



PAT June, 2022; 18(1): 30-36 ISSN: 0794-5213

Online copy available at www.patnsukjournal.net/currentissue

Publication of Nasarawa State University, Keffi



GENDER PERCEPTION, CHALLENGES AND REMEDIATION ON PATRONAGE OF FEMALE FASHION DESIGNERS ON MEN'S WEARS IN KEFFI, NASARAWA STATE

Shailong C.N.

*Department of Home Science and Management, Faculty of Agriculture, Nasarawa State University, Keffi.
amakashailong@gmail.com*

Abstract

The study was conducted to assess the gender perception, challenges and remediation on patronage of female fashion designers on men's wears in Keffi Local Government Area of Nasarawa state. The study adopted a simple random sampling technique to collect data from 75 out of 102 seamstresses that are specialized in sewing men's wear, using structured questionnaires and relevant literatures reviewed as primary and secondary data, respectively. Findings of the study revealed that majority (88%) of the seamstresses were between 21-30 years of age, 75% of them were married, 52% of them were having secondary school certificate while only 32% have tertiary certificate. On the perception of male patronage to females that sew men's wears, 65% of the respondents were of the opinion that the poor patronage is due to cultural background. Further findings revealed that 89.3% of the respondents attributed poor patronage to cultural belief of the people, 94.7% believed it is because of religious belief while 81.3% of them believed that it may be due to environmental setting. On the issue of remediation, the study revealed that 89.3% of the respondents were of the opinion that female seamstresses should possess the entrepreneurial ability in order to fit properly into the business. Therefore, seamstress should from time to time enrol for entrepreneurial and innovative skill training, to acquire necessary skills to enhance the business. Governmental and non-governmental organizations may support this noble profession with soft loans for establishment of sewing industries with good equipment for quality finished products.

Key word: Entrepreneurship, fashion, wears, profession, tailoring

Introduction

The rapid pace of globalization in the business environment has created sophistication and a wide variety of choices in fashion design. Consumers now have a wide variety of choices to make regarding their clothing (Shailong *et al.*, 2021). Female fashion designers on men's wears, are expected to be good at executing their visions from the concept to the final product of the clothing line, using good technical skills in all the processes. This may go a long way to improve patronage by men as gender-based discrimination interconnects with other factors of discrimination such as ethnicity, socioeconomic status, disability, age, geographical location, gender identity and sexual orientation (Kotler, 2008). A fashion designer is responsible for creating the specific look of individual garments-including a garment's shape, colour, fabric, trimmings, and other aspects of the whole construction. The fashion designer begins with an idea of how a garment should look, turns that idea into a design (such as a sketch), and specifies how that design should be made into an actual piece of clothing by other workers (from patternmakers to finishers) and finally market such products (Shailong *et al.*, 2021).

Fashion design is a feminized occupation but there is wide spread perception that male designers are at advantage in receiving award, publicity praise and more concentration than women especially, when such a man is specialized on female garments. Ukwueze (2018) and O'cass, (2000) reported that in fashion design, men enjoy greater success than females in the broader labour market and are known as the industry darlings without whom the industry would crumble.

Though customers are always attracted to a well-stocked shops as stated in Ukwueze (2018) which is a determinant to the success of that business and the perception leads on the rate of turn over. Kotler (2008) stated that men's perception towards female designers that specialized in men's wears is very pathetic. Some of the factors that influence men's perception towards their patronage to female seamstresses may include quality, age, profession, level of education, level of income and marital security. These factors need to be verified and advocated for proper informed society. This research is intended to provide information that will be beneficial to the students of Home Science and Management in the Universities as to encourage females among them who will in future become fashion designers on men's wear to the level that the males will appreciate their potentiality. This study will help in generating scientific information to the educationist, who will serve as counsellors to the intending fashion designers concerning men's perception in patronizing fashion designers. This study specifically, investigated the perception of men in Keffi local government area of Nasarawa state towards female fashion designers, determined the challenges of men patronage on females designed and sewed men's wears, factors that influence perception, preference and attitude of men in Keffi LGA of Nasarawa state towards female fashion designer and possible solutions to attract high patronage of men to female designed and sewed men's wears.

Materials and Methods

The study was carried out in Keffi Local Government Area of Nasarawa State. Survey research design was employed in this study. Population of the study included all the female seamstresses that specialize in men's wear, totalling about 102 seamstresses according to the record of the Keffi market master's register (2021). Simple random sampling technique was used to sample 75 seamstresses out of 102, all the names of the seamstresses were written and folded into a box, and selection was by picking with closed eyes. The data were collected using questionnaires on a four Likert scale. Three experts (lecturers) in clothing and textile validated the instrument for data collection, 10 questionnaires were administered to seamstresses that were not part of the study to determine the reliability of the instrument. The researcher personally administered and collected the questionnaires from the seamstresses sampled. Data analyses were carried out using descriptive statistics - mean, frequency distribution and percentage at $P < 0.05$ level of significance. The weight sum (WS) which is the sum of the four Likert scale was calculated and divided by the total respondents ($WS/75$). Any of the weight sums mean from 2.5 and above are remarked as acceptable mean (i.e. positive acceptable mean).

Results

The results of socio-demographic characteristics of respondents presented in table 1, shows that 32% of them possess tertiary education qualification, 52% completed secondary education, 5% had just primary level of education or no form of education, 52% were Christians while 48% were Muslims and 88% of the participants were between the ages of 21-30 years.

Table 1: Socio-Demographic Characteristics of Respondents

Variable	Frequency N=100	Proportion n (%)
Age (year)		
≤20	1	1
21-30	66	88
31-40	6	8
≥41	2	3
Marital Status		
Single	16	21
Married	56	75
Widowed	3	4
Divorce		
Educational Level		
Primary	8	5
Secondary	39	52
Tertiary	24	32
None	4	11
Religion		
Christian	39	52
Islam	36	48

The perceptions of men on female fashion designers are shown in table 2. The results showed that 70% (with a mean of 3.04), were of the view that men have wrong perception about female fashion designers while 30% disagreed with that perspective. About 72% with the mean of 3.16 agreed that women experience low patronage from male consumers while 76% with a mean of 2.87 of the respondents, believed that culture plays a role in men patronage of female fashion designers and 55% of those who participated in this study with a mean of 1.93, disagreed with religion playing a role in how many men patronize fashion designers of the opposite gender.

Table 2: Perception of Men on Female Fashion Designers

S/N	Items	SA	A	D	SD	WS	MS	Remark
1	Gender affect patronage of female designers in Keffi	15	38	22	0	218	2.91	Accepted
2	Men have wrong perception about patronizing seamstresses in Keffi	26	26	23	0	228	3.04	Accepted
3	Female fashion designers experience low patronage from men in Keffi	33	21	21	0	237	3.16	Accepted
4	Cultural background affect men’s patronage of female fashion designers in Keffi and her environs	8	49	18	0	215	2.87	Accepted
5	Religious belief affect level of men patronage of female fashion designers in Keffi and her environs	7	9	27	36	145	1.93	Rejected

SA =Strongly agreed, A= Agreed, D=Disagree, SD= strongly disagree, WS= weight sum, MS= mean of the weight sum

The results of challenges faced by the female fashion designers in table 3 shows that 72% with a weight sum mean of 2.77 agreed that lack of financial strength is a major challenge faced by female fashion designers with only 28% disagreeing to this fact. About 80% with a weight sum mean of 2.89 of the respondents said gender preference is a challenge, lack of entrepreneurial skill with a mean of 3.35 was recorded as a challenge by 57.3% of the respondents which was not a far gap from 42.7% of those who do not see lack of entrepreneurial skill as a challenge faced by female fashion designers. About 89.3% with a mean of 2.89 of those who participated in this study saw cultural belief as a challenge, 94.7% with a mean of 2.65 of the respondents said that religious belief is a big challenge. Lack of confidence in business and price charge competition are

challenges as 65.3% and 62.7% of the respondents with a weight sum mean of 2.67 agreed to this, respectively.

Table 3: Challenges Faced by Female Fashion Designers

S/N	Items	SA	A	D	SD	WS	Ms	Remark
1	Financial strength is a challenge facing female fashion designers in Keffi	4	50	21	0	208	2.77	Accepted
2	Gender preference is a challenge facing seamstresses in Keffi	7	53	15	0	217	2.89	Accepted
3	Lack of entrepreneurial skill is a challenge facing female fashion designers in Keffi	42	32	0	1	265	3.53	Accepted
4	Cultural belief is challenge facing female fashion designers in Keffi	0	67	8	0	217	2.89	Accepted
5	Religious belief is a challenge facing seamstresses in Keffi	0	71	4	0	221	2.95	Accepted
6	Lack of confidence in business is one of the challenges faced by seamstresses	0	49	26	0	199	2.65	Accepted
7	Price charges competition is a challenge faced by females who designs men's wear	3	44	28	0	200	2.67	Accepted

SA =Strongly agreed, A= Agreed, D=Disagree, SD= strongly disagree, WS= weight sum, MS= mean of the weight sum

The results of the factors affecting patronage of female designers by men as shown in Table 4 shows that 87% of the respondents with the mean of 3.1 saw personality as a factor that affects negatively the patronage of female fashion designers by men. The result showing 78.7% of the participants with the mean of 2.9 saw men social status as a factor that affects seamstress patronage by men, 85.3% with the mean of 2.9, said that environment is also another factor. There is a close range between those who said class status is a factor that affects patronization of female designers by men and those who disagree to it being a factor 56% and 44%, respectively. Tradition is a factor that affects patronage of seamstress by their opposite gender was agreed upon by 68% of the participants of this study, 74.7% and 72% see poor marketing and literacy level of men as factors, respectively. All the variables measured were all accepted as factors affecting the patronage of female designers who specialized in sewing men's wears except, traditional belief which was below the 2.5 level of significance and so it was rejected.

Table 4: Factors affecting patronage of female fashion designers by men

S/N	Items	SA	A	D	SD	WS	MS	RMK
1	Personality is a factor affecting men's patronage of female fashion designer in Keffi	18	47	10	0	233	3.1	Accepted
2	Social status is a factor that affects level of men's patronage on seamstress in Keffi	6	53	16	0	215	2.9	Accepted
3	Environmental setting influence men's patronage on female fashion designers in Keffi	3	61	11	0	217	2.9	Accepted
4	Traditional belief affect is men's patronage on female fashion designers in Keffi	3	12	57	3	165	2.2	Rejected
5	Level of income affects men's patronage on female fashion designers in Keffi	0	42	33	0	192	2.6	Accepted
6	Poor advertisement is a factor affecting men's patronage of seamstresses in Keffi	9	42	24	0	210	2.8	Accepted
7	Level of literacy affect men's patronage on female fashion designers in Keffi	2	39	27	7	186	2.5	Accepted
8	Poor branding affect men's patronage on female fashion designers in Keffi	5	51	12	7	204	2.7	Accepted

SA =Strongly agreed, A= Agreed, D=Disagree, SD= strongly disagree, WS= weight sum, MS= mean of the weight sum

The results of the possible solution to poor patronage of men towards female designers that sew men's wears as presented in table 5, shows that 94.7% of the respondents with the mean of 2.94, accepted that acquiring good source of finance to stock the trade is a possible solution to poor patronage of men to female seamstresses that are into production of men's wear. A total of 93.4% with the mean of 2.96, agreed that being expert in the skill of tailoring is a solution to poor patronage while 55% with the mean of 2.54, accepted ability to adapt very well as a solution. About 81.3% with the mean of 2.89, agreed that the female tailor must be ready to embrace change, 63% with the mean of 2.62 said they must possess an open-mindedness while 85.3% with the mean of 2.85, insisted that they must be humble. About 55% with the mean of 3.45 believe they should possess the ability to predict business threats. 63% with the mean of 3.11 agreed that they should be able to learn about trends and move with economic changes but 89.3% with the mean of 2.89 is of the opinion that these people should possess entrepreneurial drive ability in order to compete with others. All the variables monitored had a mean of 2.5 and above therefore, they were all accepted to be possible solution to poor patronage of men to female seamstresses that are into construction of men's wears.

Table 5: Possible Solution to Poor Patronage of Men towards Female Designed and Sewed Men's Wears

S/N	Items	SA	A	D	SD	WS	Ms	Remark
1	Acquire good source of finance,	0	71	4	0	221	2.94	Accepted
2	Expert in the skill of tailoring	1	70	4	0	222	2.96	Accepted
3	Ability to adapt very well	0	41	34	0	191	2.54	Accepted
4	Ready to embrace change	3	61	11	0	217	2.89	Accepted
5	Open-mindedness,	0	47	28	0	197	2.62	Accepted
6	Humility ability	0	63	11	0	211	2.85	Accepted
7	Ability to predict business threats	41	27	7	0	259	3.45	Accepted
8	Learn about trends and move with economics changes	18	47	10	0	233	3.11	Accepted
9	Entrepreneurial drive ability	0	67	8	0	217	2.89	Accepted

SA =Strongly agreed, A= Agreed, D=Disagree, SD= strongly disagree, WS= weight sum, MS= mean of the weight sum

Discussion

The age of participants in this study is worthy of note, 88% are between the age of 21-30 years which is seen as the start of independency to many. Men have wrong perceptions about seamstresses and the same experiencing low patronage from men as ascribed by 70% and 72%, respectively, adapts Durvasula *et al.* (1997) theory on ethnocentric behaviour of men, where men prefers their own rather than products from counterparts. This may account for the 76% of respondents who reported that culture may have a role in men's view on products from female fashion designers. The patronage of female fashion designers by men hinging on personality and social status of the respondents apparently conformed the work of Kotler and Gary (2001), who reported that clothing purchase behaviour can be influenced by consumer's personal, psychological and cultural status, with personal factor (age, gender, profession, educational level) being the most important factor as ascribed.

Poor branding as a factor that influence the low patronage of men may be due to lack of entrepreneurship skills of seamstress and this was agreed upon by 57.3% of the respondents. Inability to locate customer and innovative skills of seamstresses are also challenges that every

striving business do well in this aspect in order to build a renowned brand as consumers tend to develop good attitude for an eminent brand (Burmam *et al.*, 2008). Possible solution to this poor patronage of men to female seamstress sewed men's wears include acquiring good source of finance to stock the trade which was accepted by 94.7% of the respondents supporting the work carried out by Ukwueze (2018) and Achumba (1998), who stated that well stocked shops attract customers for patronage. This observation is in line with the reports of Shailong (2017) and Beaudoin *et.al* (1998), which stated that for business to attract patronage, the person concerned should be able to predict the future growth of the business by thinking ahead. With 63% that agreed they should be able to learn about trends and move with economic changes and 89.3% that was of the opinion that these people should possess Entrepreneurial drive ability, the findings conformed to Shailong *et al.* (2021) that there is competitiveness in open market.

Conclusion

Low patronage of men is due to men's ethnocentrism, personality and poor entrepreneurship skills of female fashion designers. On the perception of male patronage to females designed and sewed men's wear, majority of the respondents were of the opinion that the poor patronage is due to cultural background and belief of the people, while some insisted that the poor patronage is due to religious belief and environmental setting. On the issue of remediation, possessing entrepreneurial ability may be the major solution to the poor patronage. Age, marital status, cultural background and educational level affect men's perception on female designed and sewed wears. Female designers are faced with challenges such as financial strength, lack of confidence in business and competitions. Social status and poor branding of products were the major factors affecting the patronage of female designed and sewed men's wears. Consequently, seamstresses should enrol on entrepreneurial and innovative skill training, to acquire necessary skills to enhance their businesses. Governmental and non-governmental organizations should support this noble profession with soft loans, so that they can establish their sewing industries with good equipment for a neat and quality job. The female fashion designers should build up their financial strength, self-confidence and well improved branding system.

References

- Achumba, I. C. (1998). The Challenges of Service Marketing and Human Resources Development. *Unilag Journal of Business*, 1:1-7.
- Beaudoin, P., Moore, M.A. and Goldsmith, R.E. (1998). "Young fashion leaders' and followers' attitudes toward American and imported apparel", *Journal of product & Brand Management*, 7:193-207.
- Burmam, C. Schaefer, K. and Maloney, P. (2008). Industry image: Its impact on the brand image of potential employees. *Journal of Brand Management*. 16 (3):159-176.
- Durvasula, S., Andrews, C.J. and Netemeyer, R.G. (1997). A cross-cultural comparison of consumer ethnocentrism in the United States and Russia. *Journal of International Consumer Marketing*, 9 (4):73-93.
- Keffi market master's register (2021). Register for Keffi market traders association, Nasarawa State-tailoring unit.
- Kotler, P. and Gary, A. (2008). Principle of Marketing (12th Ed). London, Pearson Education Ltd/Prentice Hall. University of California. ISBN 0132390027, 97801323900926. 599 pages. <https://books.google.com.ng>.

- Kotler, P., Wong, V. Saunders, J. and Armstrong, G. (2001). Principle of Marketing (2nd Ed). Corporate Communications, An International Journal. 6:164 – 165. ISSN 1356 – 3289.
- Macdonald, E. and Bryson, S. (2000). Brand Awareness Effects on Consumer Decision Making for a Common, Repeat Purchase Product: A Replication. *Journal of Business Research*, 48(1):5-15.
- O’cass, A. (2004). Fashion clothing consumption: antecedents and consequences of fashion clothing involvement. *European Journal and Marketing*, 38:89-882
- O’cass, A. (2000). An assessment of consumers’ products, purchase decision, advertising and consumption involvement in fashion clothing. *Journal of Economic Psychology*, 21:545-576.
- Shailong C.N., Kaka, H. J. and Dalhatu, H. A. (2017). Coping strategies required by retirees for their various clothing challenges in awe local government area of Nasarawa state. *Journal of International Federation of Home Economics*, held at Akwa-Ibom State, University, Uyo, Nigeria.
- Shailong, C.N., Ajayi, E.A. and Idoko, J.O. (2021). Prospects and challenges of Electronic marketing in hotel establishment in Abuja. Proceeding of the 64th Annual Conference of Association of Deans of Agriculture in Nigeria Universities (ADAN).
- Uggla, H. (2003). Conceptual and operational antecedents to the co-branding mix: towards an endo-exogenous paradigm of strategic brand management. Working paper, School of Business University of Stockholm, Sweden.
- Ukwueze, C. N. (2018). Marketing strategies in textiles and apparels, A case study of Udeni Local Government Area of Enugu State. Unpublished Master thesis of University of Nigeria Nsukka. Pp. 34.