

Facebook and WhatsApp as Correlates of Dress Sense of Female Students in University of Uyo

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ABSTRACT

The study sought to find out Facebook and WhatsApp as correlates of dress sense of female students in university of Uyo. The study was guided by two objectives, two research questions and two hypotheses. Survey research design was adopted for the study. The area of the study was University of Uyo, Uyo in Akwa Ibom State, Nigeria. The population of the study was approximately 10000 female undergraduate students but the sample size was 370 female students using the simple random sampling technique. A structured questionnaire titled The Influence of social media on Dress Sense of Female student in University of Uyo, Questionnaire (SMDSFS) was used for data collection of this study. The study employed descriptive and statistical methods through the use of mean, standard deviation was used to analyze the research questions while Analysis of Variance (ANOVA) was used to analyze the null hypotheses of at 0.05 level of significance. From the study it was concluded that there is significant influence of Facebook on the dress sense of female students in the University of Uyo and no significant influence of WhatsApp on the dress sense of female students in the University of Uyo. One of the recommendations made from the study is that Student should have contacts of their classmates and senior colleagues on WhatsApp. This platform allows them to chat, create WhatsApp groups for online education relates tutoring, discussion and information.

KEYWORDS: Dress Sense, social media, Facebook, WhatsApp and University of Uyo.

INTRODUCTION

Modern technology in communication has no doubt helped to serve as a means of connecting people and as a medium of interaction in the social world and educational arena. Social media platforms are now beginning to receive attention as a potential source of harmful influence as traditional mass media. According to Umeogu and Ojiakor (2014), social media are interactive, web-based platforms that allow users to create and distribute contents. Social media are not inherently positive or negative in terms of the effects on the appearance of users; instead, the effects depend largely on the way in which they are utilized (Perloff, 2014). According to Greenwood, Perrin, and Duggan (2016), social media also enable greater opportunities for detrimental processes such as body comparisons with peers and celebrities. This may be especially true as visual-based forms of social media continue to gain popularity. Facebook, which continues to be the most popular social media platform, began as a text-based platform but has also been putting increased emphasis on visual content over the past several years, first adding the ability to post photos in October 2005 and then introducing video sharing capabilities in 2010. Hall and Baym (2012) express that social media have also created a more efficient and accessible way to increase information sharing which could be both positive and negative. Nowadays, youths cannot imagine life without social media.

Historically, fashion plays a significant role and has greatly influenced the “fabrics” of societies all over the world. What people wear often depicts the social life of the people across the world (Anyakoha and Eluwa, 2008). The quest to cover the nakedness of mankind plays a significant role in defining the original purpose and intent of dressing. Thus, dressing is not just for clothing purposes but for adornments (Schall & Appiah., 2016). Clothing can be described as something worn on the body and this includes materials such as garments, shoes, jewellery, cosmetics, and others. It is also a form of cultural expression that depicts every aspect of human life. The human dress is a kind of “symbolic” way of communication and is usually the basis on which immediate impressions are formed (Uwakwe, 2010). The style of clothing that people wear, the fabrics, designs and colours can speak largely, the way an individual thinks and lives (Uwakwe, 2010). The study showed that most youths are exposed to fashions traded across cultures and nations with the help of ICT.

STATEMENT OF PROBLEM

Social media usage has increased exponentially in modern years. Communication which was in person or by telephone now can be done online without physical contact or connection. Through observation and interactions made by the researchers and research on existing literature, individuals spend countless hours and acquiring new information. Many of these individuals therefore can neglect other aspects of their lives by spending time on social media and networking sites, and being influenced by what they see.

It is therefore of great importance to explore some of the trending issues facing students' dress sense as a result of their use of social media. To what extent has this phenomenon affect female students dressing is a question that needs to be answered. Thus, the problem of this study is to find out the influence of social media (Facebook, WhatsApp) on dress sense of Female Students in University of Uyo, Nigeria.

OBJECTIVE OF THE STUDY

The study sought:

1. To assess the influence of Facebook on the Dress Sense of Female Students in University of Uyo.
2. To determine the influence of WhatsApp on Dress Sense of Female Students in University of Uyo.

RESEARCH QUESTIONS

1. What is the influence of Facebook on the Dress Sense of Female Students in University of Uyo?
2. What is the influence of WhatsApp on the Dress Sense of Female Students in University of Uyo?

HYPOTHESIS

1. There is no significant influence of Facebook and Dress Sense of Female Students in University of Uyo.
2. There is no significant of WhatsApp and Dress Sense of Female Students in University of Uyo.

CONCEPT OF DRESS SENSE

Dress sense is the ability to dress well in attractive combination of clothes that suits the individual. Roach-Higgins and Eicher, (1992) have defined dress as "an assemblage of modifications of the body and/or supplements to the body". Thus, dress is not only about the clothing for covering but consist of all adornments. Dress is sometimes defined as one-piece garment for a woman or girl that covers the body and extends down over the legs. It also forms part of the culture permeating everyday life and activity. Dress that an individual wears speaks to people about the identity of the person; it defines their sex, age, status as well as their occupation. Theoretically, researchers on dress and fashion have often isolated dress as the stimulus variable. Dress tells the story of the very qualities that makes an individual unique, thus the clothes an individual wears speaks about the personality and makes an easy identification. The practical function of clothing is to protect the body from dangers in the environment. Clothing protects against many things that can injure the naked human body but today, humans have shown extreme inventiveness in devising clothing. Strange appearance has come to characterize the dress sense of students on the campuses of tertiary institutions in Nigeria.

In the Nigerian context, the psychology for selecting clothing is expressed differently aside the natural phenomenon of body coverage and protection. There is a strong social pressure that one has to conform to when dressing in order to be socially accepted among his or her own group or peers. Clothing styles is a characteristic or distinctive form of dress; in our present world, a person's first judgment of others is based on clothing styles. The rest, including appreciation comes only second.

CONCEPT OF SOCIAL MEDIA

Social media are online means of interactions among people; involving computer- tools and Internet based applications that allow people to create, process, share or exchange information, ideas, pictures and videos. Social media is the interaction among people, through which they create, share, and/or exchange information and ideas in virtual communities and networks via social media sites Kaplan and Haenlein (2010). Bertot, Jaeger and Grimes (2018) assert that the concept of social media is based on four main pillars covert strengths: partnership, participation, enablement, and time. In their definition, Ezeah, Asogwa, & Obiorah (2013) say social media are modern interactive communication channels through which people connect to one another, share ideas, experiences, pictures, messages and information of common interest. Contributing also, Duggan & Smith (2016) contend that it is some form of approval that permits a free forum for interactions.

Social media has led consumers to adopt and move on from fashion trends quicker than before, and to appease their customers, brands must keep up with the forecasts. Trend forecasting using social media analysis allows fashion brands to unlock their potential for commercial and creative success. The gatekeepers of the fashion industry used to be editors, experienced designers and powerful retailers. Ten years ago, magazines were still considered the bible for fashion inspiration and new seasonal must-haves.

- **Facebook and Dress Sense**

Facebook is a popular free social networking website that allows registered users to create personal profiles, add other users as friends, give status updates, send messages, upload photos and video and keep in touch with friends, family and colleagues. It is the world's largest social network, with more than 1.32 billion monthly active users (as of June 2016 (Tufts University, 2017)). Users create a personal profile, add other users as friends, and exchange messages, including status updates. Organizations and brands create pages and Facebook users can "like" brands' pages.

In April 2012, Facebook acquired the service for approximately US\$1 billion in cash and stock. The app allows users to upload media that can be edited with filters and organized by hashtags and geographical tagging. Facebook is an American online social media and social networking service owned by Facebook, Inc. Founded in 2004 by Mark Zuckerberg with fellow Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes, its name comes from the face book directories often given to American university students. Membership was initially limited to

Harvard students, gradually expanding to other North American universities and, since 2006, anyone over 13 years old. As of 2020, Facebook claimed 2.8 billion monthly active users, (Facebook Reports First Quarter 2021 Results) and ranked seventh in global internet usage. It was the most downloaded mobile app of the 2010s. Facebook can be accessed from devices with Internet connectivity, such as personal computers, tablets and smartphones. After registering, users can create a profile revealing information about themselves. They can post text, photos and multimedia which are shared with any other users who have agreed to be their "friend" or, with different privacy settings, publicly. Female student can use the media to communicate directly with other friends with Facebook Messenger, join common-interest groups, and receive notifications on the activities of their Facebook friends and pages they follow and also a means to view trending dressing from their Facebook friends that they have liked their photos, videos and pages all of this engagement can affect sense of dressing.

- **WhatsApp and Dress Sense**

WhatsApp Messenger, or simply WhatsApp, is an American freeware, cross-platform centralized messaging and voice-over-IP (VoIP) service owned by Facebook, Inc. It allows users to send text messages and voice messages, make voice and video calls, and share images, documents, user locations, and other content (Albergotti, Reed, MacMillan, Douglas, Rusli and Evelyn, 2014). WhatsApp's client application runs on mobile devices but is also accessible from desktop computers, as long as the user's mobile device remains connected to the Internet while they use the desktop app. The service requires a cellular mobile telephone number to sign up. University students get to view latest trends posted by their peers WhatsApp contact on their WhatsApp status within 24 hours of post, every day.

THEORETICAL FRAMEWORK

- **Theory of Symbolic Interaction (Herbert 1863)**

The theory of symbolic interaction was proposed by George Herbert Mead (1863). The theory of symbolic interaction has three facets: a consumer's perception based on the response of others, the influence on a consumer's behavior, and a consumer's sense of self based on the actions and responses of others to various stimuli. The symbolism in the fashion products is the primary influence for their purchase and individuals attribute meaning to these products based on the social environment in which they are presented. According to Zhang and Kim (2013), symbolic interaction theory is appropriate for examining attitude and purchase intent of fashion products because the theory helps to explain how people observe, attribute meaning, and understand their appearance and the appearance of others. Examples of social interaction include being influenced by personal factors such as peers and social comparison with friends as well as mass media figures, such as celebrities fashion influencers.

- **Modesty Theory (Isaac 1899)**

The Modesty Theory was proposed by William Isaac Thomas (1899). "The Psychology of Modesty and Clothing. The word "modesty" comes from the Latin word "Modestus which means keeping within measure". Moralists believe that our innate feelings of guilt and shame resulting from exposure of particular parts of the body date back to Adam and Eve, the first among the human race according to the Biblical version. This theory familiar to the Mesopotamian legends of the garden of Eden and even seduction by the serpent holds that clothing was originally donned to conceal the genital organs from a sense of shame, modesty, embarrassment, or some other forms of sexual emotions. From this beginning it is assumed has grown the practice of covering body more generally as sexual self-consciousness has become more refined.

METHODOLOGY

Survey research design was adopted for the study. The area of the study was University of Uyo, Uyo in Akwa Ibom State, Nigeria. The population of the study was approximately 10000 female undergraduate students but the sample size was 370 female students using the simple random sampling technique. A structured questionnaire titled The Influence of social media on Dress Sense of Female student in University of Uyo, Questionnaire (SMDSFS) was used for data collection of this study. The study employed descriptive and statistical methods through the use of mean, standard deviation was used to analyze the research

questions while Analysis of Variance (ANOVA) was used to analyze the null hypotheses of at 0.05 level of significance.

RESULTS

Research Question One

What is the influence of Facebook on the Dress Sense of Female Students in University of Uyo, Nigeria.

Table 1: Mean Analysis of the Influence of Facebook on the Dress Sense of Female Students in University of Uyo, Nigeria. (N=363)

Facebook on Dress Sens	\bar{x}	Decision
Following trendy fashion post on Facebook.	3.43	HI
Frequently viewing videos of trendy fashion post on Facebook.	3.46	HI
Admiring my friend's dresses posted on Facebook.	3.36	HI
Desiring to appear on Facebook trendy dresses.	3.34	HI
Ordering dresses posted on Facebook fashion pages.	3.53	HI
Grand Mean	3.44	

I=Influence HI=High Influence

Table 1 shows that the mean analysis of the influence of Facebook on the Dress Sense of Female Students in University of Uyo, Nigeria. Findings revealed that following trendy fashion post on Facebook (3.43), frequently viewing videos of trendy fashion post on Facebook (3.56j), Admiring my friend's dresses posted on Facebook (3.36), Desiring to appear on Facebook trendy dress (3.34). Ordering dresses posted on Facebook fashion pages (3.53). This means that Facebook has high Influence on the Dress Sense of Female Students in University of Uyo.

Research Question Two

What is the influence of YouTube on the Dress Sense of Female Students in University of Uyo, Nigeria?

Table 2: Mean Analysis of the Influence of WhatsApp on the Dress Sense of Female Students in University of Uyo, Nigeria. (N=363)

WhatsApp on Dress Sense	\bar{x}	Decision
Having fashionable friends on My WhatsApp contact list.	2.48	LI
Frequently Viewing fashion post of my friends on WhatsApp status.	2.44	LI
Trendy styles are being shared On my WhatsApp fashion groups.	2.42	LI
Engaging in chats concerning lasted fashion styles on WhatsApp.	1.50	LI
Wearing styles displayed on my	2.34	LI
Grand Mean	2.47	

I=Influence; LI=Low Influence

Table 2, shows that the mean analysis of the influence of WhatsApp on the Dress Sense of Female Students in University of Uyo, Nigeria. Findings revealed that Having fashionable friends on my WhatsApp contact list (2.48) , frequently Viewing fashion post of my friends on WhatsApp status (2.44), Trendy styles are been shared on my WhatsApp fashion groups (2.42), Engaging in chats concerning lasted fashion styles on WhatsApp (1.50),and Wearing styles displayed on my WhatsApp fashion groups (2.34) with the grand mean of 2.47, This means that WhatsApp has low influence on the Dress Sense of Female Students in University of Uyo, Nigeria.

Hypotheses One

There is no significant influence of Facebook on the Dress Sense of Female Students in University of Uyo, Nigeria.

Table 3: Analysis of Variance (ANOVA) of the influence of Facebook on the Dress Sense of female students in University of Uyo, Nigeria.

Sample	Sum of Square	Degree of Freedom	Mean	F-cal	Sig. Square
Between Sample	417.390	1	417.390	8.4490	.0094
Within Sample	3013.450	61	49.401		
Total	3430.84	62	55.3361		

Source: Researcher's Computation Using SPSS (2021).

From table 3, F-calculated value of 8.449 at 0.05 level of significance and degrees of freedom is 1 and 61 is greater than F-critical value of 4.0012. Based on this result, the null hypothesis was rejected implying that there is significant influence of Facebook on the Dress Sense of Female Students in University of Uyo, Nigeria. Also, the research question was answered implying that Facebook has a significant influence on the Dress Sense of Female Students in University of Uyo, Nigeria. The findings are in-line with the study of Obilo and Okugo (2013) whose study reviewed that Many parents and institutions are worried about the students' habits on Facebook and other social media sites because they believe that the students now hardly have time for their studies and other responsibilities. They get engorged on the fancy dresses of Facebook platform. Therefore, Facebook is major factor on the dress since of female student in University of Uyo, Nigeria.

Hypothesis Two

There is no significant influence of WhatsApp on the Dress Sense of Female Students in University of Uyo, Nigeria.

Table 4: Analysis of Variance (ANOVA) of the influence of WhatsApp on the Dress-Sense of female students in the University of Uyo, Nigeria.

Sample	Sum of Square	Degree of Freedom	Mean	F-cal	Sig. Square
Between Sample	250.280	1	250.280	3.919	0.1602
Within Sample	3895.435	61	63.860		
Total	4145.715	62	66.866		

Source: Researcher's Computation Using SPSS (2021).

From table 4, F-calculated value of 3.919 at 0.05 level of significance and degrees of freedom is 1 and 61 is less than F-critical value of 4.0012. Based on this result, the null hypothesis was accepted implying that there is no significant influence of WhatsApp on the Dress Sense of Female Students in University of Uyo, Uyo Local Government Area. Also, the research question was answered implying that WhatsApp has no significant influence on the Dress Sense of Female Students in University of Uyo, Uyo Local Government Area. This finding is in accordance to the study of Schellevis (2012), whose study review that University students get to view latest trends posted by their peers WhatsApp contact on their WhatsApp status within 24 hours of post, every day, due to how WhatsApp is been programmed students are limited to just a few WhatsApp content because WhatsApp is limited to just their contact list and the status uploads stays for just Twenty-four hours. This limits what they view and as well reducing the influence of WhatsApp on their dress sense. Therefore, it can be said that WhatsApp has low influence on the dress sense of female student

CONCLUSION

The main purpose of the study was to investigate social media (Facebook and WhatsApp) and dress of female students in University of Uyo, Nigeria. Findings from the study revealed that there is a significant influence of Facebook on the dress sense of female students in the University of Uyo and no significant influence of WhatsApp on the dress sense of female students in the University of Uyo. On the basis of the findings, the researcher concludes that social media (Facebook) has influence on the dress sense of female students in University of Uyo, Nigeria.

RECOMMENDATIONS

Based on the conclusion of the study, the following recommendations were made:

- Students should use Facebook platform as a medium to reach out to their counterparts with new moderate dress sense that shows modesty and dignity.
- Student should have contacts of their classmates and senior colleagues on WhatsApp. This platform allows them to chat, create WhatsApp groups for online education, tutoring, discussion and information on different topics with respect to fashion and clothing design.

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