

INFLUENCE OF MODERN FASHION ON DRESSING PATTERN OF FEMALE UNDERGRADUATE STUDENTS IN SELECTED STATE UNIVERSITIES IN OGUN STATE

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ABSTRACT

Rape and some other deviant behavioural cases reported in Nigerian universities have sometimes been attributed to the type of clothing worn by the undergraduates. Hence, the influence of modern fashion on dressing pattern of Female Undergraduate Students (FUS) in selected state universities in Ogun State. Socio-economic characteristics, influence of modern fashion on dressing pattern of female undergraduates and constraints to decent dressing were considered. Multi-stage sampling techniques were employed. Firstly, 67% of the 3 state universities in Ogun state were randomly selected, resulting in two universities. Secondly, two Faculties/Colleges were selected randomly from Olabisi Onabanjo University and in Tai Solarin University of Education. Thirdly, two Departments were randomly selected from each Faculty/College. Lastly, 8% of the total number of students were randomly selected from the Departments. Hence, sample size of 130 FUS was obtained. Findings revealed that most (88.5%) of FUS were single. Majority (80.8%) opined that the mass media advertisement of indecently dressed actresses was a major constraint to decent dressing. Over half (59.2%) of the respondents strongly agreed that modern fashion encourages smartness in dressing. However, the undergraduates strongly agreed that modern fashion propels indecent dressing among FUS (55.4%). Nonetheless, most (83.8%) of the FUS were positively influenced by modern fashion in their dressing pattern. There was no significant difference between the influence of modern fashion on the dressing pattern of FUS in the selected Universities ($p=0.230$). It was recommended that mass media should endeavour to promote decency in advertisement. Students should be oriented on what entails modesty in dressing.

Keywords: Modern fashion; Dressing pattern; Female undergraduates, Indecent dressing

BACKGROUND

The term fashion has been defined differently by different people. The different definitions attached to fashion are based on the differences in the orientation of the people. Fashion is a general term for a popular style or practice, especially in clothing, footwear, accessories, makeup, body piercing or furniture. Fashion refers to a distinctive and often habitual trend in the style with which a person dresses, as well as to prevailing styles in behavior. Moreover, fashion is the newest creations of designers. The more technical term, costume, has become so linked to the term “fashion” that the use of the former has been relegated to special senses like fancy dress or masquerade wear, while “fashion” means clothing more generally and the study of it (Obeta & Uwah, 2015).

Dressing is the act of putting on clothes. The importance of wearing clothe on the body is to protect, beautify or adorn it. Clothing is one of the basic necessities of man. In its widest sense, it includes a great range of material that man wears or applies to the body. Clothing includes dresses, shoes, jewelry, hairdo, make-up, footwear, body piercing, and costumes. Moreover, clothing is also used to show people’s status and the roles they play in society (Anyakoha, 2015). They are part of people’s culture and they define their tribal or ethnic identity (Obeta & Uwah, 2015).

Nwikpo, Anierobi, Eluemuno, Ezennaka, and Ezeonwumelu (2022) stated that indecent dressing for female undergraduate students is characterised by short, see-through outfits, exposing to people parts of their bodies which should normally be covered by clothes. It was stressed that such provocative clothes allow their male counterparts freedom to gaze at their uncovered boobs, bare legs, contours of their butts.

Nigerian universities have been designed to be citadels of learning. Students are expected to attain progressive knowledge to attain excellent academic performances. That will position them to be relevant in the international scenes where education is fundamentally a developmental tool (Alemu, 2018). In tandem to that, Nwikpo et al. (2022) opined that it is expected that the undergraduate students are to engage in conscientious scholastic exercises to achieve that. However, Okafor and Uwalaka (2021) posited that it is perplexing that skimpy dresses in vogue in most Nigerian tertiary institutions of learning have turned them to fashion runways! Moreover, Obilo and Okugo (as cited by Okafor & Uwalaka, 2021) affirmed that female undergraduate students would rather follow the trending slogan in lecture auditoriums to “dress to kill”. These students mean to appear sexy or chic, ignoring that they should look sane.

Statement of the Problem

The styles and patterns of dressing are largely determined by variables like modern fashion, group dynamics cum peer group relationship, weather, event, ethical dressing code (such as applicable to law and medical student). Despite these and other variables, certain types of dressing worn by female undergraduate students in particular tend to have disastrous effect on their male counterparts, lecturers, and the society. Yohanna, Sababa and Filgona (2020) stated that such outfits are usually skimpy, revealing, tight-fitting and ultimately a fashion of nakedness. Hence, negative motives may be developed generally through cursory looking (Ejila, 2014; Nwikpo et al., 2022).

Omede (2011) observes that indecent appearance has come to characterise the fashion of many students on the campuses of higher institutions in Nigeria. There is hardly any higher institution of learning in this country that is not faced with this nausea. The way students on campuses of learning, particularly the female ones, dress seductively leaves much to be desired. When they put on such dresses, they struggle to sit down, mount a motorbike, cross gutters or even pick anything from the ground (Ikpekaogu, 2022).

Some of the deviant behavior cases reported in Nigerian Universities such as sexual harassment, rape, ill – health, examination malpractices have sometimes been attributed to the type of clothing selected and worn by the undergraduates (Ejila, 2014). Anierobi, Etodike, Eluemuno, and Nwikpo (2021) explained that students are quite aware of the adverse effects of indecent dressing, yet they still engage in such practices without a care in the world. Aside from the negative effects of indecent dressing, does modern fashion in any way contributed positively to the dressing of these students? Anadi, Egboka and Aniorobi; Akpan (as cited Ikpekaogu, 2022) submitted that outfits that cover stomach, abdomen, back, shoulder, chest, knee, and legs; little earrings, light make-up, low heeled noiseless foot wears and clean hairs are characteristics of decent dressing. But are those qualities inherent in modern fashion? Does modern fashion promote some decency in the female undergraduate students dressing? It thus becomes necessary to investigate the clothing motivations and behavior of female undergraduate students in Olabisi Onabanjo University and Tai Solarin University of Education in Ogun State. Particularly, the study seeks to investigate the influence of modern fashion on the dressing pattern of female undergraduate students in selected Ogun State universities.

Objectives of the Study

The broad objective of the study is to examine the influence of modern fashion on dressing pattern of female undergraduate students in selected Ogun State universities. The specific objectives were to:

- i. describe the socio-economic characteristics of the female undergraduate students of selected universities in Ogun State;
- ii. assess influence of modern fashion on dressing pattern of female undergraduate students in the selected universities; and
- iii. investigate the constraints to decent dressing among the female undergraduate students.

Hypothesis of the Study

H₀1: There is no significant difference between the influences of modern fashion on the dressing patterns of the female undergraduate students in the two universities.

METHODOLOGY

Multi-stage sampling techniques were employed in this study. In the first stage, 67% of the 3 public state universities in Ogun state were randomly selected. That resulted in two (2) universities. Olabisi Onabanjo University and Tai Solarin University of Education. In the second stage, two (2) Faculties/Colleges were selected randomly from OOU (Faculty of Agricultural Management and Rural Development (FAMARD) and Faculty of Social and Management Sciences (FSMS); in TASUED (College of Science and Information Technology (COSIT) and College of Social and Management Sciences (COSMAS) respectively. In the third stage, two (2)

Departments were randomly selected from each Faculty/College. In the last stage 8% of the total number of students were randomly selected from the Departments. A total of one hundred and thirty (130) students made up the sample size. The Departments selected were: Agricultural Economics (AEC), Agricultural Extension (AXR), Economics (ECO), Political sciences (POL), Transport Planning Management (TPM), Sociology Studies (SOS), Biology (BIO) and Chemistry (CHM).

Table I: Sample frame

Study Area	Selected University	Name of Faculty/college selected	Total number of Departments	Number of departments selected	Name of department selected	Total number of students	Selected students (8%)
Ogun State	Olabisi Onabanjo University	FAMARD	3	2	AEC	157	13
					AXR	130	10
		FSMS	5	2	ECO	332	27
					POL	287	23
	Tai Solarin University of Education	COSMAS	5	2	TPM	204	16
					SOS	243	19
		COSIT	5	2	BIO	168	13
					CHM	112	9
Total			19	8		1633	130

Source: Field survey, 2018

The instrument for data collection was questionnaire. A list of statements that indicate influence of modern fashion on dressing pattern among the female undergraduate were made available for the students. This was operationalised on a five point Likert scale of strongly agree (SA), agree (A), undecided (U), disagree (D), and strongly disagree (SD). In this case, strongly agree was assigned a score (5), agree was assigned a score of (4), undecided was assigned a score of (3) disagree was assigned a score of (2) and strongly disagree was assigned a score of (1). The minimum score was 1 while the maximum score was 5. Respondents with mean score (4.13) and more than the mean score were regarded as being positively influenced by modern fashion in their dressing pattern while those having scored below the mean score were regarded as being negatively influenced by modern fashion in their dressing pattern.

The socioeconomic characteristics of the undergraduates were thus measured. The age, religion, marital status, household size, monthly allowance and parent occupation, were measured at nominal level. Their level in school was measured at ordinal level.

Constraints to decent dressing were determined by making a list of statements that showed the types of constraints. These were operationalised as major constraint, minor constraints and not a constraint and scores of 2, 1 and 0 were assigned respectively. The minimum score possible was 8 points while the maximum score was 24 points. The mean value of each constraint was computed and used to rank from the highest to the lowest constraint as indicated by the respondents.

The data collected were analyzed using descriptive statistics such as frequencies, means and percentages. The inferential statistics used to test the hypothesis of the study was T-test.

RESULTS AND DISCUSSION

Results from Table II indicate that almost half (46.9%) of the sampled female undergraduate students in were between the ages of 21 – 25 years. This corroborate the findings of Akinyi, Abong’o and Mburugu (2021) that most university female undergraduates are within the age bracket of 18 to 25 years. Over half (50.8%) and (51.5%) of the sampled female undergraduate students were Christian and had a household of 4 to 6 persons respectively. Majority (88.5%) were single. More than quarter (33.8%) and (36.9%) of them were in 300 level and collected the monthly allowance of between ₦6,000 - ₦10,000 respectively. There is the tendency for some of the students to personally purchase their outfits, since they have access to some allowance. Akinyi, et al. (2021) stated that majority of the undergraduate purchase their own outfits by themselves. The occupation of over a quarter (30.8%) of the respondents’ parents was business.

Table II: Distribution of the socio-economic characteristics of the female undergraduate students

Variables	OOU		TASUED		Overall	
	Frequency	%	Frequency	%	Frequency	%
Age (years)						
≤ 20	37	50.7	17	29.8	54	41.5
21 – 25	31	42.5	30	52.6	61	46.9
26 – 30	5	6.8	8	14.0	13	10.0
> 30	0	0.0	2	3.5	2	1.5
Religion						
Islam	41	61.6	18	31.6	63	48.5
Christianity	28	38.4	38	66.7	66	50.8
Others	0	0.0	1	1.8	1	0.8
Marital status						
Single	66	90.4	49	86.0	115	88.5
Married	7	9.6	8	14.0	15	11.5

Variables	OOU		TASUED		Overall	
	Frequency	%	Frequency	%	Frequency	%
Level						
100	16	21.9	7	12.3	23	17.7
200	25	34.2	17	29.8	42	32.3
300	22	30.1	22	38.6	44	33.8
400 and above	10	13.7	11	19.3	21	16.2
Monthly allowance (₦)						
≤ 5,000	0	0.0	1	1.8	1	0.8
6,000 – 10,000	28	38.4	20	35.1	48	36.9
11,000 – 15,000	20	27.4	19	33.3	39	30.0
16,000 – 20,000	8	11.0	8	14.0	16	12.3
> 20,000	17	23.3	9	15.8	26	20.0
Household size						
≤ 3	15	20.5	5	8.8	20	15.4
4 – 6	34	46.6	33	57.9	67	51.5
7 – 9	17	23.3	15	26.3	32	24.6
> 9	7	9.6	4	7.0	11	8.5
Parent Occupation						
Petty trading	24	32.9	9	15.8	33	25.4
Artisan	5	6.8	3	5.3	8	6.2
Public service	17	23.3	18	31.6	35	26.9
Businessman	17	23.3	23	40.4	40	30.8
Farmers	4	5.5	3	5.3	7	5.4
Others	6	8.2	1	1.8	7	5.4
Total	73	100	57	100	130	100

Source: Field survey 2018

Table III reveals the influence of modern fashion on the dressing pattern of female undergraduate students in the sampled universities. Over half (59.2%) of the students strongly agreed that modern fashion encourages smartness in dressing. More than half of them agreed that modern fashion: affords students the opportunity to combine different types of colours (66.9%), enable them represent on an international level in a formal setting (57.7%); and modern fashion prepares students to dress like people in the corporate world/organization (58.5%). That implies that the students understand that modern fashion coupled with decency promotes respect and protects a person's dignity (Akpan, as cited by Ikpekaogu, 2022). However, over half (55.4%) of the students strongly agreed that modern fashion propels indecent dressing among female undergraduates. Half (50.0%) of the sampled female undergraduates agreed that students may be disgraced due to indecent dressing. Over quarter (40.0%) of the respondents strongly agreed that: students lie to collect money from parents to purchase the modern fashion in vogue; and students may be viewed as a bad person when she dresses like a foreign star who wear transparent dresses revealing the boobs.

The students' affirmation to those points may be due to the teachings from the holy bible in I Timothy chapter 2, verses 9 and 10, preached by Christian religious leaders, encouraging females to dress modestly, decently, adorning themselves with good deeds, rather than elaborate hair styles, expensive jewelries or clothes. In tandem to that, the findings of Uzobo, Olomu and Ayinmoro (2014) revealed that the Emir of Ilorin and other Northern Emirs firmly stated that any Muslim lady who walks in the traditional area of Ilorin in mini skirt whether an indigene or non-indigene should be publicly beaten. Therefore, the female undergraduates are aware of the proper and improper dressing. Yohanna, et al. (2020) stated that it is twisted that these female undergraduates are aware of indecency in dressing.

Table IV further reveals that majority (83.8%) of the sampled female undergraduates were positively influenced by modern fashion in their dressing. That implies that majority of their outfits are decent. This also mean that modern fashion does not necessarily mean indecent dressing. That corroborated the findings of Anadi, Egboka and Aniorobi; Akpan (as cited by Ikpekaogu, 2022) who submitted that outfits that cover stomach, abdomen, back, shoulder, chest, knee, and legs; little earrings, light make-up, low heeled noiseless foot wears and clean hairs are decent. But this result contradicted the study of Nzoiwu (2023); Ikpekaogu (2022); Okafor and Uwalaka (2021) who posited that the sampled students and lectures opined that the indecently dressed undergraduates suffer negative consequences such as poor academic performance, examination malpractices, loss of respect for lecturers, sexual harassment, loss of dignity, spending time more time on parties, predisposition to prostitution, rape, lying, stealing, unwanted pregnancy, ritual killing, and contracting of sexually transmitted diseases.

Table III: Influence of modern fashion on the dressing pattern of female undergraduate students

Statements	SA	A	U	D	SD
	F	F	F	F	F
	(%)	(%)	(%)	(%)	(%)
Encourages smartness in dressing	77 (59.2)	48 (36.9)	3 (2.3)	2 (1.5)	-
Affords the opportunity to combine different types of colours	25 (19.2)	87 (66.9)	8 (6.2)	9 (6.9)	1 (0.8)
Prepares students to dress like people in the corporate world/ organization.	38 (29.2)	76 (58.5)	10 (7.7)	6 (4.6)	-
Modern fashion avoids being called “local” in the corporate world/ organization.	48 (36.9)	65 (50.0)	6 (4.6)	7 (5.4)	4 (3.1)
It makes students fit to represent on an international level in a formal settings	42 (32.3)	75 (57.7)	8 (6.2)	3 (2.3)	2 (1.5)
It helps students to dress well for job interview	54 (41.5)	64 (49.2)	5 (3.8)	6 (4.6)	1 (0.8)
Students money are being saved since most materials worn are durable	40 (30.8)	61 (46.9)	12 (9.2)	11 (8.5)	6 (4.6)
Modern fashion propel indecent dressing among female undergraduate students	72 (55.4)	48 (36.9)	3 (2.3)	6 (4.6)	1 (0.8)
Students may be disgraced due to indecent dressing	36 (27.7)	65 (50.0)	11 (8.5)	18 (13.8)	-
It cause distraction in class (e.g excessive make-up, tight fitting outfits)	44 (33.8)	51 (39.2)	8 (6.2)	23 (17.7)	4 (3.1)
It causes loss of focus on academics since a lot of males are attracted to the curves of female body.	35 (26.9)	38 (29.2)	22 (16.9)	30 (23.1)	5 (3.8)
Some modern fashion has provocative effect that encourages premarital sex, hence the spread of	50 (38.5)	45 (34.6)	16 (12.3)	18 (13.8)	1 (0.8)

Statements	SA	A	U	D	SD
	F	F	F	F	F
	(%)	(%)	(%)	(%)	(%)
diseases.					
It can predisposes students to being raped	36 (27.7)	42 (32.3)	19 (14.6)	26 (20.0)	7 (5.4)
Increase in abortion rate due to unprotected sex caused by some modern fashion arousing the male students' sexual appetite	39 (30.0)	41 (31.5)	23 (17.7)	25 (19.2)	2 (1.5)
Student may be viewed as a bad person when she dresses like a foreign star who wear transparent dresses revealing the boobs	52 (40.0)	47 (36.2)	16 (12.3)	12 (9.2)	3 (2.3)
Students lie to collect money from parents to purchase the modern fashion in vogue (e.g new rag jean, mini gown, see-through-dinner gown)	52 (40.0)	47 (36.2)	9 (6.9)	19 (14.6)	3 (2.3)

Source: Field survey 2018 **SA: Strongly agree, A: Agree, U: Undecided, D: Disagree, SD: Strongly disagree**
Figures in parentheses are percentage

Table IV: Categorisation of influence of western fashion on respondents' dressing pattern

Overall influence	Mean/Standard deviation	Index	Frequency	Percentage
Negative Influence	4.12 / 0.34	1 - 4.11	21	16.2
Positive Influence		4.12 - 5	109	83.8
Total			130	100.0

Source: Field survey 2018

Results from Table V reveals the constraints to decent dressing among the female undergraduate students. Majority (90.8%) of the sampled female undergraduates affirmed that comfort and convenience in fashion leads to indecent dressing. That also ranked as the highest constraint to decent dressing. In the same vein, the findings of Akinyi, et al. (2021) showed that comfort ranks high as one of the deciding factors of the undergraduates' choice of clothes. The students opined that shorts, bare chest tops are modest outfit! This shows that such students prioritize anything

that makes them comfortable in their dressing. They consider such to be modest, even though they are not.

Furthermore, most of the respondents affirmed that the excessive male counterparts' complements to the female students when they expose their laps and boobs (81.5%); mass media advertisement of indecently dressed actresses (80.8%); peer pressure to wear skimpy dresses (73.1%); coupled with lecturers and other staff dressing seductively with tight – fitting and short dresses (62.3%) were major constraints to decent dressing. Over half (54.6%) of the female undergraduates affirmed that parents do not object when these female undergraduates wear tight fitting dresses. That supported the findings of Nzoiwu (2023) who explained that exposure to mass media, peer pressure, poor parental disposition to indecent dressing, were some of the factors responsible for indecent dressing. Additionally, over quarter (46.9%) of the female undergraduates wore undersized clothes due to inadequate fund to purchase new clothes. That is in tandem with the findings of Oberiri (2017) who posited that economic position is an external factor that influences an individual's clothing decisions and choices.

Table V: Constraints to decent dressing among the female undergraduate students

Statements	Major constraint F (%)	Minor constraint F (%)	Not a constraint F (%)	Mean	Rank
Comfort and convenience fashion (less heat with sleeveless and short outfits)	118 (90.8)	8 (6.2)	4 (3.1)	2.88	1 st
Majority of the students wear skimpy dresses hence other students copy them (Peer pressure)	95 (73.1)	21 (16.2)	14 (10.8)	2.62	4 th
Mass media advertises actress who are indecently dressed	105 (80.8)	8 (6.2)	17 (13.1)	2.68	3 rd
Parents do not object when students wear tight fitting dresses	71 (54.6)	37 (28.5)	22 (16.9)	2.38	6 th
Fashion in vogue is tight – fitting dresses, transparent dresses so students perceive this to be the normal way to dress	69 (53.1)	40 (30.8)	21 (16.2)	2.37	7 th
Inadequate fund makes student wear undersized clothes	61 (46.9)	51 (39.2)	18 (13.8)	2.33	8 th
Some lecturers and staff dress seductively with their tight – fitting and short dresses	81 (62.3)	33 (25.4)	16 (12.3)	2.50	5 th
The male counterparts complement the female students more when they expose their laps and boobs	106 (81.5)	13 (10.0)	11 (8.5)	2.73	2 nd

*Source: Field survey, 2018**Figures in parentheses are percentage*

Table VI shows that there was no significant difference between the dressing pattern of the sampled female undergraduate students in TASUED and in OOU. In other words, the undergraduates were all positively influenced by modern fashion in their dressing.

Table VI: T – test analysis of the difference between the dressing patterns of the female undergraduate students in the selected universities

Variable	N	t	df	p-value	Mean difference	Remark
OOU	73	-1.206	128	0.230	-1.470	Not Significant
TASUED	57					

Source: Field survey, 2018

CONCLUSION

The female undergraduates were positively influenced by modern fashion in their dressing pattern.

RECOMMENDATION

Although the students were positively influenced by modern fashion in their dressing, the following points can still better the lot of the female undergraduate students. Lecturers should serve as role models to students. They should encourage them to wear decent dress. Disciplinary committee should be constituted in each university to look into issues of indecent dressing among female undergraduate students. Parents/guardians should ensure their wards purchase decent outfits. Students should also be further orientated on what entails modesty in dressing. Mass media should endeavor to promote advertisement with decently dressed actresses.

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