenon (Asenahabi, 2019). This type of survey attempts to provide an accurate and objective description of a picture of an on-going situation or real-life situation (Quartey & Awoyemi, 2002)

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

Despite the above advantages, the descriptive survey design is not without weakness. Marczyk, DeMatteon and Festinger (2005) observe that survey design, like all non-experimental designs, no matter how convincing the data may be, cannot rule out the influence of extraneous variables on the study. This is because descriptive survey designs do not have control over the variables and the environment that they study.

The population of the study included all senior and junior staff of the University of Cape Coast. The total population of the senior staff was one thousand five hundred and sixty-two (1,562). The sub-ranks within the senior staff includes: Chief Administrative Assistants, Principal Administrative Assistants, Senior Administrative Assistants, Administrative Assistants, Chief Technical Assistants, Principal Technical Assistants, Senior Technical Assistants, Chief Auditing Assistants, Principal Auditing Assistants, Senior Auditing Assistants, Auditing Assistants and Technical Assistants. The total population of the junior staff was one thousand two hundred and sixty-eight (1,268). The sub-sections of the junior staff included; the cleaners, messengers and the drivers. The University of Cape Coast has six colleges namely; College of Education Studies, College of Health and Allied Sciences, College of Agriculture and Natural Resources, College of Humanities and Legal Studies and College of Distance Education.

According to Krejcie and Morgan (1970), a sample size of 306 is appropriate for a population of 1562 and a sample of 291 is appropriate for a population of 1268. This implies that 306 senior staff and 291 junior staff are appropriate for the study. Stratified sampling technique was used to select the employees for the study due to the collegiate system currently adopted and practiced in the University of Cape Coast. A stratified sample was obtained by

dividing the population into mutually exclusive groups (colleges), or strata, and randomly sampling from each of these groups. Members in each stratum had equal chance of being selected to participate in the study. This means that each rank had equal number of participants after which simple random sampling was employed to representatively choose the sample for the study.

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

The pilot testing was done at Cape Coast Technical University. The purpose of the pilot testing was to help test the validity and reliability of the instrument. Reliability can be seen as the extent to which results of a study are consistent over time. The population comprised 40 workers which comprised of 20 senior staff and 20 junior staff.

The validity of the instruments was checked using expert judgment. The overall coefficient for the instrument was .846. The specific Cronbach's Alpha reliability coefficient for research questions 1, 2, 3 and 4 was .808, .717, .738 and .774, respectively. These were examined against the acceptable range of .60 or above (Sekaran & Bougie, 2010). These results indicated that the instrument had an adequate internal consistency.

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

Descriptive statistic was used to analyse the data to provide results. The descriptive statistics including frequencies and percentages as well as mean and standard deviation were used to analyse the data collected from the field to address the research questions.

Findings and Discussion

This section deals with the discussion of the data from the field to address the research questions that were formulated to guide the study. The four-point Likert scale questionnaire that was administered was analysed using mean of means and standard deviations. From the analysis, a mean value of 3.50 - 4.0 showed that the respondent strongly agreed to the statement, a mean value of 2.5 - 3.0 showed that the respondents agreed with the statement, a mean value

of 1.5 - 2.0 showed that the respondents disagreed with the statement and a mean value of 1.4 - 1.0 showed that the respondents strongly disagreed with the statement. A standard deviation below 1.0 showed that the responses from the respondents were homogeneous and heterogeneous when it was above 1.0.

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

Research question one sought to find out the psychological factors contributing to the choice of clothing designs among workers of the University of Cape Coast. The responses of the senior and junior staff are presented in Tables 1 and 2 respectively.

Table 1: Responses of Senior Staff on Psychological Factors Contributing to the Choice of Clothing

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

Source: Field survey, (2024).

Table 1 shows the responses of senior staff on psychological factors contributing to the choice of clothing among workers. The overall mean and standard deviation values for responses of senior staff on psychological factors contributing to the choice of clothing among workers rated (M=3.29; SD=0.51). This gives the indication that psychological factors contributed to the choice of clothing among senior staff of the University of Cape Coast. The responses of the junior staff on psychological factors contributing to the choice of clothing among workers is presented in Table 2.

Table 2: Responses of Junior Staff on Psychological Factors Contributing to the Choice of Clothing

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

Source: Field survey, (2024).

Table 2 shows the responses of junior staff on psychological factors contributing to the choice of clothing among workers. The overall mean and standard deviation values for responses of junior staff on psychological factors contributing to the choice of clothing among workers rated (M=3.45; SD=0.52). This gives the indication that psychological factors contributed to the choice of clothing among junior staff of the University of Cape Coast.

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

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

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

Research question two sought to find out the social factors contributing to the choice of clothing among workers of the University of Cape Coast. The results are presented in Tables 3 and 4.

Table 3: Responses of Senior Staff on Social Factors Contributing to the Choice of Clothing

Statement	Mean	SD
My choice of clothes is influenced by my:		
desire to appear decent	3.54	0.51
socio-economic status	3.33	0.53
social status in the university	3.30	0.61
feeling of belongingness	3.30	0.59
desire to show new styles in the market	3.21	0.57
association in the work place	3.18	0.52
desire to express my cultural identity	2.98	0.67

desire to appear attractive	2.87	0.68
Mean of Means/Average Standard Deviation	3.21	0.46

Source: Field survey (2024).

Table 3 displays the results of the data collected on the social factors contributing to the choice of clothing among senior staff in the University of Cape Coast. The overall mean and standard deviation values for the social factors contributing to the choice of clothing among senior staff was the desire to appear decent rated (M=3.17; SD=0.37). This gives reason to the fact that social factors have greater influence in the selection of clothes among the senior staff. The responses of the junior staff on social factors contributing to the choice of clothing among workers are presented in Table 4.

Table 4: Responses of Junior Staff on Social Factors Contributing to the Choice of Clothing

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

Source: Field survey, (2024).

Table 4 displays the results of the data collected on the social factors contributing to the choice of clothing among junior staff. The overall mean and standard deviation values for the responses of junior staff on social factors contributing to the choice of clothing among workers rated (M=3.16; SD=0.62). This gives the inference that most of the junior staff were influenced by social factors in their choice of clothing and their responses were homogeneous concerning the statements.

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

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

beautiful and attractive and one important function of clothes is to decorate the body for attraction. Clothing can indicate the status an individual has in the production or economic system of a given society by reflecting his or her occupational role (Kawamura, 2005).

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

Research question three investigated the economic factors contributing to the choice of clothing among senior and junior staff of the University of Cape Coast. The results are presented in Tables 5 and 6 respectively.

Table 5: Responses of Senior Staff on Economic Factors Contributing to the Choice of Clothing

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

Source: Field survey (2024).

Table 5 shows the results on the responses of senior staff on economic factors contributing to the choice of clothing among workers. It is evident from the results that the choice of clothes among senior staff of the University of Cape Coast were influenced by certain economic factors ($M=3.54$; $SD=0.57$). For example, most of the senior staff strongly agreed that their choice of clothes was influenced by their family's need for food, shelter and health and their responses were clustered around the same mean ($M=3.77$; $SD=0.48$). Following the results, it was also discovered that most of the senior staff strongly agreed that their choice of clothes is influenced by their level of income with no variances in their responses concerning the statement ($M=3.61$; $SD=0.97$). Judging from the results, it can be stated emphatically that the choice of clothes of the senior staff was influenced by the cost of the clothe ($M=3.58$; $SD=0.98$). Regarding their responses on the amount of money available for clothes, it was revealed that most of the senior staff strongly agreed and their responses were homogeneous ($M=3.56$; $SD=0.46$). In addition, it was then found out that the senior staff agreed that their choice of clothes was influenced by the nature of their occupation and there existed no changes in their responses ($M=3.47$; $SD=0.17$). The responses of the junior staff on the economic factors contributing to the choice of clothing are presented in Table 6.

Table 6: Responses of Junior Staff on Economic Factors Contributing to the Choice of Clothing

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

Source: Field survey (2024).

Table 6 shows the results on the responses of junior staff on economic factors contributing to the choice of clothing among workers. It is evident from the results that the choice of clothes among junior staff of the University of Cape Coast were influenced by certain economic factors (M=3.69; SD=0.54).

Paying attention to the results from Table 5 and 6, it can be observed from the mean and standard deviation values of the senior and junior staff on the economic factors contributing to the choice of clothing among University of Cape Coast workers when ranked that for the senior staff, the items soliciting their responses were ranked as; their family's need for food, shelter and health, their level of income, the cost of the clothe, the amount of money available and the nature of their occupation. On the part of the junior staff, we can observe that; the amount of money available was ranked as, level of income, nature of their occupation, their family's need for food, shelter and health, and cost of the clothe. These also depict that economic factors contributing to the choice of clothing among senior and junior staff of the University of Cape Coast were not of the same ranking.

In line with that, Carrigan and Szmigin (2006), highlighted those elderly consumers are wealthy, innovative and have a desire to actively participate in mainstream consumption. The elderly are enthusiastic consumers with a means and willingness to buy many goods and services. On the contrary, an employee can be old in age but occupies a lower rank with small salary and vice versa. In consonance with the above, Mahreen (2012) maintained that workers have family commitments such as food, clothing and shelter that may limit the amount of money allocated to clothing needs. Kalunde (2014) found out that the choice of clothing depended on the nature of employment. Apart from age and wealth as factor in clothing choice, individual values may also determine how many and how much one chooses to wear.

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

Research question four explored how the choice of clothing affects the social interactions of the workers within the university community. The results for senior and junior staff are presented in Table 7 and 8 respectively.

Table 7: Responses of Senior Staff on How their Choice of Clothing Affect Social Interaction

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

Source: Field survey (2024).

Table 7 shows the responses of senior staff on how the choices of clothing affect social interaction. The overall mean and standard deviation values on the responses of senior staff on how the choices of clothing affect social interactions among workers rated (M=3.43; SD=0.44).

This follows mathematically that the choices of clothes affect social interaction among senior staff of the University of Cape Coast.

Table 8: Responses of Junior Staff on How their Choices of Clothing Affect Social Interaction Among Workers

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

Source: Field survey (2024).

Table 8 shows the results on the responses of junior staff on how the choices of clothing affect social interactions among workers. The overall mean of means and standard deviation values on responses of junior staff on how the choices of clothing affect social interactions among workers rated (M=3.35; SD=0.39). This imply that most of the junior staff agreed that clothing choices affect the social interactions among workers.

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

We have been conditioned since infancy to recognize distinctions like these and make association where we assume a person's future success or failure based on what they wear (Wikipedia contributors, 2020). In societies with large divisions of caste or class, exclusive clothing and adornment can be used to indicate, for example, the social worth of the elite (Roach & Eicher, 1979). Bernard (2002) mentioned that symbolically, clothing communicates the personal, social, and cultural identity of the wearer. The clothing one purchases and wears is often linked to aspects of one's individual, cultural and social identity. Roach-Higgins and Eicher (1992) highlighted that on individual level, clothing can provide information about the wearer's values, attitudes, interests, lifestyle and social and personal relationships.

5.0 Conclusions

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

1. It can be concluded that psychological factors such as; self-esteem, body image, personal character, position in the university, need for self enhancement, sense of acceptability, self-consciousness and personal respect influenced choice of clothing

among senior and junior staff in the University of Cape Coast. This imply that there are five main psychological factors that influence the choice of clothing among senior and junior staff in the University of Cape Coast. These are: motivation, perception, learning, beliefs and attitudes.

2. Concerning the social factors contributing to the choice of clothing among workers, it can be concluded that the social factors were; social status in the university, desire to appear attractive, desire to express cultural identity, desire to show new styles in the market, association in the work place, socio-economic status, feeling of belongingness and desire to appear decent. These social factors contribute to the choice of clothing among workers in the University of Cape Coast. In essence, social factors contributing to the choice of clothing among workers were social status, power distance and prestige.
3. Thirdly, it can be concluded that economic factors such as; family's need for food, shelter and health, level of income, cost of the clothe, amount of money available and the nature of their respective occupations influenced the choice of clothing among senior and junior staff of the University of Cape Coast. The implication here is that income plays a significant role in one's clothing selection patterns. The higher the income, the more the expenditure on personal clothing by workers than their unemployed counter parts. Individuals with high income levels may for instance be able to spare more money for clothing as opposed to those with low income.
4. Finally, it can be concluded that clothing affects social interactions among workers. In this vein, the choice of clothing makes senior workers look down on junior workers contrary to their social status, the use of ethnic traditional attire makes people withdraw from them, wearing their association attire make people interact with them easily at the work place, clothing choices display belongingness among workers and subordinates readily obey instructions due to their appearance. In practice, individuals who want to achieve or maintain social approval, acceptance, and a sense of belonging conform to the group dressing norms. Relating with this, it can be emphasized that the daily interactions that go on between senior and junior staff is dependent on their clothing choices.

Recommendations

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

1. Clothing manufacturers should address themselves to psychological, social and economic factors influencing workers' clothing choices.
2. Clothing manufacturers need to constantly carry out research on the needs of workers in order to improve the quality of clothes on the local market. In this regard, the prices of the clothes should not be priced too high and some very affordable in order to create class systems in the dressing of the workers.

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