

UNIVERSITY OF EDUCATION, WINNEBA
COLLEGE OF TECHNOLOGY EDUCATION, KUMASI

CHALLENGES IRREGULAR BODY FIGURES FACE IN THEIR CHOICE
OF CLOTHES



LILIAN XORLA AMI AMEKAH

SEPTEMBER, 2021

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OF CLOTHES

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(190013296)



A Dissertation in the Department of Fashion and Textiles Education, Faculty of Vocational Education, Submitted to the School of Graduate Studies, University of Education, Winneba, in partial fulfilment of the requirements for the award of the Master of Technology in Fashion Design and Textiles degree

SEPTEMBER, 2021

DECLARATION

STUDENT'S DECLARATION

I, LILIAN XORLA AMI AMEKAH hereby declare that this dissertation, with the exception of quotations and references contained in the published works which have all been identified and duly acknowledged, is entirely my own original work, and it has not been submitted, either in part or whole, for another degree elsewhere.

SIGNATURE :.....

DATE :.....

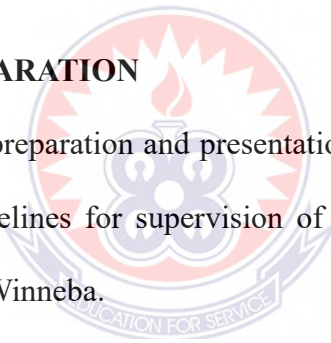
SUPERVISOR'S DECLARATION

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

SUPERVISOR : DR. JOSEPHINE A. NTIRI

SIGNATURE :.....

DATE :.....



ACKNOWLEDGEMENT

He that is might has done to men great things and holy is His name. I wish to express my profound gratitude to my loving brothers and sisters who stood solidly behind me.

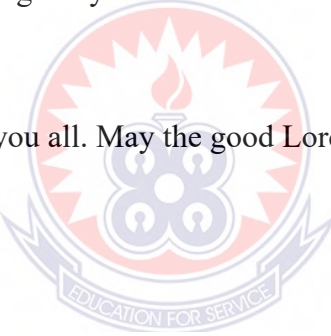
I cherish all your efforts thank you.

I thank my thesis supervisor Dr. Josephine Ntiri, for providing quality time in guiding me during the time of study. May God continue to bless her abundantly for the good work done.

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Last but not the least, I am greatly indebted to all authors whose works were used for the study.

Again, I say thank you to you all. May the good Lord continue to bless and shower his multifold Grace upon you.



DEDICATION

I humbly dedicate this work to the Omnipotent God, who light has kindled my own, whose love has made me whole and who I am. In sublime and miraculous instants, answered all my prayers by making this dissertation possible.

This document is also dedicated to my lovely brother Edward Dodzi Amekah who has been a source of inspiration and numerous form of assistance, he gave me encouragement to forge ahead. I am also grateful for your care and continued support. I am indebted to you.



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ABSTRACT

The study's aim was to evaluate the problems that abnormal figures face while selecting fashion dresses. The quantitative research design was used. For the study, the researcher used a descriptive research technique. The study target population were Keta Municipality, fashion designers. There have been one hundred ninety fashion designers in total. The sample size was respondents and were selected using random sampling strategies. The main information collection tool became a questionnaire. All quantitative responses from the questionnaire have processed the use of the PC based statistical tool for social scientists (SPSS version 22). The questionnaire items had been taken care of, coded, and entered into the SPSS programme to generate frequencies and chances, and the information was displayed with the use of frequency distribution tables. According to the study's findings, 72.7% of respondents agreed that overweight girls are more likely to be stigmatized by fashion designers. Furthermore, 59.5% of respondents agreed that weight discrimination causes social stigmatism and stereotyping, which can lead to depression, discrimination, and binge eating. Furthermore, 72.7% of respondents agreed that weight discrimination has a negative impact on the availability of fashion options. It may result in a lack of style options for customers, further marginalizing them. According to the study findings, 68.6% of respondents agreed that the fashion industry consistently communicates and endorses an ideal of thinness, through both the models used in advertising and the clothing sizes offered by major retailers. According to the study, fashion designers should maintain a certain level of customization required for clients with irregular figures, and fashion designers should research to find out additional fashion information typically required from a secondary source such as a website or a workshop to sew for irregular figures.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Plus-size fashion has historically been characterised with clothing ranging in dimension from 14 to 72 (Winn, 2014). Lane Bryant, a shop that started out as a producer of maternity clothing and started promoting plus-size items in the 1920s, is viewed as a pioneer marketer in the sector.

Bryant studied measurements to decide how to equip plus-sized girls and then went on to create a entire line for the nearly 40% of all female who have been large in some or all of their dimensions than the ideal figure (Bellafante, 2010).

However, few designers, manufacturers, or retailers have observed suit. Indeed, seeing that the commencing of mass manufacturing of women's clothing, selections for female with "above common figures" have been restricted in contrast to the share of the populace of that size, and historically, buyers in this section have felt underserved (Stearns, 2017).

A 2015 survey in the United States by LeBesco, (2015), demonstrates the persistence of this sentiment. It surveyed 2,700 girls aged 18 and up and located that petite and plus-sized customers have been considerably extra disenchanted with product availability, fashion selection, and company offerings: fifty seven percentage (57%) of self-identified plus-sized buyers and forty five percentage (45%) of Petites stated it used to be tough to even locate stores that carried their size, and eighty four percentage (84%) of the plus-sized and sixty two percentage (62%) of the petite felt there was once much less determination in their measurement than in others.

When asked if their brand call options were too restrained in their size, 70% of plus-sized ladies and forty-eight% of petite women stated: "yes" (Friedman, 2016).

It is vital to have a look at that the centre of attention of dissatisfaction is on mainstream entrepreneurs' offerings. Plus-sized (and petite) ladies felt that too few name-logo clothing producers produced clothing in their sizes and that too few famous fashion stores carried enough choice for his or her demographic.

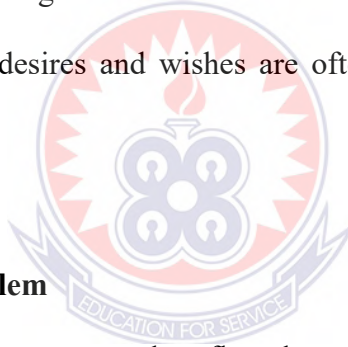
The proof indicates that the issues persist. According to the research director of a 2009, have a look at of the plus-length marketplace, "there isn't always a wide range of patterns in shops dedicated to plus-size." They will become aware of an unmarried fashion, it will dominate the floor area, and to be the end of it" (Bellafante, 2010, *p. 38*).

Marshal Cohen, the chief agency analyst at the National Purchase Diary (NPD) Group, a market-studies firm, says: the plus-length business employer is frequently considered as tertiary, 'a stepchild.' Retailers do no longer nurture the commercial enterprise, so it leaves few gamers ultimately (Bellafante, 2010). While statistics and expert's think about the income viable of a plus-size market, designers and stores inside the fashion organisation proceed to be ambivalent about serving it (Euromonitor, 2009).

According to Marshal Cohen, chief company analyst at marketplace research affiliation with the National Purchase Diary (NPD) Group, the plus-size corporation is frequently regarded as tertiary, a stepchild. Retailers do not nurture the commercial enterprise, which consequences in a small huge type of game enthusiasts in the long run (Bellafante, 2010). While records and specialist's element to the earnings workable of the plus-size market, designers and shops within the apparel organisation stay hesitant to serve it (Euromonitor, 2009).

Popular retail chains which include Old Navy and Gap, as well as producers such as Ann Taylor, have in recent times eliminated huge sizes from their physical stores, solely promoting them online (Postrel, 2009). Other outlets, which include Macy's and Forever 21, that offer big sizes in-shop, limit these to a very constrained preference of colours and styles which are distributed erratically in the course of some of the shops (Popken, 2018).

The goal of iconic fashion marketers is to create progressive, influential inclinations that reflect a hazily described spirit of the age. Ideally, their creations will then be disseminated, adapted, and followed with the useful resource of unique consumer segments, ultimately becoming items of want for most of the people shoppers (Tungate, 2015). As a result, client desires and wishes are often ignored in favour of designers' imagination and prescient.



1.2 Statement of the Problem

The field of fashion does not merely reflect these societal prejudices against irregular figures; it intensifies them. Indeed, most evidence points toward a persistent and pervasive prejudice against irregular figures, in the fashion field and beyond (Gesser-Edelsberg & Endevelt, 2011). Scholars who study the persistence of the stigma associated with irregular figures note that the contemporary discourse encouraging a war on irregular figures and obesity is a key factor perpetuating the problem (Farrell, 2011). However, some of those who refer to themselves as irregular figures have begun to challenge the demonization of, and discrimination against, larger bodies (Boero, 2016; Oliver, 2015).

Studies of market-marginalized, stigmatized consumers have provided insights on individual tactics for coping with the market status quo (Adkins & Ozanne, 2015). Given the widespread stigmatization of irregular figures (Bordo, 2013; LeBesco, 2015), it is not surprising that the consumer segment least attractive to marketers in this aesthetically oriented industry would be consumers whose bodies society typically deems unattractive.

The restricted apparel market is just one form of weightism, which is “prejudice or discrimination against people based on body weight”. Weightism has particularly been evident within the workforce with obese men and women making significantly less than their thin counterparts (Baum & Ford 2014) and obese women more likely to be stigmatized by HR professionals (Giel, et al. 2012).

1.3 Purpose of the Study

The study aims to evaluate the challenges irregular figures face in their choice of clothes.

1.4 Objectives of the Study

1. To assess how irregular figures are perceived in the fashion industry.
2. To evaluate the challenges irregular figures face in their choice of clothes.
3. To investigate fashion designers’ strategies for increasing market choice for irregular figures.

1.5 Research Questions

1. How are irregular figures perceived in the fashion industry?
2. What are the challenges irregular figures face in their choice of clothes?
3. What are the fashion designers' strategies for increasing market choice for irregular figures?

1.6 Significance of Study

The current study has the potential to add significantly to the body of knowledge in this critical area of Ghana's fashion and textile industry. Again, identifying customers' perceptions of the quality of services delivered may assist fashion designers in redesigning their products to attract more customers with irregular figures and improve the quality of fashion products. Furthermore, the knowledge gained in this study may be used as a strategic tool for those who want to enter or are already in the fashion industry. Finally, the findings of this study may aid policymakers in Ghana's fashion industry in developing, implementing, and modifying policies to improve the quality of fashion products for irregular figures.

1.7 Limitation of the Study

During the distribution of the questionnaires, the researcher encountered difficulties. For example, the participants were hesitant to divulge vital information about the current state of their fashion designing operations. Second, due to the fashion designers' hectic schedules, the researcher had difficulty retrieving the questionnaires. Finally, time constraints had an impact on the distribution of the questionnaires.

1.8 Delimitation of the Study

The study aims to evaluate the challenges irregular figures face in their choice of clothes. As a result, the study was delimited in scope to selected fashion designers and customers in Ghana. Moreover, the study would be conceptually delimited in scope to the research objectives stated above.

1.8 Organization of the Study

This research became divided into five chapters. The first chapter is an advent that discusses the historic past to the study, the assertion of the hassle, the purpose of the study, the objective of the study, the research questions, the significance of the study, the scope of the study, and the organisation of the study. In chapter two, there is a review of the literature on the subject.

The study was based on a literature review, with the third chapter covering the design, population, sample, and sampling procedures. The data gathered for the study were analyzed using statistical tools in chapter four. The summary, conclusion, and recommendation of the study are handled in chapter five.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviewed comprehensive related literature to cover the concept of clothing and appearance, theories in clothing social psychology, theoretical framework, social adaptation theory, social factors and choice of clothing, empirical review, how irregular body figures are perceived in the fashion industry, the challenges irregular body figures face in their choice of clothes, fashion and obesity bias.

2.1 Concept Review

This area reviewed the thinking of apparel and appearance. Apparel, the most seen factor of clothing and appearance, exhibits a lot about the man or woman carrying it. Gender, age, occupation, socioeconomic status, team membership/affiliation, marital status, intelligence, values, attitudes, and persona can all be revealed by clothing (Ryan, 2011). Everyday lifestyles patterns are mirrored in clothing. The thinking of apparel and look is broader. Clothing and look “reflect how human beings sense about themselves, and specific private values and the values of the society in which a person lives” on a man or woman and private degree (Damhorst, 2019, p.2).

2.1.1 The Concept of Clothing and Appearance

Clothing is described as “an assemblage of adjustments to the physique and/or dietary supplements to the body” by using Johnson et al. (2012, p. 6). Sproles and Burns (2014, p.7) outline clothing as "the complete presentation of all coverings and

ornamentations worn on the human body." Supplements and physique changes speak to others (perceivers) summary traits of the wearer, relationships with others, and the kind of state of affairs in which the wearer is worried (Damhorst, 2019). Clothing and look serve as a nonverbal skill of speaking private or social values using projecting a picture earlier than the use of phrases (Dixon, 2017).

Clothing and appearance, in particular, convey three key messages:

1. Personal characteristics such as traits, values, attitudes, interests, lifestyle, and mood;
2. relationships such as cultural background, group membership, group roles (family, occupation, friendship, and gender), status, and prestige; and
3. situational definitions such as intention to act and orientation (formal, casual, serious, playful) (Dixon, 2017, p.9).

Damhorst (2019) went on to say that clothing is important in defining one's self-identity in the eyes of others. Items are chosen to reflect a person's interests, personality, roles, team membership, intentions, age, gender, socioeconomic status, and other factors. Clothing is a nonverbal communication structure because it is used to carry non-public records about the wearer. Appearance is also a type of nonverbal communication. It can carry non-public or social values, producing a photograph earlier than any phrases are spoken. It "includes points of the undressed body, such as form or colour" (Johnson et al., 2012, p. 125). Appearance, as it relates to clothing, has been located to be a positive mode of conversation at some stage in social interaction. Clothing and look are regularly the most on the spot and visible cues about age, gender, ethnicity, social status, and social roles when these two fantastically seen types of verbal exchange are mixed (Damhorst,

2019). Clothing consciously and unconsciously encodes a couple of messages or cues for others to interpret, and perceivers translate these messages into meanings from another's clothing and appearance, whether or not intended, unconscious, or imagined (Johnson et al., 2012). Observing a person's clothing and appearance can reveal a lot about him or her. Johnson et al. (2012) investigated how dress and appearance cues were used to form impressions. They documented a selection of varieties of visible and non-visible apparel, and appearance cues that people use to shape impressions of others, as properly because the varieties of information received from the cues.. Johnson et al. located that contributors fashioned impressions of others primarily based on their look and dress, which protected visible elements of costume such as physique changes and attachments.

Observing how apparel was once worn on the physique or how outfits have been put collectively additionally shaped impressions. Body visible elements such as physique surface, physique motion, and physique varieties have been additionally determined to boost impressions. They discovered evidence to back up the idea that records inferred about the wearer are entirely based on costume and appearance, and observers believed their impressions were correct. Overall, others can infer persona traits, bodily and organic characteristics, demographic and social position, attitudes and emotions, occupational role, and intentions or reasons based totally on an individual's apparel and look (Johnson et al., 2010).

This learn about and the other literature reviewed to aid the want to learn about clothing and the elements that affect students' apparel alternatives to find out extra beneficial information, such as values, that might also useful resource college authorities and researchers in appreciation the motives at the back of students' clothing choices.

Apparel is a visually attractive element of clothing and appearance that human beings observe and remember, making clothing a noticeably seen shape of verbal exchange (Dixon, 2017). Apparel is defined as three-dimensional objects that enclose and envelop the body.

Sproles and Burns (2014), described clothing as an ornamental physique protecting. Clothing is often used as a catch-all time for any human physique coverings. Apparel, an important aspect of clothing and appearance, provides a sense of identification while also reinforcing the image held by friends and associates. “It has been persistently tested that humans are successful of inferring or forming impressions of others primarily based on their dress, particularly apparel” (Johnson et al., 2012, p. 126).

According to Dixon (2017), Clothing is a tangible item utilized by individuals to construct or project an photograph to others, positioning the perceived character in a given activity or magnificence. Biecher et al. (2019) indicate that clothing functions on both an individual and institution degree. When clothing represents a person, it is always a symbol of who that person is or aspires to be. An example of such clothing use has formerly been documented (Horn & Gurel, 2011). According to Horn and Gurel (2011), minority businesses subconsciously use clothing to atone for their lack of recognized reputation.

It was recently discovered that Ghanaians spend a significant amount of money on clothing as a status symbol, that is, to demonstrate to others that they have made it and to improve their image. As a result, clothing is significant in this study because it immediately assigns a person to a social role. Visible clothing that constitutes an individual's dress, on the other hand, can only provide a surface-level interpretation that

may or may not accurately explain the meaning of dress. Clothing and appearance are interesting to investigate because they are rich in symbolism (Damhorst, 2019).

2.2 Theories in Social Psychology of Clothing

According to Dixon, theories in the social psychology of clothing are relatively new in comparison to other disciplines (2017). There is a brief history of how social psychology has been used in clothing study. Sybers and Roach provide an early account of pioneer scholars' work in 1962, when researchers were attempting to learn more about human behavior. Prior to the interest in sociological studies of clothing and human behavior, clothing research reflected current issues and focused on standardization, consumer purchasing, conservation, and garment manufacturing.

George Simmel, a sociology professor, was named a founding father of social/psychological and garment theory in 1904. Simmel (1904) wrote an article called "Fashion" that described fashion in terms of human behaviour. Despite Simmel's significant contribution to the field, subsequent research revealed that clothing was an expression of man's inner desires (Sybers & Roach, 1962 cited in Dibley, 2014).

Home Economists held a series of professional seminars in 1947 to investigate potential research areas in textiles and apparel related to social sciences. Home Economists, Sociologists, Psychologists, and Economists from major universities attended and chaired the debates, which focused on the ideals sought in clothing and how clothing benefits society as a whole. In the 1950s, authors from the departments of Home Economics, Clothes, and Textile began writing journal articles and booklets about the social significance of clothing.

In this domain, detailed knowledge accumulated over time, resulting in the development of effective research procedures and theoretical frameworks within which hypotheses could be tested (Dibley, 2014). Social psychology provided a well-organized body of information and theory that aided in clarifying the impact of clothing on human interactions (Dixon, 2017). Formal courses and research on the social significance of clothing had emerged by the late 1970s, resulting in the publication of publications in the field. Sociologist Blumer (2018), contributed to group selection fashion theory. Blumer's *Fashion: Class Distinction to Collective Selection* (2018).

Davis (2012) contributed to several tiers of trends by using exploring the social method in a long time that followed, as the social-psychological area evolved. Davis investigated the social manner from each a collective and a man or woman standpoint. Lennon and Davis introduced facts on built-in theories and lookup in social cognition, as nicely as clothing and human conduct find out about (2019). Nagasawa, Hutton, and Kaiser (2011) supplied a framework for investigating social-psychological theories regarding the importance of clothes. Kaiser used symbolic interplay to trend in 1997, suggesting that all factors of apparel have symbolic significance that evolves with time.

This necessary learn about sparked discussions about the modern country of social psychology lookup (Nagasawa et al., 2011). Other students from many clothing domains responded to Nagasawa et al's request in the years that followed. As theories and high-quality lookup equipment develop, the social psychology area of clothing continues to mature. This shape of lookup may be situated on a range of theories.

2.3 Theoretical Framework

This section reviews the literature on social adaptation theory.

2.3.1 Social Adaptation Theory

The theoretical basis for this lookup used to be a social adaptation, which consists of the social and psychological aspects of an individual's wondering and reasoning that contribute to the improvement of values. One of the most superior interplay theories in psychology underpins social adaptation. Individuals, following this notion, adapt to diverse existence roles via price increase and success (Kahle, 2016). According to the Piagetian theories on which social adaptation idea is based, records are absorbed into present cognitive constructions by using values. Information might also additionally make a contribution to the refinement of present cognitive constructions as a result of similar interaction.

The statistics are then equipped in a way that permits clean statistics to be coupled with previous knowledge. This approach is successful in updating each new and historical data, ensuing in accelerated records integration (Kahle, 2016). In different words, a man or woman absorbs exterior statistics and adjusts the data as properly as themselves to allow adaption. Each person's integration and unique meanings will be distinct. Kahle, on the different hand, set up that parallels in experiences and semantic surroundings, such as these shared by using human beings from the equal demographic group, the result in observable commonalities and response patterns. Individuals in subcultures may additionally advantage from this as well. People earnings from it.

Social adaptation is a cognitive mannequin based on psychology that falls within the paradigm of social psychology theories to examine the means of clothing. Garb and look ideas are linked to cognition, particularly social cognition, in garb studies. The search for social cognition focuses on the cognitive process, or more specifically, the foundations for people's perceptions and cognitions (Johnson, Schofield & Yurchisin, 2012).

Social cognition is the study of how humans form impressions of others and create experiences of themselves (Johnson et al., 2012). According to the paper, it "emphasizes the use of cognitive psychological techniques with social objects" (Lennon & Davis, 2019). Social adaptation is a cognitive mannequin based on psychology that falls within the paradigm of social psychology theories to examine the means of clothing. Garb and look ideas are linked to cognition, particularly social cognition, in garb studies. The search for social cognition focuses on the cognitive process, or more specifically, the foundations for people's perceptions and cognitions (Johnson, Schofield & Yurchisin, 2012).

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Nagasawa et al. took a cognitive strategy to clothing research, which is frequent in social psychology. The cognitive approach, following the researchers, "focuses mainly on how humans structure impressions of others and themselves" via the use of apparel signals. They additionally mentioned that the cognitive strategy is constrained to solely

explaining appearances in conditions the place and character are being found with the aid of others by using perception, social interactions, and environmental stimulation. Unfortunately, this cognitive paradigm does not furnish self-evaluation or self-examination of interior and exterior factors, such as values, that might also have an impact on clothing and look decisions.

Despite the cognitive perspective's limitations, Lennon and Davis (2019) agree that a social cognitive framework is a beneficial theoretical basis for reading clothing and human conduct due to the fact it "provides researchers in the discipline with perception into gaps and deficiencies in apparel preference research" as quoted by Lennon and Davis (2019). The self-perception hypothesis, a subset of the attribution theory, was once examined by way of Lennon and Davis (2019). Individuals can follow the self-perception principle to decide the purpose of their social conduct in the identical way that they would determine the purpose of different people's social behaviour.

Lennon and Davis (2019) strongly recommended using social cognition as a paradigm for reading issue effects and clothing choice due to its extensive social, cognitive, and psychological perspectives. According to the most recent findings in garment and material research, social cognition is linked to impact development. Lennon and Davis (2019) strongly recommended using social cognition as a paradigm for reading issue effects and clothing choice due to its extensive social, cognitive, and psychological perspectives. According to the (Johnson et al., 2012, p. 126) most recent findings in garment and material research, social cognition is linked to impact development. When analyzing influence formation, we find out that people are in a position to make inferences due to the fact they set up intellectual classes to deal effectively with the big

volumes of statistics they have gathered about every other (Johnson et al., 2012, p. 126). These intellectual classes aid to categorize information, infer new information, information attention, and resource in the selecting process.

Several observer qualities, such as current experience, private goals, and preferences, may additionally affect the observer's preference of goal cues as properly as the interpretation attributed to these cues. People in many instances correlate intellectual classes with externally observable elements like clothing. Because garments and seem are related with affect formation, the desire for social adaptation as the study's speculation was once logical.

All of the social cognition distance are centred on humans inferring statistics about others based totally on their costume and appearance. Only the self-perception principle gives a potential for obtaining perception into an individual primarily based on their perceptions of themselves.

The idea focuses on people in social contexts. Because of the imperative records that each can supply, this learns about the need to focal point on each person and social components. The concept of social adaptation is best for this find out about due to the fact it offers a platform for examining the individual, permitting every individual to cognitively self-examine oneself each internally (personally) and outwardly (socially) to explain their apparel choices.

2.4 Social Factors and Choice of Clothing

The overabundance of pix of beauty, exact looks, and the idea of perfection in society is undeniable. If one had been to decide our lifestyle fully on pictures from magazines, television, and movies, one would be led to agree that no longer solely do we all share placing bodily similarities, however, that we are adding an enormously stunning species. Perhaps the underlying subtext below the plethora of desirable entertainers is extra contentious.

If you watch any tv show, study any magazine, or go to any film and come through anyone who would not in shape the slender definition of precise looks, possibilities are that man or woman will be portrayed as both the "bad guy" or, greater likely, the "nerd" (S) (Johnson et al., 2012, p. 126).

Society can categorical what is referred to as ideal. In phrases of its audience, costume fulfils two hostile goals: it comprises folks who costume similarly into a collective identity whilst excludes those who gown differently. Similarly, clothing is each public and private, and as such, it is decided now not solely by way of social restraints however additionally through personal tastes (Dixon, 2017). As a result, there is an extensive deal of variance in gown behaviour. Africans, For example, they frequently negotiated their ethnic identity by wearing a mix of indigenous and Western clothing in a variety of combinations. Dressing one's physique can be a passive and energetic method for declaring one's power.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter covered the research method that was adopted by the researcher in arriving at the findings. It describes the research design, research approach, the population, sampling and sample procedures, data gathering instruments, data collection measures, data analysis and ethical consideration would also be dealt with in this chapter.

3.1 Research Design

Research design is the plan of research that essentially guides the conduct of the whole research (Burns & Bush 2012). The researcher needs to develop a proper research design before conducting data collection and analysis, because research design will guide the logical flow of the research project. It is important to have a clear and systematic research design at the outset of the project for being rigorous throughout the investigation process and for being confident in the outcome of the study. This process may involve a number of stages and each stage has its own outcomes.

Hair et al. (2013) concluded that a vigorous and systematic research design will lead to the type of data, technique of data collection, sampling methodology to be used, that the schedule and compliance with budget. Indeed, it will help to align the planned methodology to the research problems. The researcher used descriptive research design for the study. This refers to a research which specifies the nature of a given phenomena. It determines and reports the way things are done. Descriptive research thus involves

collecting data in order to test hypotheses or answer research questions concerning the current status of the subject of the study (Bryman, 2014).

Descriptive research portrays an accurate profile of persons, events, or situations (Kothari, 2010). Therefore, the descriptive survey is deemed the best strategy to fulfil the objectives of this study. According to Kombo and Tromp (2006) the basic purpose for descriptive research usually is to describe characteristics of the population of interest, make specific predictions and test associational relationships. The quantitative research design was used. Quantitative researchers seek causal determination, prediction, and generalization of findings (Hoepfl, 2017). In quantitative inquiry, the collection of data is normally measured and expressed numerically and used for statistical data analysis. Quantitative methods allow researchers to test theories and hypothesized relationships.

Quantitative research is a systematic approach to investigation. It involves measuring or counting attributes and answers to the 'what' and 'how many' questions. According to Demand Media Inc (2012), the research data is based on numbers which allow statistical tool to analyze it. This research method investigates the relationship between an independent variable and dependant variables to be studied. Researchers derive the hypotheses and test them with statistical tools like SPSS. However, advantages always come with disadvantages. Two disadvantages of doing quantitative research are: it ignores the natural setting like the qualitative research method. Besides that, it requires a large sample size so that it can be run through analysis statistical tool.

3.2 Population

Mugenda (2008) describes population as the set of all groups of individuals, objects, items, cases, articles or things with common attributes or characteristics. According to Kothari (2014) a population consists of all items in any field of inquiry. The target sample of the study were fashion designers in the Keta Municipality. The total population was 190 fashion designers. According to the Municipal labour office there are about 190 fashion designers in the Keta Municipality.

3.3 Sample Size and Sampling Technique

Sample is a smaller, manageable version of a larger group. Samples are used in statistical testing when population are too large for the test to include all possible members or observations. A sample should represent the whole population and not reflect bias toward a specific attribute. It has been indicated that the size of the sample and the way in which it is selected definitely had implication for the confidence you can have in your data and the extent to which you can generalize (Saunders *et al.*, 2007).

Random sampling was used to obtain the sample size. Auka et al. (2013) posit that random sampling ensures that all the groups (categories) are adequately sampled and this facilitates comparison among the groups. According to the Krejcie and Morgan (1970), table for determining sample size, a population of 190 requires a sample size of 127. Thus 66.8%. of the population was used as sample for this study. Therefore, random sampling techniques were used to select 127 participants for the study.

3.4. Data Collection Instruments

To ensure that data collected address the study objectives, the data collection instruments must be selected appropriately to avoid collecting irrelevant information (Odongo, 2013). In this study, questionnaire was prepared for purposes of obtaining data from the respondents. The questionnaire items comprised of closed - ended and open - ended items that offered to give the advantage of collecting quantitative information for the study. The questions were divided into sections that covered the research objectives and research questions. The researcher used the main primary data collection method that is structured questionnaire in soliciting data from the selected participants for the study.

The questionnaire had four main sections, which were designed in line with the research questions. The first section contained socio-demographic characteristics of the respondents and included their age, and gender. This was primarily to enable the researcher to have background information of respondents. Section two assessed how irregular figures are perceived in the fashion industry. Section three evaluated the challenges irregular figures face in their choice of clothes and section four identified fashion designers strategies for increasing market choice for irregular figures. The analysis of the study was based on the research objectives of the study.

3.5. Pre-Testing the Instruments

Instruments pre-testing, also known as piloting is a preliminary study conducted on small scale to ascertain the effectiveness of the research instruments, (Alila, 2011). A pre-test sample should be between 1% and 10% depending on the sample size, (Mugenda, & Mugenda, 2013). In this study the researcher used a pre-test sample size

equivalent to 10% of the study sample size, culminating into 17 respondents. Copies of questionnaire were developed and self administered to the pre-test sample that was similar to the actual study sample in its major characteristics. This was significant as it helped to reveal aspects of ambivalence depicted by the questionnaire items that were subsequently reframed relative to the responses obtained from the respondents.

3.6 Validity of the Instrument

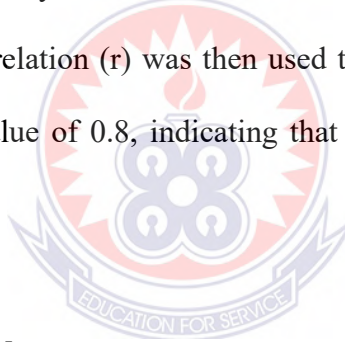
Validity is a measure of the degree to which differences found with a measuring instrument depict true differences among the items being measured (Kothari, 2014). In the perspective of Mugenda and Mugenda (2013), an instrument is validated by providing that its items are representative of the skills and characteristics to be measured. Validity of the research instruments was reinforced by ensuring that the questionnaire items sufficiently covered the research objectives and this was subsequently confirmed by the pilot study.

Other measures put in place to address issues of instrument validity took the form of exposing the questionnaire to the experts and peers for judgement and review, respectively. Validity of the instrument was also assured through randomization that proved helpful in checking the influence of extraneous variables. Randomization is considered crucial for it is the best technique of ensuring the representatives of the sample to the target population.

3.7 Reliability of the Instruments

According to Mugenda and Mugenda (2013), reliability is a measure of the degree to which a measuring instrument yields consistent results or data after repeated trials. In Kothari (2015), reliability of a test instrument is a measure of the consistency with which a test instrument produces the same results when administered to the group over time intervals.

In this study, split-half reliability measure was employed by dividing the questionnaire items into two equal parts on the bases of odd and even appearances. The first part of the research instrument having been administered and the result obtained, the second part was subsequently administered and the results noted. Pearson's product moment coefficient of correlation (r) was then used to compare the two scores obtained and by giving an alpha value of 0.8, indicating that the data collection instrument was reliable.



3.8 Data Collection Procedures

According to Kothari (2015), data collection procedures comprises of the steps and actions necessary for conducting the research effectively and the desired sequencing of these steps. The researcher embarked on the process of collecting data from the field upon preparation of questionnaire which was assessed, corrections effected and research permit obtained from the fashion designers in the Keta Municipality. With the research permit obtained, the researcher started distributing the questionnaires to the fashion designers.

In order to increase the return rate, the researcher adopted the steps proposed by Wiseman and McDonald (2010). These steps involved preparing cover letters attached to each questionnaire disclosing the significant of the study as well as assuring the respondents of the researcher's commitment to confidentiality. In this study, the researcher self administered the data collection instruments to the respondents in batches of ten copies each, systematically until all were exhausted.

Given that the researcher was committed to collecting the desired data, the respondents were advised to complete the questionnaire in the presence of the researcher in order to address cases of misunderstandings that may arise. In the event that the respondents were not prepared to complete the questionnaire due to any other reason, arrangements were made for the questionnaire to be collected later by the researcher for purposes of enhancing questionnaire return rate.

3.9 Methods of Data Analysis

Given the fact that the study was descriptive in its major characteristics, descriptive statistics was used as main method of data analysis. The analysis of the data commenced with editing and inspection of the pieces of data in order to identify simple mistakes, items that were wrongly responded to and any blank space left unfilled by the respondents. The computer statistical package for social scientists (SPSS version 22) was used to process all the quantitative responses from the questionnaire. The questionnaire items were sorted, coded and fed into SPSS program to generate frequencies and percentages and data was presented using frequency distribution tables. All open ended questions were deleted.

3.10 Ethical Considerations

According to Resnik (2011), there are several reasons for the adhering to ethical norms in research. Norms promote the aims of research, such as knowledge, falsifying or misrepresenting research data, promote the truth and avoid error. Moreover, since research often involves a great deal of cooperation and coordination among many different people in different discipline and institutions, ethical standards promote the value that are essential to collaborative work, such as trust, accountability, mutual respect and fairness. For instance, many ethical norms in research, such as guidelines for relationships, copyright, and patency policies, data sharing policies and confidentiality and peer reviews are designed to protect intellectual property interest while encouraging collaborations. Many of the ethical norms help to ensure that researcher can be held accountable to the respondents.

William (2016) lists some of the ethical issues as informed consent, confidentiality and anonymity. Given the importance of ethical issues in several ways, the researcher avoided taking any ones work and where someone's work was included, such were acknowledged. In the process of data collection, respondent's identity was concealed and any information obtained was handled with utmost confidence. No harm of any nature was meted out on any respondent, aspects of privacy was observed and any cruelty avoided.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

4.0 Introduction

The study's goal was to assess the difficulties that irregular figures face when it comes to clothing. The study's specific goal was to assess how irregular figures are perceived in the fashion industry. Second, to assess the challenges that irregular figures face in terms of clothing selection, and third, to identify Fashion designers' strategies for increasing market choice for irregular figures.

4.1 Response Rate of the Questionnaires

The researcher administered 127 questionnaires to the fashion designers, of which 121 were properly answered and returned/received, while 6 were not returned. Therefore, the analyses of the questionnaires were based on a 95% response rate, as shown in figure 4.1.

Figure 4.1: Response Rate of the Questionnaires

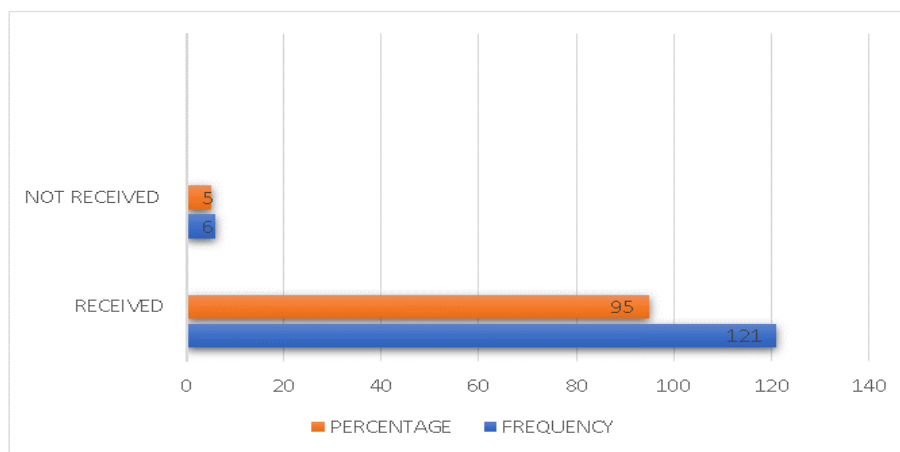


Table 4.1: Demographic Information of the Respondents

Gender	Frequency	Percentage (%)
Male	76	62.8
Female	45	37.2
Total	121	100
Age category of respondents		
Below 18 years	3	2.4
19-29 years	18	14.9
30-39 years	52	43
40-49 years	14	11.6
50-59 years	12	9.9
60-69 years	4	3.3
Above 70 years	18	14.9
Total	121	100
What is your highest educational background?		
Diploma	34	28.1
Bachelors' degree	75	61.9
Masters' degree	12	9.9
Total	121	100

Source: Field survey, 2021, n=121

According to Table 4.1, 76(62.8%) of respondents were males, while 45(37.2%) of respondents were females. Also, 52(43%) respondents were between the ages of 30-39 years, 18(14.9%) were between the ages of 19-29 years and above 70 years, 14(11.6%) were between the ages of 40-49 years, 12(9.9%) of the respondents were between the ages of 50-59 years, 4(3.3%) of the respondents were between the ages of 60-69 years, and 3(2.4%) of the respondents were between the ages of 60. Furthermore, 75(61.9%) of respondents held Bachelor's degrees, 34(28.1%) held Diplomas, and 12(9.9%) held Masters degrees.

Women expressed more negative explicit views about their fear of becoming overweight than men do about obese people in general, indicating that they are more concerned with their bodies (Lieberman, Tybur, & Latner, 2012). Obesity bias is held less strongly by African-American and Asian men and women (Latner, Stunkard, & Wilson, 2015), implying a disconnect with mainstream cultural obesity stereotypes. Women expressed more negative explicit views about their fear of becoming overweight than men do about obese people in general, indicating that they are more concerned with their bodies (Lieberman, Tybur, & Latner, 2012). African-American and Asian men have a lower level of obesity bias.



4.2 How are Irregular Body Figures Perceived in the Fashion Industry?

Table 4.2 displayed how irregular figures are perceived in the fashion industry

Table 4.2: How Irregular Figures are Perceived in the Fashion Industry

Statement(s)	1	2	3	4	5
	n(%)	n(%)	n(%)	n(%)	n(%)
1. The restricted apparel market is just one form of weightism, which is “prejudice or discrimination against people based on body weight”.	4 (3.3)	5 (4.1)	11 (9.1)	60 (49.6)	41 (33.9)
2. Weightism has particularly been evident within the workforce with obese men and women making significantly less than their thin counterparts	0	15 (12.4)	0	70 (57.9)	36 (29.8)
3. Obese women are more likely to be stigmatized by fashion designers	7 (5.8)	5 (4.1)	5 (4.1)	88 (72.7)	16 (13.2)
4. Weight discrimination has been found to bring “social stigmatism and stereotyping and that can lead to depression, discrimination and binge eating.	28 (23.1)	12 (9.9)	9 (7.4)	59 (48.8)	13 (10.7)
5. These behaviors and ideas about weight are “firmly established in most elementary schools as both boys and girls joke about, tease, and bully classmates whose body sizes do not fit the cultural norm”.	19 (15.7)	18 (14.9)	3 (2.5)	79 (65.3)	2 (1.7)
6. These beliefs have then translated into actions with children reporting	17	19	4	60	21

“significantly higher rates of mistreatment reported by overweight and obese adolescents than those of normal weight”.	(14)	(15.7)	(3.3)	(49.6)	(17.4)
7. Weight discrimination is detrimental when it comes to the lack of fashion options available.	3 (2.5)	4 (3.3)	12 (9.9)	88 (72.7)	14 (11.6)
8. For children, it could lead to a lack of style choices that marginalize them among their peers.	12 (9.9)	21 (17.4)	3 (2.5)	53 (43.8)	32 (26.4)
9. Among adults, if obese individuals have limited choices and may need to go online to purchase clothing, this presents even more serious problems.	13 (10.7)	17 (14)	5 (4.1)	54 (44.6)	32 (26.4)
10. To be hired at a well-paying job, common wisdom holds that a person needs to present himself or herself in the best light through dress and grooming.	26 (21.5)	9 (7.4)	3 (2.5)	68 (56.2)	15 (12.4)
11. To afford professional style clothing, one needs money, which a fat person may not be able to obtain without the well-paying job.	10 (8.3)	19 (15.7)	5 (4.1)	74 (61.2)	13 (10.7)
12. The linkage between overweight women and their fashion choices has economic implications as well.	11 (9.1)	21 (17.4)	4 (3.3)	59 (48.8)	26 (21.5)

Source: Field survey, 2021, n=121

According to Table 4.2, most of the respondents (60.6%) agreed that the restricted marketplace is simply one shape of weightism, which is described as "prejudice or discrimination in opposition to human beings primarily based on body weight," at the same time as 41(33.9%) strongly agreed, 11(9.1%) had been neutral, 5(4.1%) disagreed, and 4(3.3%) strongly disagreed.

This bodily interest is evidenced by girls having greater poor express attitudes approximately turning into fats in evaluation to men having more negative express attitudes about overweight humans is widespread (Lieberman, Tybur, & Latner, 2012). Obesity bias is held to a lesser volume through each woman and men from African-American and Asian populations (Latner, Stunkard, & Wilson, 2015), implying a loss of identification with mainstream cultural obesity stereotypes.

Furthermore, 70(57.9%) agreed that weightism is especially widely widespread inside the place of work, with overweight women and men incomes much less than their skinny opposite numbers. According to the study's findings, 88% (72.7%) of respondents agreed that overweight ladies are much more likely to be stigmatized via style designers. Obesity bias has also been connected to man or woman characteristics consisting of body length, gender, and ethnicity. Thin humans, as an instance, are more likely to perceive obese humans as lazy and unmotivated than thin human beings similar to themselves; massive and obese humans might also self-stigmatize and understand themselves as lazy, undisciplined, and not worthy of social rewards (Schwartz, Vartanian, Nosek, & Brownell, 2016).

Moreover, 72(59.5%) of respondents agreed that weight discrimination causes "social stigmatism and stereotyping, which can lead to depression, discrimination, and

binge eating." Weightism, defined as "prejudice or discrimination in opposition to humans based totally on frame weight," is simply one type of weightism (Fox-Kales, 2011, p.158). Obese ladies and men earn less than their skinny counterparts in the workplace, and overweight women are more likely to be stigmatized by using HR specialists (Baum & Ford 2014, Giel, et al. 2012).

Again, 81(67%) of respondents agreed that these weight-related behaviours and ideas are "firmly installed in most fashion enthusiasts as each boys and girls comic story approximately, tease, and bully classmates whose body sizes do not match the cultural norm." These ideals have then manifested themselves in moves, with children reporting "extensively higher rates of mistreatment pronounced by means of obese and obese youth than the ones of everyday weight." It has been determined that weight discrimination causes "social stigmatism and stereotyping, that may cause melancholy, discrimination, and binge eating" (Dye, 2018, p.2). Thus, no longer handiest does weightism occur within organizations, but it may also be a trouble.

Moreover, 88(72.7%) of those polled agreed that weight discrimination is harmful on the subject of an absence of fashion alternatives. For kids, it may bring about a scarcity of favour alternatives, which might also purpose them to be marginalized among their peers. An individual's psychological characteristics may additionally predispose him or her to have an excessive level of express obesity bias. Previous research has determined that having a robust appearance orientation and a high tendency to make bodily appearance-related contrasts are variables associated with keeping a specific weight bias via elevated aversion of fats human beings and a stronger belief that being overweight is a matter of private management (O'Brien, Hunter, Halberstam).

Additionally, 86(71%) of respondents agreed that among adults, if overweight people have restrained options and may want to buy garb online, this poses even more severe troubles. According to the study findings, 83(68.6%) of respondents agreed that to be hired for a properly-paying task, someone must gift himself or herself within the fine light thru get dressed and grooming. These beliefs have then manifested themselves in moves, with youngsters reporting “significantly better quotes of mistreatment said with the aid of overweight and obese adolescents than via the ones of ordinary weight” (Buccianeri, et. al, 2013, p. 49). When it comes to the 1, weight discrimination is harmful.

Furthermore, 87(71.9%) of respondents agreed that cash is needed to have enough money expert-style garb. The relationship among obese ladies and their style picks has economic ramifications. Common knowledge holds that to be employed for a nicely-paying job, a person should present himself or herself in the pleasant mild feasible thru dress and grooming. However, money is needed to buy professional-style clothing. As a result, the hyperlink among obese women and their fashion adoptions have economic ramifications.

According to Dixon (2017), clothing is a tangible object used by people to create. Biecher et al. (2019) located that clothing functions on both a person and institution stage. When apparel represents someone, it is constantly an image of who that man or woman is or aspires to be. An instance of such apparel use has previously been documented (Horn & Gurel, 2011). According to Horn and Gurel (2011), minority organizations subconsciously use apparel to make amends for their loss of recognized reputation.

4.3 What are the Challenges Irregular Body Figures Face in their Choice of Clothes?

Table 4.3: The Challenges Irregular Figures Face in their Choice of Clothes

Fashion and obesity bias	1	2	3	4	5
	n(%)	n(%)	n(%)	n(%)	n(%)
The fashion industry uniformly communicates and endorses an ideal of thinness, through both the models repeatedly used in advertising and the clothing sizes offered by major retailers.	18 (14.9)	17 (14)	3 (2.5)	57 (47.1)	26 (21.5)
Visible professionals within the fashion industry have espoused the belief that women's bodies can be malleable to clothes.	5 (4.1)	6 (5)	6 (5)	15 (12.4)	89 (73.5)
Fashion designers blame women for thigh wear problems in their pants by saying that they had an inappropriate body type (implying large size with thighs rubbing together) to wear the fashion products.	12 (9.9)	10 (8.3)	0	85 (70.2)	14 (11.6)
Size bias has been justified as a marketing approach by some retailers as exclusionary or aspirational.	12 (9.9)	13 (10.7)	5 (4.1)	91 (75.2)	0
Fashion designers may not provide positive interactions with all clients.	7 (5.8)	10 (8.3)	5 (4.1)	93 (76.9)	6 (5)
The condemnation of 'fat' or obesity bias reaches beyond the fashion industry into a number of health and wellness professions.	8 (6.6)	9 (7.4)	7 (5.8)	90 (74.4)	7 (5.8)
Fashion designers hold the belief that excess body weight always contributes to poor health and reflects lack of self-control.	7 (5.8)	10 (8.3)	5 (4.1)	93 (76.9)	6 (5)

The message that it is good to be thin and bad to be fat is so widespread that expressing negative attitudes toward obese people has become an accepted form of prejudice’.	8 (6.6)	9 (7.4)	7 (5.8)	90 (74.4)	7 (5.8)
This prejudicial experience is evidenced by the increase in explicit weight bias and weight-based discrimination over the past several decades as the thin ideal has become pervasive.	12 (9.9)	10 (8.3)	8 (6.6)	72 (59.5)	19 (15.7)
It is not the ‘fat’ itself that causes the negative bias towards heavy women, but rather the negative impact of being fat on perceived physical attractiveness	18 (14.9)	17 (14)	3 (2.5)	57 (47.1)	26 (21.5)
Overweight and obese individuals who experience frequent stigmatising experiences report eating more food and losing less weight than those reporting fewer experiences of weight bias.	5 (4.1)	6 (5)	6 (5)	15 (12.4)	89 (73.5)
Several psychological characteristics may predispose a person to hold high levels of explicit obesity bias.	12 (9.9)	10 (8.3)	0	85 (70.2)	14 (11.6)
An obesity bias has also been linked to personal characteristics including body size, gender, and ethnicity.	12 (9.9)	13 (10.7)	5 (4.1)	91 (75.2)	0

Source: Field survey, 2021, n=121

Fashion and Obesity Bias

According to Table 4.3, 83(68.6%) of respondents agreed that the fashion industry consistently communicates and endorses an ideal of slenderness, through both the models used in advertising and the clothing sizes offered by major retailers. Furthermore, 104(85.9%) of respondents agreed that visible professionals in the fashion industry have advocated the notion that women's bodies can be malleable to clothes. According to Puhl and Brownell (2013), thinness ideals in North American society where the message that it is good to be thin and bad to be fat is so widespread that expressing negative attitudes toward obese people has become an accepted form of prejudice.

As the thin ideal has become more prevalent, there has been an upsurge in explicit weight bias and weight-based acumen over the last several decades (Andreyeva, Puhl, & Brownell, 2018; Latner & Stunkard, 2013).

In addition, 99.8% of respondents agreed that fashion designers blame women for the thigh put on troubles of their pants by way of claiming that they have got an irrelevant frame kind (implying a huge length with rubbing thighs) to put on the products. The style industry uniformly communicates and endorses a perfect of thinness, via both the fashions repeatedly utilized in marketing and the garb sizes provided through important shops (Otieno, Harrow, & Lea-Greenwood, 2015; Sypeck, Gray, & Ahrens, 2014). Visible experts in the fashion industry have espoused the belief that women's bodies may be malleable to garments.

Furthermore, 91%(75.2%) of respondents agreed that size bias has been justified as an exclusionary or aspirational marketing strategy by some retailers. Not all clients may have a positive experience with a fashion designer. Furthermore, 97.2% of

respondents agreed that the stigma of being "fat" or "obese" extends beyond the fashion industry to a variety of health and wellness professions.

Despite having extra than enough qualifications, this bias has been proven to prevent overweight exercise specialists from being advocated for health instructor positions in the professional international (Sartore & Cunningham, 2017).

Obesity studies have looked into the reasons for such bias. Other factors can also contribute to maintaining an obesity bias, in addition to the endorsement of skinny bodies within the fashion media and famous kinds of amusement including television, film, and magazines (Thompson & Heinberg, 2019).

Furthermore, 97.2% of respondents agreed that the message that being thin is good and being fat is bad is so widely spread that expressing negative attitudes toward obese people has become an accepted form of prejudice.

The rise in explicit weight bias and weight-based total discrimination during the last several decades, because the skinny ideal has come to be pervasive, displays this prejudicial enjoy. The terrible bias in the direction of heavy girls is caused by the poor effect of being fats on perceived physical splendour, consistent with 83 (68.6%) of the respondents.

Overweight and overweight human beings who have common reports with weight bias devour greater food and lose less weight than those who have fewer reports with weight bias. Overweight and overweight female process applicants, for instance, had been rated negatively on supervisory potential, the strength of will, professional appearance, private hygiene, and the potential to carry out a strenuous activity, in step with researchers (Rothblum, Miller, & Garbutt, 2018). Interestingly, whilst the perceived

beauty of the applicants turned into control, the terrible ratings for those applicants had been notably reduced. Women are more liable to objectification and sexualization than men, contributing to fat oppression this is greater normally directed at girls than men (Chrisler, 2011).

Furthermore, 99.8 percent of respondents agreed that several mental elements might also predispose someone to have a high level of express weight problems bias. Obesity bias has also been related to personal characteristics which include frame length, gender, and ethnicity. According to Crandall (2014), the obesity bias stems from a social ideology that makes use of bad private attributions to explain poor existence consequences. Some human beings inside the United States can also consider the parable that weight problems bias serves the motive of motivating obese human beings to shed pounds (Puhl & Brownell, 2013). Individuals who are obese or obese and have frequent stories of weight bias report eating extra meals and dropping much less weight than the ones who've fewer reviews of weight bias (Carels et al., 2019).

4.4 What are the Fashion Designer's Strategies for Increasing Market Choice for Irregular Figures?

Table 4.4: Fashion Designer's Strategies for Increasing Market Choice for Irregular Figures

Statement(s)	1	2	3	4	5
	n(%)	n(%)	n(%)	n(%)	n(%)
1. Social ideology that 'fat' is a negative attribute should be controlled;	0 (0)	15 (12.4)	0 (0)	70 (57.9)	36 (29.8)
2. A certain degree of customisation is required for clients with irregular figures.	7 (5.8)	5 (4.1)	5 (4.1)	88 (72.7)	16 (13.2)
3. Additional fashion information is typically required from a secondary source such as a website, a workshop or a booklet to sew for irregular figures.	28 (23.1)	12 (9.9)	9 (7.4)	59 (48.8)	13 (10.7)
4. Fashion designers use intelligent fashion designs to reduce the social and environmental impact of a fashion product's lifecycle.	19 (15.7)	18 (14.9)	3 (2.5)	79 (65.3)	2 (1.7)
5. Fashion designers consider the environmental effects of the colours and prints I choose for my fashion collection.	17 (14)	19 (15.7)	4 (3.3)	60 (49.6)	21 (17.4)
6. Fashion designers create a longer-lasting and better-functioning product, thereby reducing the need to replace it	3 (2.5)	4 (3.3)	12 (9.9)	88 (72.7)	14 (11.6)
7. Producing fashion and apparel products of good quality is very	12	21	3	53	32

important to me.	(9.9)	(17.4)	(2.5)	(43.8)	(26.4)
8. Fashion designers are aware of the emerging design strategies in production of sustainable clothing and textiles.	13 (10.7)	17 (14)	5 (4.1)	54 (44.6)	32 (26.4)
9. In general fashion designers try to produce the best quality products for irregular figures.	26 (21.5)	9 (7.4)	3 (2.5)	68 (56.2)	15 (12.4)
10. Fashion designers must keep proper records of transactions to improve the business.	10 (8.3)	19 (15.7)	5 (4.1)	74 (61.2)	13 (10.7)

Source: Field survey, 2021, n=121

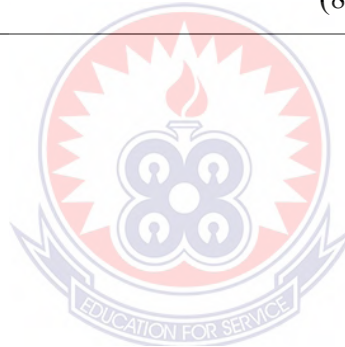


Table 4.4 shows that 106 respondents (87.7%) agreed that social ideology that "fat" is a negative attribute should be controlled, while 15 respondents (12.4%) disagreed. A certain degree of customisation is required for clients with irregular figures, according to 104(85.9%) respondents.

Several observer characteristics, such as recent experience, personal goals, and preferences, may influence the observer's choice of target cues and the meaning he or she assigns to those cues. Individuals frequently associate mental categories with physically perceptible characteristics such as clothing. The use of social adaptation as the theory for this study was logical because clothing and appearance are linked to impression formation.

Moreover, 72(59.5%) of the respondents agreed that additional fashion information is typically required from a secondary source such as a website, a workshop or a booklet to sew for irregular figures.

Fashion designers use reasonable fashion designs to lessen the social and environmental effect of a style product's lifecycle. Lennon and Davis (2019) strongly supported using social cognition as a framework for reading aspect have an effect on and desire of clothing due to its vast, social, cognitive, and mental views. When reading impact formation, we observe that "human beings could make inferences because they developmental categories to deal efficaciously with the great amounts of statistics they have gathered approximately every other" (Johnson et al., 2012, p. 126). In clothing and textile research, social cognition is related to affect formation.

These mental categories help to categorise statistics, infer extra information, direct attention, and make garb and look choices less complicated. As a result, they help the perceiver inside the formation of impressions.

Also, 81(67%) of respondents agreed that they consider the environmental effects of the colours and prints chosen for my fashion collection. They also make a product that lasts longer and performs better, reducing the need to replace it.

Furthermore, 85(70.2%) of the respondents agreed that producing fashion and apparel products of good quality is very important to them. Besides, they are aware of the emerging design strategies in the production of sustainable clothing and textiles.

Apparel can reveal the wearer's sex age, career, socioeconomic status, organization club/association, marital reputation, intelligence, values, attitudes, and character (Ryan, 2011).

The concept of clothing and appearance is greater inclusive. Clothes and look "replicate how people sense about themselves, and explicit private values and values of the society" (Damhorst, 2019, p.2).

The study results show that 83(68.6%) of the respondents agreed that In general, they try to produce the best quality products for irregular figures. Finally, 87(71.9%) of the respondents agreed that fashion designers must keep proper records of transactions to improve the business. Recently, it has been discovered that Ghanaians spend a significant amount of money on clothing as a status indicator, that is, to let others know they have "made it" and to improve their image.

As a result, clothing is important in this study because it immediately places a person in a social role. Visible apparel, on the other hand, can only provide a surface-

level interpretation of a person's dress, which may or may not accurately explain the meaning of dress. Clothing and appearance are fascinating to investigate because they are full of symbolic meanings (Damhorst, 2019).



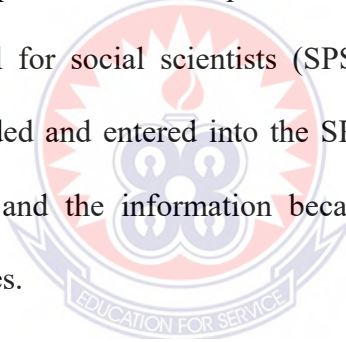
CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The study aimed to evaluate the challenges irregular figures face in their choice of clothes. The researcher used a descriptive research design for the study. A quantitative research approach was used. The target sample of the study were fashion designers in the Keta Municipality. The total population was 190 fashion designers. Random sampling techniques were used to select 127 participants for the study. A questionnaire was the main instrument used to gather primary data.

All quantitative responses from the questionnaire have been processed using the pc statistical package deal for social scientists (SPSS version 22). The questionnaire items had been sorted, coded and entered into the SPSS statistical program to generate frequencies and chances, and the information became displayed through the use of frequency distribution tables.



5.2 Summary of Major Findings

5.2.1 How irregular body figures are perceived in the fashion industry

According to the have a look at findings, 49.6 per cent of respondents agreed that the limited apparel marketplace is just one type of weightism, that's described as “prejudice or discrimination towards humans primarily based on frame weight.”

Furthermore, 57.9% agreed that weightism has especially been obvious within the workforce with obese women and men making extensively much less than their thin opposite numbers.

According to the examine's findings, 72.7% of respondents agreed that obese women are more likely to be stigmatized via style designers.

Also, 59.5% of respondents agreed that weight discrimination reasons "social stigmatism and stereotyping, that could lead to despair, discrimination, and binge eating. Furthermore, 67% of respondents agreed that those weight-related behaviours and ideas are "firmly hooked up in most essential faculties as both boys and women funny story about, tease, and bully classmates whose frame sizes do not fit the cultural norm."

Children report much greater rates of abuse described by overweight and obese and adolescents than those of normal weight, indicating that these attitudes have expressed themselves in behaviours.

Moreover, 72.7% of the respondents agreed that weight discrimination is unfavourable in terms of the dearth of favour options available For youngsters, it may bring about an absence of fashion options, which may also motivate them to be marginalized amongst their classmates. To upload extra, 71% of the respondents agreed that among adults, if obese individuals have confined alternatives and may want to go surfing to purchase clothing, this affords even greater critical issues.

According to the findings of the examination, 68.6% of respondents agreed that to be employed for a properly-paying process, a person needs to gift himself or herself in the first-rate mild feasible thru dress and grooming. Furthermore, 71.9% of the respondents agreed that professional attire requires cash, which a fats individual won't be capable of reap without a nicely-paying job. The monetary implications of the hyperlink among overweight women and their fashion choices also are good sized.

5.2.2 The challenges irregular body figures face in their choice of clothes

The study result shows that 68.6% of the respondents agreed that the style enterprise uniformly communicates and endorses a super of thinness, through each the models repeatedly utilized in marketing and the apparel sizes offered by way of primary stores. Moreover, 85.9% of the respondents agreed that visible experts inside the fashion enterprise have espoused the perception that girls' bodies can be malleable to garments.

Also, 81.8% of the respondents agreed that fashion designers blame women for thigh put on issues of their pants by way of announcing that they had an inappropriate physique type (implying large measurement with thighs rubbing collectively) to put on the style products. Furthermore, 75.2% of the respondents agreed that dimension bias has been justified as a marketing and advertising and marketing approach employing a way of some shops as exclusionary or aspirational. Fashion designers might also additionally not grant effective interactions with all customers.

In addition, 80.2% of the respondents agreed that the condemnation of 'fat' or obesity bias reaches beyond the fashion industry into several health and wellness professions. Also, 75.2% of the respondents agreed that physicians and nurses, even those specializing in the treatment of obesity, have been found to display significant obesity bias. These beliefs are particularly problematic because they are found among workers who are most relied upon for their ability to improve people's health.

To add more, 81.8% of the respondents agreed that for the reason that working professionals exhibit this bias, it isn't always too sudden to locate a weight problems bias within physical education, psychology, and nutrients students. In addition to the endorsement of thin our bodies inside the fashion media and popular varieties of leisure

which includes television, movie, and magazines, different elements can also contribute to keeping an obesity bias

Furthermore, 81.8% of the respondents agreed that Fashion designers hold the attractiveness that excess body weight constantly contributes to bad health and reflects a loss of willpower. In addition, 80.2% of the respondents agreed that the message that it is ideal to be skinny and awful to be fat is so huge that expressing bad attitudes closer to obese humans has ended up a widely widespread form of prejudice'. This prejudicial experience is evidenced through the increase in explicit weight bias and weight-primarily based discrimination during the last numerous a long time as the skinny best has ended up pervasive.

They have a look at consequences held 68.6% of the respondents agreed that it's miles, not the 'fat' itself that motives the poor bias in the path of heavy ladies, but alternatively the poor have an effect on being fats on perceived physical attractiveness.

According to the research findings, 68.6% of respondents believed that it is the bad effect of being obese on perceived physical splendour, now not the 'fats' itself, that creates an unfavourable bias in opposition to obese women. Overweight and obese human beings who've common studies with weight bias devour greater meals and lose less weight than those who have fewer reviews with weight bias.

5.2.3 Fashion designer's strategies for increasing market choice for irregular figures

The study findings show that 87.7% of the respondents agreed that the ideology that 'fat' is an undesirable attribute should be controlled. To add more, 85.9% of the

respondents agreed that a certain degree of customisation is required for clients with irregular figures.

Moreover, 59.5% of the respondents agreed that additional fashion information is typically required from a secondary source such as a website, a workshop or a booklet to sew for irregular figures. Fashion designers use intelligent fashion designs to reduce the social and environmental impact of a fashion product's lifecycle.

Furthermore, 67% of respondents agreed that the environmental effects of the colours and prints choose for my fashion collection are taken into account. They also make a product that lasts longer and works better, reducing the need to replace it.

Furthermore, 70.2% of the respondents agreed that producing fashion and apparel products of good quality is very important to them. Besides, they are aware of the emerging design strategies in the production of sustainable clothing and textiles.

The study results show that 68.6% of the respondents agreed that In general, they try to produce the best quality products for irregular figures. Finally, 71.9% of the respondents agreed that fashion designers must keep proper records of transactions to improve the business.

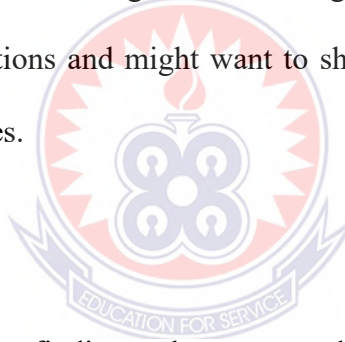
5.3 Conclusion

The study concluded that overweight ladies are much more likely to be stigmatized by way of style designers and that weight judgement has been found to bring “social stigmatism and stereotyping and that can result in despair, discrimination and binge eating. According to the observation, obese women are much more likely to be stigmatized by using style designers, and weight discrimination has been connected to

“social stigmatism and stereotyping, that can cause melancholy, discrimination, and binge eating.”

These behaviours and ideas about weight are “firmly hooked up in most primary colleges as both boys and ladies funny story approximately, tease, and bully classmates whose body sizes do no longer fit the cultural norm”. Adding that these beliefs have then translated into actions with children reporting “extensively better costs of mistreatment suggested through obese and obese adolescents than the ones of normal weight”.

When it comes to a scarcity of style alternatives, weight discrimination is unfavourable. For youngsters, it could result in an absence of style options, which may additionally reason them to be marginalized amongst their age friends. For adults, if obese people have few options and might want to shop for clothing online, this affords even extra severe challenges.



5.4 Recommendations

Given the various findings that emerged from this study, the resulting recommendations are made;

1. There is the need to control the social ideology and negative attribute that ‘fat’ is negative and ugly.
2. Fashion designers should maintain a certain degree of customisation required for clients with irregular figures.
3. Fashion designers should research to find out additional fashion information typically required from a secondary source such as a website, a workshop or a booklet to sew for irregular figures.

4. Fashion designers should pay attention to the psychological, socio-economic and clothing characteristics that influence the clothing choices of irregular figures.
5. Fashion designers need to constantly research the needs of irregular figures to improve the quality of clothes on the local market.
6. Irregular figures should have good relationships with each other regardless of individual outfits, and clothing should not be used to determine the social status of the individual human being.
7. Fashion designers should reorient students on proper clothing practices to discourage the use of controversial, confused, and uncultured clothing on campus to avoid provocation, harassment, and distractions of various kinds.
8. Irregular figures should exercise good dress sense regardless of current trends, which they may do by being aware of their structures and dressing to disguise their figure flaws.
9. There should be moderations towards clothing/accessories of irregular figures and make use of clothing in a manner that accords them dignity and respect.

5.5 Suggestions for Further Studies

According to the recommendations of the study, the study suggested that a similar study should be conducted to assess the impact of technological training on fashion designers expertise.

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APPENDIX A

UNIVERSITY OF EDUCATION, WINNEBA

COLLEGE OF TECHNOLOGY EDUCATION, KUMASI

QUESTIONNAIRE FOR THE RESPONDENTS

The researcher is a student of UEW-K, conducting a piece of research to evaluate the challenges irregular figures face in their choice of clothes. I respectfully request that you form part of this research by completing the attached questionnaire. Anonymity and non-traceability are assured. It is my fervent hope that you participate in the study. May I thank you for your valuable cooperation.

Section A: Demographic Information of the respondents

1. What is your gender?

Female [] Male []

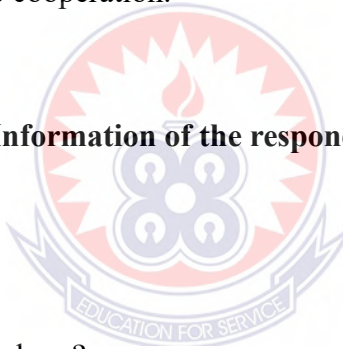
2. What age range do you belong?

Below 18 years [] 19-29 years [] 30-39 years [] 40-49 years [] 50-59 years [] 60-69 years [] above 70 years []

3. What is your highest educational background?

MSLC/JHS & SHS [] Diploma [] Bachelors' degree [] Masters' degree []

PhD []



SECTION B: How irregular body figures are perceived in the fashion industry

Please rate using a scale of 1-5 where 1 represents strongly disagree, 2 represent disagree,

3 represents uncertain, 4 represents agree, 5 represents strongly agree.

S/N	Statement(s)	1	2	3	4	5
1.	The restricted apparel market is just one form of weightism, which is “prejudice or discrimination against people based on body weight”.					
2	Weightism has particularly been evident within the workforce with obese men and women making significantly less than their thin counterparts					
3	Obese women are more likely to be stigmatized by fashion designers					
4	Weight discrimination has been found to bring “social stigmatism and stereotyping and that can lead to depression, discrimination and binge eating.					
5	These behaviors and ideas about weight are “firmly established in most elementary schools as both boys and girls joke about, tease, and bully classmates whose body sizes do not fit the cultural norm”.					
6	These beliefs have then translated into actions with children reporting “significantly higher rates of mistreatment reported by overweight and obese adolescents than those of normal weight”.					

7	Weight discrimination is detrimental when it comes to the lack of fashion options available.					
8	For children, it could lead to a lack of style choices that marginalize them among their peers.					
9	Among adults, if obese individuals have limited choices and may need to go online to purchase clothing, this presents even more serious problems.					
10	To be hired at a well-paying job, common wisdom holds that a person needs to present himself or herself in the best light through dress and grooming.					
11	To afford professional style clothing, one needs money, which a fat person may not be able to obtain without the well-paying job.					
12	The linkage between overweight women and their fashion choices has economic implications as well.					

SECTION C: The challenges irregular figures face in their choice of clothes.

Please rate using a scale of 1-5 where 1 represents strongly disagree, 2 represent disagree,

3 represents uncertain, 4 represents agree, 5 represents strongly agree.

S/N	Fashion and obesity bias	1	2	3	4	5
1	The fashion industry uniformly communicates and endorses an ideal of thinness, through both the models repeatedly used in advertising and the clothing sizes offered by major retailers.					
2	Visible professionals within the fashion industry have espoused the belief that women's bodies can be malleable to clothes.					
3	Fashion designers blame women for thigh wear problems in their pants by saying that they had an inappropriate body type (implying large size with thighs rubbing together) to wear the fashion products.					
4	Size bias has been justified as a marketing approach by some retailers as exclusionary or aspirational.					
5	Fashion designers may not provide positive interactions with all clients.					
6	The condemnation of 'fat' or obesity bias reaches beyond the fashion industry into a number of health and wellness professions.					
7	Physicians and nurses, even those specializing in the					

	treatment of obesity, have been found to display significant obesity bias.					
8	These beliefs are particularly problematic because they are found among workers who are most relied upon for their ability to improve people's health.					
9	Given that working professionals demonstrate this bias, it is not too surprising to find an obesity bias within physical education, psychology, and nutrition students.					
10	In addition to the endorsement of thin bodies within the fashion media and popular forms of entertainment such as television, film, and magazines, other factors may contribute to holding an obesity bias.					
11	Fashion designers hold the belief that excess body weight always contributes to poor health and reflects lack of self-control.					
12	The message that it is good to be thin and bad to be fat is so widespread that expressing negative attitudes toward obese people has become an accepted form of prejudice'.					
13	This prejudicial experience is evidenced by the increase in explicit weight bias and weight-based discrimination over the past several decades as the thin ideal has become pervasive.					

14	It is not the ‘fat’ itself that causes the negative bias towards heavy women, but rather the negative impact of being fat on perceived physical attractiveness					
15	Overweight and obese individuals who experience frequent stigmatising experiences report eating more food and losing less weight than those reporting fewer experiences of weight bias .					
16	Several psychological characteristics may predispose a person to hold high levels of explicit obesity bias.					
17	An obesity bias has also been linked to personal characteristics including body size, gender, and ethnicity.					

SECTION D: Fashion designer’s strategies for increasing market choice for

irregular figures

Please rate using a scale of 1-5 where 1 represents strongly disagree, 2 represent disagree,

3 represents uncertain, 4 represents agree, 5 represents strongly agree.

S/N	Statement(s)	1	2	3	4	5
1	Social ideology that ‘fat’ is a negative attribute should be controlled;					
	A certain degree of customisation is required for clients with irregular figures.					
2	Additional fashion information is typically required from a					

	secondary source such as a website, a workshop or a booklet to sew for irregular figures.					
3	I use intelligent fashion designs to reduce the social and environmental impact of a fashion product's lifecycle.					
4	I consider the environmental effects of the colours and prints I choose for my fashion collection.					
5	I create a longer-lasting and better-functioning product, thereby reducing the need to replace it					
6	Producing fashion and apparel products of good quality is very important to me.					
7	I am aware of the emerging design strategies in production of sustainable clothing and textiles.					
8	In general I try to produce the best quality products for irregular figures.					
9	Fashion designers must keep proper records of transactions to improve the business.					