

UNIVERSITY OF EDUCATION, WINNEBA
COLLEGE OF TECHNOLOGY EDUCATION, KUMASI – CAMPUS
DEPARTMENT OF FASHION DESIGN AND TEXTILES EDUCATION

APPEARANCE MANAGEMENT AND CLOTHING: A CASE STUDY OF
FEMALE YOUNG ADULTS IN GBEWAA COLLEGE OF EDUCATION,
BAWKU PRESBYTERIAN NURSING AND MIDWIFERY TRAINING
COLLEGE, GHANA

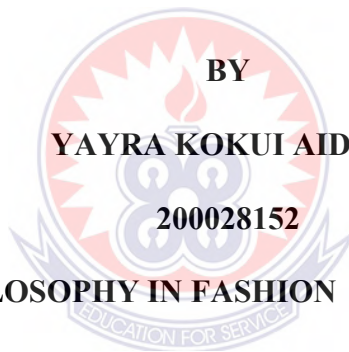


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JULY, 2022

**UNIVERSITY OF EDUCATION, WINNEBA
COLLEGE OF TECHNOLOGY EDUCATION, KUMASI
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PRESBYTERIAN NURSING AND MIDWIFERY TRAINING COLLEGE,
GHANA**



MASTER OF PHILOSOPHY IN FASHION DESIGN AND TEXTILES

**A THESIS IN THE DEPARTMENT OF FASHION DESIGN AND TEXTILES
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AWARD OF MASTER OF PHILOSOPHY IN FASHION DESIGN AND
TEXTILES DEGREE.**

JULY, 2022

DECLARATION

CANDIDATE'S DECLARATION

I Aidam Kokui Yayra, declare that this thesis, with the exception of quotations and references contained in published works which have all been identified and duly acknowledged, is entirely my own original work, and has not been submitted either in part or whole, for another degree elsewhere.

Signature.....

Date.....



SUPERVISOR'S DECLARATION

I hereby declare that the preparation and presentation of this thesis were supervised in accordance with the guidelines for supervision of thesis laid down by the University of Education, Winneba.

Supervisor's Name: Dr. Daniel Kwabena Danso

Signature.....

Date

ABSTRACT

Clothing generally is of great interest to mankind and it is influenced by the culture of people. The study therefore attempts to assess the changing trends and significance of culture regarding dresses, appearance management and personality. To give a firm indication and implication for immediate action to be taken. The researcher used a descriptive survey for the study and the instruments used to collect the data were questionnaire, interview and observation. The population of the study was centered mainly on female young students and female tutors in GBE - Pusiga and BPNMC - Bawku. Purposive sampling and Basic Random Sampling were used to conduct this research. The sample size was three hundred and ten (310). This was made up of two hundred and ninety-two female young students from both institution and eighteen female tutors from both institutions. The Researcher analysed the data using a descriptive statistics (Tables, Charts, Mean and Standard Deviation). Among others, the study revealed that most female young students in both colleges do not have an in-depth knowledge of appearance management and clothing, therefore dress inappropriately. Another, findings revealed that some female young students do not know that clothes can improve their appearance but rather think of only diet, exercise, drugs and surgery that can improve their appearance. To address these issues of ignorance, the researcher recommended that, appearance management should be taught at all levels of education to further improve upon the outlook or appearance of female students. It is recommended that producers of fashion goods use relevance figure types for a particular style and the marketing strategies should be based on individual figure types of female young adults of both institutions. It is hoped that study will inform all female young adults about their appearance and how to manage them with clothes.

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Last but not the least, I thank my colleagues in the Home Economics Department at Gbewaa College of Education for their encouragement and support.



DEDICATION

I thank the Almighty God who has given me the physical and mental health to undertake this thesis. I dedicate this thesis to my lovely husband (Mr. Yeboah - Bentil Roger), my children (Julian, Junior, Juana and Jedidiah) and my colleagues for their unwavering support and encouragement.



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LIST OF ACRONYMS

AM	Appearance Management
BPNM	Bawku Presbyterian Nursing and Midwifery Training College
CSI	Consumer Styles Inventory
DSQ	Dress Styles Questionnaire
ECBAS	Ethics Committee for Basic and Applied Sciences
FFIT	Female Figure Identification Techniques
FFM	Five Factors Models
GCE	Gbewaa College of Education
IPIP	International Personality Item Pool
KMO	Kaiser-Meyer-Olkin Measure of Sampling Adequacy
NIDDKD	National Institute of Diabetes Digestive and Kidney Diseases
PCA	Principal Component Analysis
PT	Personality Trait
WHO	World Health Organization
WHR	Waist Hip Ratio

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

People all over the world dress up, decorate, and adorn their bodies in order to impress others. Physical appearance has a considerable impact on the features of some traits including intelligence, trustworthiness, honesty, friendliness, and religiosity. In many settings, a person's look has a significant impact on other people's perceptions, and this phenomenon is inevitably annoying with each new contact. According to Baumeister, Campbell, Krueger, and Vohs (2003), those who are drawn to others' attractiveness are more likely to earn good marks in school, have fantastic personalities, be happier, and find their loved ones.

Furthermore, according to (Fardoul et al, 2015), a person's appealing appearance has a considerable societal impact, especially for women, due to stronger social pressure and the influence on women's images. Indeed, the emphasis on physical attractiveness as a means of expressing desirable information has led to the employment of cosmetics, plastic surgery, weight loss, hair dressing, decorations, accessories, and garments to manipulate appearances in order to create at least a pleasing physical appearance. Rudd and Lennon suggested a model to explain individual responses to cultural aesthetic ideals (Lemon and Rudd, 1994). Diet, exercise, weight training, cosmetic use, and clothing selection are all behaviors connected with the maintenance of appearance (Gleeson et al, 2003).

It is also important to note that the consumer is at the centre of fashion marketing (Jackson and Shaw, 2008). Understanding and using consumer appearance management and activities in the production and marketing of fashion products, according to Thompson and

Haytko (1997), is the ultimate competition tool employed for the success of all fashion businesses. According to Kim and Kim (2004), appearance management comprises every cognitive process and behavior that leads to the acquisition and usage of apparel products, as well as physical altering activities like make-up and haircuts. Jones, Vigfusdottir, and Lee (2004) also noted that appearance control behaviors vary from ordinary to excessive clothing selection, making appearance management extremely visible because everyone is active in it.

There is, however, a distinction to be made between the amount of engagement and the appearance management issues (Lambrou, et al, 2012). People's tendencies to be unique and different individuals as well as form members of society are frequently responsible for the variances. Furthermore, taking attention to one's appearance is vital part of consumer life for a variety of reasons (Schmitt, 2010). It is a tool for expressing one's personality, mood, and feeling. It is impossible to overestimate the importance of image management. The physical appearance of a person is an important semantic with a representative sense that used to judge the character and background of that person, among other things.

According to Chung (2019), academic studies of appearance management have received insufficient attention over the years. The mainstream of the research evaluated were conducted in Western civilizations and might not be applicable to other cultures, particularly those of other races. There have been few research on appearance management in Ghana, for example. Furthermore, numerous appearance management strategies exist, resulting in a variety of factors in appearance management (Rudd and Lenmon, 2000). As

a result, past research looked at personality in relation to several aspects of appearance management. These variables include, but are not limited to, physical appearance, consumption, and the emphasis on physical beauty (Gordon, 2008).

Furthermore, it is insufficient to investigate solely consumer appearance management strategies in order to support the fashion industry's continual attempts to achieve consumer happiness and economic objectives. It is also important to look into how people's personalities, which are a part of who they are, influence how they manage their appearance. This could aid fashion brands in fully comprehending their customers. This will also enable the fashion sector to discover the demands of its target market and, as a result, produce products and services that address those wants and expectations. It would also serve as a roadmap for market segmentation and business marketing tactics, resulting in profit that might help the entire sector succeed (Doyle, 2009).

In different cultures, the relationship between personality and the concepts of shopping and dressing has produced contradictory results. Personality and certain buying styles were found to have significant correlations (Butow et al, 2000). On the other hand, Roy, Sethuraman, and Saran, (2016) found that the personality characteristics of shopping are not significant. Badaoui, Lebrun and Bouchet, (2012) indicated a strong relationship between personalities and clothing styles, whereas Dörrenbächer and Perels (2016) found that personality and style relationships are low and moderate. Despite this contradictory finding, Ghana's situation may vary considering that Ghanaian's shopping and dress styles differ relatively from foreign cultures.

Despite the fact that Ghana has a plethora of fashion enterprises, pathology research, notably consumer personality in appearance management, have received little attention. It seemed reasonable to conduct contextual research on personality difficulties and, in particular, appearance management, because different cultures have quite diverse ways of doing things. As a result, doing this research in Ghana was important in order to make educated judgments that would benefit Ghana's manufacturing and marketing industries.

1.2 Statement of the Problem

All observable characteristics of a person's appearance are defined as appearance of an individual behaviour in the society, (Damhorst, 2005). Appearance management is extremely important among female young adults and requires a great deal of care in order to benefit both individuals and the fashion business. But most Female Young Adults are concern about appearance management but lack indepth knowledge and understanding on how and why keep their appearance and why they have to manage it effectively.

Further, this thesis is to break the disconnection between appearance management and fashion industry of Young Female Adults. Also, to help address the lack of knowledge and understanding of the link between body types and clothes of Young Female Adults. For appearance management is important because is a tool for excellent grooming (Bhardwaj & Fairhurst, 2010). Poor understanding of how personality influences appearance management decisions and actions may be a barrier to Ghana's fashion industry's development. Personality is the mainspring of one's thoughts, feelings, and actions.

1.3 The Purpose of the Study

The purpose of the study is to find out how appearance management for various body types among young adult students of Gbewaa College of Education and Bawku Presbyterian Nursing and Midwifery Training College are considered with respect to their clothing selection and use.

1.4 Objectives of the Study

The objectives of the research are to:

1. Identify the various body types of female young adult students of Gbewaa College of Education and Bawku Presbyterian Nursing and Midwifery Training College
2. Determine the shopping styles and clothing common to the female young adults
3. Analyse how clothes reflect personality among female young adults.
4. Examine the behaviour of young and adult females in shopping styles and dresses.

1.5 Research Questions

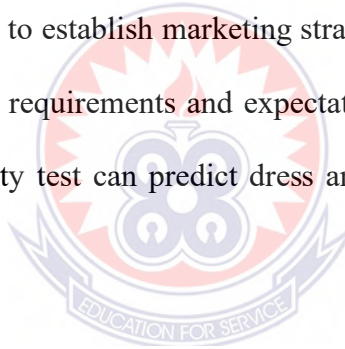
To meet the purpose of this study the following four (4) broad research questions were formulated;

1. What are the various body types of the female young adult students of Gbewaa College of Education and Bawku Presbyterian Nursing and Midwifery Training College?
2. What are the shopping styles and clothing common to the female young adults?
3. How do clothes reflect personality among the female young adults?
4. What are the behaviours of the female young adult in shopping styles, dresses and personality?

1.6 Significance of the Study

Physical appearance can readily influence one's first impression in an interview or meeting, affecting employment chances, promotions, and relative wealth. Beauty may make people appear competent and self-assured no matter where they go, and it can also leave a lasting impact on clients and interviewers. According to Hamermesh (2013), attractive people earn 3–4% more than less attractive co-workers. This research will help us learn more about how people control their look and attire, as well as personality variations.

Exploring this subject will help to create theories in ways that psychology, clothes and textiles, and other fields could benefit from. This might also be used as a psycho graphic tool in the fashion industry to establish marketing strategies and product development for clothing that caters for the requirements and expectations of young adults. The findings may show that a personality test can predict dress and/or appearance management as a human habit.



1.7 Definition of Terms

Appearance Management:

A dress concept including all activities and thought-proceedings leading to clothing purchase and wear and body modification processes. Appearance management includes what we do and how we plan and organize these actions visually for our bodies.

Dress:

Dress includes a "long list of possible direct modifications to the body such as hair coiffed, peeling, perforated ears and sweetness, together with an equally long list

of items added to the body as supplements, jewelries, accessories and other categories"

Personality:

A stable set of trends and characteristics that determine those commonalities and differences in the psyche of people (pensions, feelings, and actions).

Dress Style:

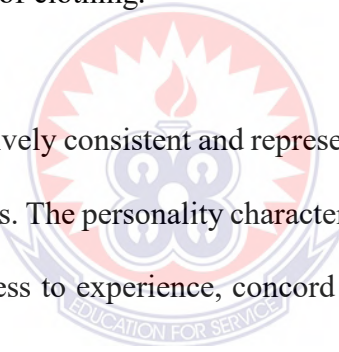
The created appearance resulting from appearance management activities.

Shopping style:

The mental orientation characterizing a consumer's approach to making choices during the purchase of clothing.

Personality traits:

Features that is relatively consistent and representative of the thoughts, feelings and actions of individuals. The personality characteristics of this study are: neuroticism, extraversion, openness to experience, concord and awareness (Five Factor Model for Personality).



1.8 Organisation of the Study

This study has been organized into five chapters. Chapter one contains the background of the study, statement of the problem, purpose of the study, research objectives and questions, research hypothesis, significance of the study, as well as organization of the study. Chapter two is the literature review which evaluates and analyses previous literature on the topic whilst Gaps identified in the literature are addressed. Chapter three contains the methodology used in the study. These includes the research design, research population, sampling and sampling procedures, data and data collection procedure, research statement,

method of data procession, model specification and estimation, measurements of variables, type of data and limitations of the methodology. Chapter four presents the data for the study, analysis and discusses the key findings / results of the study. The final chapter (five) presents the summary, conclusions and recommendations for future research.



CHAPTER TWO

LITERATURE REVIEW

This chapter presents Literature in terms of the concept of appearance, theories of the types, shopping, dress, personality and young adulthood.

2.1 Theoretical Framework of the Study

A theoretical background helps to create a foundation for the study of research; very few studies have investigated the relations between theoretical framework and styles of research. The theoretical outline is a theoretical model of how the connections among the various factors defined as essential to the problem are theorized or understood logically (Sekaran, 2010). Especially in a logical way, it attempts to integrate key data pieces and conceptualize a problem which can be tested. The theoretical framework tells the studies large image visually, identifies categories of literature review and directs research goals. A typical theoretical framework provides a schematic description of relationships between and among independents, moderator, control and extraneous variables so that a reader can easily comprehend theorized relationship.

2.1.1 Trickle Down Theory

The oldest theory of distribution is the trickle-down theory, which was developed by Veblen in 1899. This downward flow requires a hierarchical society and an effort to encourage mobility among the various social strata for it to succeed. The lower strata of society (Sekaran, 2010) theory is presented to and accepted by citizens of the upper layers of society first, and then gradually embraces them. This distribution model takes the shape

of a social hierarchy, in which people strive to identify with wealth, and those at the top seek to separate themselves from those at the bottom.

2.1.2 Trickle Across Theory

The trickle-down theory claims that fashion spreads horizontally between groups with similar social status (Sekaran, 2010). There is little lag time between adoptions from one group to the next in the trickle-across paradigm. When designers show a glance at pricing spanning from the high end to the low end ready-to-wear, this idea is supported. When Robinson (2008) states that any social group is cued from contiguous groups in the social stratum, he is supporting the trickle-across theory.

2.1.3 Trickle Up Theory

The latest fashion movement theory is the trickle-up or bubble-up pattern. According to this notion, the idea originated on the street and was quickly adopted by lower-income people. As a result of the migration from the bottom up, innovation eventually reaches upper-income groups. A very early proponent of the trickle up theory of fashion distribution was Chanel, who felt that fashion ideas originated on the streets and were later embraced by couture designers.

2.2 Concept of Appearance Management

Appearance management is a term that refers to how you dress. The grooming or preening behavior of humans, according to Aune and Aune (1994), involves appearance control. According to Kaiser (1997), appearance management encompasses all behaviors and cognitive processes that lead to the buying and wearing of clothing items, as well as body alteration processes. Kaiser further indicated that appearance management is paying

attention to, planning, organizing, making judgments about, and acting on one's personal look. Appearance management is a process that combines experimentation and self-expression and is carried out with others in mind.

Dressing as a process and considering the social implications of one's look are both part of appearance management. People manage their looks every day of their life, however the extent to which they do so and the concerns they have about their appearance vary from person to person and culture to culture. Davis, Dionne, and Shuster (2001) examined appearance orientation; a notion connected to appearance management. The importance placed on one's physical appearance is referred to as appearance orientation. It refers to how significant a person's appearance is to them, as well as the level to which they pamper themselves to maintain that appearance.

According to Brannon (1993), appearance management can be investigated from either the self-system theoretical orientation or the behavioral system theoretical viewpoint. The self-system theoretical approach encompasses self-perceptions, how those perceptions become "concealment and reveal" techniques, and how those strategies are manifested in clothing (self-presentation). Thoughts and sentiments concerning the social implications of clothes, how those thoughts and feelings become selection tactics for a certain occasion, and the desired effect on social interactions are all part of the behavioral system (impression management). According to Brannon's explanation, the many parts of appearance management mentioned by Kaiser (1997) (thinking, planning, arranging, paying attention to, experimenting with, self-expression of, as well as the act of creating) are all part of appearance management.

The primary intent (the self-system) is concerned with maintaining one's appearance in accordance with a personal ideal. The second intent (the behavioral system) is concerned with how one manages one's appearance in relation to a standard that one believes one must follow for the sake of others. Appearance management is directly tied to body image and involves all attention, decisions, and activities relating to one's personal appearance. Body image is a multidimensional construct that encompasses perceptions of body appearance, thoughts and beliefs about body shape and appearance, attitudes reflecting how people feel about their body size and shape, and behaviors encapsulating actions related to appearance (Banfield and McCabe, 2002; Cash and Pruzinsky, 2002).

It refers to the process through which people buy and employ items and services to keep their appearance in good shape (Kwon and Kwon, 2013). Aune and Aune (2019) defined appearance management as a human's grooming behavior. According to Johnson, Kim, Lee, and Kim (2014), appearance management entails a variety of activities that are used to manage an individual's body presentation to himself or herself and others in society. Appearance management encompasses a variety of activities such as clothing, accessories, drugs, diet and cosmetic selection, as well as proper grooming procedures and body size and form modification. Individuals may engage in extreme, harmful or risky appearance management behaviours.

Risky appearance management is subjective and judgmental, according to Rudd and Lennon (2000), yet it is risky if it concerns one's health after a long time of practice. Surgical and nonsurgical procedures (such as botox, extreme dieting and exercise, tanning, and skin bleaching) are both risky appearance management behaviors (Johnson et al., 2014). Horn (1968) said the human body is constantly covered with some sort of clothing,

an article for regulating appearance, nearly from the moment of birth forward. The management of a baby's look can be considered to begin from infancy, when his or her parents or guardians govern the baby's appearance.

Although parents or guardians make decisions and act on behalf of their children's look, the outcomes are seen on the child. Clothing can also be used to reflect, express, or enhance one's personality (Rathnayake, 2011). This happens deliberately or unconsciously, and it aids the individual in achieving some consistency between the physical self and the meanings portrayed by the outfit, both of which communicate self-impressions to others in the social milieu (Johnson et al., 2002). When it comes to appearance maintenance, people utilize a combination of self-perception, social feedback, and social comparison. As a result, managing one's look evolves and is adjusted throughout one's lifespan as one interacts with the social world.

One's experiences influence how he or she manages his or her appearance as he or she grows and changes. For example, what a person preferred to wear as a youngster may not be the same as what he or she enjoys as an adult, because one's clothing selections will vary through time to represent one's personality. The term "appearance management" has a broad definition, but for the purposes of this study, it refers to decisions and activities about the purchase and use of clothing to keep one's appearance in good shape. As a result, the focus of the research was on shopping and clothes as a means of maintaining one's appearance.

2.3 Factors Influencing Appearance Management

Individuals' behavior in terms of appearance management is influenced by social and psychological variables. Socio-psychological or psychosocial factors are the terms used to describe these issues. They are based on appearance/dress/clothing social psychology. The social psychology of appearance is concerned with how one own and others shapes, one's dress-related perceptions, feelings, attitudes, behaviors, and beliefs (Johnson, Lennon and Rudd, 2014). It is also concerned with the myriad ways in which people transform their bodies, as well as the social and psychological elements that rise to and result from the appearance management process, (Kaiser 1997).

2.3.1 Social Influence of Appearance Management

Individuals' social development is concerned with the active formation of social rules, such as appearance management behavior, through interactions with a variety of socialization agents. Family, media, classmates, and other community members have been found to offer information about how an individual should appear, and as a result, people learn the appearance norms of their society from childhood through maturity (Johnson et al., 2014). According to research, family members, particularly parents, utilize a variety of techniques to manage their children's appearance (Ogle and Damhorst, 2003). Lee and Johnson (2009) discovered that feedback from family and chats with peers about appearance behaviors were connected to risky appearance control behaviors.

Opare - Asamoah (2019) looked into the purchasing habits of Ghanaian young women and discovered that family and friends were key influences on their decision to buy and wear fashionable items. The media use a variety of techniques to communicate signals regarding

the propriety of specific appearances (Chowdhary, 2011). Young adult women's looks is influenced by the media, according to a study by Adomaitis and Johnson (2018). Rogeben (2019) discovered that young adults regarded school as an essential source of information about appearance requirements. Another societal impact on appearance maintenance is the cultural ideal. The way people feel about their bodies and how well they manage their appearance is heavily influenced by cultural expectations (Rudd & Lennon, 2000).

2.3.2 Psychological Influence of Appearance Management

While culture has an impact on how people control their looks, psychological elements such as body image (Rudd and Lennon, 2000), self-concept, identity, mood, emotions, and personality also have a role. Clothing was employed as a method to enhance and disguise certain portions of the body, according to a qualitative study by Rudd and Lennon (2020), which attempted to evaluate appearance management behaviors and body image of college women. Watt and Ricciardelli (2012) discovered that clothes was an important part of a man's body image, and that men thought of clothing as an extension of their image. Individuals' wardrobe choices are influenced by their body image.

Clothing preference, an aspect of appearance management, was linked to three personal aspects, according to Moody et al. (2010) and Venkatesh et al. (2012), namely mood, emotions, and personality. Furthermore, people's appearance management behaviors are influenced by their personal attitudes about appearance. Personal opinions about beauty have an impact on women's self-objectification, according to Lee and Johnson (2009). (being treated as a body valued primarily for its use to others). This may have an impact on a woman's self-esteem and, as a result, how she controls her public image.

2.4 Importance of Appearance Management

Appearance management is a big part of our life. People maintain their look for a variety of reasons, including body grooming (Johnson et al., 2008), improving confidence (Subhani, Hasan, and Osman, 2011), and feeling more appealing (Amritharaj and Manikandan, 2017). An individual's attire or look is also a significant element of their self, as it plays a major factor in making first impressions (Johnson et al., 2002). This may influence how an observer perceives and reacts to the wearer or individual being observed (Kim and Lennon, 2005). As a result, in a social environment, managing one's appearance is critical, as one's dress and overall look express information about oneself to others.

Appearance management can also help you boost your self-esteem. Clothing practices, according to experts, are an important means of defining, purifying, or boosting an individual's self-esteem, as well as an emotional and personal problem for people in society. According to Francis (2011), clothing or look is a way of expressing oneself, and people feel a sense of authority based on the clothes they wear. Furthermore, appearance management is a communication tool since it reflects and conveys inner self characteristics such as personality, mood, emotions (Moody et al., 2010), self-concept (Entwistle, 2000), and identification characteristics such as gender, culture, religion, politics, and occupation.

Most psychological aspects of appearance management, such as mood, emotions, personality, identity, and self-concept, are equally significant aspects of appearance management because these factors are the messages communicated by an individual's look.

As a result, these characteristics have a psychological impact as well as function as a reflection of appearance maintenance.

2.5 Shopping as an Act and Form of Appearance Management

A consumer's life revolves around the act of purchasing (Cardoso and Pinto, 2010). It is one of the ways that people obtain or purchase the things they require to maintain their appearance. According to Kaiser (1997), appearance management encompasses all of the cognitive processes and activities that lead to the purchase and use of clothing and body alteration procedures. Shopping is thus an act and a type of appearance control, according to Kaiser (1997).

2.5.1 Shopping Styles

Consumer's approach buying in various ways. Various titles are frequently used to describe these. Shopping styles (Park, Yu, and Zhou, 2010), consumer decision-making styles (Hafstrom, Chae, and Chung, 1992), consuming styles (Akturan et al, 2011), purchase styles (Nayeem and Casidy, 2015), and shopping orientations (Nayeem and Casidy, 2015) are just a few examples (Loureiro and Breazeale, 2016). Despite the fact that all of the approaches have been successful in identifying different sorts of buyers who have consistent buying preferences, the consumer characteristics approach has been widely used since the 1980s. As a result, it is the only technique that directly tackles how to quantify consumers' decision-making styles, which leads to the various purchasing orientations. Its focus on how customers genuinely think and feel has made it the most comprehensive and trustworthy method. The Consumer Styles Inventory (CSI) was developed as a result of

research, and it is the first systematic attempt to build a framework for measuring consumer shopping orientations (Bakewell and Mitchell, 2003).

2.5.2 Characteristics Consumer Decision – Making Styles

The mental orientation that characterizes a consumer's approach to making decisions is referred to as consumer decision-making style. It's a basic consumer personality that's akin to the psychological concept of personality. This suggests that, just as psychologists believe, personality features have an impact on people's behavior. Consumer shopping styles have been studied using the consumer characteristic approach and the Consumer Styles Inventory (CSI) in countries such as the United States of America, China (Wang, Siu, and Hui, 2004), Turkey and France (Akturan et al., 2011), and India (Tanksale, Neelam, and Venkatachalam, 2014).

Although the CSI was created for consumer research, family financial counseling, and consumer education (Sproles and Kendall, 1986), it has been employed in marketing studies and is the most widely used in cross-cultural studies (Nayeem and Casidy, 2015). Clothing (Wang et al., 2014), cosmetics, and jewelry have all been subjected to the CSI (Bakewell and Mitchell, 2003). This study uses the consumer characteristics approach to shopping styles to identify and describe the shopping styles of female young people when buying apparel.

2.5.3 Self Congruity Theory

Individuals are motivated to buy products with images that match how they see themselves (actual self-image), how they want to be (ideal self-image), or how they want to be seen by others (social self-image), and avoid products with images that do not match any of their self-images, according to this theory. Consumers feel high self-congruity when their self-image fits the image or personality of a brand, (Cowart, Fox, and Wilson (2008). Because one's self-perception influences clothes selection and purchasing, this theory can be applied to appearance management (Johnson et al., 2014).

As a result of branding and marketing, some consumers may prefer to purchase things with visuals that describe or depict who they are, what they stand for, or how they want society to view them. Consumers that wish to be known for utilizing high-quality items, for example, can buy and wear high-quality apparel. Tucker claimed in 1967 that the goods a customer uses might define their personality (Abdallat, 2012). The self-congruity theory is being used in this study to explain the impact of consumer personality (a facet of one's self) on female young adults' clothes shopping behaviour.

2.6 Female Body Structure and Clothing

Human beings cannot exist without clothing; hence clothing plays a significant role in their lives. Clothing's primary function in early civilizations was to keep humans warm and dry. We should be conscious that protection is only one purpose of clothing in the twenty-first century (along with identification, modesty, status and adornment). This means that clothing lets people express their originality and creativity while also allowing them to be recognized as members of a specific group. Clothing protects the body properly, shows

position or status within a group, and allows people to express their uniqueness and creativity. Dress sense is a symbol of personal affluence and style in many countries.

Because the clothes we wear transmit powerful signals to our friends and outsiders, reflecting the self-image of us that we wish to portray, our dress sense is highly significant to our reputation. Clothing has a strong socializing effect and serves as a status and identity marker (Kaiser, 1997). Since Adam's time, clothing has been an important component of people's civilizations everywhere (Gyekye, 2003). Clothing is also seen as one of the most distinguishing and apparent aspects of culture, with each culture having its own traditional attire. Culture also determines what, when, and how specific clothes are worn, as well as how its members understand the signals conveyed by them (Larsson, 2014).

Different cultures have different costumes and fashion histories that identify them, from the most primitive to the most sophisticated, using clothes and adornments as a means of communicating their social and personal status (Dzramedo, Ahiabor, & Gbadegbe, 2013); it is the people's culture that distinguishes them from other human societies in the human family. Clothing, according to Rovine (2009), has long been an important medium for negotiating differences across cultural divides, as well as a means to absorb distant cultures into familiar frameworks or to highlight cultural differences in order to reinforce cultural identity through contrast with the other.

Ghanaian culture provides a particular identity that is reflected in ethnic content and manifested in the humanistic dimension of artistic forms that is developed on through clothes. Similarly, according to Kaiser (1997), the way people construct and interpret the meaning of clothing and other tangible objects varies by culture, and the material objects

that establish cultural categories and intangible values are tied to the cultural belief system. These make use of clothing to separate the cultures of distinct ethnic groups during festivals, social gatherings, and funeral festivities.

Clothing preferences and attitude are influenced by an individual's body image and how he or she feels about himself or herself. Dresses are an extension of one's body that can be used to control the image in dressing. Dresses can help people achieve their ideal body image by reducing the gap between their ideal and reality body image. Dresses can also be utilized to boost body image by emphasizing certain physical features while obscuring others.

However, because a person's body image can be chosen instead of body-hugging clothes, an overweight person may perceive himself as thin, and a tiny person may perceive himself as heavy. As a result, an obese individual may like baggy, form-fitting dresses. Dresses are worn by female young adults to hide body parts that do not conform to cultural expectations, thereby boosting their body image. Women who are unhappy with specific aspects of their bodies have also utilized clothing (dresses) to hide, reduce, or de-emphasize certain features. Dresses can also be utilized to disguise the bust, waist, and hips.

2.6.1 Female Body Structure and Clothing in America Context

The fashion business is also influenced by American fashion, according to Trends (2010), and designers do not hesitate to include clothing in their collections. The culture of the United States of America is diverse, rich, and distinct. Dresses, food, art, and ceremonies are all ways they exhibit their culture. The particular casualness of American culture has inspired Ghanaian fashion. Their fashion inspiration comes from the street and social media, as well as television and movies, which are slowly making their way into Ghanaian culture. In the twentieth century, Ghanaian young ladies and men began to wear blue jeans, the most iconic American garment. Designers in America create more sophisticated blue jeans styles, which now show the informality of Americans in our Ghanaian societies (Fass, 2008).

All developments in American clothes over the decades have had a significant impact on Ghanaian fashion. Most young women and men in Ghana now wear revealing clothing, and males wear much fitted shirts, even formal suits, which are primarily worn by Americans, as well as blue jeans and T-shirts, which are now worn by both sexes of Ghanaians.



Plate 2.1: American Dress

Source: <https://www.drent.com>

2.6.2: Female Body Structure and Clothing in European Context

Ghana is a West African country that was formerly known as the Gold Coast by the British until 1957. Ghana became the first country in Sub-Saharan Africa to obtain political independence from the United Kingdom in that year. During the colonial period, Ghanaian ladies observed white women wearing garments rather than our traditional wrappers wrapped around the bust (Ansah, 2009). Ghanaians come from over a hundred (100) different ethnic groups and live in a heavily populated country. Accra, the country's capital at the time and currently, was the country's largest metropolis. The country's official language is English (Ansah, 2009).

Before the 16th century, Ghanaians acquired the European style of dressing by wearing straight dresses, short pencil skirt blouses, bow pencil skirt outfits, skirt and blouse, men's pants and tops, and so on. Aside from that, education is one of the instruments passed down from our colonial overlords, who were mostly Europeans, and it has influenced our fashion culture, as women began to engage in active employment and so needed to be smart and wear European stylish outfits like suits. In the 1990s, a slew of women's organizations and advocacy groups sprung up. Women are not barred from holding public office, and they are not paid less for doing the same amount of work.

The majority of Ghanaians wear western clothing all over the world. Traditional clothing, which is typically worn for local ceremonies and dances, varies by ethnic group, but smocks for men and wraparound dresses for women are common (clothing and Textiles 1990).



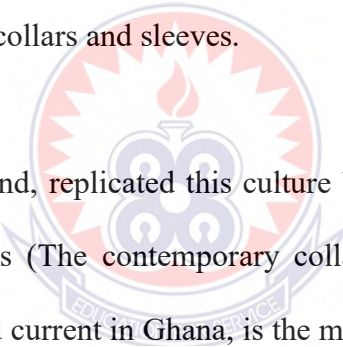
Old European Dress /Women Suite /Vintage/Straight Dress Royal dresses/Skirt and Blouse

Plate 2.2: European Dress

Source: <https://www.printerrest.com>

2.6.3 Female Body Structure and Clothing in Asian Context

In human civilisation, Asia's culture includes a diverse range of cultural inheritance from numerous ethnicities, societies, and ethnic groups in a territory known as a continent from a western centric perspective (Su Xix, 2012). According to (Su Xix, 2012), Asian fashion has progressed through annual fashion shows put on by new designers, one of which being the enthralling presentation put on during Hong Kong fashion week. Their gowns are created in stunning ensembles that combine Eastern and Western elements. Their outfits are vibrant, which is also a feature of Ghanaian attire. Asians also wear silk jackets. In addition, most Asian dresses are made of traditional cashmere and wool, with Asian motifs and features like mandarin collars and sleeves.



Ghanaians, on the other hand, replicated this culture by making garments entirely using Adinkra and other symbols (The contemporary collar, which is presently fashionable among every tom, dick, and current in Ghana, is the mandarin Asian collar style). Dresses for both sexes are made with this technique. Furthermore, Ghanaian women are increasingly wearing long sleeve studded shirts with short skirts, which are not part of Ghanaian fashion culture. However, most young women in Ghana now wear relatively short dresses with little regret about exposing their legs. Apart from dresses, straight dresses, skirts, blouses, and casual tops are the most common. Jeans, hoodies, jackets, and blazers, knitwear, short skirts, sweaters, and T-shirts, as well as trouser and underwear, are all good choices.



Plate 2.3: Asian Prom Dresses

Source: <https://www.printerrest.com>

2.6.4 Female Body Structure and Clothing in African Context

Hundreds of years have passed since traditional African dress was invented. African apparel not only has a distinct style, but it also has a symbolic, tribal, and historical significance. Africa is a diverse continent with a diverse range of cultures and people, and African apparel reflects this diversity. African attire has evolved over time to keep up with current fashion trends while maintaining its distinctive flair (Gordon, 2008). African apparel is now available in a wide range of colors, patterns, fabrics, and designs. They are appropriate for a variety of functions and occasions, as well as everyday wear. Each of these outfits has its own distinct look and personality.

African dress is both fashionable and practical. Clothing in Kenya, Nigeria, Ghana, South Africa, Senegalese, Rwanda, Uganda, Egypt, Kitenge, Lace, Leso, Gele, Iro, Isiagu, Kanzu, Kalasiris, etc. is available in a variety of styles. Each style is a reflection of the location

and the people who live there (Blackman, C. 2007). The ethnic styles are adaptable and provide an informative visual representation of African clothes and culture. African clothing is perfect for those who want to connect with both the past and the future.

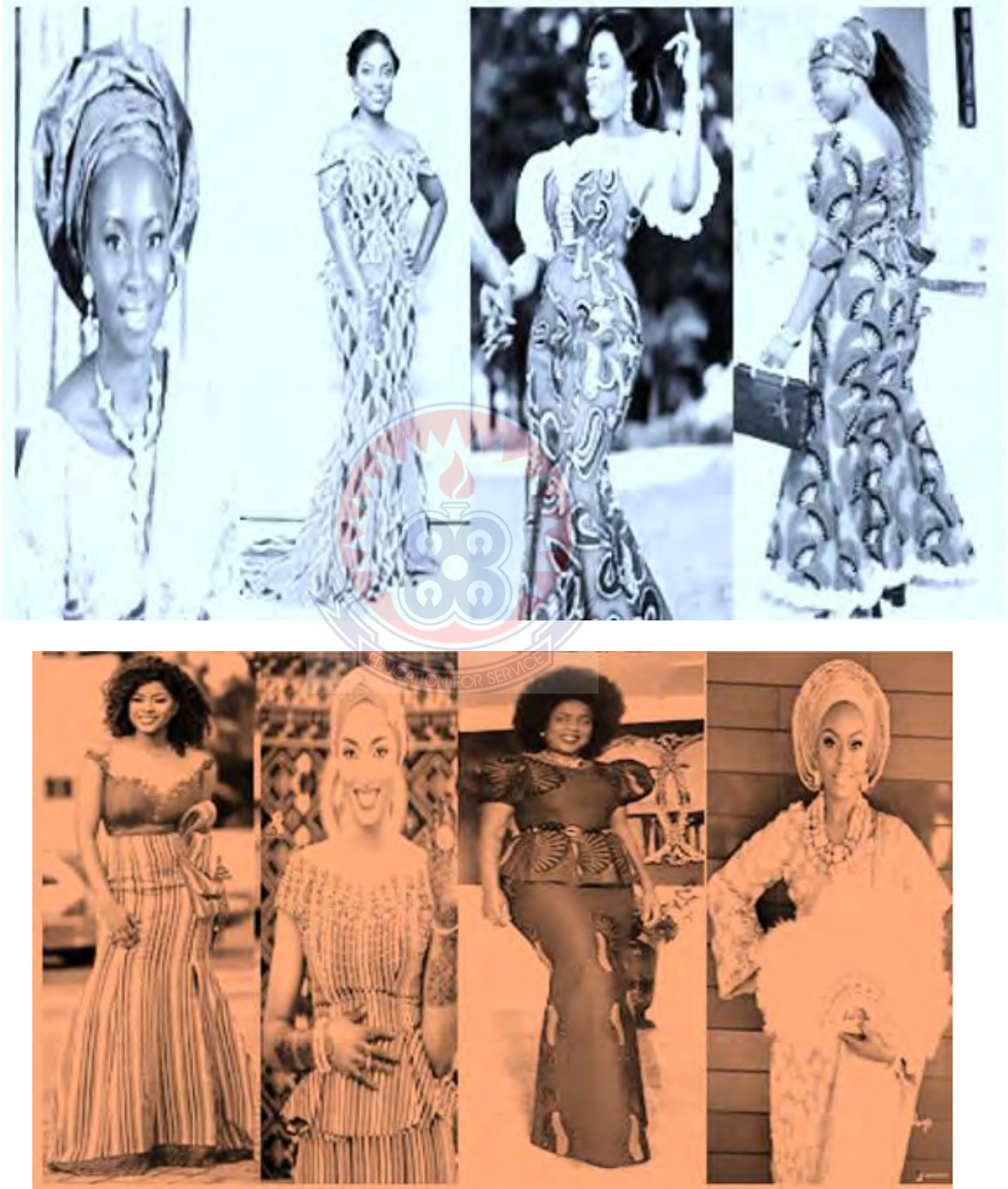


Plate 2.4: (a) African Dresses

Source: <https://www.printerrest.com>



Plate 2.4: (b) African Dresses

Source: <https://www.printerrest.com>

The most popular African styles includes;

Dashikis: This is a colorful and unique garment that covers the upper part of the body. It is often paired with drawstring pants. Dashiki garments are worn in formal and informal occasions and for a variety of ceremonies.

Boubou: A boubou is a type of Dashiki that is generally worn with matching pants and a long robe that covers the outfit. They come in various styles and colors and are suitable for any function.

Kente: The kente is made from a cloth that is a type of silk and cotton. The fabric is made of interwoven cloth strips, which originates from Ghana.

Kaba: A kaba is a long wrap-around skirt and matching blouse made from African wax print or cloth. The skirt has a pair of strings in the waist, which is drawn together to fit the waist or sometimes normal zips could even be used.

Yoruba: The Yoruba is a four-piece outfit, which consists of a hat, a Buba, embroidered pants and a flowing Agbada. A Yoruba also includes an African Bariga, which is an outfit that is comprised of a long-sleeved shirt, a hat, and embroidered pants and a flowing Buba. Modern African dresses are suitable for business, parties, and everyday wear. African pencil dresses, African print skirts, trousers, jumpsuits, and playsuits, for example, are among the clothes available. African costumes are produced with African wax prints or Ankara prints, but they are more modern, trendy, and comfortable. Today's stylish apparel comes in a wide range of colors, patterns, fabrics, and styles.

2.7 Dresses and Human Body Structure

Female bodies exist in a variety of shapes and sizes, which is one of the characteristics that distinguish them from one another. Female body form or figure is the cumulative sum of her skeletal structure and the quantity and distribution of muscle and fat on the body, according to Female Figure Identification Technique (FFIT) for fashion and development of shape sorting, (de Freitas et al., 2018; Wasylkiw et al., 2009). It is important to

understand that there is no such thing as an "average" or "normal" body shape or figure; some people have curvier bodies, while others have narrow hips and wider shoulders. The "waist width" and "hips width," both of which are smaller in the ideal female averaged body, are the most important body measurements, (Armstrong, H.J 2011). The bust, waist, and hips are circumference measurements of female body (Armstrong, H. J. 2011), and the ratios of their circumference are used to define basic body shapes (Bouguereau, W. A. 2006).

2.7.1 Female Body Shapes in the Fashion Industry

In the fashion industry, and according to (Health-line BS, 2017), the most common standard female body shapes are categorized into four classes, namely;

1. Apple (Cone) or Inverted Triangle: this body shape describes a person who has broader shoulders and bust than they do hips.
2. Ruler, Banana, Straight, or Rectangle; this body shape describes a person who typically has waist measurements that are less than 9 inches smaller than the hip or bust measurements.
3. Pear, Spoon, Bell, or Triangle; this body shape describes a person who has hip measurements greater than their bust measurements.
4. Hourglass, X - shape, Triangles opposing, or Facing Inwards; this body shape (typically presented as the "ideal") describes a person with hip and bust measurements nearly equal in size, with a narrower waist measurement.



Plate 2.5: Female Body Shape and Figure

Source: <https://www.istockphoto.com>

2.7.1.1 Hourglass Female Body Shape

Curvy hourglass (full breast and hips) is a balanced body shape with a well-defined waist and nearly equal hip and bust proportions. The hourglass body shape is regarded as the ideal body form. This body type has wonderfully shaped busts, a rounded bottom, a curvy frame with a well-defined small waist, proportionately balanced shoulder and hips, and proportionately balanced shoulder and hips. (The proportions of the bust, waist, and hips are 4:2:4). The curvy hourglass body shape emphasizes her natural curves while also appropriately balancing her upper and lower body to show off her well-defined waist. The curvaceous hourglass body type, on the other hand, has long been considered the most attractive, (Simmons et al., 2004).

Tops and high-waisted trousers are in the same boat. The trick to dressing for this body type is to emphasize the hourglass's seductive curves while emphasizing the small waist. The concern is that attempting to accentuate these curves might result in a vulgar appearance, therefore this is a game that should be approached with prudence. Let's take a look at some of the most important styling tips to remember when dressing for this body type. Apart from that, a waist belt and a lovely neckline should always be present. Your undergarments, particularly the bra, should be given special attention. A well-fitting, supportive bra is vital for both comfort and appearance when you have a bigger breast.

Empire-waist dresses, high-low dresses, straight-cut jeans with tees/tops, jumpsuits, fitted/wrap dresses, and high-low tops with skinny jeans are all good choices for curvy hourglass figures. An outfit with a monochromatic color palette is ideal for voluptuous

petites. High, clunky heels are necessary for making your legs appear thinner and your torso appear leaner. Avoid thin ankle straps, above-the-knee boots, and boots that reach the middle of your calf since they will slim down your body and make your legs appear thicker.

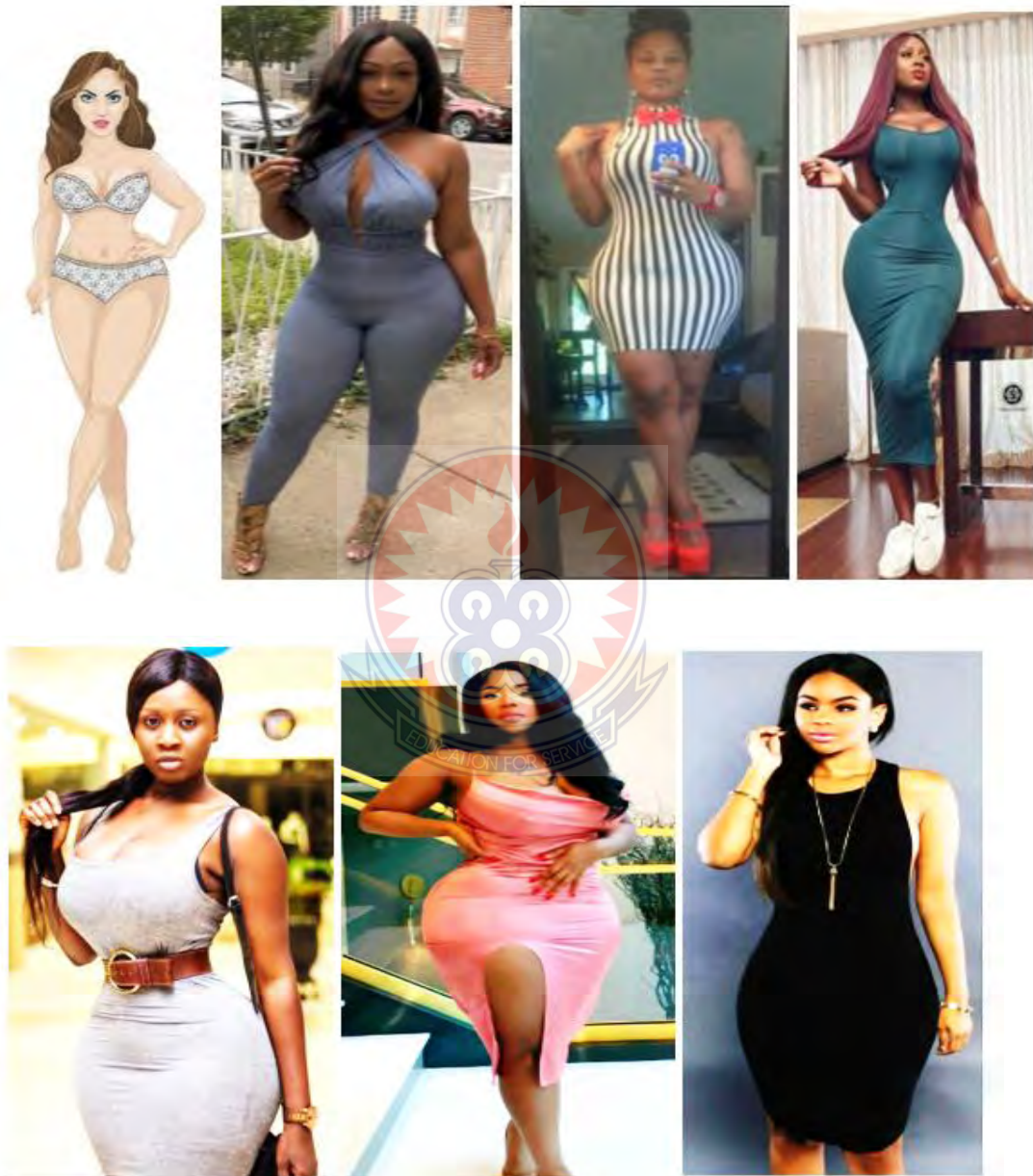


Plate 2.6: Hourglass Body Type

Source: <https://www.printerrest.com>

2.7.1.2 Rectangular Female Body Shape

The lady with a straight or ruler body type has a small to average bust, a narrow waist, and few curves, (Ashdown et al, 2006; Buckner et al.,2007). The physique also has well-aligned shoulder and hips, as well as straight hips and bottoms. The hips and breast measures of a rectangle (straight, ruler) are nearly identical (the ratio of bust: waist: hips is 3:3:3). This woman's body type necessitates the creation of the appearance of curves and a defined waist, as well as the display of long, lean arms and legs. Any tube dress with a good belt can be worn by a straight body type woman. The waist will be defined by the belt, which will provide the appearance of an hourglass figure. Wear something with a defined waist for a woman with a straight body type. Straight-bodied ladies, for example, can wear something with a belt or chain. This will give the impression that you have a defined waist and that you have a thin hourglass figure.



Plate 2.7: Rectangular Body Type

Source: <https://www.printerrest.com>

2.7.1.3 Pear Female Body Shape

The hips have the biggest measurement out of the waist, hips, and bust in a pear shape body. A lady with a pear shape physique features narrow shoulders, a smaller breast, a well-defined waist, full hips and thighs, and a rounded bottom. (The bust-to-waist-to-hips proportion is 3:2:4) The hips are wider than the upper body of a lady with a pear body shape. To achieve a balanced profile, emphasize your stomach and arms while adding volume to your shoulders and upper body. Because their waists are well defined, this body type's best feature is their waist. Women with a pear body type gain weight first on their bust, then their upper body.

Their styling goals, on the other hand, are to emphasize their waistline and arm, as well as to provide volume to their shoulders and upper body for a balanced silhouette. High-low dresses, flared midi dresses, maxi gowns, front slit or shirt dresses, as well as long shirts with thin jeans and long cardigans, should be worn by women with full hips. Avoid wearing anything that draws attention to your hips and thighs. Women with a pear-shaped physique should wear designer outfits and upper-body accessories. You will be able to attract more attention this way. However, there are a few factors to keep in mind with pear-shaped women's bodies.

To attain that balance with those wider hips, look for tops and coats that will show off your lean upper body while generating a fuller illusion in the proper location. Wear large V or U-necks, horizontal stripes with enormous lapels, padding or decorations on the shoulders,

and cropped tops the majority of the time. Tops and jackets with decorative patterns that cut off at the bottom, as well as shapeless tops, should be avoided.

Concentrate on bottoms that slim or elongate your half. Darker colors and crisp, straight lines are the best choices. Wear an A-line skirt that is fitted at the hips and is in darker colors if you have a pear body type. However, avoid clingy pencil skirts, stiffer-material bottoms, and capri-style pants.

Wear practically any heel to extend your shape by minimizing the gap between your hips and shoulders. Wear peep-toe shoes and boots that cut just below the knee to lengthen your shape. High heels, sharp flats instead of rounder shapes, and low-cut boots should all be avoided.



Plate 2.8 (a): Normal Size Pear Body Shape

Source: <https://www.istockphoto.com>



Plate 2.8 (b): Plus Size Pear Body Shape

Source: <https://www.istockphoto.com>

2.7.1.4 Apple Female Body Shape

Your measurements define the contour of your apple body. The shoulders, bust, waist, and hips of an apple-shaped lady are all the same width, or the shoulder and hips are somewhat slimmer. Her bust is enormous, yet her waistline is undefined. A woman with the body type of Apple has a larger breast, broad shoulders, narrow hips, good slim legs with fullness in the middle, and a less defined waist. (The bust-to-waist-to-hip ratio is 4:4:3) The apple body type is also referred to as the inverted triangle or V shape body type, as well as the

oval body type. They gain more weight in the upper body than in the lower. This apple-shaped body type woman should dress in a way that draws attention away from her upper body.

You can wear bottom-heavy clothing with ruffles, chains, or other patterns to attract attention away from your broader upper body. Fitted jumpsuits, tucked-in tops and palazzo Trousers with a boot cut, straight trousers with a high rise, and a wide belt Wrap dresses, shift dresses, and kaftan dresses are knee-length A-line skirts. Light fabrics, high-waisted skinny jeans with a tucked-in top Cardigan or long blazer.

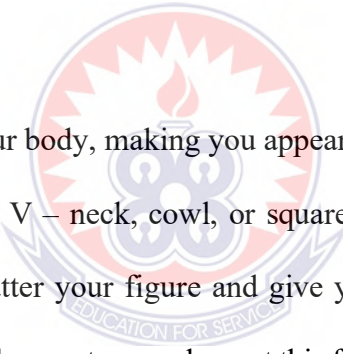


Plate 2.9: Apple Body Shape

Source: <https://www.printerrest.com>

2.7.1.5 Inverted Triangle Female Body Shape

Broad shoulders, a huge chest, slim legs, a large breast but narrow hips, a flat bottom, and a trim waist are all characteristics of the inverted triangle body form. (For example, shoulders, bust, waist, and hips; 39:34:25:33). According to (Blackman, c.2007) this body type's muscular shoulders give it an athletic appearance. Because only around 5% of women have the physical shape of an inverted triangle, it is incredibly rare and unique. This is not to say you would not be able to find something you like. There are a plethora of techniques to strike a balance between your upper and lower body so that you look great every day. Stick with well-fitting blouses and coats in duck colors to draw attention away from large shoulders.



Stretchy fabric clings to your body, making you appear smaller. An inverted triangle body shape looks wonderful in a V – neck, cowl, or square neck in a flexible material. High-waisted pants and skirts flatter your figure and give your hips instant curves and shape. Boot-cut jeans and straight-leg pants complement this figure well. We're promoting several body forms, including the inverted triangle. (Are you an apple, a pear, a rectangle, or something else entirely? To help you figure it out, watch our body measurements video.



Plate 2.10: Inverted Triangle Body Shape

Source: <https://www.printerrest.com>

2.7.1.6 Plus Size Female Body Shape

Dzamedo (2009) said Plus-size women, particularly Ghanaian females from Accra and Ewe land, are well-defined by their plus size. Apparel tailored expressly for varied, curvy body types is referred to as plus size clothing. Around the world, size charts differ. Size 6 is considered small in the United States and Canada, according to this women's clothing size conversion table. The bust, waist, and hips are all measured for a size small, or size 6 in the United States: (Bust: 34 inches, Waist: 26 inches, Hips: 37 inches). Is it possible to use these measurements to determine whether or not someone is in good health? Knowing your waist and hip sizes can be beneficial, according to health experts. Waist size refers to the circumference of the waist, which is measured from just above the navel to just below the rib cage. Gender differences exist as well.

Women should keep their waist sizes below 35 inches (88 cm) at all times. These suggestions apply to a size 14 with a waist measurement of 34 inches. The waist-to-hip ratio is a measurement of the proportion of your waist to your hips. The ratio of the circumference of the waist to the circumference of the hips is called a waist-hip measurement (WHR). It is calculated by dividing the smallest circumference of the waist by the broadest circumference of the hips. The optimal WHR for women is less than 0.85, according to the World Health Organization (WHO).

A size 14 has a 45-inch hip measurement in addition to a 34-inch waist. This corresponds to a waist-to-hip ratio of 0.76, which is likewise within the guidelines. Dressing for your A+ body type doesn't imply you're concealing what God has given you, right? It is only a matter of balancing it across your complete body. Larger on top if you have a bust or broad

shoulders; you will need to size larger on top. Avoid narrow jeans (too tight and too loud of a top makes you appear like a lollipop), baggy tops (hides your shape and makes you look larger), and high necklines (looks like you are suffocated).

Go To: If you want to look more balanced, slimmer, taller and more like the ideal body type- cowl neck, v-neck (opens up the face, shift focus away from top, layer tops, use over size button downs, use cropped jacket, white on the bottom (draws away from chest), use loose blouse to create a waist, use a bright color on the bottom, distract with nice shoes.

Wider hips, bigger booty, jeans that fit in the thighs but not the waist, as seen on Beyoncé, Octavia Spencer, and Kim Kardashian. Avoid: loud prints/colors on the bottom (magnifying glass), thick materials (adds dimension thickness to the bottom), 3-D details (flap pockets add weight and attention), concealing the enter butt with your shirt (in most circumstances), and whispering on jeans. Colorful and patterned tops, stripes, sequins ruffles, a single button blazer (emphasizes your waist), a jacket with a slight shoulder pad, structure on top, sharp toe, and a streamline bottom half Wear dark rinse jeans, colorful blouses with unbuttoned necklines to accentuate the waist, a sweater to provide weight to the top, and a structured purse (avoid sloppy bags) they do not add weight to your body), use a pop of color up top, use a flared cut pant, pants with low placed pockets.

Bigger in the middle, with a stomach that protrudes more than your breast or thighs, and no defined waist, like Melissa Mearthy, Kelly Osbourne, and America Ferera, provide emphasis to the top and bottom of the body. Leggings, ultra-tight skinny jeans, anything that make you look shorter, wear a pant that goes over the shoe, any top or jacket that will make you look stuffed in, avoid a buttoned three button blazer, hiding or camouflaging

your middle, tube dress are all things to avoid. Use trouser cut jeans and pants, flare leg, single button blazer, belts (wide or narrow- not too thin for plus sizes), a line skirt, deep v neck, prints hide trouble areas, use heels to elongate, add a clutch for visual interest, go with a higher rise pant.

Proportional- This body type is seen in 8% of women; it is not always easy to dress, and it is easy to appear larger than one is, as seen in Ashley Graham, Scarlett Johansson, and Marilyn Monroe. Avoid anything too tight (you can do body con), anything too short or plunging, tent dresses, empire waists, anything over drapery, or shapeless. Use belts and corseting to define your waist. Wear wrap dresses, tailored blazers, horizontal stripes, a structured jacket, tuck in your shirt to add definition, and use appears to lend shape to your outfit.



Plate 2.11a: Plus Size Body Type for Black Women

Source: <https://www.istockphoto.com>



Plate 2.11b: Plus Size Body Type for Black Women

Source: <https://www.istockphoto.com>

2.8 Female Body Type Waist and Hip Ratio

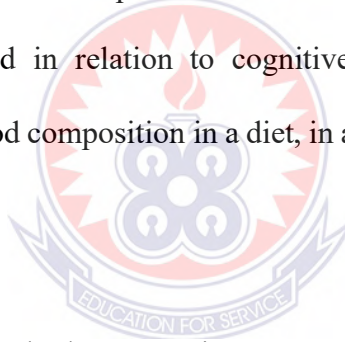
According to Blackman, C (2007) the waist-hip ratio (WHR) is the measurement of the difference between the circumference of the waist and the hips. By dividing the waist measurement by the hip measurement, the value is determined. A waist-hip ratio of 34/40, or 0.85, would be achieved by someone with a 34" waist and 40" hip. The waist-to-hip ratio is occasionally used as a predictor of health issues. People with more weight around their waists, or "apple-shaped" bodies, have a higher risk of heart disease than those with more weight around their hips, or "pear-shaped" bodies, according to research. Women with WHRs above 0.8 and men with WHRs above 1.0 have higher health risks as a result of their fat distribution, according to the National Institute of Diabetes, Digestive, and Kidney Diseases (NIDDKD).

WHR is also used to determine whether or not a person is obese. Obesity is defined by the World Health Organization (WHO) as males with a WHR greater than 0.90 and females with a WHR greater than 0.85. This is associated with a BMI of greater than 30. Obesity can be a sign of a variety of major health problems, including hypertension, coronary heart disease, diabetes, some malignancies, and more. WHR has been proven to be a greater predictor of cardiovascular disease than both waist circumference and BMI in adults over the age of 75. WHR has also been found to be a better predictor of death than both of these measurements.

According to Yusuf, et al. (2020), if obesity were re-defined based on WHR rather than BMI, the number of persons at risk of heart attack would increase thrice. Abdominal fat

(which is associated with persons who have "apple-shaped" bodies) has been linked to a higher risk of disease than other types of peripheral fat. A higher WHR implies that there is more abdominal fat, and the higher the ratio, the greater the risk of health problems. More information on different forms of fat and the hazards linked with being overweight or obese can be found using the Body Fat Calculator.

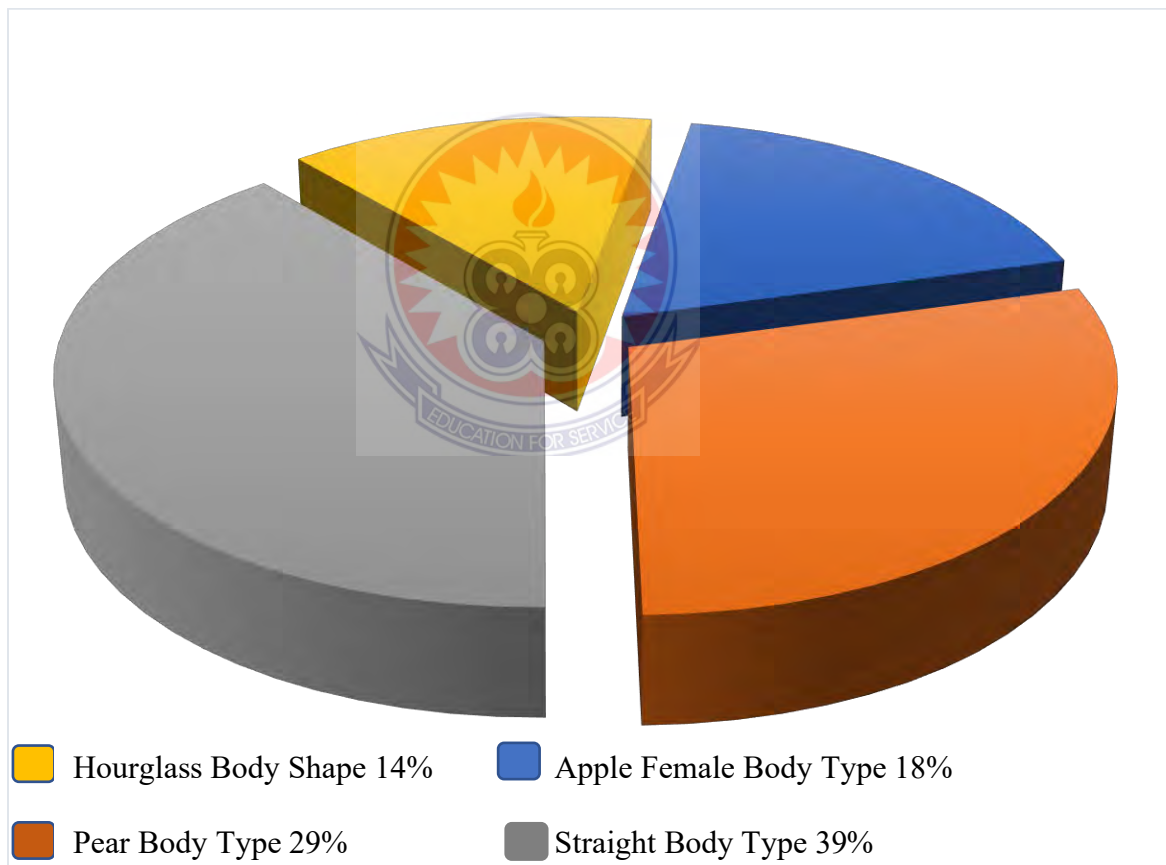
Waist Hip Ratio is also linked to fertility, with males and females having differing ideal values. Females with WHRs greater than 0.80 had decreased pregnancy rates than those with WHRs between 0.70 and 0.79. Men with WHRs of 0.9 or higher are more fertile, healthier, and have a lower risk of prostate and testicular cancer, according to research. WHR has been researched in relation to cognitive ability, as a measure of female attractiveness, and even food composition in a diet, in addition to the accompanying health hazards.



Aside from that, the female body type ratio was created to help women find their ideal body type. Females can use the Body Type Calculator to determine their "body shape," which can then be used to generate clothing suggestions. Even while some research has linked particular body shapes to certain health concerns, the body shape result of this calculator is not meant to be taken seriously as a health indicator or an ideal that must be achieved. Instead, the waist-hip ratio, which appears in the calculator's results, is a more accurate predictor of health. Always stand upright with your arms to the side when taking measurements. Make sure the tape is snug against the body, but not so tight that it compresses the body (since this will cause the measurement to be inaccurate).

Bust size—the circumference measured around the chest over the fullest part of the breasts, while wearing a properly fitted bra. Waist size—the smallest circumference measured around the natural waist, just above the belly button. High hip size—the circumference of the upper swell of the hip over the pelvic region. It is around 7 inches (18 cm) below the natural waist. Hip size—the largest circumference measured around the hips over the largest part of the buttocks and hip.

Fig 2.1 Female Body Type Ratio



Source: Paavola (2021) 401 People voted in this poll

2.9.1 Dress Styles

Consumers prefer to dress in clothes that are both comfortable and appealing, and the psychology of clothing shopping revolves around the desire to own fashionable and flattering apparel (Liu & Kennon, 2005). A distinct sense of flare (Chaney & Goulding, 2016) or a specific method of doing something is described as style. Individuality, one of the foundations of all fashion behaviors (Eicher & Sumberg, 1995), has resulted in the formation of various distinct senses of flare in clothes, even among neighbors. Wearing apparel that helps to develop a unique personality and social image is a common way for consumers to show their quest for uniqueness (Tepper and Hoyle, 1996). Varied people have different tastes and preferences when it comes to managing items and services.

Consumers dress in a variety of different ways, known as dress styles, according to research (Johnson and Francis, 2006). Several researchers have defined dress styles in different ways. Clothing types (Johnson and Foster, 1990), garment styles (Bell, 1991), apparel types (Shin & Dickerson, 1999), clothing styles (Winham and Hampl, 2008), clothing preferences (Moody et al., 2010) and "fashion personalities" (Harper Bazaar, 2010) are examples (Keogan, 2013, p.19). According to Shin and Dickerson (1999), no universally acknowledged and used classification system for dress styles exists. Professionals in the fashion business and academics, according to Johnson and Foster (1990), use distinct categories of dress styles depending on their aims and interests.

Two decades later, the situation is still the same. This could be related to cultural differences in how people dress. As a result, the dress styles investigated in this study were

those found in literature and assumed to be representative of Ghanaian dress. Johnson and Foster (1990) divided clothing into classic, sporty, feminine, and masculine categories. Bell (1991) looked into the effect of male garment styles on adult American views of male personality qualities, using daring, informal, conservative, and formal garment styles as experimental stimuli. Shin and Dickerson (1999) looked into whether the use of reference sources varies between two types of clothing worn by Korean males.

The researchers discovered that when it comes to purchasing casual and formal clothing, Korean males rely on non-personal references (in-store displays, television, and newspapers) more than personal references (spouse, girlfriends). Nutthawutthisit (2003) investigated the clothing preferences of Asian nationals and Asian Americans female students. Casual, dressy casual, athletic casual, professional clothes, and others were among the dress styles assessed in the study. Johnson and Francis (2006) looked into eleven different dress style tribes. These were the results of a pilot survey in which American college students were asked to describe and name the appearance of both male and female members of the style tribe. Athletic, hippy, hip-hop, gothic, cowboy/cowgirl, casual, preppy, punk, skater, and surfer were among the dress styles investigated.

Goswami (2007) also looked into what kinds of garments urban Indian college students bought. Male and female students bought various styles of clothing, according to the study's findings. Depending on the situation, men wore formal or casual attire. Females, on the other hand, wore western or ethnic clothing based on their figure type, college, course, and domicile. In Ireland, Keogan (2013) investigated the link between clothing preference

categories and self-concept traits in both males and girls. Bombshell, bohemians, mavericks, eclectics, minimalists, and classicists were the six dress types discovered by the researcher among women. Males wore powerhouse, professional, rocker, workman, and sportsman styles, while females wore powerhouse, professional, rocker, workman, and sportsman styles.

According to the examined literature, several of the clothing styles investigated are inapplicable to the Ghanaian setting since they differ from Ghanaian dress style. Cowboy/cowgirl, gothic, hip-hop, preppy, punk, skater, and surfer styles are some of the most popular. Consumer perceptions, opinions, and attitudes in developed and developing countries have been demonstrated to differ greatly, according to research (Rathnayake, 2011). The discrepancies in dress styles are partly explained by customer attributes and cultural variances. Furthermore, the manly, cowboy, hip-hop, and surfer dress styles described were male-specific, making them irrelevant to the current study.

However, twenty (20) literary dress styles were proposed to describe the Ghanaian style of dress (classic, feminine, athletic, casual, hippie, trendy, daring, conservative, formal, professional, ethnic, western, sporty, trendy, bombshell, bohemians, mavericks, eclectics, minimalists, and classicists). Most of the dress style descriptions shared certain commonalities (that is two or more dress style terms were describing the same style of dress). Athletic, sporty, classic, classicists, and conservative are examples of such adjectives, as are daring and eclectic. Similar descriptions from other researchers were

integrated for the aim of this study in order to obtain a specific style of attire. As a result, just six different outfit styles were created for this research.

2.9.2 Classic Styles

Fashions that do not alter are referred to as styles. Classicists or minimalists are those who like simple, basic essential pieces or outfits and are fans of traditional trends (Keogan, 2013). The ageless aspect of classic clothes allows it to be worn year after year. Classicists, on the other hand, subtly blend modern elements into their look (Bell, 1991). Conservative style is a synonym for classic style (Johnson & Foster 1990).

2.9.3 Sporty Styles

Sporty clothing are often masculine, loose-fitting, and feature sports emblems. Individuals with a sporty style wore jeans with sweatshirts or t-shirts, slippers, running shoes, or flip-flops, and carried sports bags. They also wore minimum makeup and had their hair combed (Johnson and Francis, 2006). Sporty casual (Nutthawutthisit, 2003), casual style (Johnson and Foster, 1990), and athletic style are all adjectives that have been used to describe sporty style (Johnson and Francis, 2006). Sportswear or casual clothing is referred to as "every day" wear by Shin and Dickerson (1999) because it can be worn in a variety of informal settings, such as leisure activities.

2.9.4 Trendy Styles

The most recent, fashionable, and current fashions are referred to as trendy styles. Individuals that dress in a fashionable manner wear clothing from the current fashion trend,

fashion companies, and apparel that can be found in fashion stores and magazines (Johnson and Francis, 2006). Fashion trend trackers are the first to notice a new fashion statement, and they are often the first to see it (Marchbanks, 2015).

2.9.5 Daring Styles

Bold outfits that stand out owing to distinctive details, brilliant colors, or the uncommon materials they are constructed of are known as daring styles (Bell, 1991). Eclectics or mavericks are persons that like bold fashions and seek for unusual colors and accessories, as well as clothing that attracts notice (Keogan, 2013). Dramatic style is another name for daring style (Marchbanks, 2015).

2.6.6 Feminine Styles

Fashions with soft, delicate, and feminine elements are known as feminine styles (Johnson & Foster, 1990). Individuals with a feminine style enjoy wearing clothing with frills, fullness, and embellishments. Fabrics with a lot of movement appeal to them. Consumers that prefer this style are known as bombshells, and they seek clothing that accentuates their feminine body while avoiding masculine cut apparel (Keogan, 2013).

Romantic style and delicate style are two other synonyms for feminine style (Marchbanks, 2015).

2.9.7 Females Ethnic Styles

Ethnic styles are fashions that are influenced by a person's cultural background (Goswami, 2007). Consumers who dress in an ethnic style do so in textiles and designs that are

indigenous to the area. Bohemians are people that appreciate ethnic-inspired looks and mix vintage and retro motifs into their outfits (Keogan, 2013). Ethnic attire, such as garments created from indigenous wax designs, can be worn as formal wear for formal events like work in Ghana.

2.9.8 Symbolic Interaction Theory

"A micro-level theoretical framework and perspective in Sociology that tackles how society is generated and maintained via frequent encounters among individuals," according to symbolic interaction theory (Carter & Fuller, 2015, p. 1). Meanings are the cornerstone of this theory, according to Aksan, Kisac, Aydin, and Demirbukan (2009), and facts are based on and directed by symbols. Despite the fact that symbolic interactionists have opposing viewpoints, they all believe that human interaction is a source of data. "Symbolic interactionism developed as a result of the work of thinkers Cooley (1902), Parks (1915), Dewey (1930), Mead (1934), and Blumer (1969)." (Aksan et al., 2009, p. 902). There are three basic assertions in the symbolic interaction theory (Blumer, 1969).

The first hypothesis is that people react to items depending on their interpretations of their meanings. When this thesis is applied to appearance management, it suggests that people behave toward others based on the meanings that their clothing and overall look carry for them (Kaiser, 1997). Clothing, as well as one's overall look, serves as a metaphor. As a result, people utilize them to transmit a wide range of information,

including gender, religious, cultural, political, and occupational identities, as well as emotions, personality, mood, and self-concept. People's first or lasting impressions of them may be shaped by the meanings their appearances convey to them, which can influence how they react or behave toward them.

The second proposition is that meanings emerge from interactions among individuals in the society. This points out that meanings are not inherent in objects, but are learned and shared among individuals (Johnson et al., 2014). Meanings associated with dress symbols are derived from social interactions. The third proposition is that meanings are continually recreated or changed through interaction among people. This premise implies that the wearer of a clothing article actively determines the meaning of the article together with the observer of that article (Johnson et al., 2014). Meanings are modified during social interaction when meanings are well interpreted. People create their own realities, partly by managing their appearance through the use of symbols (Kaiser, 1997). Humans have the tendency to be different and create the desired style of their own through the management of their appearance.

Humans have a natural urge to stand out and create their own unique style by controlling their looks. Clothing and body alterations are symbols (things and processes with specific meanings) used in appearance management to create one's ideal appearance and express information to others. Symbolic interactionism is employed in this study to describe how

female young adults use dress symbols (clothing) to send messages or cues (personality attributes) to others.

2.10 Female Dress as an Act and Form of Appearance Management

Dress is a term that refers to a variety of actions and methods for maintaining one's physical appearance. It is also referred to as a collection of bodily changes and/or supplements. Body supplements are materials that are used to cover or attach to the body or some portion of the body, whereas body modifications are any temporary or permanent modifying or redesigning of the color, texture, or shape of the body. Dieting, exercising, cosmetic usage, piercing, cosmetic surgery, and tattooing are examples of body alterations, whereas body supplements include items such as accessories, clothing, hearing aids, and spectacles (Johnson et al., 2014).

Dress, according to (Lennon et al., 2000), is an intentional behavior that entails the act of deciding how and with what methods or objects to construct one's personal appearance. Dress, according to Johnson et al. (2008), is any intentional manipulation of the body, including the use of cosmetics, clothing, accessories, hair style techniques, and other modifications for goals such as grooming the body. Dress is defined as the use of clothing to construct one's personal appearance for the purposes of this study.

2.11 Personality as a Psychological Influence and Reflection of Appearance Management

The diversity seen in humans is one of life's most fascinating parts. People have different methods of feeling, thinking, and acting. These distinctions in psychological qualities, such

as personality, appear to be crucial in determining who a person is (Ashton, 2018). Personality has an impact on how people behave and make decisions (Keiser & Garner, 2012). Because appearance management is a highly visible behavior that requires decision-making (Johnson et al., 2007), personality is a psychological element that influences appearance management. Furthermore, it has been shown that appearance management may be used as a communication tool that reflects and transmits the inner self, such as personality (Entwistle, 2000). As a result, personality is a reflection or manifestation of how one manages his or her looks. In other words, personality is a visual or clothing cue because it is one of the messages that an individual's appearance communicates.

2.12 Personality and Shopping

There have been research that looked into the relationship between specific personality traits and certain shopping concepts, however the results were mixed. Brand consciousness and preferences (Thomas et al, 2015), shopping typology (Wong et al, 2014), and fashion buying proneness are all examples of personality and shopping study (Roy et al., 2016). However, few studies on the "Big Five" and shopping styles have been published (Ulková, 2013). The benefits of a product or service that suit a customer's interpersonal demands, such as conformity and individuality in comparison to others, are referred to as social utility. Social utility was discovered to be a major regulator of fashion behavior, and personality factors were discovered to modulate behavioural reactions to social impact on fashion.

Mulyanegara and Tsarenko (2009) researched and evaluated the strength of personality traits and values in predicting Australian consumers' fashion brand preferences, and discovered that there is no substantial association between the "Big Five" and brand preferences. As a result, personality qualities do not appear to be strong predictors of shopping behavior. This study contradicts the popular belief that customers use fashion labels to represent themselves. Breazeale and Lueg (2011) created a psychographic shopping typology based on extraversion, interpersonal communication, and self-esteem for American teenagers. They identified three distinct types of customers: self-assured technologists, sociable butterflies, and self-contained shoppers.

Confident techies, according to Breazeale and Lueg (2011), were youths who scored highest on the self-esteem and interpersonal communication scales and spent a lot of time and money at the mall and on the internet. Teens who scored highest on extraversion and interpersonal communication scores were found to spend the most money and time at the mall, but less money and time on internet shopping. Self-contained shoppers were identified as those with the lowest levels of extraversion and self-esteem, and they were found to spend less time and money in the mall and on the internet.

Wong et al. (2014) carried out a study that was similar to Breazeale and Lueg's (2011). In order to analyze Malaysian shoppers' personality qualities in consumption, they created a model by combining the aspects of the FFM. Self-contained, indifferent customers, moderate, pragmatic shoppers, and confident, eager shoppers were identified as the three sorts of shoppers. Self-contained, apathetic shoppers were shown to have a high level of

neuroticism and low levels of the other four FFMP variables, according to Wong et al. (2014). These customers are humble and worried all of the time. They have no innate desire to shop and only do so when it is absolutely necessary. On all personality traits except agreeableness, moderate, pragmatic shoppers were found to be moderate.

These customers are known to be practical and to shop with reasonable considerations. Except for agreeableness and neuroticism, confident and enthusiastic shoppers scored highly on all personality traits. This type of shopper believes their shopping habits to be very active. Giovannini et al., (2015) investigated the impact of self-related personality factors on brand consciousness among luxury fashion customers in the United States. The researchers discovered that customers' brand awareness was influenced by their level of public self-consciousness. High self-esteem and customer brand awareness were also discovered to have a substantial association. The findings suggest that consumers' self-esteem and public self-image awareness caused them to be very brand mindful. As a result, their incentives for luxury purchases and brand loyalty were altered.

Saran et al. (2016) did a study on Indian customers' personalities and fashion consumption. They combined individuality with fashion participation and fashion-related feelings. Personality had a substantial impact on pleasant feelings, but not on fashion interest, according to the research. In fashion purchasing, consumers who were aggressive, ambitious, risk-averse, gregarious, chatty, responsible, and dependable expressed pleasant sentiments. However, their findings demonstrated that positive emotions mediated by

personality had an indirect influence on fashion involvement. Additionally, customers shopped for apparel based on their internal personality states (emotional level).

The impact of consumer personality and demographics on Fashion Shopping Proneness (FSP) among Indian consumers was explored by Roy et al. (2016). Fashion Shopping Proneness is a pleasant affective and cognitive state of mind that allows a customer to engage in fashion shopping, resulting in positive feelings and favorable buying behavior. Personality traits and demographics, respectively, explained 46% and 90% of the variance in FSP. Lower neuroticism (emotional stability), agreeableness, openness to experience, and extraversion were all found to be positively related to FSP, however conscientiousness was found to be adversely related. Their findings backed with the theory that women and young people are more fashion-conscious than males and the elderly.

2.13 Personality and Dress

The Latin word *persona*, which meaning mask, is the source of the word personality. It was used to represent a certain character in ancient Latin plays. Personality refers to a set of consistent features that define a person's identity. Though personality traits are beyond one's control, they have a significant impact on one's attitudes, expectations, assumptions, and behavior (Kinicki, 2008). Personality describes what people are like, whereas ability describes what they can do (Colquitt, 2009). Individual variances in behavior patterns, cognition, and emotion are all part of personality (Mischel, 2004). In today's competitive business world, personality traits are extremely important. Having an improper personality type can be awful and lead to unwelcome conflicts and concerns in the workplace.

While some academics feel that personality drives clothing choices, others believe that clothing choices express personality. Both beliefs have been supported by research, with some studies indicating that certain personality traits are linked to clothing choices. Various personality traits are portrayed in any styling of clothes or outfit worn on a daily basis, (Moody et al. 2010). The amount of research on dress styles and the "Big Five" is minimal, and most studies that employed alternative clothing concepts and trait theories are already outdated. This section will go through a couple of these research investigations.

Taylor and Compton (2019) investigated the link between three personality qualities (task-orientation, interaction-orientation, and self-orientation) and Aiken's five clothing dimensions among college women at a public university in the United States using Aiken's measure. They discovered that the factors had no statistically significant associations. Instead of being socially conforming, researchers discovered that dress conformity is linked to a person's desire to be liked and accepted. They also discovered that women who were preoccupied with dress conformity were more concerned with establishing harmonious relationships with others than with aesthetics. As a result, artistic individuals were self-sufficient and autonomous.

Females who scored high on clothing consciousness were inhibited, conforming, and loyal; females who scored high on exhibitionism tended to be radical, had high ethical-moral self-concepts, and were detached in relationships; females who scored high on practicality were clever, guarded, enthusiastic, and not leadership-oriented; and females who scored high on

designer were confused, irrational, and ebullient. Furthermore, whereas some personal attributes associated with daring style were shown to be positively associated with clothing interest, popular and appealing traits associated with casual and conservative styles were found to be adversely associated with clothing interest.

The psychological and physical correlates of appearance orientation were investigated by Davis et al. (2001). Their findings demonstrated that women at Canadian universities who scored high on narcissism and neuroticism were concerned about their appearance, while those who scored low on perfectionism were not. Goldsmith (2002) looked at many personality features of frequent clothing buyers (undergraduate students) in the United States and discovered that personality traits were more closely linked to heavy clothing consumption than demographic factors like age, education, and income. Opinion leaders, involved, knowledgeable, and imaginative were some of the adjectives used to describe heavy users. In comparison to light users, they also saw new trends as a statement of personal and social identity.

According to Johnson and Francis (2006), college students in the United States do not adhere to a single style of dress because they manage their look differently for various circumstances such as employment, school, and social activities. Individuals who defined their dress style as casual, hippy, punk, skater, or gothic were found to have low conscientiousness and extraversion, but high openness to experience, according to the findings. Individuals who agreed that their clothing style was fashionable, hippy, punk, or skater had high extraversion and openness to new experiences but low agreeableness.

Athletic, casual, hip-hop, and cowboy styles, on the other hand, were found to be negatively connected with high openness to experience, extraversion, agreeableness, and conscientiousness, as well as high openness to experience, extraversion, agreeableness, and conscientiousness.

Moody, Kinderman, Sinha, and You (2009) conducted a mixed research study among female undergraduates in the United Kingdom to determine the association between personality and clothing preferences, among other characteristics. For a period of ten days, participants were required to examine their own clothing and wearing experience. The findings revealed that people's dress choices often reflect and sometimes compensate for their personality. New clothes were discovered to reflect and increase high agreeableness and conscientiousness, as well as the other way around. Clothing choices, on the other hand, did not appear to be related to extraversion in any substantial way.

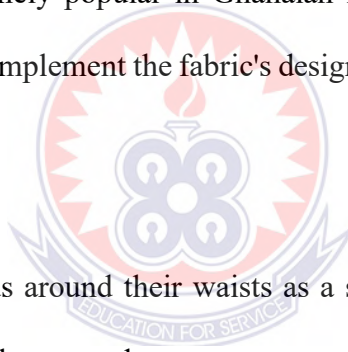
Moody et al. (2010) looked into the connection between clothes and personality among female undergraduate students in the UK. Low agreeableness was associated with informal style, high agreeableness with evening or daring style, and formal style with low neuroticism, according to their findings. Extraversion, openness to experience, and conscientiousness were found to be unrelated to clothing choices.

2.14 The Role of Beads at Different Parts of the Body

The use of beads has been associated with both spiritual and material motivations across time. The beads are anointed with oils in some regions of Africa, and the woman stands over a smoking pot and begins to 'smoke herself.' Beads have played an essential role in

Ghanaian culture and fashion for over 4000 years, according to Ankomah (2019). Bells are attached to the beads as a signal to the male that the lady wishes to engage in sexual activity. The waist beads have a sacred meaning for some people. It is also used as a method of birth control, to reduce obesity, and for its 'healing' and medicinal properties.

Ghanaians admire beads, which were once utilized in traditional ceremonies such as birth, marriage, death, and puberty rites. Later on, it became part of their fashion sense. Beads were once created from natural elements such as stones, clay, plants, and animals, and came in a range of forms and sizes. People have considered beads to be little out of style for decades, but thankfully, they have received attention and popularity in the market today. Beads have become extremely popular in Ghanaian fashion today. They are utilized as clothing accessories that complement the fabric's design, and they are sometimes made into purses and shoes.



Women used to wear beads around their waists as a symbol of womanhood, femininity, seduction, and body shape, but nowadays, most women wear them on their waists primarily for body contouring and to lure their men. Most men find it alluring when women wear various types of beads to increase closeness. Other women wear beads around their waists to mold their bodies and monitor their weight to see if they are gaining or losing weight. Most women and some men wear beads as jewelry and bracelets connected to their clothing. Some people believe that jewels give every outfit a crown, which has led them to develop a fondness for them. Some ladies also prefer to wear it as anklets due to their love for it unlike the olden days when anklets were only worn by slaves.



Plate 2.12: African Women Beads Works

Source: <https://www.printerrest.com>

2.15 The Role of Scarf in Fashion

Scarves were even utilized as a safety measure at industries, where women were required to cover their hair to avoid it becoming trapped in the machinery by Dzramedo, (200). Scarves have remained a popular accessory for both fashion and practicality since then. Scarves have secured their place in the fashion world, from 1970s head wraps to today's

hipster neckwear. A scarf is a piece of fabric worn around the neck or head for warmth, sun protection, fashion, religious purposes, or to demonstrate support for a sports team or club. Scarves can be created out of a range of fabrics, including wool, linen, silk, and cotton. (See plate 2.13).

Scarves worn by ladies are a long-standing custom in African and other ethnic settings. Africans take great pride in their scarves and headgears, which they consider to be a crown of beauty. Previously, younger women exclusively wore scarves because of their religious beliefs, but today, headscarves are fashionable among both the young and the old. When attached to the side, the headscarf can be used to communicate messages to a rival or someone with whom you are having a disagreement. In general, the scarf is worn to protect the head from the sun or anything else that could harm it if not covered, and it is worn by women to enhance their appearance. Church and funeral scarves are typically worn in a conservative manner. Scarves, on the other hand, are worn in grand manner at engagement and wedding ceremonies, as well as other social events like birthdays and farewell parties.



Plate 2.13: African Women Scarf/Scarves

Source: <https://www.pinterest.com>

2.16 The Role of Necklace in Fashion

According to Dramedo et al. (2013) necklace is a piece of jewelry worn around the neck and is one of the earliest forms of human adornment. Necklaces have been worn by people from all walks of life since the dawn of civilization, and they can represent an individual's spirit in addition to indicating class and money. Because they are frequently fashioned of expensive metals and stones, they are frequently used for ceremonial, religious, magical, or burial purposes, as well as as symbols of wealth and prestige. A necklace is a piece of jewelry that is worn around the neck and is suspended in the air. It's often made as a chain, a string of beads, pearls, gemstones, or other natural materials, (See Plate 2.14).

The necklace, like other pieces of jewelry, has long served as a means of personal expression as well as bodily ornamentation. Necklaces convey money, power, association, status, levels of resources and talent, as well as components of identity and position, as valuable material culture. Apart from the effect necklaces have on a person's attractiveness and beauty, necklaces also reveal portions of their moods and morality, which are variables that influence the culture on the choice of necklaces. Additionally, the usage of accessories and necklaces with a unique personal value and meaning for each individual can have a major impact on self-confidence.

Choker necklaces, ball necklaces, beaded necklaces, cartier necklaces, pearl necklaces, and other types of necklaces are used to enhance the attractiveness and beauty of women's fashion nowadays.

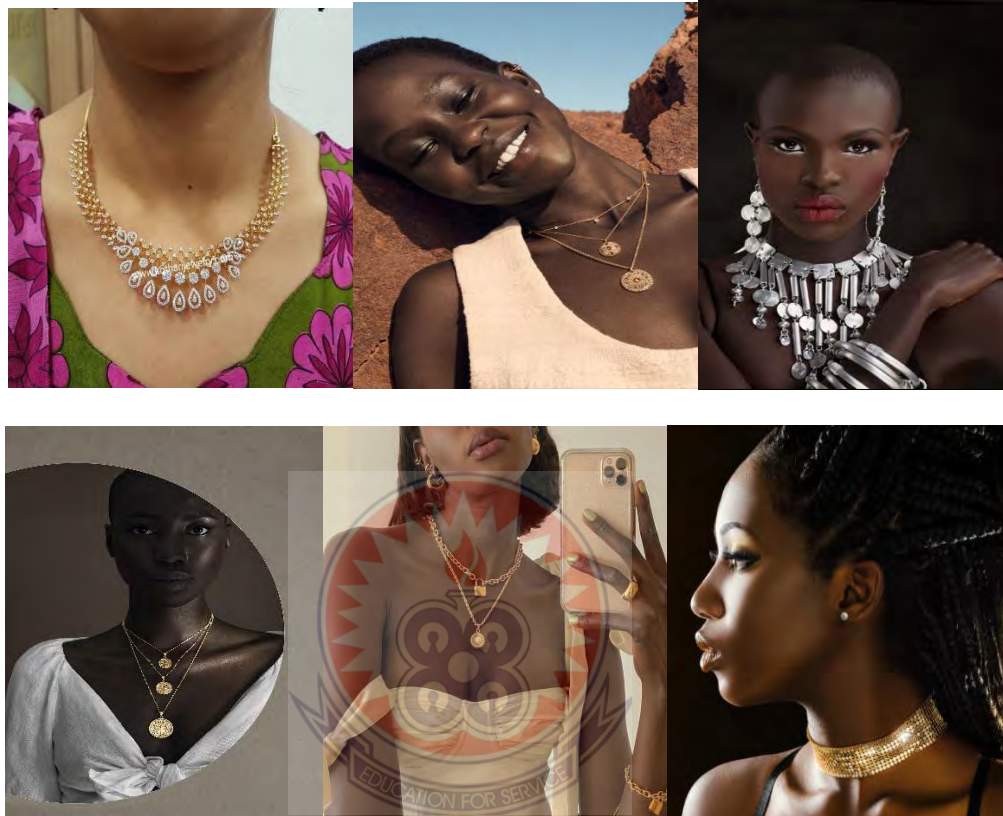


Plate 2.14: African Women Necklace

Source: <https://www.istockphoto.com> and <https://www.pinterest.com>

2.17 Impact of Appearance Management on behaviour

Appearance Management is a self-expression and experimental process carried out with others in mind. Dressing as a process and assessing the social effects of one's look are both included in appearance management. Individuals engage in Appearance Management every day of their life, while the degree of involvement and worries about attire and appearance vary by person and culture. Dieting, exercising, weight training, cosmetic use, and choosing clothing to enhance one's appearance are all activities related with appearance control, according to Rudd and Lennon (1994).

Women are conditioned to value their beauty more than males (Kaiser, 1997). As a result, women are more aware than males of the manipulative potential of beauty. Clothing can be utilized to project a positive public image and affect other people's perceptions. By altering one's body through weight loss and altering one's look through the usage of clothing, one can alter others' perceptions and make them more favorable. Positive feedback from others might contribute to a boost in self-esteem. One of the most visible ways to display and reinforce self-concept is through appearance. Interest in appearance is diverse, and it may indicate self-definition traits reflected in the amount of time, energy, and resources spent on it (Kaiser, 1997).

According to consumer research, the social self is attained by purchasing and using products that convey an image that is consistent with (or a compromise between) the consumer's actual and/or ideal self-concept (Sproles and Burns, 1994). People's look is the

one personal trait that is immediately visible and available to others; it is impossible to conceal. Your physical appearance conveys a lot about your personality, values, attitudes, interests, knowledge, abilities, duties, and objectives. You can't afford to be perceived as rude, aggressive, pretentious, sloppy, reckless, ineffectual, or unproductive. Because of an unsightly, unsuitable, distracting, or unpleasant appearance, you can't afford to make a bad first impression or establish barriers between you and others.

When you appear well-dressed and groomed, personally authentic, and appropriate for the situation, you make a good first impression, and others are more likely to notice your positive characteristics and regard you favorably. Appearance management is crucial since it influences people's actions. A nice appearance makes one appear intelligent, self-assured, neat, appealing, and focused.

2.18 Challenges of Appearance Management

Taking diet pills, reducing food intake, skin lightening, tattoos, and body piercing are all perceived as risky by female young adults. (Yoo et al, 2009) reported in a recent study that many adolescents thought their appearance management behaviors were generally unhealthy. For example, a majority of adolescent participants in his study thought taking diet pills to lose weight, restricting food intake to lose weight, tattooing, and body piercing were all unhealthy. In terms of their physical appearance, female young adults are more likely than adults to engage in dangerous behavior. The majority of female young people face financial difficulties, which affects how they manage their appearance, while others face religious and cultural obstacles.

2.19 Conceptual Framework for the Study

Personality influences human cognition, feelings, and behavior, resulting in individual variances, according to the literature. Because shopping and dressing entails thoughts, feelings, and behaviors, it is hypothesized that Personality Traits (PT) may be linked to female young adult shopping and dress styles, acts, and forms of Appearance Management (AM). Consumer purchasing and dressing styles are psychographic data that the fashion industry can utilize to guide market segmentation, product creation, and marketing strategies, as well as influence consumer research and education.

Based on the material evaluated, a conceptual framework (Figure 2.1) was created to guide the research. Kaiser's (1997) concept of appearance management implies that purchasing and dressing are acts and forms of appearance management. To measure customers' decision-making styles during purchasing, Sproles and Kendall (1986) used the consumer characteristics approach, which focuses on cognitive and emotive qualities of consumers. The sociological understanding of the operationalization of the materiality of clothing, particularly in terms of relationships for women, is aided by conceptualizing reciprocal appearance management activities as a field of social presentation and identity creation. The material here suggests that the adult mother-daughter connection is the most important social mediator in the interaction between women and clothing.

This study has aimed to illustrate the importance of material culture in women's relationships and identity creation, as well as the role of the mother-daughter connection in providing feedback on outfit assemblage for sociologists. Due to the symbiotic nature of

appearance management tactics, it is suggested that this link is unique to processes of identity creation when addressing clothing. Dress styles seen in the literature that were thought to be representative of Ghanaian fashion. Classic, sporty, feminine (Johnson & Foster, 1990), daring (Bell, 1991), trendy (Johnson and Francis, 2006), and ethnic (Goswami, 2007) styles are some of the most popular.

The Five Factor Model of Personality (Eysenck, 1963; Costa and McCrae, 1976) proposes that the personality traits of neuroticism, extraversion, and openness to experience, agreeableness, and conscientiousness are linked to one's ideas, feelings, and behaviour.



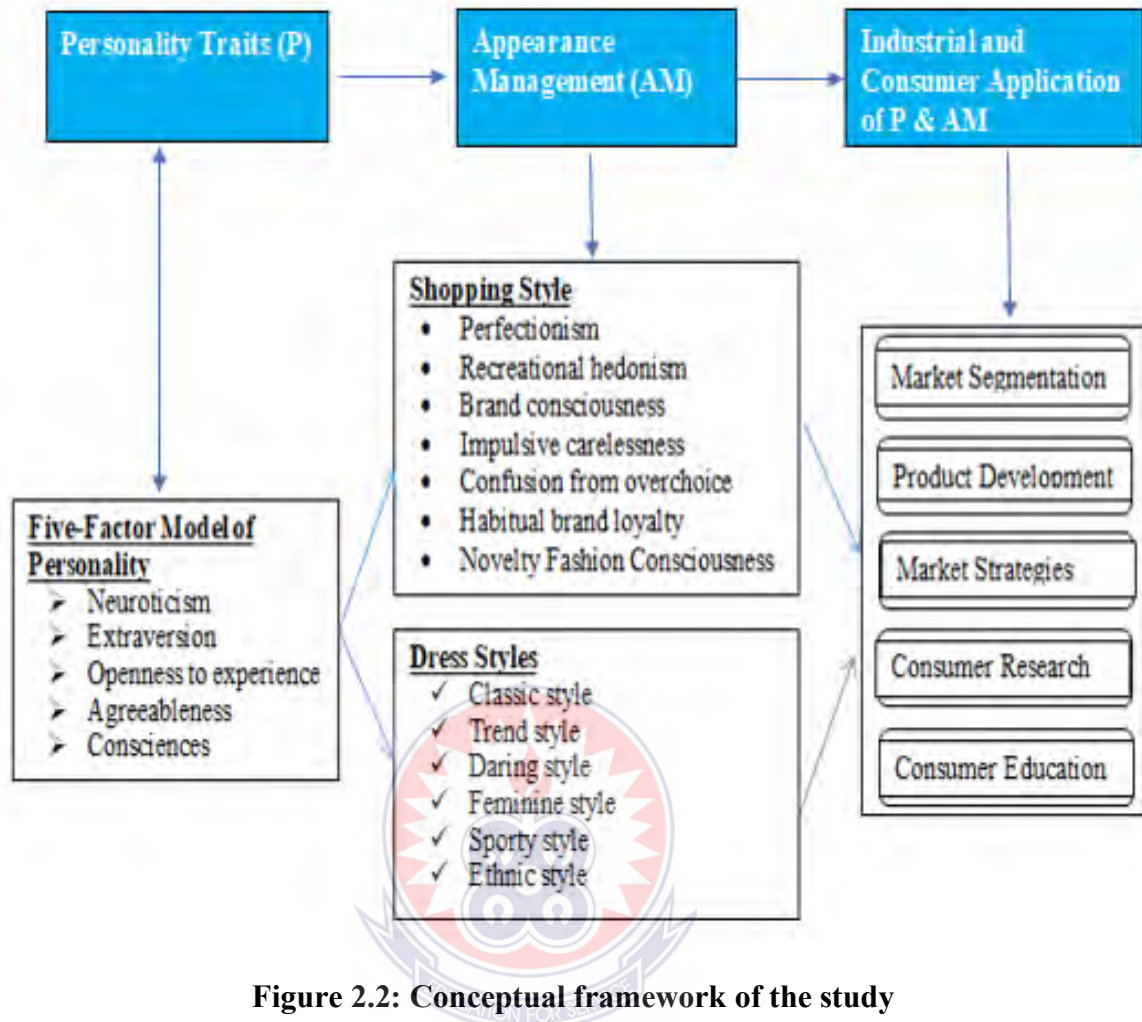


Figure 2.2: Conceptual framework of the study

Source: Author's Construct (2021)

2.20 Summary of Literature Review

Appearance management refers to the activities of planning, organizing, implementing, and evaluating one's appearance or appearance, as determined by the clothing and body changes purchased and worn. It is an important part of everyday life that is influenced by a variety of social and psychological elements. Shopping and dressing are examples of how people manage their physical appearance. The whole arrangement of ideas, feelings, and actions that distinguishes people is referred to as personality, a psychological element of importance to this study. Traits are the unit of analysis for the description, explanation, and

prediction of human personality. They are defined as the stable features of an individual's personality.

Various personality theories, shopping concepts, and fashion concepts have been used by researchers in the past to study personality and appearance management. These studies have yielded a variety of substantial but inconsistent findings regarding personality's relationship with various shopping and dressing ideas. Few research have looked at the FFM in relation to shopping and dress choices (Sulkova, 2013; Moody et al., 2010). These researchers, on the other hand, used distinct shopping typologies and dress style classifications depending on cultural factors.

Despite the fact that the five personality qualities are universal, there is no consensus on shopping and wardrobe trends. This is because people's purchasing and wardrobe habits fluctuate based on their cultural backgrounds. This means that personality and appearance management research should be undertaken on a cultural basis to ensure culturally relevant outcomes. Despite the fact that earlier research has looked into the function of personality in purchasing and fashion in many contexts, no effort has been made to look into the topic in Ghana.

In addition, insufficient cross-cultural studies, the use of a variety of personality theories, shopping typologies, and dress categories, as well as a variety of outcomes, have made it impossible to draw a definite connection between personality traits, shopping habits, and dress styles. As a result, the literature is inconclusive and inapplicable across the board.

The current study fills a gap in the literature by looking into the links between personality factors, shopping styles, and dress styles among a subset of Ghanaians.



CHAPTER THREE

METHODOLOGY

This chapter discusses the research methodology for the study. It involves the research design, the study area, population, sampling technique and sample size, data collection procedure, research instruments, and data analysis.

3.1 Research Design

The study employed a descriptive survey design for the study and the instruments used to collect the research data were both qualitative and quantitative techniques. This is due to the fact that descriptive research focuses on the current state of a phenomena and the nature of current conditions and practices. A description of data, whether in words, photos, charts, or tables, is also part of a descriptive survey (Amedahe, 2002). A descriptive research is primarily intended to determine the current state of a phenomena.

3.2 Study Area

The research was carried out in the Upper East Region Bawku Municipality and Pusiga District. The Kusasis are an indigenous people that live in the Bawku and Pusiga Traditional Areas. However, there are significant immigrant populations from other parts of Ghana, as well as Burkina Faso, Cote D'ivoire, Togo, Niger, and Nigeria. The locals are peasant farmers who grow crops such as tomatoes, peppers, onions, cereals, and legumes, as well as cattle, goats, sheep, and poultry. Bawku, the capital of Bawku Municipality, and Pusiga, the capital of Pusiga District, are about 84 kilometers east of

Bolgatanga, the Regional Capital, which has an estimated urban population of 86,248 persons according to the 2010 population census in Ghana.

3.3 Population

The total population was estimated at 1600 respondent comprising female student of Gbewaa College of Education (887) in number and 665 Bawku Nursing and Midwifery College and female tutors of both institution namely; 20 from Gbewaa College and 18 from Presbyterian Nursing and Midwifery training College all in the Upper East region of Ghana.

3.4 Sampling Technique and Sample Size

The extent to which the sample picked is typical of the target population determines the generalization ability of a quantitative survey (Frank & Min, 2007). The sampling technique as well as the sample size of the respondents must be considered in order to produce a representative sample for adequate generalization. Purposive sampling and basic random sampling procedures were employed to select the sample size for the study. All female young adult students of Bawku Presbyterian Nursing and Midwifery Training College in Bawku Municipality and Gbewaa College of Education in Pusiga were chosen for the study using a purposeful sampling technique, while female tutors from the two institutions were chosen using a simple random sampling technique.

A total of 310 people were included in the study. The sample size was determined by Krejcie and Morgan (1970) formula table, a population of 1600 requires a sample size of 310,

comprising 167 GCE students, 125 BPNMTC students, 10 GCE tutors and 8 BPNMTC tutors .Making the total number of tutors interviewed eighteen in number.

3.5 Instrument for Data Collection

The researcher used three instrument to collect the data. These instruments were questionnaire, interview and observation.

3.5.1 Questionnaire

The questionnaires were distributed among female young adults in Gbewaa College of Education – Pusiga and Presbyterian Nursing and Midwifery College – Bawku. The issues discussed are as follows;

- Demographic and personal profile.
- Measures of personality traits.
- Influence of culture on Fashion.
- Management of Appearance.
- Values and beliefs of the environment.
- Shopping styles of the young adults.

3.5.2 Interview

Tutors of Gbewaa College of Education – Pusiga and Presbyterian Nursing and Midwifery College – Bawku were also interviewed. Issues that were involved in the interview are as follows;

- Demography and Personal Profile.
- Tutors Appearance Management

3.5.3 Observation

The researcher visited the two institutions and, observed the following;

- Whether the students have an idea about appearance management.
- Whether they dress based on the religion.
- How often they change their dress style.
- Whether they prefer African wear to European wears.
- Do their level of education influence their dressing.
- How often do they go for shopping?
- Whether their environment influence their appearance

3.6 Data Collection Procedure

3.6.1 Questionnaire

The researcher explained general information about the study to potential respondents. This information included the purpose of the study, benefits of the study and confidentiality of the study. The researcher then gave the prospective respondents the opportunity to ask questions regarding this information, after which their concerns were duly addressed. The total number of questionnaires administered were two hundred and ninety-two (292) and the same number was retrieved. Questionnaires with closed and open-ended questions were administered to all young adult female students in the sample. The questionnaires were made up of seven sections: Section A (demographic and personal profile questions), Section B (personality traits measure), Section C (cultural influence on fashion), Section

D (appearance management), Section E (environmental values and beliefs), Section F (your shopping values) and Section G (concept of fashion).

The questionnaires were dichotomous making room for Likert scale responses ((strongly disagree, disagree, neutral, agree and strongly agree). The respondents were given 2 days to complete the questionnaires. There were call-backs to retrieve all the completed copies of the questionnaires from the respondents which was successful.

3.6.2 Interview

The interview was used to collect data from all the female tutors in the two institutions within the Sample. The number of tutors interviewed were eighteen (18) because interview is a very difficult task and the sample size am using can only allow me interview 18 to help me get the exact sample size needed for the study. The interview guide comprised questions to obtain information on their clothing, shopping styles and appearance management. The questions were dichotomous making room for yes/no responses.

3.6.3 Observation

The observation was also used to collect data from all the female young students in the two Colleges on the way they dress, the type of cloth they use and how they manage their appearance. Observation guide was used to observe 10 student in number. Their appearance in totality was observed. Their dresses, facial look, hair style scarf and shoes were observed.

3.7 Data Analysis Procedure

The information gathered from respondents is useless unless it is evaluated and interpreted. The process of obtaining conclusions from data collected from respondents is known as analysis. It requires organizing, summarizing, interpreting, discussing, and presenting data to a readership, in addition to raw data (Ryan, 2006). The data were presented and analyzed using descriptive statistics. Data visualization is aided by descriptive statistics. It enables data to be presented in a meaningful and straightforward manner, allowing for a more straightforward interpretation of the data set in question.



CHAPTER FOUR

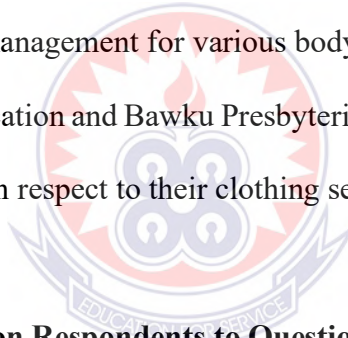
PRESENTATION AND ANALYSIS OF RESULTS

4.1 Overview

This chapter presents the results obtained from the questionnaires, interview and the observation.

4.2 Result and Discussion of Questionnaires

The results were obtained from female young adult students of Gbewaa College of Education and Bawku Nursing and Midwifery College. The sample size of the female young adult students was two hundred and ninety-two and the purpose of the study is to find out how appearance management for various body types among young adult students of Gbewaa College of Education and Bawku Presbyterian Nursing and Midwifery Training College are considered with respect to their clothing selection and use.



4.2.1 Demographic Data on Respondents to Questionnaire

Table 4.1 shows the demographic data of the female young students sampled in Bawku Presbyterian Nursing and Midwifery Training College and Gbewaa College of Education. The data show that the respondents are all female which represents 100%. Also 139 respondents representing 48% were 31 – 40 year range, none of the respondents were less than 20 years. 153 of the respondents were in the year range of 21-30, representing 52%. Also, none of the students were 41 and above years.

Furthermore, 175 respondents were Christians representing 60%, 104 were Muslims representing 36% whilst 13 respondents were traditional believers which represents 4% of the total number of tutors in the sample.

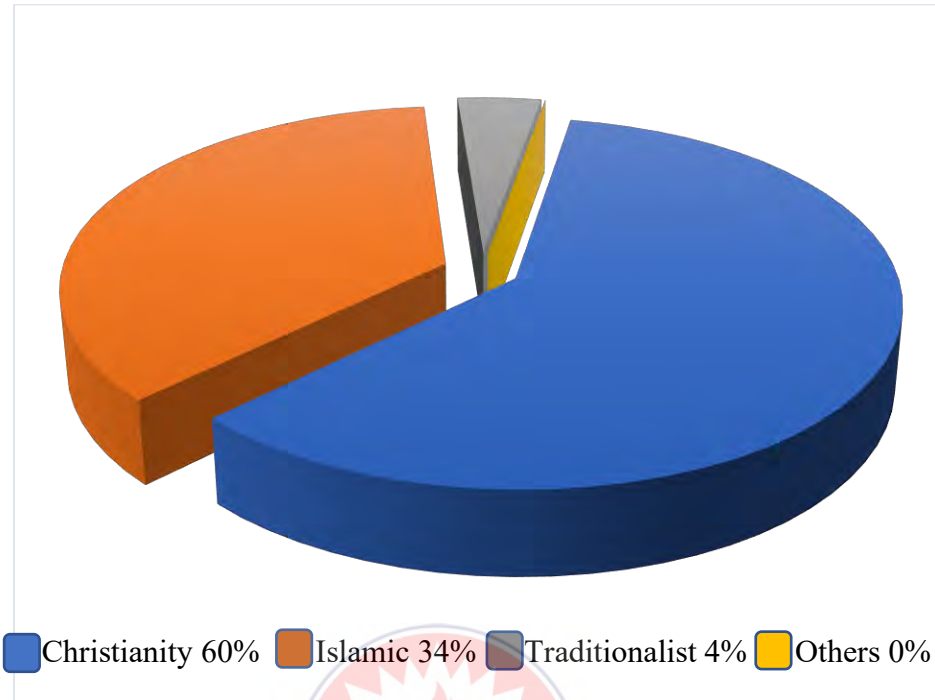
Table 4.1: Demographic Data of Female Young Adult Students

Sex	Frequency	Percentage (%)
Males	-	0
Females	292	100
Total	292	100

Age	Frequency	Percentage (%)
Less than 20	-	0
21 – 30	153	52
31 – 40	139	48
41 and above	-	-
Total	292	100

Religious Denomination	Frequency	Percentage (%)
Christianity	175	60
Islamic	104	36
Traditional	13	4
Others	-	0
Total	292	100

Source: Field Survey, 2020

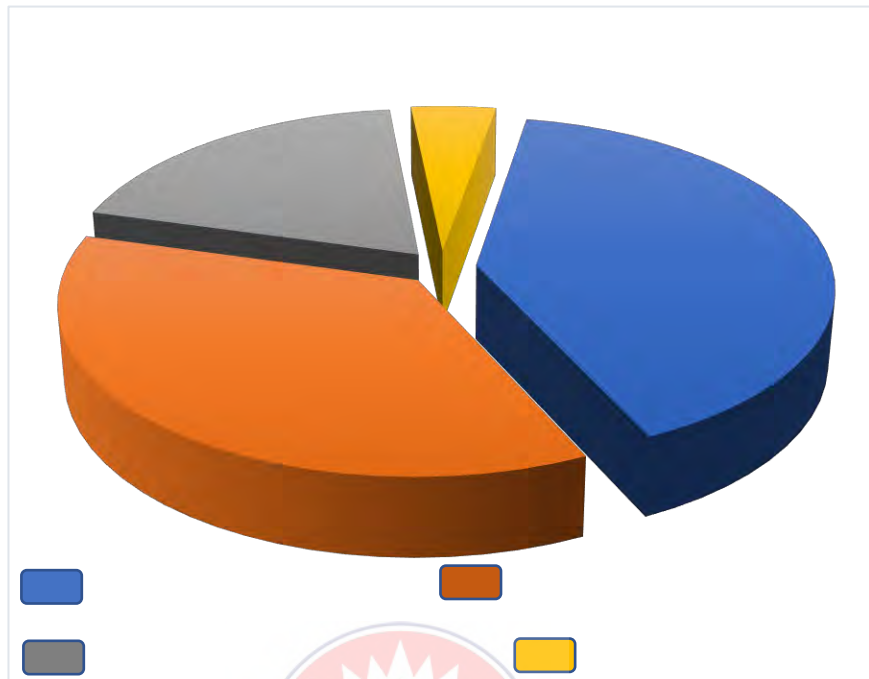
Figure 4.1: Religion of Female Young Students

Source: Field Survey (2020)

Table 4.2: Ethnic Groups of Respondents

Ethnic Denomination	Frequency	Percentage (%)
Akan/Ewe/Nzema	118	40.3
Kusaasi/Frafra/Kasina	106	36.2
Dagbani/Wale/Dagaate	56	19.1
Other Tribes	13	4.4
Total	292	100

Source: Field Survey, 2020

Fig 4.2: Ethnic groups of the respondents

Source: Field Survey, 2020

According to the research conducted, 118 (40.3%) respondents are Akan/Ewe/Nzema tribes, Kusaasi/Frafra/Kasina tribes have 106 (36.2%) respondents. Dagbani/Wale/Dagaate got 56 responses, representing (19.1%) and lastly those with the other tribes got 13 responses, representing (4.4%).

4.2.3 Result and Discussion of Female Young Adults Students' Personality Trait

Measures

Table 4.3 represents the responses of female young students on personality trait measure. On the environmental impacts of purchases, 27% of the respondents strongly disagree, 28% disagree, 10% neutral, 17% agree and 18% strongly agree. This means that most of them agree that the environment has an impact on their purchases, in terms of less disposal of clothing, 19.2% of the respondents strongly disagree, 15.4% disagree, 10.3% neutral,

29.1% agree and 26% strongly agree. Also, on research on how their clothing were made, the results were 43% strongly disagree, 29% disagree, 16% neutral, 7% agree and 5% strongly agree, these indicate that a higher percentage of the respondents do not do any research about the clothing they purchase.

Respondents who are willing to spend more money on an apparel last longer are 82% (37% agree and 45 strongly agree) whilst respondents who are not willing to spend more on an apparel that last longer were 13% (7% strongly disagree and 6% disagree), respondents who were neutral on the willingness to spend more on an apparel were 5%. respondents who always attached to their clothing were 75% (33% agree and 42% strongly agree) of the total respondents whilst 15% (8% strongly disagree and 7% disagree) are not attaches to their clothing and 10% were neutral on being attached to clothing. Most of the respondents consider quality when shopping apparel, this can be seen in their response on quality (9% strongly disagree and 8% disagree, 4% neutral, 36% agree and 43% strongly agree).

Twenty six percent (26%) strongly agree that Style is the most important factor when shopping for apparel whilst 46% agree that Style is the most important factor when shopping for apparel, 7% of the respondents are neutral on the important of style when shopping apparel, 8% strongly disagree on Style been the most important factor when shopping for apparel whilst 13% disagree on Style the important of style when shopping for apparel.

Seventy-six (76) of the respondents try to dispose of less cloth due to the fact that most of them are attach to certain clothes in their wardrobe and the minority which represent 10.3% said that they do not try disposing less clothing. Further, majority of the respondent

representing 125(43%) also said they do not research into clothes before purchasing whiles
15 respondent resenting 5% said is good to do so.



Table 4.3: Results of female young adult students' responds on Personality Measure

	Statement	SD	D	N	A	SA	Total	Mean	Standard deviation
		1	2	3	4	5			
1	I consider the environmental impacts of my purchases	78(27%)	82(28%)	30(10%)	50(17%)	52(18%)	292(100%)	2.71	2.607
2	I try to dispose of less clothing	56(19.2%)	45(15.4%)	30(10.3%)	85(29.1%)	76(26%)	292(100%)	3.27	3.102
3	I try to shop at locally owned stores for clothing	45(15%)	38(13%)	25(9%)	100(34%)	84(29%)	292(100%)	3.48	3.261
4	I research how my clothing was made (e.g. materials, components, manufacture) before purchasing.	125(43%)	85(29%)	47(16%)	20(7%)	15(5%)	292(100%)	2.02	1.843
5	I become attached to some of my clothing	24(8%)	20(7%)	30(10%)	95(33%)	123(42%)	292(100%)	3.93	3.617
6	I try to purchase sustainably-made apparel	36(12.3%)	28(9.6%)	18(6%)	120(41.1%)	90(31%)	292(100%)	3.68	3.414

7	Price is the most important factor to me when shopping for apparel.	35(12%)	27(9%)	10(3%)	125(43%)	95(33%)	292(100%)	3.75	3.469
8	Fit is the most important factor to me when shopping for apparel.	32(11%)	30(10%)	15(5%)	85(29%)	130(45%)	292(100%)	3.86	3.593
9	Quality is the most important factor to me when shopping for apparel.	25(9%)	22(8%)	12(4%)	106(36%)	127(43%)	292(100%)	3.99	3.668
10	Style is the most important factor to me when shopping for apparel.	23(8%)	38(13%)	20(7%)	134(46%)	77(26%)	292(100%)	3.698	3.384
11	I am willing to spend more money on an apparel item that I think will last longer.	19(7%)	18(6%)	16(5%)	107(37%)	132(45%)	292(100%)	4.08	3.727
12	I am more likely to repair clothing that I am attached to.	45(15%)	36(12%)	20(7%)	93(32%)	98(34%)	292(100%)	3.56	3.345
Total								42.04	39.03

Source: Field Survey, 2021

4.2.3: Results and Discussion Obtained from Female Young Adult Students on Cultural Influence on Clothing Selection

Table 4.3 represents the responds of the female young adult students on the cultural influence on fashion. One hundred and thirty-four (134) respondents representing 46% strongly agree that religion had much influence on fashion than the other factor, this indicated mean of 4.1 which is greater than the other factors.

The responds on symbols were 98% for strongly disagree, 85 for disagree, 10% neutral, 14% agree and 13% strongly agree, this shows that majority of the female young adult students had strongly disagree that symbols have an influence on fashion. The responds on norms as an influence on fashion also indicates that most of the female young adults agreed (41%) and strongly agreed (37%) that, norms have an influence on fashion.

The life style of female young adults also has an influence in fashion, this is indicated in the table 4.3, (12% for strongly disagree, 16% for disagree, 9% neutral, 100% agree and 84% strongly agree), most of the students had agree that life style have an influence in fashion.

Further, 94 respondents representing 32% agree that belief influence choice of clothes while, 46 respondents 15% disagree that culture does not influence clothing selection. The responds on ethnic influence 33% agreed, strongly disagree that ethnicity does not influence their choice of clothes. With the symbol majority 34% respondents said symbols does not influence their choice of clothes the lowest mean of 2.4. With norms 41% agree of respondent said that, norms influence their choice of clothes with mean of 3.9, whereas 9% disagree that norms that norms does not influence their choice of clothes and the 37% strongly agree that norms influence their choice of clothes.

Table 4.4: Results of female young adult students' responds on cultural influence on clothing selection

No.	Cultural Influence on Fashion	SD	D	N	A	SA	Total	Mean	Standard deviation
		1	2	3	4	5			
1	Beliefs	36(12.3%)	46(15.8%)	29(10%)	94(32.2%)	87(29.8%)	292(100%)	3.5	3.276
2	Values	30(10%)	35(12%)	20(7%)	100(34%)	107(37%)	292(100%)	3.8	3.477
3	Norms or Rules	22(8%)	28(9%)	15(5%)	120(41%)	107(37%)	292(100%)	3.9	3.572
4	Religion	18(6%)	25(8.6%)	10(3.4%)	105(36%)	134(46%)	292(100%)	4.1	3.724
5	Ethnic influence	40(14%)	46(16%)	20(7%)	95(33%)	91(31%)	292(100%)	3.5	3.296
6	Lifestyle	35(12%)	48(16%)	25(9%)	100(34%)	84(29%)	292(100%)	3.5	3.272
7	Symbols	98(34%)	85(29%)	30(10%)	42(14%)	37(13%)	292(100%)	2.4	2.336
Total								24.7	22.954

Source: Field Survey, 2021

4.2.4 Results on Female Young Adult Students on Appearance Management

Table 4.5 represents results of responses on appearance management. Exercise is one of the factors that influence appearance management and the responses on exercise were 15% for strongly disagree, 12% for disagree, 9% neutral, 28% agree and 36% strongly agree, these responses indicate that most of the female young adult students do exercise to enhance their body appearance. Good grooming is one of the factors that influence appearance management 34% and 54% agree and strongly agree that good grooming enhances appearance management of female young adult students. Only 3% and 5% strongly disagree and disagree whilst 4% of the respondents are neutral to good grooming. These responses create an impression that good grooming enhances good appearance of female young adults.

The responses for weight training were 10% for strongly disagree, 18% for disagree, 8% neutral, 30% agree and 34% strongly agree whilst responses on cosmetic were 9% for strongly disagree, 6% for disagree, 5% neutral, 48% agree and 32% strongly agree. These Higher percentages of the respondents are in support of weight training and the use of cosmetics to improve appearance management among female young adult students. Sleep as a factor in Appearance Management also was backed by high percentage of the respondents (22% for strongly disagree, 7% for disagree, 10% neutral, 33% agree and 28% strongly agree), this indicates that good sleep is very good for the body.

Table 4.5: Results of female young adult students' responds on Appearance Management

Source: Field Survey, 2020

No.	Statement	SD	D	N	A	SA	Total	Mean	Standard Deviation
		1	2	3	4	5			
1	Exercise	45(15%)	35(12%)	27(9%)	81(28%)	104(36%)	292(100%)	3.5616	3.353
2	Dieting	32(11%)	24(8%)	19(7%)	124(42%)	93(32%)	292(100%)	3.7603	3.478
3	Weight training	30(10%)	53(18%)	24(8%)	87(30%)	98(34%)	292(100%)	3.5822	3.308
4	Sleep	64(22%)	21(7%)	29(10%)	95(33%)	83(28%)	292(100%)	3.3836	3.248
5	Good Grooming	10(3%)	15(5%)	11(4%)	98(34%)	158(54%)	292(100%)	4.2979	3.896
6	Cosmetics	25(9%)	18(6%)	15(5%)	140(48%)	94(32%)	292(100%)	3.8904	3.553
Total								22.5	20.836

4.2.5 Results and Discussion obtained from Female Young Adult Students on Environmental Values and Beliefs

Table 4.5 represents results of female young adult students' responses on environmental values and beliefs. The respondents that think about the environment impact on clothing when shopping was 57% (30% agree and 27 strongly agree) and those respondents who don't think about the impact of environment on clothing when shopping were 40% (21% strongly disagree and 19% disagree) whilst respondents who were neutral think on the impact of environment on clothing when shopping were 3%, these indicate that majority of the respondents think about the impact of environment on clothing when shopping. Also, respondents who care about the environment were 79.4% (41.1% strongly agree and 38% agree) and respondents who do not care about the environment were 15.8% (strongly disagree 9% and disagree 6.8%) whilst neutral respondents were 5.1%.

Respondents that believe that their behavior can impact the environment were 81% (36% agree and 45% strongly agree) and respondents who do not believe that their behavior can impact the environment were 12.5% (7.5% strongly disagree and 5% disagree), 6.5% were neutral on their behavior having an impact on the environment. Furthermore, the respondents that often purchase second – hand clothing items were 47.6% (18.5% strongly agree and 29.1% agree) and respondents who do not often purchase second – hand clothing items were 41.5% (19.2% strongly disagree and 22.3% disagree) whilst neutral respondents on purchasing second – hand clothing items were 11%.

Table 4.6: Results of female young adult students' responds on environmental values and beliefs

No.	Statement	SD	D	N	A	SA	Total	Mean	Standard deviation
		1	2	3	4	5			
1	I think about the environmental impacts of my clothing when I am shopping	56(19%)	60(21%)	10(3%)	88(30%)	78(27%)	292(100%)	3.256	3.041
2	I am actively trying to reduce my environmental footprint.	75(26%)	52(18%)	16(5%)	65(22%)	84(29%)	292(100%)	3.106	3.018
3	The future well – being of the planet is important to me.	35(12%)	31(10.6%)	20(7%)	135(46.2%)	71(24.3%)	292(100%)	3.6027	3.322
4	I am a person who cares about the environment.	25(9%)	20(6.8%)	15(5.1%)	112(38%)	120(41.1%)	292(100%)	3.9658	3.642
5	The whole environmental issue is very important to me.	13(4.5%)	20(6.8%)	20(6.8%)	150(51.4%)	89(30.5%)	292(100%)	3.9658	3.579
6	I believe that my behavior can impact the environment.	22(7.5%)	15(5%)	19(6.5%)	105(36%)	131(45%)	292(100%)	4.0548	3.712
7	The earth has limited resources.	9(3%)	5(1.7%)	30(10.3%)	98(34%)	150(51%)	292(100%)	4.2842	4.669
8	Humans are subject to the laws of nature.	15(5%)	34(11%)	25(9%)	142(49%)	76(26%)	292(100%)	3.7877	3.433

9	Humans have the right to change the environment as they see fit.	21(7.2%)	16(5.5%)	18(6.2%)	140(48%)	97(33.2%)	292(100%)	3.9452	3.588
10	On average, how often do you purchase new clothing	34(11.6%)	29(10%)	30(10.3%)	106(36.3%)	93(31.8%)	292(100%)	3.6678	3.397
11	I often do purchase second – hand clothing items	56(19.2%)	65(22.3%)	32(11%)	85(29.1%)	54(18.5%)	292(100%)	3.0548	2.880
12	I often do purchase at fast fashion retailers.	45(15.4%)	33(11.3%)	13(4.5%)	150(51.4%)	51(17.5%)	292(100%)	3.4418	3.186
13	I purchase many items of clothing each month	39(13.4%)	37(13%)	20(7%)	100(34%)	96(33%)	292(100%)	3.6061	3.369
14	I keep clothing for three years before you dispose of it (e.g., donating, throwing away).	48(16.4%)	36(12.3%)	18(6.2%)	96(33%)	94(32.2%)	292(100%)	3.5205	3.317
15	I clothing repaired in the past one year	23(8%)	28(10%)	15(5%)	112(38%)	114(39%)	292(100%)	3.91095	3.593
16	I purchase many clothing each year	53(18%)	42(14%)	35(12%)	78(27%)	84(29%)	292(100%)	3.3356	3.157
Total								58.497	54.904

Source: Field Survey, 2020

4.6 Results and Discussion obtained from Female Young Adult Students on their Shopping Value and Beliefs

Table 4.7 represents results of female young students' responses on shopping values and beliefs. Respondents who enjoy being immersed in exciting new products were 70.2% (49.7% agree and 20.5% strongly agree) and Respondents who do not enjoy being immersed in exciting new products were 22.7% (14.7% strongly disagree and 8% disagree) whilst 7.2% were neutral on enjoy being immersed in exciting new products. Respondents who feel a sense of adventure when shopping were 59.3% (29.8% agree and 29.5% strongly agree) and respondents who do not feel a sense of adventure when shopping were 29.7% (17.4% strongly disagree and 12.3% disagree) while respondents who were neutral on feeling sense of adventure when shopping were 11%

Also, respondents who like shopping trips to be over quickly were 55.8% (26% agree and 29.8% strongly agree) and respondents who do not want shopping trips to be over quickly were 34% (15% strongly disagree and 19% disagree) while respondent who were neutral were 10.3%. Respondents who are disappointed when they have to go to multiple stores to complete a shopping trip were 78.4% (39.4% agree and 39% strongly agree) and respondents who are not disappointed when they have to go to multiple stores to complete a shopping trip were 17.8% (6.8% strongly disagree and 11% disagree) while neutral respondents were 3.8%. Respondents who like to feel successful after shopping

were 82.5% (42.5% agree and 40% strongly agree) and respondents who do not feel successful after shopping were 15.2% (8% strongly disagree and 7.2% disagree), respondent who were neutral on being successful after shopping were 2.4%.



Table 4.7: Results of female young adult students' responds on shopping values and beliefs

No.	Statement	SD	D	N	A	SA	Total	Mean	Standard deviation
		1	2	3	4	5			
1	I enjoy being immersed in exciting new products.	43(14.7%)	23(8%)	21(7.2%)	145(49.7%)	60(20.5%)	292(100%)	3.5342	3.265
2	I feel a sense of adventure when I shop.	51(17.4%)	36(12.3%)	32(11%)	87(29.8%)	86(29.5%)	292(100%)	3.4144	3.220
3	I shop to get away.	46(15.8%)	53(18.2%)	30(10%)	92(32%)	71(24%)	292(100%)	3.3048	3.102
4	I shop because I want to, not because I have to.	15(5.1%)	18(6.2%)	22(7.5%)	120(41.1%)	117(40.1%)	292(100%)	4.04795	3.677
5	Compared to other things I could do; I find shopping trips very enjoyable.	20(7%)	15(5.1%)	10(3.4%)	146(50%)	101(34.5%)	292(100%)	4.0034	3.637
6	Shopping truly feels like an escape.	31(11%)	28(9.6%)	12(4%)	120(41%)	101(34.5%)	292(100%)	3.7945	3.505
7	I like shopping trips to be over quickly.	43(15%)	56(19%)	30(10.3%)	76(26%)	87(29.8%)	292(100%)	3.3699	3.175

8	I shop for what I need.	12(4%)	18(6.7%)	20(6.8%)	98(33.6%)	144(49%)	292(100%)	4.1781	3.798
9	I am disappointed when I have to go to multiple stores to complete a shopping trip.	20(6.8%)	32(11%)	11(3.8%)	115(39.4%)	114(39%)	292(100%)	3.9281	3.603
10	I like to feel successful after shopping.	23(8%)	21(7.2%)	7(2.4%)	124(42.5%)	117(40%)	292(100%)	3.9966	3.660
Total								37.572	34.642

Source: Field Survey, 2020



4.7 Results and Discussion obtained from Female Young Adult Students on Concept about Fashion

In table 4.8, most of the female students are familiar with the concept of Fast Fashion, this is evident from their responses which were 4% strongly disagree, 3% disagree, 3% neutral, 41% agree and 49% strongly agree. Respondents who were familiar with slow fashion were 72.6% (31.5% agree and 41.1% strongly agree) whilst respondents who were not familiar with slow fashion were 19.9% (9.6% strongly disagree and 10.3% disagree) but respondents who were neutral on slow fashion were 7.5%. This indicates that majority of the female young adult students are familiar with slow fashion.

Also, respondents who read articles or news about fast fashion apparel were 55.5% (29.1% agree and 26.4% strongly agree) and respondents who do not read articles or news about fast fashion were 34.2% (15.4% strongly disagree and 18.8% disagree) whilst neutral respondents were 10.3%. Moreover, respondents who read articles or news about slow fashion apparel were 42.8% (17.1% agree and 25.7% strongly agree) and respondents who do not read articles or news about fast fashion were 46.9% (17.8% strongly disagree and 29.1% disagree) whilst neutral respondents were 10.3%. Respondents who know where to purchase their fast fashion apparel were 67.9% (29.5% agree and 38.4% strongly agree) and those respondents who do not know where

to get the fast fashion apparel were 25.3% (11.6% strongly disagree and 13.7% disagree) whilst neutral respondents on where to buy their fast fashion apparel 6.8%

Furthermore, respondents who understand the difference in quality between fast fashion and slow fashion apparel were 63% ((34.2% agree and 28.8% strongly agree) and respondents who did not understand the difference in quality between fast fashion and slow fashion apparel were 28.4% (15.4% strongly disagree and 13% disagree) whilst respondents who were neutral about understanding the difference in quality between fast fashion and slow fashion apparel were 8.6%.



Table 4.8: Results of female young adult students' responds on concept about fashion

No.	Statement	SD	D	N	A	SA	Total	Mean	Standard Deviation
		1	2	3	4	5			
1	I am familiar with the term 'fast fashion'.	12(4%)	10(3%)	8(3%)	120(41%)	142(49%)	292(100%)	4.267	3.859
2	I know where to purchase fast fashion apparel.	34(11.6%)	40(13.7%)	20(6.8%)	86(29.5%)	112(38.4%)	292(100%)	3.692	3.448
3	I am familiar with term 'slow fashion'.	28(9.6%)	30(10.3%)	22(7.5%)	92(31.5%)	120(41.1%)	292(100%)	3.842	3.558
4	I know where to purchase slow fashion apparel.	32(11%)	20(6.8%)	15(5.1%)	120(41.1%)	105(36%)	292(100%)	3.842	3.545
5	I know about environmental impacts of fast fashion apparel.	35(12%)	20(6.8%)	10(3.4%)	110(37.7%)	117(40.1%)	292(100%)	3.869 9	3.588
6	I know about the environmental impacts of slow fashion apparel.	20(6.8%)	35(12%)	22(7.5%)	98(33.6%)	117(40.1%)	292(100%)	3.880	3.568
7	I have often read articles or news about fast fashion apparel.	45(15.4%)	55(18.8%)	30(10.3%)	85(29.1%)	77(26.4%)	292(100%)	3.322	3.1242

8	I have often read articles or news about slow fashion apparel.	52(17.8%)	85(29.1%)	30(10.3%)	50(17.1%)	75(25.7%)	292(100%)	3.038	2.897
9	I understand the difference in quality between fast fashion and slow fashion apparel.	45(15.4%)	38(13%)	25(8.6%)	100(34.2%)	84(28.8%)	292(100%)	3.479	3.261
Total								33.23	30.849

Source: Field Survey, 2020



4.2.8 Descriptive statistics of the various categories of statements in the questionnaire.

Table 4.8, shows a descriptive statistics of the various categories of statements in the questionnaire. According to the analysis, environment, values and beliefs had a mean of 58.50 and a standard deviation of 54.16 which is more than the other statements. This means that environmental values and beliefs had a great influence in clothes female young adults' use, the way they shop, body appearance and the way they dress.

Personality traits also recorded a mean of 42.04 and a standard deviation of 39.03 indicating the second highest. This means that personality traits also have an impact on appearance management, shopping styles and dressing. Responses on shopping recorded a mean of 37.57 and a standard deviation of 34.64 whilst cultural influence on fashion had a mean of 24.9 and a standard deviation of 22.95

Appearance management statements also had a mean of 22.5 and standard deviation of 20.82 which indicates the lowest average as compared to the other statements, appearance management is very significant among young female adults. Most of the female adults are familiar with the concepts of fashion which lead to a mean of 33.23 and a standard deviation of 30.85. In general, appearance management is influence by the culture, environmental values, personality traits, religion and income.

Table 4.9: Descriptive statistics analysis of results from questionnaire

No	Item	Mean	SD
1	Cultural influence on fashion	24.9	22.95
2	Appearance management	22.5	20.82
3	Shopping values and beliefs	37.57	34.64
4	Concepts about fashion	33.23	30.85
5	Environmental values and beliefs	58.50	54.16
6	Personality traits measure	42.04	39.03

Source: Field Survey, 2021

4.2.9 Results and Discussion obtained from the Body Types of Female Young Adult Students of Gbewaa College of Education and Bawku Presbyterian Nursing and Midwifery Training College

Table 9.10; shows the results of female young adult students in Gbewaa College of Education and Bawku Presbyterian Nursing and Midwifery Training College who have different body types. Fifty-one of the students have hourglass body type which represents 17% of the total, seventy-five of the female students have pear shape typed which represents 26% of the total. Also, forty-two (14%) of the female students have a rectangular body type whilst sixty-eight (23%) of the students have apple body type. Thirty-four (12%) of the female students have plus size body type whilst 22(8%) of the students have inverted triangle body type. This means that majority of the female young adults in both colleges have pear shape body type.

Table 4.10: Results obtained from Body Types of Female Young Adult Students of Gbewaa College of Education and Bawku Presbyterian Nursing and Midwifery Training College

N/S	Body type	Frequency (n)	Percentages (%)
1	Hour glass	51	17
2	Pear shape	75	26
3	Rectangular	42	14
4	Apple shape	68	23
5	Plus size	34	12
6	Inverted triangle	22	8
	Total	292	100

Source: Field Survey, 2021

4.3 Results and Discussions of Interview

The results were obtained from female tutors of Gbewaa College of Education and Bawku Nursing and Midwifery College. The sample size of the tutors was eighteen and the purpose of the study is to find out how appearance management for various body types among young adult students of Gbewaa College of Education and Bawku Presbyterian Nursing and Midwifery Training College are considered with respect to their clothing selection and use.

4.3.1 Demographic data of respondents from the interview

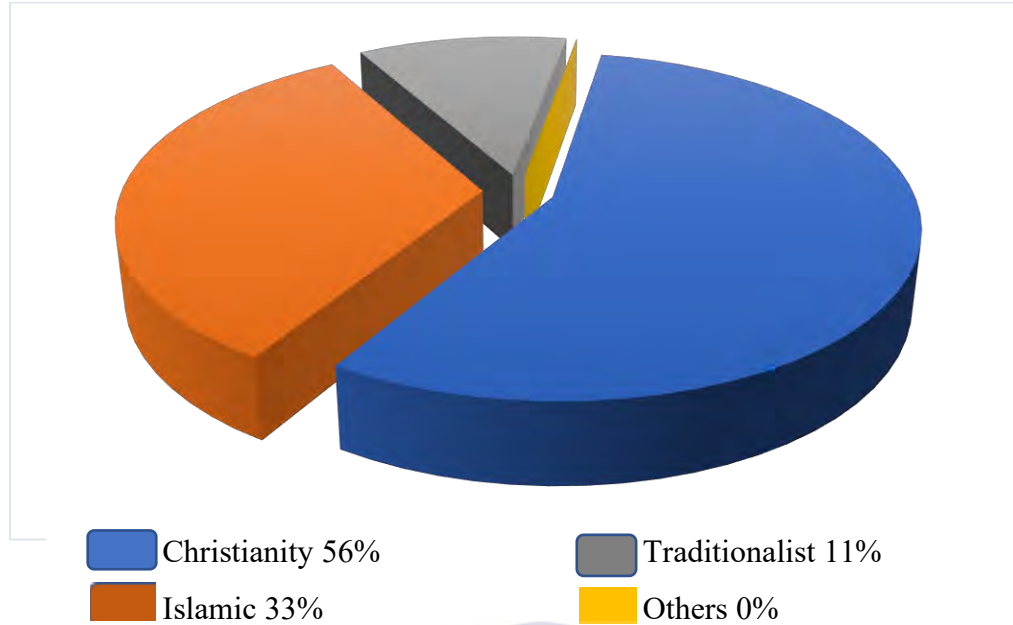
Table 4.12; shows the demographic data of the 18 female tutors sampled in Bawku Presbyterian Nursing and Midwifery Training College and Gbewaa College of Education. The data show that the respondents are all female which represents 100%. Also 4

respondents representing 22% were between 31– 40-year range, none of the respondents were in the year range of 21-30, 14 of the respondents were in the year range of 41 and 50. Furthermore, 10 respondents were Christians representing 56%, 6 were Muslims representing 33% whilst 2 respondents were traditional believers which represents 11% of the total number of tutors in the sample.

Table 4.11: Demographic Data of Female Tutors

Variables	Frequency	Percentage (%)
Sex		
Male	-	0
Female	18	100
Total	18	100
Age		
Less than 20 years	-	0
21 – 30 years	-	0
31 – 40 years	14	78
41- 50years	4	22
Total	18	100
Religious affiliation		
Christianity	10	56
Islamic	6	33
Traditionalist	2	11
Others	0	0
Total	18	100

Source: Field Survey, 2021

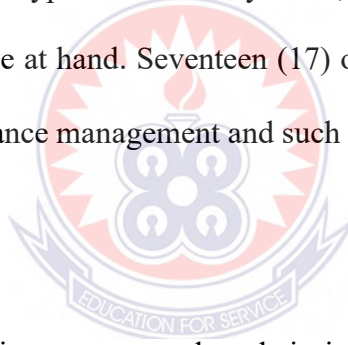
Figure 4. 2: Religion Affiliations of Female Tutors

4.12 Female Tutors knowledge about Personality and Clothing

In Table 4.13, Twelve (12) of the female tutor's interviewees think that clothes draw attention to one's body and body parts while six (6) of the female tutors do not know that clothes draw attention to one's body and body parts. Fourteen (14) of the female tutors interviewees also think clothes is a form of communication to people while four (4) of the female tutors said clothes do not communicate nor draw attention to their personality as such buy clothes that are appealing to their eyes without looking back.

Six (6) of the interviewees believe that clothes should be chosen according to age while twelve (12) of the interviewees believe that clothes should be chosen based on age because they think that age is a state of your mind. Only five (5) female tutors would research about the clothes they buy while thirteen (13) of the interviewees would not

research about the clothes they buy because they think that any dress that is beautiful should be worn by any group of people as far their size is available. Also, five (5) of the respondents do not think surgery can help manage their appearance, whilst thirteen (13) of the interviewees think surgery is best to enhance their body appearance because they believe it makes them look beautiful and attractive. Ten (10) of the interviewee believe that individual behaviour determines what they wear but eight (8) of the interviewees do not believe that individual behaviour determines what they wear because they do believe that anything beautiful is wearable. Fourteen (14) of the interviewees believe that culture influence the type of clothes they wear whilst four (4) of the interviewees do not think that their culture influences the type of cloth they wear, they choose clothes based on the amount of money they have at hand. Seventeen (17) of the interviewees believe that diet has an influence on appearance management and such they control what they eat into their body.



Fifteen (15) of the interviewees agree that their income level influences appearance management but three (3) of the interviewees said their income does not influence their appearance management because they think that with little money they can still look their best. Fourteen (14) of the interviewees consider quality when shopping because they believe if you buy quality it can last for long. Whilst 4 of the interviewees do not consider quality when shopping but they believe in quantity instead of quality, only seven (7) of the interviewees shop regularly because they would like to look attractive and current at all times, whilst eleven (11) of the interviewees do not shop regularly because they do not believe in fashion trend. Fourteen (14) of the interviewees said occupation influences their

choice of clothes whilst four (4) of the interviewees said occupation does not influence the choice of clothes because they are interested in fashion trends, fifteen (15) of the interviewees think that dressing can influence the confident level as tutors because if you are well groomed you look happy and confidence but 3 interviewees believe that dressing do not influences confident level but they believe money in their pocket influence their confidence level. Fifteen (15) of the interviewees prefer buying African clothes because they enjoy wearing Ghana made clothes whilst three (3) interviewees do not prefer African clothes when shopping because they believe that wearing foreign clothes is very fulfilling. Ten (10) of the interviewees prefer drugs to enhance their body appearance they think is the easiest way of enhancing their appearance whilst eight (8) do not prefer the use of drugs for body enhancement because it can have side effect on the body, they think that it can have side effect on their body in the future.

Five (5) of the interviewees know the type of clothing that is good for their body type have knowledge about their body while thirteen (13) of interviewees do not know the type of clothing that is good for their body type because they do not have knowledge about their body types. Also, seven (7) of the interviewees know the types of colours that is good for their body shape because they have read about them but eleven (11) of the interviewees do not know the types of colours that is good for their body shape because they have never heard that, they just choose any colour that appeals to their eye and therefore, they use any colour they think is appealing to their eyes. Damhorst, M. L. (2005) said colours play a major role on women dressing because clothes colours influences the appearance of women and when the right colour is not chosen, appearance

becomes negative. During the interview, it was detected that most of the female tutors of both colleges do not have adequate knowledge about colours in clothing and for that matter, female tutors with larger middles and slim legs do not wear a dark tunic with lighter legging or slim-legged pant to give them good appearance in their middles towards their legs. The researcher finally explained to the female tutors the colours for every body shape, this will help the female tutors to use colours that are good for their shapes said by Delong, M (1998).

In brief, 12 of the interviewees believe religion, culture, income, drugs influence appearance management among female young adults, 15 interviewees in number do not research about the clothes they buy because they think any dress that is attractive to them is what they wear and 13 interviewees are against the use surgery to enhance their body appearance because they believe it can have effect on their body in the future. The interviewees' believe they have to consider the environment when shopping because they believe the environment we leave in are not the same. Also, with clothes have hourglass body type practically any type of clothes or pants will do. You can go looser or form-fitting, and in fact sometimes body-conscious pants on highlight your curves Damhorst, M. L (2005). With triangle or pear-shaped body, you should be identified by a wider lower half, so that you have wider hips and thighs and narrow upper top half. Because with this body type you want to draw attention to your upper part. With the round or apple body is known for larger upper body than lower body with no definition from hip. With this, keep tops and jackets more streamlined and simpler. Do not have shoulder details that draw attention. Also make sure your jackets are not too tight. With dresses

avoid body-conscious dresses and opt for slim-fit dress that hits the knee. Pencil skirt work nicely with a loose-fit top. However, with apple shape wear dresses with V or deep Necklines that created an elongated illusion of the torso. Wear dark colours, wear sleeve dress, and flowy tops. More so, with pear body wear A -line skirts or dresses with patterned or ruffled tops that add definition to the upper body look.

Table 4.12: Results of interview from interview guide of Female Tutors

No	Question	Yes	No	Total	mean	Standard deviation
1	Do you know that clothes draw attention to one's body and body parts	12	6	18	1.33	2
2	Clothes communicate	14	4	18	1.22	1.67
3	Should cloth be chosen according to age	6	12	18	1.67	3
4	Behaviour of individuals determine the clothes you wear	10	8	18	1.44	2.33
5	Does moderation affect your clothes choice	5	13	18	1.72	3.17
6	Our culture values reflect in the clothes we wear	14	4	18	1.22	1.67
7	Diet is good for appearance management	17	1	18	1.06	1.17
8	Do you prefer drugs to enhance your appearance	10	8	18	1.44	2.33
9	Income level influences appearance management	14	4	18	1.22	1.67
10	Does your religion influence the type of cloth you wear	13	5	18	1.28	1.83
11	Do you go for shopping regularly	7	11	18	1.61	2.83
12	Do you prefer shopping African clothes	15	3	18	1.17	1.5
13	Are you always excited when shopping	12	6	18	1.33	2
14	Do you consider quality when shopping	14	4	18	1.22	1.67

15	Does the environment affect your choice of clothes	10	8	18	1.44	2.33
16	Do you prefer surgery for managing your appearance	5	13	18	1.72	3.17
17	Are you always excited when people say they like your dressing	16	2	18	1.11	1.33
18	Can your dressing determine your confident level	15	3	18	1.17	1.5
19	Do you do research about the clothes you buy	5	13	18	1.72	3.17
20	Does your occupation influence your choice of clothes	14	4	18	1.22	1.67
21	Do you know type of clothing that is good for your body type	5	13	18	1.72	3.17
22	Do you know the types of colours that is good for your body shape	7	11	18	1.61	2.83
Total					30.67	48.00

Source: Field Survey, 2021



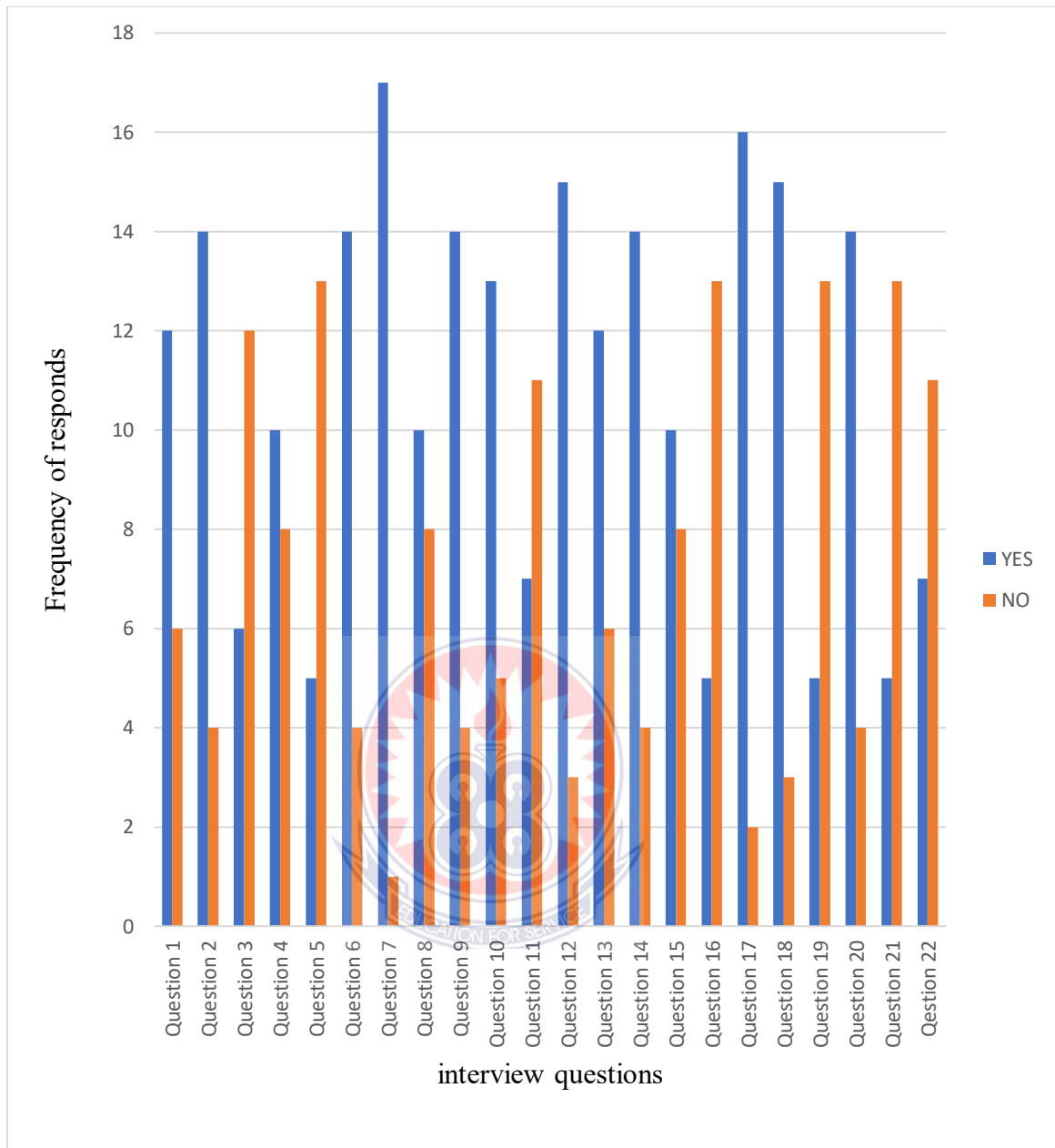


Figure 4.3: Results of Interview from Female Tutors

4.4 Results and Discussion of Observation

4.4.1 Results and Discussion of Observation from Female Young adult Students

Ten (10) of female young adult students in Bawku Presbyterian Nursing and Midwifery College and Gbewaa College of Education appearance management were observed by using the interview guide.

Female young adults students who have an idea about appearance management were seven (7) students whilst female students who does not have an idea about appearance management were three (3) students, this indicates that majority of the female students have an idea about appearance management but observing their way of dressing you would realize that they lack the indepth knowledge about it by the way they look looking at the pictures at plate 4.1. Six (6) female students dress based on their religion whilst four (4) of the students do not dress based on their religious state, this indicates that most of the female students recognized their religion rules and regulations on dressing. Eight (8) Of the students change their dressing style regularly whilst two (2) of the students do not change their dressing regularly.

Most of the students prefer African clothing to other clothing, this is an evident from how they dress at the weekends. Education influences their dressing and go for shopping regularly. Finally, 7 students' appearance management is not affected by the environment while 3 students' appearance management is influence by their environment



Plate 4.1: Female Young Students of Bawku Presbyterian Nursing and Midwifery College and Young Students of Gbewaa College of Education.

Photograph by the researcher.



CHAPTER FIVE

DISCUSSION OF FINDINGS

5.0 Introduction

This chapter presents the major findings and discusses the findings of appearance management and clothing of the female young adult students and female tutors of Gbewaa College of Education, Bawku Presbyterian Nursing and Midwifery College.

5.1 Major findings

1. Seventy three percent 73% female young adult students of Gbewaa College of Education and Bawku Presbyterian Nursing and Midwifery College do not have much knowledge about appearance Management.
2. Most of the female young adult students of Gbewaa College of Education and Bawku Presbyterian Nursing and Midwifery College dressing style was based on their culture, religion and occupation.
3. About twenty-five percent female young adult students try to improve their body appearance through diet 42%, exercise 36%, 48% drugs and surgery.

5.2 Discussion

According to Chung (2019), the studies of appearance management in the academic literature over the years have received insignificant attention. Therefore, female young adults in Gbewaa College of Education and Bawku Presbyterian Nursing and Midwifery College do not have an in-depth knowledge about appearance management and therefore do little to enhance their appearance. This study will equip them with the adequate knowledge to better their appearance. Rogeben (2020) also found that young adults

considered their school to be an important place for acquiring knowledge about appearance expectations.

Johnson, Kim, Lee, and Kim (2014) further stated that appearance management entails a variety of behaviors that are used to regulate an individual's bodily presentation to himself or herself as well as to others in society. The mean results of appearance management in the questionnaire: 3.6 for exercise, 3.8 for dieting, 3.6 for weight training, 3.4 for sleep, 4.3 for good grooming, and 3.9 for cosmetics, show that minority of the female young students try to improve their body appearance through diet exercise, 48 drugs, and surgery. Men are less likely than women to exercise for aesthetic reasons, according to the majority of studies (Tiggemann & Williamson, 2000).

Women value appearance management so much that they go to great lengths to be in shape and presentable. Your physical appearance communicates a lot about your personality, values, attitudes, interests, knowledge, abilities, duties, and objectives. You can not afford to be perceived as arrogant, confrontational, pretentious, jumbled, reckless, ineffectual, or unproductive. In addition, the dressing styles of female young students at Gbewaa College of Education and Bawku Presbyterian Nursing and Midwifery College were influenced by their culture, religion, and employment. Culture is incredibly important in every society, and people strive to preserve it. Because wearing is also an aspect of culture, females in both institutions dress to fit their culture.

Family, media, classmates, and other members of the community have all been observed to convey information about how an individual should appear, and as a result, people learn the appearance norms of their society from childhood through maturity (Johnson et al, 2014). What people wore was influenced by their society's views, values, customs, and

rules, as well as religion, ethnic influence, lifestyle, and traditional symbols. Because the students come from a variety of religious backgrounds, they dress in religious garb. 60% of female young adults identified as Christians, 36% as Muslims, and 4% as Traditionalists. Further most more than 70% respondent said that region influences their perception of choice of cloth. Most people who appear more pleasing to others are taught to dress well in their region. This makes the individual content and happier for they believe attractiveness is a means conveying desirable information has lead people to manipulate their appearance) Sulkova, 2013=, through dressing and make ups.

Also, others manipulate their appearance through cosmetics, plastic surgery, weight reduction, hair dressing, ornament in order to obtain at least approximation of attractive physical appearance. Culture, also indicate ones appearance. The individual is motivated to engage in one of several coping strategies that involve creating and re-creating one's appearance to more closely approximate the aesthetic ideal (Kaiser, 1997).

Appearance management includes not only the process of thinking about how one looks. According to Kaiser (1997), any activities and thoughts that lead to the purchase and wearing of clothes, as well as body modification process such as dieting and exercising, are considered parts of appearance management.

Woman are socialized to pay more attention to appearance than men (Kaiser, 1997). Therefore, women are more aware of the manipulative potential of appearance than are men. Clothing can be used to create favourable public images. By modifying the body

though weight loss and changing ones appearance the use of clothing and individual can change the perception of others so that they become more attractive to look at and conceal their body faults or camouflage certain body parts.

Dieting was also, a tool to help bring the perceived body image closer to the ideal said by 42% of respondents. This is done by spending money and time on dieting and woman believe that they can improve their appearance as a result, feel better about themselves, thereby improving their self-concept. As evidenced by the increase in time and money spent on dieting and exercising behaviour, appearance is an extremely important part of ones self-appearance management.

More so, individual presents personal identity, attitudes, moods and values (Moody et al, 2010) through their appearance. This is done through dressing. Each individual involves in appearance management each day of their lives, even though levels of involvement and concerns related to dress and appearance may differ from person to person and culture to culture.

There is also, impressive evidence that physical appearance cues have an impact on attributions of specific traits such; intelligence dependability, industriousness, honesty, friendliness, neatness, religiosity and conventionality (Ulkova, 2015). In many situations, a person's appearance strongly influences others perception of her, and their phenomenon is necessarily repetitive with each new encounter. The individuals who appear more pleasing to others are thought to have more desirable personalities.

Lastly, what you wear and the way you look gives an impression about who you are. It impact how others react or respond to your personal appearance and grooming often speaks louder than your words.



CHAPTER SIX

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

6.0 Introduction

This chapter presents the summary of findings of the study and conclusions drawn from the findings. It also outlines recommendations for future research, practice, and policy development.

6.1 Summary of Findings

- It was found out that most of the female young students of Gbewaa College of Education and Bawku Presbyterian Nursing and Midwifery College do not have indepth knowledge about what impact clothing has on appearance Management. However, few of the female young students in both colleges do have little knowledge about Appearance Management. Their personality traits have an impact on their appearance management.
- Also, it was revealed that, a female young student of Gbewaa College of Education and Bawku Presbyterian Nursing and Midwifery College, dress style was based on their culture, religion and occupation. The students are from different religion and communities with different culture and therefore some of them dress according to their culture whilst others dress according to their religious believes.
- Furthermore, it was found out that the female young students try to enhance their body appearance through diet, exercise, drugs and surgery, but most of them do not support the use of surgery to enhance body appearance but few of them are in

support. It was revealed that few of the female young students were shopping regularly and they always go in for African prints for their wear.

6.2 Conclusion

The study has confirmed that, appearance management of female young adults in the Gbewaa College of Education and Bawku Presbyterian Nursing and Midwifery have made them to adopt several shopping and dress styles as a means of running their appearance. Appearance management is very significant to female young adults and therefore how and what they used to enhance their appearance need more attention to assist more female young adult to follow the right steps to beautify their body. The application of the outcomes of persona traits and appearance management to fashion product growth and publicizing could lead to consumer gratification, customer reliability and ultimately, a fruitful fashion business.



6.3 Recommendations

The following recommendations are made to address the findings of the study;

1. It is recommended that talk shows should be organized on appearance management and clothing for both institutions.
2. Further, appearance management and choices should be based on figure types but not trending fashion.
3. It is recommended that producers of fashion goods should use relevance figure type for a particular style of fashion for female young adult consumers, design marketing strategies that would appeal to these consumers, and incorporate them

in their product development in order to create apparel lines that meet consumers' clothing needs.

4. Also, it is proposed that academic institutions and other organisations should educate young females adults on the significance of appropriate dressing, as their appearance is more likely to communicate their personality traits to others.
5. It is recommended that State Institutions such as the National Commission for Culture, the Ministry of Tourism, Arts and Culture, and the Ministry of Trade and Industry should develop and implement policies, as well as intensify public sensitization on the 'Wear Ghana Initiative', in order to promote the sale of Ghana-made clothing and Africa as a whole, which will in turn create jobs, and maintain the cultural identity of Ghana.

6.4 Suggestion for Further Research

1. Appearance discrimination based on beauty among journalist Greater Accra.
2. Body dissatisfaction, importance of appearance among Ghanaians woman in the Ashanti Region.
3. Health and appearance management among Ghanaian, women in Upper East Region.
4. Young women's body image and the role of physical appearance perfectionism and cognitive emotion regulation among the young women in the Upper East Region.

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APPENDICES

Appendix A

UNIVERSITY OF EDUCATION, WINNEBA, KUMASI
DEPARTMENT OF FASHION DESIGN AND TEXTILES EDUCATION
QUESTIONNAIRE FOR FEMALE YOUNG ADULT STUDENTS

Dear respondent,

I am a degree holder and currently studying Master of Philosophy in Fashion and Textiles (Top Up) in the Department of Design and Technology Education in the University of Education Winneba, Kumasi. The purpose of the study is to find out how appearance management for various body types among young adult students of Gbewaa College of Education and Bawku Presbyterian Nursing and Midwifery Training College are considered with respect to their clothing selection and use. This is a requirement for my Masters of Philosophy.

You are invited to participate in this study. Please take a few minutes to complete this questionnaire. The data to be collected is purely for academic purpose. I would therefore request that you answer honestly. I assure you that the answers you provide will be treated as confidential.

The findings of this study may contribute to the improvement of young women dress styles and personality traits in Ghana.

Thank you in advance for your help and co-operation.

Aidam Kokui Yayra

University of Education, Winneba Kumasi – Campus

Tel: 024415862

SECTION A: DEMOGRAPHIC AND PERSONAL PROFILE

Kindly share some demographic characteristics about yourself by responding to the following. Please tick [✓] and provide answer (s) where appropriate

1. Institution: Gbewaa College of Education – Pusiga
 Presbyterian Nursing and Midwifery Training College – Bawku
 Female Tutors – GCE Pusiga PNMTC Bawku
2. Department/College:
3. Religious Denomination: Christian Moslem Tradition Others
4. Age: Less than 20 years 21 – 30years 31-40years 41years and above
5. Marital status: Other (please specify) Married Single
6. Do your culture affect your choice of clothes? Yes No
7. Religious Denomination: Christian Moslem Tradition Others
8. Form: Form One Form Two Form Three
9. Age: 21 – 30years 31-40years 41years and above
10. Marital status: Other (please specify) Married Single
11. What is your approximate total annual family income?
 GH¢4,001.00 above GH¢5,01.00 – GH¢2,000.00
 Below GH¢500.00 GH¢2,001.00 - GH¢4,000.00
12. On average, how much money do you spend on clothing each month? GH¢.....
13. On average, how many items of clothing do you purchase each month?
 0 1 – 2 3 – 4 5- 6 6+
14. What ethnic group do you belong to?

[] Akan/Ewe/Nzema

[] Kusaasi/Frafra/Kasina

[] Dagbani/Wale/Dagaate

[] Other (specify)

15. Dress communicates the personality of individual.

[] True

[] False

[] None

SECTION B

BODY TYPES OF FEMALE YOUNG ADULT STUDENTS OF GBEWAA COLLEGE OF EDUCATION AND BAWKU PRESBYTERIAN NURSING AND MIDWIFERY TRAINING COLLEGE

1. What are the various body types of female young adult students in Gbewaa College of Education and Bawku Presbyterian Nursing and Midwifery Training College?

.....

.....

.....

.....



2. Do you know your body type?

Yes

No

3. Which type of the body types do you belong to?

.....

SECTION C: PERSONALITY TRAITS MEASURE

Without spending too much time dwelling on any one item, just give the first reaction that comes to mind. However, you may change an answer if you wish. Mark the response that best shows how you really feel or see yourself, not responses that you think might be desirable or ideal.

This is a personality questionnaire. There are no rights or wrong answers to these questions.

Please tick the answer that corresponds to your choice; [Strongly Disagree (SD), Disagree (D), Neither (N), Agree (A) and Strongly Agree (SA)]

Statement		SD	D	N	A	SA
		1	2	3	4	5
1	I consider the environmental impacts of my purchases					
2	I try to dispose of less clothing					
3	I try to shop at locally owned stores for clothing					
4	I research how my clothing was made (e.g. materials, components, manufacture) before purchasing.					
5	I become attached to some of my clothing					
6	I try to purchase sustainably-made apparel					
7	Price is the most important factor to me when shopping for apparel.					
8	Fit is the most important factor to me when shopping for apparel.					

9	Quality is the most important factor to me when shopping for apparel.					
10	Style is the most important factor to me when shopping for apparel.					
11	I am willing to spend more money on an apparel item that I think will last longer.					
12	I am more likely to repair clothing that I am attached to.					

SECTION D: CULTURAL INFLUENCE ON FASHION

Please what influence your choice of clothing type in relation to fashion? There are no right or wrong answers to these questions. Please tick the answer that corresponds to your choice; [Strongly Disagree (SD), Disagree (D), Neither (N), Agree (A) and Strongly Agree (SA)]

No.	Cultural Influence on Fashion	SD	D	N	A	SA
		1	2	3	4	5
1	Beliefs					
2	Values					
3	Norms or Rules					
4	Religion					
5	Ethnic influence					
6	Lifestyle					
7	Symbols					

SECTION E: APPEARANCE MANAGEMENT

Appearance management includes such behaviours as dieting, exercising, sleep, weight training, good grooming, assertion and selection of clothing (dresses) to enhance one's appearance in order to keep your body in shape. Which of these corresponds to your appearance management behaviours? Please tick the answer that corresponds to your choice; [Strongly Disagree (SD), Disagree (D), Neither (N), Agree (A) and Strongly Agree (SA)]

No.	Statement	SD	D	N	A	SA
		1	2	3	4	5
1	Exercise					
2	Dieting					
3	Weight training					
4	Sleep					
5	Good Grooming					
6	Cosmetics					

SECTION F: ENVIRONMENTAL VALUES AND BELIEFS

These statements are meant to identify your individual environmental values and beliefs best describes you as a consumer. Please indicate to what extent you agree that each statement describes you by ticking under the appropriate description; [Strongly Disagree (SD), Disagree (D), Neither (N), Agree (A) and Strongly Agree (SA)].

No.	Statement	SD	D	N	A	SA
		1	2	3	4	5
1	I think about the environmental impacts of my clothing when I am shopping					
2	I am actively trying to reduce my environmental footprint.					
3	The future well – being of the planet is important to me.					
4	I am a person who cares about the environment.					
5	The whole environmental issue is very important to me.					
6	I believe that my behavior can impact the environment.					
7	The earth has limited resources.					
8	Humans are subject to the laws of nature.					
9	Humans have the right to change the environment as they see fit.					

10	On average, how often do you purchase new clothing					
11	I often do purchase second – hand clothing items					
12	I often do purchase at fast fashion retailers.					
13	I purchase many items of clothing each month					
14	I keep clothing for three years before you dispose of it (e.g., donating, throwing away).					
15	I clothing repaired in the past one year					
16	I purchase many clothing each year					



SECTION G: YOUR SHOPPING VALUES

These statements are meant to identify your individual environmental values and beliefs best describes you as a consumer. Please indicate to what extent you agree that each statement describes you by ticking under the appropriate description; [Strongly Disagree (SD), Disagree (D), Neither (N), Agree (A) and Strongly Agree (SA)].

No.	Statement	SD 1	D 2	N 3	A 4	SA 5
1	I enjoy being immersed in exciting new products.					
2	I feel a sense of adventure when I shop.					
3	I shop to get away.					
4	I shop because I want to, not because I have to.					
5	Compared to other things I could do; I find shopping trips very enjoyable.					
6	Shopping truly feels like an escape.					
7	I like shopping trips to be over quickly.					
8	I shop for what I need.					
9	I am disappointed when I have to go to multiple stores to complete a shopping trip.					
10	I like to feel successful after shopping.					

SECTION H: CONCEPT ABOUT FASHION

These statements are meant to identify your individual know about fashion. Please indicate to what extent you agree that each statement describes you by ticking under the appropriate description; [Strongly Disagree (SD), Disagree (D), Neither (N), Agree (A) and Strongly Agree (SA)].

No.	Statement	SD 1	D 2	N 3	A 4	SA 5
1	I am familiar with the term 'fast fashion'.					
2	I know where to purchase fast fashion apparel.					
3	I am familiar with term 'slow fashion'.					
4	I know where to purchase slow fashion apparel.					
5	I know about environmental impacts of fast fashion apparel.					
6	I know about the environmental impacts of slow fashion apparel.					
7	I have often read articles or news about fast fashion apparel.					
8	I have often read articles or news about slow fashion apparel.					
9	I understand the difference in quality between fast fashion and slow fashion apparel.					

SECTION I: APPEARANCE MANAGEMENT

Please indicate your fill in the blank spaces by ticking [√] the appropriate response

No	Question	Yes	No
1	Do you know that clothes draw attention to one's body and body parts		
2	Clothes communicate		
3	Should cloth be chosen according to age		
4	Behaviour of individuals determine the clothes you wear		
5	Does moderation affect your clothes choice		
6	Our culture values reflect in the clothes we wear		
7	Diet is good for appearance management		
8	Do you prefer drugs to enhance your appearance		
9	Income level influences appearance management		
10	Does your religion influence the type of cloth you wear		
11	Do you go for shopping regularly		
12	Do you prefer shopping African clothes		
13	Are you always excited when shopping		
14	Do you consider quality when shopping		
15	Does the environment affect your choice of clothes		
16	Do you prefer surgery for managing your appearance		

17	Are you always excited when people say they like your dressing		
18	Can your dressing determine your confident level		
19	Do you do research about the clothes you buy		
20	Does your occupation influence your choice of clothes		
21	Do you know the types of clothing that is good for your body type		
22	Do you know the types of colours that is good for your body shape		

THANKS FOR YOUR TIME



INTERVIEW GUIDE

Introduction

I am a Degree holder and currently studying Master of Philosophy in Fashion and Textile (Top Up) in the Department of Design and Technology Education in the University of Education Winneba, Kumasi. The purpose of the study is to find out how appearance management for various body types among young adults of Gbewaa College of Education and Bawku Presbyterian Nursing and Midwifery Training College are considered with respect to their clothing selection and use. This is a requirement for my Masters of Philosophy.

The interview would not take more than 30 minutes, you are invited to take part in the interview. The data to be collected is purely for academic purpose. I would therefore request that you answer honestly. I assure you that the answer you provide will be treated as confidential as possible.

The findings of this study may contribute to the improvement young adult women appearance and their personality traits in Ghana.

Finally, I want to ask if I can record the audio from our interview?

I am not going to share the recording with anyone. It is just that it will help me to focus on what you are saying if I do not have to take all my notes while we are talking. You have my guarantee that I will delete the recording when I done taking notes.

Thank you in advance for your help and co-operation.

Aidam Kokui Yayra

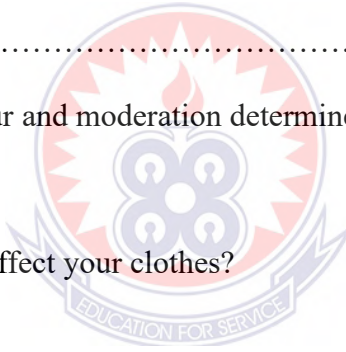
University of Education, Winneba Kumasi Campus

Tel: 0244158622

**Answer the following question below by choosing YES or NO
and if you have any reason for your answer, tell me. Thanks.**

Questions

1. Do you know that clothes draw attention to one's body and body parts?
YES or NO
Give reason for your choice
2. Does clothes communicate? YES or NO
Give reason if any
3. Should clothed be chosen according to your age? YES or NO
Give reason if any
4. Does your behaviour and moderation determine your clothes you wear?
YES or NO
5. Does your culture affect your clothes?
Yes or No
6. Which of this affect your appearance management?
 - a) Diet
 - b) Drugs
 - c) Income level
 - d) Religion
 - e) Surgery
7. Do you prefer shopping for African Clothe? YES or NO
Give reason if any



8. Which of these influence your shopping styles?

- a) Quality
- b) Environment
- c) Occupation

9. Do you get excited when people say they like your dressing?

YES or NO

Give reason if any

10. Does your cloth determine your confidence level?

YES or NO

11. Do you research about the clothes you buy?

YES or NO

12. Do you know the types of clothes suitable for your body type?

YES or NO

13. Do you know the type of colours that are good for your body shape?

14. YES or NO

Thank for participating in the interview.

