

**ATTRIBUTES OF CORPORATE DRESS CODE ON THE IMAGE OF PRIVATE
UNIVERSITY STUDENTS IN NIGERIA: A STUDY OF CALEB AND BABCOCK**

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
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DECLARATION

I, LIVINUS OZIOMA SUCCESS, do hereby declare that this work **ATTRIBUTES OF CORPORATE DRESS CODE ON THE IMAGE OF PRIVATE UNIVERSITY STUDENTS IN NIGERIA: A STUDY OF CALEB AND BABCOCK UNIVERSITIES** is entirely my work and composition. The work embodied in this project has not been submitted in candidature of any degree and is not concurrently been submitted for another degree. All references made to work of other persons have been duly acknowledged.

.....

LIVINUS OZIOMA SUCCESS

CERTIFICATION

We certify that this research work was carried out by LIVINUS OZIOMA SUCCESS with matriculation number 17/4072 in the department of Mass Communication College of Art, Social and Management Sciences, Caleb University, Lagos. The research work is considered adequate in partial fulfillment of the requirements for the award of B.Sc.

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DEDICATION

This research work is dedicated to God Almighty and my parents Rev. Dr, Adino Ahusim and Mrs. Angela Ahusim. May the Lord bestow upon you everything your heart's desire.

ACKNOWLEDGMENT

I would really love to appreciate every individual that assisted, motivated, inspired and helped me throughout the course of this research.

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ABSTRACT

This study investigates the attributes of corporate dress code on the image of private university students in Nigeria. The study addressed these objectives; to examine the perception of private university students on the reasons for the lack of interest in complying with the “corporate dress code”, to examine the perception of the students on the effects of corporate dressing on their image in their institution, to assess the benefit of “corporate dress code” on the “image” of “private university students in Nigeria”.

The theoretical framework of this study hinge upon the theory for planned behavior and diffusion of innovation theory as it believes perceived attributes of an innovation rather than the characteristics of the adopters, determine its adoption rate to a larger extent. The simple survey method was adopted as the research design and an online questionnaire containing ten (10) questions were used to elicit data on information from some students of Caleb University, Lagos State and Babcock University, Ogun State. 260 questionnaires were carefully distributed. Findings indicated that the policy of corporate dress code has more of a positive effect on the image of the students and majority of the students lack interest in corporate dress code policy because the students feel restricted and cannot express themselves freely. Therefore this study recommends that the institution should institute policies that can as well reflect the student’s personality so that they do not feel discriminated, restricted, uncomfortable and not allowed self expression and the policy should be made flexible to allow balance between the hankering of self expression and professionalism of the students.

KEYWORDS: effect, corporate dress code, image, private university students in Nigeria

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE STUDY

Corporate dress code is a component of corporate culture and corporate image of an organization, institution or company. There is consistently a need to keep up the standing and professional image of an organization. This element clarifies that dress code is a way to express a professional approach in simple terms and stand out from your rival. As a result, few private tertiary institutions have adopted a policy of corporate dressing. However, not all private universities have adopted this policy of corporate dress code to reflect the image of the institution and the students. Corporate dress code may be necessary for every organization since it displays a visual image and communicates something specific that the staff and students are professionals and disciplined. Positive image of an individual or organization can increase acceptance of the individual, competitiveness of the organization in the market. It attracts more patronage, and speeds the reach of the organization through a well organized corporate image policy.

According to two scholars, Agrawal .N. and Maheswaran .D. (2005), the appearance of an individual constantly becomes the window through which the world glances at them. The appearance and dress code of the students can also be said to be a factor that decides the prospects of the student in coming years. The law of psychology of perception explains that from the way a person dresses, conclusions are drawn on the person's attitude to work, social status and personal characteristics.

Corporate dress code is slowly becoming popular among private tertiary institutions in Nigeria.

However, not much research has been done on the actual effect of corporate dress code on the image of an individual or organization. Therefore, as a result, this research work examines the effect of corporate dressing on the image of private university students in Nigeria.

1.2 STATEMENT OF THE PROBLEM

The question still remains, “what attributes does corporate dress code possess in relation to student’s image or institution’s image?” There is no limited source for information on fashion as it is widely advanced all through the world; from newspapers, magazines, television and the social media. With the surplus information on fashion, people are no longer interested in looking corporate but instead they are all about going in style with the latest trend of fashion. It is however not uncommon to say that majority of the youths and students in Nigeria look up to and emulate the celebrities in the way they dress, talk, act etc. Many of these youths lose a sense of who they are or what they represent.

There is a high level of misunderstanding among students as to why they are expected to dress corporate within the premise of the institution and even outside the University. Thus, this research work examines the kind of impact corporate dress code has on the image of private universities and also why students misunderstand the reason for corporate dress code adopted by their various institutions.

1.3 OBJECTIVES OF THE STUDY

The main objective of this research work is to find out the attributes of the corporate dress code policy on the image of private university students, while the sub-objectives of the study are;

1. To examine the perception of private university students on the reasons for the lack of interest in complying with the “corporate dress code”
2. To examine the perception of the students on the effects of corporate dressing on their image in their institution.
3. To access the benefit of “corporate dress code” on the “image” of “private university students in Nigeria”

1.4 RESEARCH QUESTIONS

During the course of the study, the research will attempt to address the following questions:

1. What is the reason for the lack of interest in “corporate dress code” among Caleb and Babcock university students?
2. What is the perception of Caleb and Babcock University students on the effect of corporate dressing policy implemented in the institution on their image?
3. How has “corporate dress code” affected the image of Caleb and Babcock university students?

1.5 SCOPE OF THE STUDY

The research will be mainly on the attribute of “corporate dressing” on the image of private

university students. Survey method will be used for the work to determine the effect of “corporate dressing” on private university students, the respondents study is restricted to age 16-30 years. The study will be centered on the students of Caleb University, Imota, Lagos and Babcock University, Ileshan, Ogun State.

1.6 SIGNIFICANCE OF THE STUDY

This study intends to investigate the attributes of “corporate dressing” on selected student’s image. It is not uncommon for people to glorify only the negative aspect of dressing corporate like conflicts caused on the personal belief or self perception of the individual, zero uniqueness in style e.t.c and hides the fact that corporate dressing promotes the image and molds the students into becoming respected and accepted people in the society. This study aims to draw attention to the positive effect of corporate dressing on the image of private university students. It also wants to educate the youths on some of the effect casual dress code has on their image.

1.7 OPERATIONAL DEFINITIONS OF TERMS

Dress code- a set of guidelines that outlines the proper way to dress while on the premises of the institution.

Image- people’s perception of a person, organization, product etc, or how a person, organization etc appears to the public.

Private university- Private universities are those that are not run by the government, despite the fact that many of them receive tax breaks, public student loans, and grants.

Student- a person engaged in study; one who is devoted to learning; a pupil, a learner, a scholar particularly one who goes to school or seeks information from professional professors or literature.

Corporate culture- is values, standards, attitudes and beliefs that characterize members of an organization and define its nature.

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CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter, among other things, investigates the conceptual framework, related literature, theoretical framework and empirical literature on the focus of this study. Through a conceptual review, we investigated related literatures on the issues of definitions, concepts and characterization of the study's variable as well as the factors influencing the variables through conceptual reviews..

2.2 THEORETICAL FRAMEWORK

2.2.1 THEORY OF PLANNED BEHAVIOR

Icek Ajzen proposed the idea of planned behavior in 1985, and it is widely regarded as one of the most often referred behavior theories. It is one of a closely inter-related group of theories which embrace a psychological way to explain behavior which is centered on individuals' attitudes and their beliefs.

The theory of planned behavior developed from the theory of reasoned action which posited goal to go about as the best indicator of behavior. Intention is on its own a mix of attitudes towards a behavior. That is the negative or positive assessment of the behavior and the expected outcome, and the subjective standards which are the social pressure which is put to use on an individual as a result of their perception of what other individuals think they should do and their tendency to comply with it.

The theory states: “subject standards, attitudes and behavioral control as perceived, shape a person’s behavioral intentions and their behaviors.”

This theory is suitable for predicting behavior and ex post facto analysis. The theory of planned behavior is not highly considered to be productive in relation to designing and planning the type of intervention which has the potential of leading behavior change.

The use of the theory to explain plausible behaviors may be useful for the identification of specific influences on behavior which could be for the purpose of change.

There are three major constructs in the theory.

1. Attitudes- it refers to the degree to which a person has a pleasant or non-pleasant evaluation of the behavior of interest. This tells that the outcome determines the performance of the behavior.
2. Behavioral intention- it is the factor that influence a particular behavior in the situation where if the intentions to perform the behavior is strong, the more likely the behavior will be performed.
3. Subjective norms- this refers to the belief about whether majority of the population accept or do not accept the behavior. That is, the individual thinks about whether peers, family or people of importance think he or she should engage that behavior.

2.2.2 DIFFUSION OF INNOVATION THEORY

Innovation is defined as ideas, practices, or a thing considered to be new. The diffusion of innovation theory was developed by Rogers E.M. (2003). The theory emphasizes innovation as a

driver of behavioral change. According to Rogers E.M (2003), Diffusion is a process wherein an innovation is imparted through selected channels over the long haul among the individuals from a social system. In this communication, the messages are about fresh concepts.

The perceived attributes of an innovation rather than the characteristics of the adopters, determine its adoption rate to a larger extent. According to the theory diffusion of innovation, the four main elements to be considered are: social systems, communication channels, innovation and time. Rogers (2003)

According to DOI theory, behavior is likely to change quickly if the innovations are perceived to be superior to prior alternative and consistent with potential adopters' existing values, experiences, and needs, if they are simple to understand and the results are visible.

Adoption implies that an individual does something uniquely in contrast to when they had previously (i.e. followed the policy of corporate dressing). People adopt innovations in different categories.

It is contended that innovations are assessed through the subjective evaluations of close peers instead of through experts or scientific research, and that intimate interpersonal communication plays a important role.

Relating this to the topic, the policy of corporate dress code has been given to every student in the school who has been found to be in different adoptions;

- Innovators- these are the group of students who first try the innovation (policy of corporate dress code). These individuals are willing to take chances and very little efforts are made to reach out to this population.

- Early adopters- they are already aware of the need for change and are comfortable with implementing the new concept.
- Early majority- these people typically require proof that an innovation works before they are willing to adopt it. Sharing success stories and evidence, as well as demonstrating the effectiveness of the innovation, are two strategies for appealing to this demographic.
- Late majority- these people are resistant to change and will only implement a new idea if the majority have tried it. Among the strategies used for this population is providing information on how many other people have tried and have successfully adopted the innovation.
- Laggards- these people are the most difficult to bring on board with a new innovation because they are bound by tradition and are very conservative; however, there are strategies used to get them to adopt the innovation, which include statistics, fear appeals, and pressure from people in the other adopter groups.

2.3. CONCEPTUAL REVIEW

2.3.1 THE CONCEPT OF DRESS CODE

Susan (2017), defined dress code as a set of standard that institutions create to assist in providing their publics with guidance on what is acceptable attire in the work premise. Dress code ranges from formal (corporate) to business casual and then casual.

Generally, dress code is defined as a set of rules that govern an individual's appearance. In most cases, the sociological variables (gender, age, religion, class, occupation) determine what can

and cannot be worn notwithstanding the set of people who have a specific modern understanding of dress code. This idea is however linked with the high rise of uniformity amongst the population in the nineteenth century involving workers and employees.

In as much as dress codes are highly recognized in work places, the education system is not excluded from it. Dress code are implemented in schools around the world today to prevent students from wearing inappropriate clothing items to the school environment and to also foster a safer and professional environment.

There are certain dress codes that have been set today to distinguish people who have and those who do not have. By ignoring the messages from economic and social status conveyed by clothing in the society, the dress code policy encourages the attributes of oneness and unity. According LaPoint and co (1992), it is agreed that the behavior of an individual or group is sometimes affected by how they dress or appear. Dress code instills the sense of discipline, control, confidence and good morale among students which is needed to maintain a good image.

2.3.2 REASONS FOR THE NON-COMPLIANCE TO DRESS CODE POLICY BY STUDENTS

There seems to be a lot of misunderstanding on why the policy of dress code is implemented in schools and even other places of work. Opposition against the idea of dress code has risen among students and professionals. Caruso, (1996), is of the opinion that professionals are of the mindset that the concept of dress code ended when they concluded high school, and this has increased the

percentage of people who do not want to comply with the policy of dress code, (corporate or casual).

It is one's constitutional right to express themselves through their dressing and following the policy of corporate dress codes, a high percentage of people are not allowed the freedom of expression through their appearance and this hinders them from showing their personality through what they wear, and it is even believed that uniformity of any sort lessens their individuality.

In reality, individuals have distinct personalities, behaviors and mindsets and enforcing a corporate dress code policy will not prevent such behaviors, characters and mindset except the individual chooses to adjust.

2.3.3 REASONS FOR COPORATE DRESS CODE

Institutions like to invest in corporate dress code for their students and employees for different reasons. It is sometimes done for practicality, while some do it because it helps in building the corporate image and individual image and brand. It is believed that corporate dressing can enhance organization and individual image, increase awareness and patronage, and also enhance team work.

When the students dress like the working class staff, it gives a sense of belonging and makes it easier to identify with the brand they represent. Uniformed dress code work to make everything fair; everyone looks flawless, clean, and professional. That is, if everyone follows the corporate dress code, the image of professionalism improves. A corporate dress code helps one project a

consistent professional image.

Students who wear corporate clothing are said to be trustworthy and instill a sense of reliability and trust on whoever they come across. Abiding by the policy of corporate dressing creates an impression that the image and quality of service rendered in the institution is top notch.

A dress code policy illuminates what is generally expected of you to assist you in creating strong first impressions for your role as a student and the institution you represent. A dress code policy can help everyone leave a lasting impression, which can help you build a solid reputation as an individual and as a brand. According to Hyne(2016), a corporate dress code creates a professional look that cultivates success. According to an article published on The Guardian UK, dressing informally may result in one to felt less concentrated. When we wear a particular type of clothing, it is of a high tendency that the wearer adopts the characteristics associated with the outfit.

2.3.4 IMAGE OF PRIVATE UNIVERSITY STUDENTS IN NIGERIA

Following Merriam Webster Dictionary, Image is the opinion people have of a person, organization, product etc, or the way a person, organization etc appears to be to the general public.

Several definitions have been given to the word “image”. Image is an iconic mental representation. In Jungian psychology, it is a personal façade that one portrays to the rest of the world. It is also the general impression that something (individual, organization, or product) gives to the wider audience.

An image is applied in two different cases:

- In photography,
- In self-projection or presentation

The main focus is self-presentation because you find self-image in this category. It explains how one sees them. How one sees themselves determines the type of character and behavior they put out to the public, and in most cases, these characters emanate from the way they dress. Image is important to every individual. Individuals are programmed to make a speedy assessment on you dependent on your appearance, non-verbal communication, your gravitas and your style.

2.3.5 CORPORATE DRESS CODE

A dress code is a set of rules that guides the way one dresses. According to the English dictionary, it is a set of rules that specify the manner of dressing while on the premises of the institution.

According to Collins dictionary, dress codes are rules about what kind of clothes people are allowed to wear there. Dress code is defined as a set of rules governing the type of clothing to be worn in a specific context, such as in an environment, such as a church or classroom or when on duty.

Dress code ranges from business Informal, to smart casual, casual, business casual.

- The business Informal is also referred to as corporate. It calls for a bit of formality and is more sophisticated than the smart casual, which often signals the need for suits, ties and

dresses.

- The term “smart casual” refers to a combination of casual, business casual and business dress codes that are combined to form a smart ensemble.
- The casual is basically a non-dress code, and you can wear comfortable clothing.
- The business casual is what many people would typically wear to work at the office.

Many institutions have abandoned the corporate dress codes in favor of allowing their students to dress casually or freely in order to allow them to be true to themselves. This tends to work in a more creatively and free environment. However, other institutions, mostly private institutions will have to encourage a more defined professional dress code for the maintenance of the professional image of the institution and their business. The main reason behind the corporate dress code is because it presents the image of the institution and students as professionals.

According to Maheswaran and Agrawal (2005), the significance of clothing does not just apply to the professional setting as it encompasses other areas of one’s life seeing the way you dress is related to who one is as a person. It affects to a high extent how one communicates and relate with people. There is no limited source for information on fashion as it is widely advanced all through the world; from newspapers, magazines, television and the social media. With the surplus information on fashion, people are no longer interested in looking corporate but instead they are all about going in style with the latest trend of fashion. Celebrities are part of the most influential set of individuals in the world and their effect is often felt not just on social media but also extends to their dress code.

It is, however, not uncommon to say that majority of youths and students in Nigeria look up to and emulate the celebrities in the way they dress, talk, act, etc. Many of these youths lose a

sense of who they are or what they represent. Students from this millennial are not interested in what the world thinks of them. Image is everything. We live in a world where your appearance is judged more than anything else. There is a high level of misunderstanding among students as to why they are expected to dress corporate within the premise of the institution and even outside the university. Students see this as discomfort to them and a way of changing their personality.

2.4 EMPIRICAL REVIEW

Entsuah, J. Abraham, I. Kyeremeh, D. (2018) in their research said, “as competition among companies intensifies, they must employ every accessible strategies to bolster their position, attract new audience, and stand out from the crowd. One such technique is to cultivate a positive corporate image. With the help of a well-implemented corporate image policy, an organization’s positive image increases its market competitiveness, draws new audience and increases sales. Another critical purpose of dress code is its ability to bring employees together and foster a cohesive team environment. Employees gain a sense of ownership when their appearance is controlled by the same set of rules. The company’s dress code is an important part of its corporate culture and image. Maintaining the firm’s professional image and reputation is an essential feature. In this context, the dress code is a means of distinguishing oneself from competitors and expressing a professional business in plain and simple terms.

Angie S, A. Swigart, A. Gritters, M. Schmailzl (2019) Dress codes in the workplace: effects on organizational culture;

The paper was written to establish the effect of dress codes on organizational culture, employee morale, productivity and performance.

They concluded by saying “there is no standard dress code; there is a system where each industry identifies trends to promote optimum efficiency. Organizations must consider their mission statement and values, as well as the culture they wish to promote, when developing and implementing a dress code. Dress code policy is extremely important for any business or organization as a visual representation of these factors.

Autumn D. Heart (2011) Apparel and its impact on self-perception;

The first paragraph of her background and significance, she quoted Crane (2000) ‘what an individual chooses to wear is a visual reflection of that person. Originally used to primarily communicate social status, clothing is now indicative of many other characteristics about the wearer.

After evaluating her respondent answers, she concluded that certain clothing styles had an effect on self-perception and way they are regarded. Individuals dressed in more casual and relaxed clothing are perceived as ‘average’ by others, whereas those dressed in formal styles of clothing are perceived as ‘above average’.

Narayanan, H. (2019) A brief study on the corporate dressing in Chennai, Tamil Nadu, India using primary data;

The scholar investigated that the motivational power, which is associated with self-assurance and determination, aids us in achieving our objectives. Many studies have shown that the power of dressing has the potential to affect an individual's physical and mental conduct, as well as their attitude in different aspects.

Slepian, M. L Ferber, S. N Gold, J. M Rutchick, A. M. (2015). The cognitive consequences of formal clothing.

Following the research of the above scholars, formal clothing is frequently worn to conform to norms, but it also serves to gain respect by indicating professional status and maintaining social distance. Indeed, wearing formal clothing is connected with higher levels of professionalism but also lower levels of approachability. Clothing has an impact on how people perceive others and how they are treated. Self-perception can be influenced by one's own clothing. Wearing formal clothing is thus associated with social distance and psychological formality, whereas wearing casual clothing is associated with familiarity and intimacy. People who dress formally, for example, consider themselves to be more competent and logical, whereas People who dress informally define themselves as friendlier and laid-back.

2.5 GAP TO FILL

This research study covers a gap left by prior projects that are just centred on employees and organizations outside universities. It also aims to access the benefit of corporate dress code on the image of private university students in Nigeria.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This study focused on the attributes of corporate dress code on the image of private university students using Caleb University students Imota, Lagos State and Babcock University students Ilishan-Remo, Ogun State. This chapter addressed the data collecting technique for the research method, the population and sample for the study, the data collection instrument, data collection procedure, and data analysis method.

3.2 RESTATEMENT OF RESEARCH QUESTIONS

- What is the reason for the lack of interest in corporate dress code among Caleb and Babcock university students?
- What is the perception of Caleb and Babcock University students on the effect of corporate dressing policy implemented in the institution on their image?
- How has corporate dress code affected the image of Caleb and Babcock University students?

3.3 RESEARCH DESIGN

Research design is referred as the framework for the study utilized in gathering and evaluating a collection of data. The survey research method will be adopted for this research. Survey is an empirical research method that uses questionnaires or interviews to elicit descriptive features about a phenomenon. Among communication scholars, the survey method is the most preferred tool for data collecting.

3.4 POPULATION OF THE STUDY

The study population comprises of Caleb University students and Babcock University students. The students in Caleb and Babcock University are between the ages of 16- 30 and they all follow the policy of corporate dress code. In this study, online/ internet questionnaires will be administered to the students of Caleb University and Babcock University.

3.5 SAMPLING TECHNIQUE AND SAMPLE SIZE

Sampling is defined as the act, method, or technique of selecting a suitable sample; the sample itself is a population topic that is assumed to be representative of the whole population (Adler & Clark, 2008, p.177). The sample size determined for this research would be for one hundred and twenty (120) Caleb university students and one hundred and forty (140) for Babcock university students. This sample size was selected because of the little cooperation of students in both institutions and the larger population of students in Babcock University. The technique adopted for this study is random sampling; Random sampling is a technique that ensures that everyone has an equal probability of being chosen from the population.

3.6 SOURCES OF DATA

The research will employ the use of primary and secondary source of data, primary source which is the questionnaires and survey method. The questionnaire was administered online using google forms.

3.7 DATA COLLECTION INSTRUMENT

The research method provides the best result of collecting the views of students on the effect of

corporate dress code on their image. It is the most common used Behavioral science data collecting and it entails developing a series of questions on diverse topics to elicit the view of group or people or study population about an event, activity or phenomenon.

3.8 LIMITATIONS TO THE STUDY

The limitation to the study is the acknowledgment of the limitation on the study which shows the readers that I am aware of the limitation and how it affects this research. There was a lack of interest among the students in Babcock University. Cost of data was also a limitation in that the responses were gathered online and the cost of data is expensive. Some respondents chose not to respond because of the lack of time.

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CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSIONS

4.1 INTRODUCTION

This chapter contains data presentation which were gained from the respondents involved in this study, which were selected students of Caleb University and Babcock University. In addition, it includes answers to the research questions, the summary of the findings as well as discussions of findings.

The questionnaires were administered to students who were selected at random. Two hundred and sixty (260) questionnaires were administered.

The study instrument is divided into two sections: **SECTION A** contains replies to demographic data, and **SECTION B** contains questions that are relevant to the research study and responses to these questions.

The presentation of data will begin with the Demographic Data of respondents.

4.2 DEMOGRAPHIC DATA OF THE RESPONDENT

Table 1: Gender of Respondents

Gender	Frequency	Percentage
Male	119	45.8%
Female	141	54.2%
Total	260	100%

Table 1 shows the gender distribution of the respondents. It depicts that 54.2% of the respondents are females, while 45.8% are males.

Table 2: Age distribution of respondents

Age Group	Frequency	Percentage
16-20	112	43.1%
21-25	125	48.1%
26-30	23	8.8%
Total	260	100%

Table 2 reveals that those between the ages of 16 and 20 account for 43.1% of all respondents, while those between the ages of 21 and 25 accounts for 48.1%. Those aged 26 to 30 make up 8.8% of the population. It is clear that individuals between the ages of 21 and 25 make up the bulk of the population.

Table 3: Institution of Attendance of Respondents

Institution of Attendance	Frequency	Percentage
Caleb University	136	52.3%
Babcock University	124	47.7%
Total	260	100%

In table 3, the institution of attendance of respondents shows that 52.3% of the respondents attend Caleb University while 47.7% attend Babcock University.

Table 4: Level of Respondents

Level	Frequency	Percentage
100	32	12.3%
200	54	20.7%
300	61	23.5%
400	86	33.1%
500	27	10.4%
Total	260	100%

In table 4, the level of respondent shows that 12.3% are 100 level students, 20.7% are 200 level students, 23.5% are 300 level students, 33.1% are 400 level students while 10.4% are 500 level students. It is apparent that students in 400 level comprise the vast bulk of the population.

Table 5: Department of Respondents

Department	Frequency	Percentage
Mass Communication	63	24.2%
Business Administration	32	12.3%
Biochemistry	21	8.1%
Computer Science	22	8.5%
Architecture	15	5.8%
Account	18	6.9%
Economics	22	8.5%
International Relations	11	4.2%
Micro Biology	6	2.3%
Nursing	18	6.9%
Law	4	1.5%
Political Science	4	1.5%
English & Literature	24	9.2%
Total	260	100%

In table 5, the department of respondents shows that 24.2% are in the department of Mass Communication, 12.3% are in the department of Business Administration, 8.1% are in the department of Biochemistry, 8.5% are in the department of Computer Science, 5.8% are in the department of Architecture, 6.9% are in the department of Account, 8.5% are in the department of Economics, 4.2% are in the department of International Relations, 2.3% are in the department of Micro Biology, 6.9% are in the department of Nursing, 1.5% are of the department of Law,

1.5% are in the department of Political Science, and 9.2% are in the department of English and Literature.

The following are the research study's research questions:

Research question 1: What is the reason for the lack of interest in corporate dress code among Caleb and Babcock university students?

Table 6: ideal choice of dressing

Category	Frequency	Percentage
Casual	138	53.1%
Corporate	78	30%
Native/Ankara	38	14.6%
Other	6	2.3%
Total	260	100%

In table 6, the choice of dressing of the respondent shows that 53.1% prefer casual, 30% prefer corporate, 14.6% prefer native/Ankara, while the 2.3% of respondents chose other options which include Street Wear, Abaya, Sweats and none.

Table 7: whether they like the idea of corporate dressing

Category	Frequency	Percentage
Yes	108	41.5%
No	38	14.6%
Not really	114	43.8%
Total	260	100%

The table 7 depicts that 41.5% of the respondents like the idea of corporate dressing, 14.6% do

not like the idea of corporate dressing and 43.8% like and do not like the idea to an extent.

Table 8: follow up question. If no, why?

Category	Frequency	Percentage
Restricting	14	5.4%
No self-expression	15	5.8%
Discomfort	10	3.8%
No reason	9	3.5%
No response	212	81.5%
Total	260	100%

The table 8 shows that 5.4% of the respondents do not like the idea of corporate dressing because it is restricting, 5.8% of respondents do not like the idea of corporate dressing because they do not get the right to express themselves, 3.8% of respondents agree that it causes discomfort, 3.5% have no reason for their dislike of the idea while 81.5% like the idea of corporate dressing or are indecisive.

Research question 2: What is the perception of Caleb and Babcock University students on the effect of corporate dressing policy implemented in the institution on their image?

Table 9: perception of respondents on if one’s image can be affected by the way they dress

Category	Frequency	Percentage
Yes	161	61.9%
No	28	10.8%
Not really	56	21.5%
I don’t know	15	5.8%
Total	260	100%

In table 9, 61.9% believe one’s image can be affected by the way they dress, 10.8% do not believe, 21.5% believe one’s image has nothing to do with how they dress and the 5.8% do not know.

Research question 3: How has corporate dress code affected the image of Caleb and Babcock University students?

Table 10: how did you feel knowing that the school has a policy of corporate dressing?

Category	Frequency	Percentage
Happy	52	20.1%
Sad	32	11.9%
Neutral	127	49%
Disappointed	49	18.9%
Total	260	100%

Table 10 shows that 20.1% of the respondents were happy knowing their institution of attendance has a policy of corporate dressing, 11.9% felt Sad, 49% did not feel either happy or sad, and 18.9% felt disappointed with the policy of corporate dressing.

Table 11: whether the policy of corporate dressing has affected their self image

Category	Frequency	Percentage
Yes	91	35.1%
No	34	13.1%
Not really	91	35.1%
I haven't noticed	36	13.9%
I don't care	8	3.1%
Total	260	100%

In table11, the self image of 35.1% of the respondents have been affected, 13.1% have not been affected, 35.1% are not sure if they have been affected, 13.9% have not noticed, and 3.1% do not care about it.

Table 12: follow up question of the table 8. What effect?

Category	Frequency	Percentage
Negative	39	15%
Positive	52	20%
No response	169	65%
Total	260	100%

In table 12, respondents were asked what effect the policy of corporate dressing has on their self image and 15% selected negative, 20% selected positive and the remaining 65% are those whose category were under ‘No’, ‘I don’t care’, ‘Not really’, and ‘I haven’t noticed’.

Table 13: respondents getting comfortable with the corporate dressing policy

Category	Frequency	Percentage
Yes	142	54.6%
No	43	16.5%
Not really	75	28.8%
Total	260	100%

The table 13 depicts that 54.6% of the respondents are getting comfortable with the policy of corporate dressing, 16.5% are not getting comfortable with the policy of corporate dressing while 28.8% are not entirely comfortable and are comfortable at the same time with the policy of corporate dressing.

4.3 ANSWERS TO RESEARCH QUESTIONS

Answer to Research question 1: What is the reason for the lack of interest in corporate dressing among Caleb and Babcock University Students?

Based on the analysis presented in table 8, the majority like the idea of corporate dressing or are indecisive which the majority with 81.5% is. Looking at the research question the majority lacks interest in the corporate dressing policy because they are not allowed self expression with a percentage of 5.8%. Hence, the students of Caleb and Babcock University respectively have no interest in corporate dressing because they cannot express themselves freely.

Answer to Research question 2: What is the perception of Caleb and Babcock University students on the effect of corporate dressing policy implemented in the institution?

Based on the findings obtained from the respondents, an individual's image can be affected by the way they dress. Table 9 demonstrates that 61.9% of the respondents agreed that the policy of corporate dressing can have an effect on their image.

Answer to Research question 3: How has corporate dress code affected the image of Caleb and Babcock University students?

As part of the beliefs is that corporate dressing has affected the students in Caleb and Babcock University either negatively or positively. However, corporate dressing has no minimal effect as table 12 shows that 65% of the respondents have neither been affected positively nor negatively.

4.4 DISCUSSIONS OF FINDINGS

The research began with the goal of determining the attributes of the corporate dress code policy on the image of private university students.

According to the data, the majority of respondents are indecisive or like the idea of corporate dressing which further tells that most students in Caleb and Babcock University have interests in corporate dressing. Despite the fact that the minor percentage of respondents have reasons for their lack of interest.

61.9% of the respondent believe self image can easily be manipulated hence it can be affected by how an individual dresses, thinks, act and so on. The way an individual dresses can either make the individual feel good and confident about themselves, it can also make an individual feel

inferior or less than they are. An individual dressed in corporate has the tendency to feel powerful and able to conquer tasks within a workplace environment.

Based on the survey conducted, 53.1% of the respondents prefer to dress casually, but table 13 shows that 54.6% of the respondents are getting comfortable with the policy of corporate dressing. The positive benefit of the policy of corporate dressing is the personality sharpening, professional look, confidence, improvement in morale and general acceptance it brings.

In conclusion, the larger percentage has not seen any benefit of the policy of corporate dressing on their image.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

This study goes out to examine the attributes of corporate dress code on the image of private university students in Nigeria. This chapter concludes the whole research work; it examines the summary, conclusion and recommendation of this work.

5.2 SUMMARY

The purpose of this study is to determine the attributes of corporate dress code on the image of private university students in Nigeria using Caleb and Babcock University as case studies. The study investigates the effect that corporate dress code has on the image of private universities students in Nigeria.

In chapter one, the background to the study was described, as was the research problem. The research goals specified three research questions as a result of the study objectives. The significance of the study, the scope of the investigation, and the operational definition of words were all considered.

Chapter two discusses the literature review which covers up the theoretical framework consisting of the theory of planned behavior, and the diffusion of innovation theory. It reviewed the concept of dress code, reasons for the non-compliance to the dress code policy by students, image of private university students, corporate dress code. The empirical theory, on the other hand, examined previous literatures connected to the research.

The third chapter covered the study's data collecting technique, which was a survey research approach, as well as the population and sample of the study, which were Caleb University students from Imota, Lagos State, and Babcock University students from Ileshan, Ogun State. A stratified random sampling approach was employed with a sample size of 260. The data collecting instrument was a questionnaire, and the questionnaires were distributed online with the use of google forms to the respondents to fill and submit. The data was examined using frequency and simple percentage tables.

The summary of the findings in chapter four indicates as follows;

- The majorities of the respondents which is 43.8% are indecisive and 41.5% like the idea of corporate dressing which further tells that most students in Caleb and Babcock University have interests in corporate dressing.
- Self image can easily be manipulated hence it can be affected by how an individual dresses, thinks, act and so on. 61.9% of respondents agree that an individual's self-image can be affected by the way they dress and 35.1% testified to have been affected by the way they dress. This accentuates the study done by Narayanan, H. (2019) on the corporate dressing in Chennai, Tamil Nadu, India that the power of dressing has the potential to affect an individual's physical and mental conduct, as well as their attitude in different aspects.
- The positive benefit of the policy of corporate dressing is the professional look, confidence and general acceptance it brings. This finding supports the research carried out by Justina E, Isaac A, Dorcas K. (2018) on the impact of dress code on an

organizational image which discovered that the company's dress code is an important part of its corporate culture and image. Maintaining the firm's professional image and reputation is an essential feature. Students lack interest in corporate dressing because of the restriction, discomfort and no self expression.

5.3 CONCLUSION

According to the outcome of the analysis obtained, the study thus concludes that corporate dressing has an effect which leans more on the positive side on the image of private university students. It can also be believed that majority of the respondents are getting comfortable with the policy of corporate dressing notwithstanding the fact that majority of the respondents prefer to dress casually. The study also shows that it has been a challenge for some percentage of the respondents to generally accept the policy of corporate dressing.

The finding discovered that students lack interest in corporate dressing because of the restriction, discomfort and no self expression. The finding also discovered that the image of private university students can be of great influence on the professionalism, sharpening personality, improving good morale and confidence they have.

5.4 RECOMMENDATIONS

The study recommends;

- That the institution should institute policies that can as well reflect the student's personality so that they do not feel discriminated, restricted, uncomfortable and not allowed self expression.

- The policy of corporate dressing should be clear to allow satisfaction of the students.
- The policy should be made flexible to allow balance between the hankering of self expression and professionalism of the students.

5.5 AREAS FOR FURTHER RESEARCH

Further studies should be a comprehensive study that covers,

- The Federal and State Universities in Nigeria as this study covers only the Private Universities in Nigeria.
- The effectiveness of a dress code policy among staffs of organizations on their commitment to productivity and professionalism.

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APPENDIX
QUESTIONNAIRE

Dear respondent,

My name is Success Livinus, I am a final year student of the Department of Mass Communication, Caleb University, Imota, in Lagos. I am carrying out a research on: **The attributes of corporate dress code on the image of private university students in Nigeria using Caleb and Babcock Universities**. The purpose of this research is to determine if the image of students are affected by the way they dress.

I implore you to sincerely fill this questionnaire which is purely for academic purposes. I guarantee the confidentiality of your response.

INSTRUCTION: Mark as (✓) in this section

SECTION A – DEMOGRAPHIC DATA

In this section, respondent's background information will be asked to evaluate different types of respondent

1. Age group: 16-20 () 21-25 () 26-30 () other ()
2. Institution of attendance: Caleb University () Babcock university ()
3. Level: 100 () 200 () 300 () 400 () 500 ()
4. Sex: Male () Female ()
5. Department: _____

SECTION B:

1. What is your ideal choice of attire?

Casual () corporate () native/Ankara () Other ()

2. How did you feel knowing the school had a policy of corporate dress code?

Happy () Sad () Neutral () Disappointed ()

3. Being in the school for as long as you have, has the policy of corporate dressing had an effect on your self image?

Yes () No () Not really () I haven't noticed () I don't care ()

4. If Yes, is the effect a

Positive () or Negative ()

5. Do you think one's image can be affected by the way they dress?

Yes () No () Not really () I don't know ()

6. Do you like the idea of corporate dressing?

Yes () No () Not really ()

7. If Yes, Why?

8. If No, why?

9. Are you getting comfortable with the corporate dress code?

Yes () Not really () No ()

10. Do you dress in corporate outside the institution premise as well?

Yes () No ()