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## PERCEPTION AND ATTITUDES OF PRINCE ABUBAKAR AUDU UNIVERSITY STUDENTS TOWARD CAREER IN FASHION DESIGNING

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### ABSTRACT

The upsurge in the rate of unemployment in Nigeria has given rise to the need for a shift in attention to the fashion industry. In recent experience, unemployment has pushed people to think entrepreneurship and the creation of one's own business as the only alternative for survival by people irrespective of their educational background. It is in the light of this, that this study examined the perception and attitudes of students in Prince Abubakar Audu University, Anyigba, Kogi State Nigeria, towards career in fashion designing and job creation. The study objectives included a cursory look into the perception and attitudes of the students towards fashion designing as a career, ascertaining the socioeconomic benefits of fashion designing as a means of job creation and an identification of the challenges associated with fashion designing as a career. The study adopted survey research design with the sample size of 377 from the total population of 23, 927 students using Krejcie and Morgan statistical table, while Schumpeter's Innovation theory was used to justify the place of fashion designing as a career. Questionnaire and in-depth interview were used as instruments of primary data collection with the aid of Statistical Package for Social

Sciences (SPSS) V. 20 and content analysis as tools of data analysis. Findings from the study revealed amongst others, that a significant number of Prince Abubakar Audu University students had a high level of perceptions towards fashion designing as they showed interest in the career in fashion designing, and that they as well had a positive attitude towards it while some of them reported that they go for training frequently during the holidays. The study also revealed that choosing a career in fashion design can help create jobs and reduce the rate of unemployment in the society and thereby contributing to the growth of the Nation's economy because fashion designers are job creators and not job seekers. It further identified that there are certain challenges faced by Prince Abubakar Audu University Students who were interested in choosing fashion designing as a career such as lack of capital amongst others, and concluded that "fashionpreneur" as a lucrative business has the capacity to reduce unemployment in Nigeria and Kogi State in particular if it is properly explored into. Therefore, it was recommended amongst others that school authorities should sponsor empowerment programmes in the school and likewise the government at all levels should provide grant and soft loans for students fashionpreneurs and fashion designers to help their innovativeness in the career.

**Keywords:** Perception, Attitudes, Career, Fashion Design, Undergraduates, University.

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## INTRODUCTION

The fashion industry is a global industry where fashion designers, manufacturers, merchandisers, and retailers from all over the world collaborate to design, manufacture, and sell clothing, shoes, and accessories. Throughout history, fashion has greatly influenced the fabric of societies all over the world. What people wear often reflects who they are and what they do for a living. Clothes make the man. Naked people have little or no influence on society (Tools & Release, 2012). The careers, among many others in the fashion industry, are: pattern making, cutting of fabrics, fashion designing, sewing/tailoring, and inspection/wardrobe consultancy.

The fashion industry is one of the most resource-consuming businesses, associated with extremely complex global supply chain networks and fast cycles of production and consumption processes. There are many challenges confronting the fashion industry, such as the significant natural resources necessary in the textile and garment production process, the use of chemicals during cultivation and textile dyeing or surface treatments, worker exploitation, and other social challenges within the supply chain (Allwood et al., (2006); Fletcher, (2008)).

What is more, current clothing consumption patterns are considered unsustainable, particularly in developed countries (DEFRA, 2007). Clothing and textile consumption alone is estimated to generate 2 million tonnes of clothing waste (worth £38 billion) in the UK each year, with 63% (1.2 million tonnes) ending up in landfills (DEFRA, 2007). Recent research from the Waste & Resources Action Programme (WRAP, 2017) shows that in spite of the implementation of several strategies for sustainability in the fashion and textile sectors, clothing and textile waste increased from 24 million tonnes in 2012 to 26.2 million tonnes in 2016 in the UK (WRAP, 2017). It is important to identify the root cause and barriers to incorporating sustainability in the fashion industry.

Fashion is inherently the most change-intense category of consumer products, and the fast fashion trend is rapidly spreading in the fashion industry (Gam & Banning, 2011). They argue that the current dominant fashion business necessarily embraces trends, even if they are unwanted at the beginning. This phenomenon is predominant in the fashion business as a requirement to survive in trend-sensitive fashion markets. The complexity of the material sourcing and textile manufacturing processes makes it a challenge to distinguish what is considered a sustainable material. Various natural raw materials and fibres might seem to be 'organic', but they can be contaminated during material extraction and fibre-to-fabric production processes within the current textile manufacturing system, including bleaching, dyeing, printing, and finishing. A single material may contain both organic and technical components; this is the case in common blends of fibres, such as polyester and cotton (McDonough & Braungart, 2002). Due to the complexity involved in textile and clothing production processes, both retailers and consumers may find it difficult to make ethical choices.

Having a productive career is significant to everyone, and creating job opportunities is crucial for many strong and hard-working industrious 'fashion entrepreneurs'. Nigeria as a country is fully endowed with human and material resources, where the right playing ground for business and investment can thrive. The economic instability in Nigeria today is assumed to have established a root in the problem of unemployment, which makes graduates roam the streets in search of jobs, and this is the major cause of poverty in Nigeria today.

According to Chibueze (2010), about 60 million young people are searching for work but cannot find any around the world; youths are nearly three times as likely to be unemployed as adults. Eighty percent of the young unemployed live in developing or growing economies. In all developing countries across the world, unemployment is growing annually at more than 15%. Many countries are struggling to boost their economic growth in order to provide jobs for all the young people entering the job market each year.

The fashion industry has proven to be a productive outlet in which a lot of young people have resorted to. Although the practice of fashion design has a long history, research into fashion entrepreneurship for employment creation is recent. The fashion design process can be studied from a variety of disciplinary perspectives. A number of youths have become fashion designers, dry cleaners, consultants, stylists, and the like in the industry (Awogbenie & Iwuamadi, 2010). The inadequate employment situation of youths has a number of socio-economic, political, and moral consequences. Salami (2011) says "a high level of unemployment and underemployment is one of the critical socio-economic problems facing Nigeria, and this has given rise to a high level of poverty in Nigeria.

It is believed that a strong positive link will exist between students' perception and attitude towards a career in fashion design and job creation. According to Oloasebikan and Olusakin (2014), the Federal Government in 2008 acknowledged the fact that about 80% of Nigeria's youth are unemployed". In 2011, the Minister of Youth Development, Bolaji Abdullahi, reported that "42.2% of Nigeria's youth population is out of jobs". Furthermore, Depo Oyedokun, the Chairman of the House Committee on Youth and Social Development, revealed that "of the over 40 million unemployed youth in the country, 23 million are unemployable and therefore susceptible to crime (Eme, 2014). However, the Nigeria Bureau of Statistics (NBS, 2021) indicated that in the first

quarter of 2021, unemployment rose to 33.3%. Hence the need to articulate what could be done to salvage the situation. Perhaps the rate of unemployment is increasing because most graduates lack relevant marketable skills that will make them employable in industries or related organizations. While the rate of poverty is still very high, as Nigeria is ranked the first poverty capital of the world with a 45% deficit. The industries are still in shambles, technological development is still at its lowest ebb, income inequality is high, maternal mortality rate and child mortality rate are high, and in fact, Nigeria's development index is still very low (NBS, 2019).

Years after the most recent economic crises of 2009 and 2016, it is important to reflect on the current reality in which our society finds itself, as well as how the powerful fashion industry has seen a new generation of fashion design entrepreneurs rise, in order to change a paradigm where only fast-fashion and historical luxury brands are in (Friedman, 2013). More importantly, youth unemployment is still a massive problem for the country, as its rate was 38% in the last quarter of 2020, according to the National Bureau of Statistics (NBS), putting young people between the ages of 15 and 24 years old in a critical position (Obi, 2019; Ogbuke & Obi, 2016).

Although there are government institutions that grant facilities for young entrepreneurs like the Central Bank of Nigeria (CBN), Bank of Industry (BOI), and Nigeria Incentive-Base Risk Sharing system for Agricultural Lending (NIRSAL) Microfinance Bank, not many youths are ready to key into this vital sector hanging opportunity. Could it be the bottleneck in accessing these credit facilities? Could it be perception and attitudes towards 'fashionpreneur' in Nigeria as a job creation opportunity?

Taiwo (2014) observes that in any given economy, entrepreneurship development always gives birth to job creation, which will force people to do something that will better their lives and the country at large. He evaluates the relationship between job creation and entrepreneurial development in Nigeria. From his observation, job creation or employment opportunities in an economy can be traced to entrepreneurship training and development. This is similar to the studies of Nwachukwu & Ogbo (2012), Bandal (2010), Baba (2013), Okoye et al., (2014), Ebiringa (2012), Asad et al., (2014), Snapps & Hamilton (2012), and Dandago & Muhammad, (2014). However, many studies have been conducted in this area in many parts of the world as well as in Nigeria, but none has been done with respect to the perception and attitudes of students towards 'fashionpreneurship' in Kogi State. From the above studies, none of them focuses on the perception and attitude of students towards a career in fashion design for job creation among youths. This study is a departure from previous studies as it is geared towards filling the foregoing gap and seeks to explore the perceptions and attitudes of Prince Abubakar Audu University students, Anyigba, towards careers in fashion designing and job creation.

Prince Abubakar Audu University, Anyigba has implemented entrepreneurship skills acquisition programmes across 38 departments in the university (EDS 202/EDS302/GST207) to equip the students with the needed skills for self-reliability, self-sustainability, and self-dependability. Therefore, this study investigated the perception and attitude of students of Prince Abubakar Audu University, Anyigba towards fashion designing industry and made it a case for career.

### **Aim and Objectives of the Study**

The general aim of this study was to examine the perception and attitude of students of Prince Abubakar Audu University towards career in fashion designing. However, the specific objectives of the study were to:

- i. Determine the perception of students of Prince Abubakar Audu University students toward career in fashion designing.
- ii. Examine the attitude of students in Prince Abubakar Audu University students toward career in fashion designing.
- iii. Ascertain the perceived socio-economic benefits of fashion designing as a career and means of job creation by students of Prince Abubakar Audu University.
- iv. Investigate the challenges associated with fashion designing as a career.

### **Significance of the Study**

The rate of unemployment in the country is very high, going by the current report of the Nigeria Bureau of Statistics of 33.3%. This is alarming, and in curbing this menace, entrepreneurship is very necessary because it builds individual capacity for self-reliability, self-dependability, and self-sustainability for employment. Since the fashion industry is one of the functional industries in the world, creating employment and contributing to national development, this study will practically inform students to have a paradigm shift for self-employment after graduation.

This study also brought to light possible career areas and job opportunities in fashion design for up-and-coming graduates. Moreover, the literature in this area is scanty. This study therefore serves as a rich source of reference for students and researchers interested in fashion industry research. Furthermore, this research paper will benefit government agencies, ministries, and parastatals responsible for job creation as it will help them understand the intricacies of the fashion industry more.

### **Scope of the Study**

The geographical scope of this study is Prince Abubakar Audu University. The content scope of the study covers perception, attitude, of Prince Abubakar Audu University students toward career in fashion designing and job creation, perceived socio-economic benefits of fashion designing as a career and means of job creation and the challenges associated with fashion designing as a career. This study covered duly registered undergraduate students of Prince Abubakar Audu University, Anyigba for 2021/2022 session with a population of 23, 927 (Academic Planning KSU, 2021).

## **LITERATURE REVIEWS**

The relevant and related literature for this study were reviewed under the following concepts and subheadings:

### **Perception**

Perceptions as a cognitive process involve a complex organization of evaluative beliefs, feelings, and tendencies toward certain actions. Perception is manner, disposition, feeling and position with regard to a person or thing, tendency or orientation especially in the mind.” The ability to see, hear or become aware of something through the senses. The mind’s interpretation of sensation. It is also the state of being aware of something through the senses (Elnaga, 2012).



## **Fashion**

Many people assume fashion is clothing although this may be true in a sense; fashion is actually much more complex and meaningful. Consider the following quotes about fashion; Fashion is cultural technology that is purpose built for specific locations (Craik, 1994). Fashion in a sense is change (Wilson, 1985). Fashion is the general reoccurrence of the new (Benjamin, 2003). Fashion is a general mechanism, logic or ideology that, among other things, applies to the area of clothing (Svendsen, 2006). Fashion is a specific form of social change, fashion is a prevailing custom, usage or style (Merriam-Webster, 2013).

Based on the above quotes, we can summarize that fashion is: An intangible force; That is manifested in tangible products; That represent newness relative to prior fashion products; Are adopted by a group of people; Are reflection of the society and culture? It is the way in which things are made, to fashion something is to make it in a particular form. It is a style or a manner of doing something.

## **Fashion Designer**

Fletcher and Grose (2012) argued that fashion designers are also designer, thus they are well equipped with design thinking skills which are currently being used for clothing production. We can conclude that fashion designer is that individual who have the art of applying design, aesthetics, clothing construction and natural beauty to clothing and its accessories. It is influenced by cultural and social attitudes, and has varied over time and place. It also implies that, a fashion designer is the “brain” behind any garment produced. For example, a designer visualizes and turns it to a wearable style but may not necessarily be the tailor behind the garment signature.

## **Career**

According to Marriam Webster Dictionary (2016), career is a job or profession that someone does for a long time. It is a profession for which one trains and which is undertaking as a permanent calling for example: teaching career, legal profession, fashion design, farming and carpentry.

## **Job Creation**

Job creation can be loosely defined as increasing the number of jobs in the labour market. Job creation can occur in a number of ways, including job creation by the state through active labour market policies, job creation through Keynesian demand management, job creation through investment, and “natural” job creation within firms.

## **People’s Perception on Career in Fashion Designing**

Although there is paucity of local literature on awareness, perceptions and attitudes of people towards career in fashion designing, the problem of acute shortage of career people in fashion designing is well recognized. Ezeani et al., (2012) identified some attractors and detractors of career in fashion designing as a career. The attractors include readily available job opportunities, extension of fashion designing career ladder, role extension, and capital for new comers in the fashion designing industry, advancements and opportunity for self-employment. The investigators highlighted job opportunities both within and outside the country as the most important attractor, since no fashion designing who wishes to practice in Nigeria is unemployed. The identified detractors include poor societal recognition of fashion designing, lack of professional title and radiation hazard. Radiation hazard was rated as the highest detractor.

A study by Eurostat (2017) had reported that the quantity and quality of information on internet websites about the career of fashion designing was not of satisfactory standard and more attention from both the government and professional bodies is needed if the profession is to gain attention. It will be an understatement to say that inadequate information on fashion designing or information which lack quality on the net affect the profession negatively and the advice of the researchers should be taken very seriously to ensure that the profession grows in an expected way.

### **People's Attitudes on Career in Fashion Designing**

Poor attitudes and societal recognition of fashion designing could be due to poor professional image of fashion designing. Career choice is influenced by both psychological and social factors. This is reflected in the way an individual perceives a prospective career. Information available to young people about a profession to a very large extent influence their perception of the profession and attitude towards it. Poor quantity and quality of information about a profession could instigate negative perception and attitude by young people, (European Commission 2013)

Another study by Fapohunda, (2013) evaluated many other websites. Although these websites on fashion designing exist, the problem still remains that very few Nigerians have adequate knowledge of computer, and have access to one and know how to search the web. Fashion designing is not the only profession facing this negative attitude and perception from youngsters. A study of attitudes of Hong Kong high school students towards the fashion industry profession reported that students were generally knowledgeable about career in fashion designing but were reluctant to pursue fashion design as a career. However, students who were socially acquainted with fashion design demonstrated a slightly more positive attitude towards fashion design and slightly higher intention to pursue fashion design career compared to those who have no social acquaintance with fashion design. The way an individual feels about a profession seems to play an important part in the selection of a profession as a career.

From the reviewed literature, certain things can be deduced, and their importance to the progress of underestimated. These include improving on the attractors of this profession, reducing or eliminating those things that detract young people from taking up this career, publishing more articles about the profession on the internet and creating more awareness about the profession to the young people who possibly could take to this profession in the future.

### **Socio-Economic Benefits of Fashion Designing**

The world economy continues to grow and evolve; one of the many bright spots of our new creative economy is the fashion industry. The Fashion Industry Creates Jobs in a Wide Range of Fields Fashion- and apparel-related industries employ workers in professions requiring an increasing range of highly technical education and skills. For instance, computer-aided design helps designers turn concepts into samples and helps manufacturers move from prototype to finished product on an accelerated timetable. Jobs in these fields, which typically require more education and training, hold the prospect of higher wages. Fashion designers, the creative force and focal point of the industry, are among the highest paid workers in the fashion industry, earning an average of \$78,870 annually across all industries. Fashion designers are concentrated in apparel industries such as manufacturing and wholesale merchandising, but also are strong in other sectors, such as motion picture and video. The apparel manufacturing industry employs nearly 123,000 workers in the United States. Employment in the industry still includes occupations traditionally associated with

apparel manufacturing, such as sewing machine operators, tailors and textile machine operators and patternmakers. However, the shift to higher-value parts of the process means that today's manufacturing jobs include a number of higher-paying occupations such as market research analysts who earn \$67,200 annually on average, and computer professionals, who earn \$77,270 on average. The wholesale apparel merchandising sector employs over 147,000 individuals. These include business operations specialists whose annual earnings average \$66,770; graphic designers earning \$55,770, on average; and production, planning and expediting clerks earning \$50,720, on average. The majority of fashion and apparel jobs are in the retail sector, with over 1.4 million individuals employed throughout the country in apparel retail establishments. These jobs, which range from clerks to managers and executives, pay nearly \$29,500, on average, (Karina et al., 2017).

### **Challenges in Fashion Designing in Nigeria**

A host of challenges left the Nigerian fashion industry without the necessary support systems that have time-tested undermined the sector. These challenges are as follows:

There has been a decline in the production of local textile materials due mainly to neglect of agriculture and a decline in the supply of cotton for fabric production. This resorts to the importation of fabrics and clothing from around the world, including second-hand clothes. Today, the biggest threat comes from certain countries, where cheaper brands of traditional Nigerian fabrics like *Ankara* and *Aso-Oke* (normally hand woven in Nigeria) are produced and tagged with "Made in Nigeria" stamps (Fletcher, 2018).

Home industries that did not protect the interests of home industries allowed stiff and unfair competition for homemade goods. Poverty resulting from the Structural Adjustment Programme (SAP) of the 1980's, the subsequent devaluation of the Naira dealt a serious blow to the buying power of Nigerians, making the cheaper imported goods a much preferred option (Uche & Obi, 2016).

Furthermore, there are numerous challenges associated with practicing sustainable consumption, which can be divided into three major experiences at the individual, social, and cultural levels (Armstrong et al., 2016). Individual barriers comprise a personal desire for new or perceived-as-new products, services, and experiences. It is challenging for individual consumers to completely eliminate hedonistic needs, such as recreational or impulsive shopping. At the social level, consumers have been greatly influenced by their peer groups, especially the younger consumer demographic, who experience feelings of inadequacy and dissatisfaction through constant comparison with peers and reference groups (Armstrong et al., 2016). At the cultural level, challenges involve inescapable triggers and temptation from various fashion marketing and merchandising tactics that impose constant changes of clothing and the desire to wear new fashion. It is important that personal needs motivate sustainable consumption, as it is necessary to connect with personal values or incentives to engage in pro-environmental activities. It is also necessary to support the social and cultural levels to understand the challenges involved in sustainable consumption and to facilitate alternative marketing and merchandising activities.

### **Theoretical Framework**

The theory used for this study was Schumpeter's theory of innovation, propounded by Schumpeter in 1935. Schumpeter believes that creativity, or innovation, is the key factor in any entrepreneur's



field of specialization. The theory is premised on the assertion that the economic development of a country depends upon the various innovative activities of its entrepreneurs. The theory lays emphasis on the primary impact of innovatory ideas, while the secondary approximation deals with the subsequent responses obtained from the application of the innovations. These stages in Schumpeter's model are applicable to fashion design, which allows for the flexible exploration of ideas in terms of reaching the garment needs of different strata of society, from the rich, affluent, and down to the common man on the street. This idea subsequently draws a response, and then the application of these innovations in terms of fabric designs reaps economic benefits for the designers.

As good as the theory is in explaining entrepreneurship, Schumpeterian seems to give too much emphasis on innovation. It excludes the risk-taking and organizing aspects of entrepreneurship, which are equally important from the point of view of building enterprise.

### **Empirical Reviews**

Nkhahle-Rapita and Moloi (2014) studied the impact of fashion entrepreneurs' traits on the success of fashion businesses in the Gauteng Province in South Africa. The aim of their study is to examine the impact of fashion entrepreneurs' traits on the success of fashion businesses in the Gauteng province of South Africa. The research design employed for the study was quantitative, using a self-administered questionnaire to elicit information on the impact of fashion entrepreneurs' traits on the success of their fashion businesses from respondents in the industry. The study found that 92.3 percent of fashion entrepreneurs take risks, while 100 percent indicated that they were motivated by the success achieved in their businesses. Some fashion entrepreneurs (75.9 percent) stated that they consider themselves creative in terms of self-sustainability and job creation. The study concludes that there is a need for more sensitization of the masses towards self-employment and there is also a need to intensify vigorously the establishment of small and medium-scale enterprises (SMEs) in the informal sector. The establishment of small-scale enterprises in the informal sector in the country will also involve establishing such enterprises in the rural areas. This will lead to the development of these areas and hence the improvement of the standard of living of the people in the rural areas.

Nwachukwu and Ogbo (2012) carried out empirical research on the role of entrepreneurship in economic development: the Nigerian perspective. The aim of the paper is to develop and analyse the contributions of entrepreneurship in economic development through SME development in Nigeria. A total of 1000 SMES were randomly selected from a cross section of the population of all SMES spread around some states of Nigeria. The research hypotheses, which were tested at a 0.05 level of significance using chi-square statistics, were based on identifying the most significant problem that SMEs face in Nigeria. The researcher found out that SMES have played and continue to play significant roles in the growth, development, and industrialization of many economies the world over. They concluded that promoters of SMES should thus ensure the availability or possession of managerial capacity and acumen before pursuing financial resources for the development of the respective enterprise.

## RESEARCH METHODS

This entails the research design, research setting, study population, sample size, sampling technique, and methods of data collection, instruments of data collection, validation of research instruments, data analysis and ethical consideration.

### Research Design

The research design adopted for this work was the descriptive survey research design because of its ability to elicit information from a large population of varied interests and also to generate certain primary information from their original sources. It also enables statistical analysis, generalization, and predictions.

### The Study Area

The Prince Abubakar Audu University (PAAU), formerly Kogi State University (KSU), is located in Anyigba town, in the eastern part of Kogi State, and was founded in November 1999 by the late Prince Audu Abubakar, the former Governor of Kogi State. The University commenced academic activities in April 2000, with the admission and registration of seven hundred and fifty-one (751) pioneer students, spread over six (6) faculties, namely: Agriculture, Arts and Humanities, Law, Management Sciences, Natural Sciences, and Social Sciences, with thirty-six (36) departments. Presently, the university has established an Entrepreneurship Development Studies (EDS) Centre where students are equipped with different skills, including fashion designing.

### Population of the Study

The target population for this study consists of all the undergraduate students (male and female) of Prince Abubakar Audu University Anyigba, Kogi State. The total population of the student for 2021/2022 academic session is 23, 927 students across the eight faculties namely; Faculty of Social Sciences, Faculty of Management Sciences, Faculty of Natural Sciences, Faculty of Law, Faculty of Education, Faculty of Arts and Humanities, Faculty of Agriculture and College of Health Sciences (Academic Planning Unit, 2021).

### Sample Size and Sampling Techniques

The sample size for this study was determined via Krejcie and Morgan (1970) statistical table for determining sample size. Thus, 377 sample size was drawn from the total population of 23, 927 students.

Table 1

*Sampling Frame Showing the Distribution of Respondents According to Faculty/Departments*

S/N	Faculties	Departments	Department Population	Sampling distribution of respondents
1	Social Sciences	Sociology	872	$872/2267 \times 349 = 134$
2	Arts and Humanities	Religious Studies	277	$277/2267 \times 349 = 43$
3	Natural Sciences	Physics	215	$215/2267 \times 349 = 33$
4	Management Sciences	Public Administration	903	$903/2267 \times 349 = 139$
<b>Total</b>	<b>4</b>	<b>4</b>	<b>2,267</b>	<b>349</b>

Source: Researcher's Field Survey, 2022

Then, Seven (7) students were randomly selected each from across departments within the Four (4) faculties (Law, Agriculture, Education and Medicine) respectively and interviewed to give a total of  $7 \times 4 = 28 + 349$  to give a grand total of **377** respondents.

One Department was purposively selected from the selected Faculties; Management Sciences (Public Administration), Social Sciences (Sociology), Arts and Humanities (Religious Studies), and Natural Sciences (Physics).

Two levels were randomly selected from each Department; Public Administration, Sociology, Religious Studies, and Physics 300 and 400 level respectively. Proportionate sampling method was used to select 145 respondents from sociology department, 47 respondents from religious studies, 37 from Physics and 150 respondents from Public administration department to the selected level (300-400L) which constitute sample of the study.

**Sources of Data Collection**

The method of data collection used for the study were both primary and secondary sources. The primary source of data collection was the survey method which involves the distribution of questionnaire to respondents while the researcher made use of Journals, Books, unpublished works and the internet as secondary source.

**Instruments of Data Collection**

The study adopted the quantitative method (structured questionnaire) and qualitative method (in-depth interview guide) as instruments for data collection. The questionnaire was a structured type design in a Likert scale form as follows: Strongly Agreed (SA) -5; Agreed (A) -4; Undecided (U) -3; Disagreed (D) -2; Strongly Disagreed (SD) -1.

**Ethical Considerations**

During conducting scientific research, it is highly important to consider various ethical issues in order to reduce the harms that can put in place on the participants. All participants are provided details of the study’s aims and objectives and also the researcher informs the confidential nature of all the information they give to the researcher and the steps that take to maintain confidentiality. They are also informed that they have the right to agree or object to participating, or withdraw from the study at any time if they think so. Finally, due considerations were taken to protect the personal and social values of the participants during report writing.

**RESULTS**

Descriptive statistics tools used were presented in frequency tables and percentages. The interview was analysed using content analysis and Statistical Package for Social Sciences (SPSS) version twenty (20) was used for the analysis of copies of the questionnaires.

Table 2

*Percentage Distribution of Socio- Demographic Attributes of Respondents*

Variables	Categories	Frequency N = 362	Percentage 100
Sex	Male	120	33.1
	Female	242	66.9
Age in years	18-23	158	43.6
	24-29	88	24.3
	30-35	50	13.8
	36 and above	66	18.2
Marital Status	Single	295	81.5
	Married	50	13.8
	Divorced	7	1.9
	Widow/Widower	10	2.8
Religion	Christianity	215	59.4
	Islam	147	40.6

Level of Study	200	100	27.6
	300	137	37.8
	400	125	34.5

Source: Field Survey, 2022

From table 2, on the issue of sex, it was found that 120 (33.1%) of respondents were male, while 24 (66.9%) were female. This shows that females constitute a significant percentage of the participants in the study. And it signifies that female students were interested in fashion designing as a career more than their male counterparts. Findings also indicated 158 (43.6%) of respondents were youths, which happens to be the majority within the age range of 18–23. However, 88 (24.3%) are within the age bracket of 24-29 years, 50 (13.8%) are within the age bracket of 30-45 years, and 66 (18.2%) are within the age range of 35 years and above. This shows that the majority of study participants are within the age range of 18–23 years of age. Findings indicate that 295 respondents, representing 81.5%, were single; 50 respondents, representing 13.8%, were married; and 7 respondents, representing 1.9% were divorced; while 10 respondents, representing 2.81%, were widows or widowers of other marital status. The table further reveals that the majority of 215 (59.4%) of respondents were Christians, while 147 (40.6%) were Muslims. In terms of level of study, findings indicate that 100 (27.6%) of respondents were 200-level students, 137 (37.8%) were 300-level students, and 125 (34.5%) were 400-level students. This shows that the majority of the respondents were at the 400 level.

**Research Question One: What is the perception of Prince Abubakar Audu University students towards career in fashion designing and Job Creation?**

Table 3

*Perception of Prince Abubakar Audu University Students towards career in fashion designing and Job Creation*

Variables	Category	Frequency N = 362	Percentage 100
Interested in choosing career in fashion designing	Strongly Agree	155	42.8
	Agree	110	30.4
	Undecided	70	19.3
	Disagree	27	7.5
	Strongly Disagree	0	0
I prefer practical business over theoretical	Strongly Agree	225	62.2
	Agree	103	28.5
	Undecided	14	3.9
	Disagree	15	4.1
	Strongly Disagree	5	1.4
Career in fashion designing should not be limited to business management students only	Strongly Agree	12	3.3
	Agree	10	2.8
	Undecided	17	4.7
	Disagree	158	43.6
	Strongly Disagree	165	45.6
Career in fashion designing is not our thing	Strongly Agree	23	6.4
	Agree	27	7.5
	Undecided	10	2.8
	Disagree	149	41.2

	Strongly Disagree	153	42.3
I prefer working in big organizations than choosing career in fashion designing	Strongly Agree	9	2.5
	Agree	38	7.7
	Undecided	23	6.7
	Disagree	170	47.0
	Strongly Disagree	132	36.5

Source: Field Survey, 2022

The table above indicates that 155(42.8%) respondents strongly agree that students are interested in choosing a career in fashion design. Another 110 (30.4%) respondents also agree that students are interested in choosing a career in fashion designing. However, 70(19.3%) respondents undecidedly state their opinion towards students' interest in choosing a career in fashion designing, while 27(7.5%) disagree that students are interested in choosing a career in fashion designing.

It also reveals that 225 (62.2%) of respondents strongly agree that they prefer practical business over theory; 103 (28.5%) agree that they prefer practical business over its theory; while 14 (3.9%) undecidedly do not know if they prefer practical business to its theoretical aspect; 15 (4.1%) do disagree in their preference for practical business to theoretical; and 5 (1.4%) strongly disagree in their preference for practical business to theory. These findings show that most students, which happens to be the majority, strongly prefer the practical aspects of business over its theoretical aspect.

It further reveals that 165 (45.6%) of respondents, which is the majority, strongly disagree that a career in fashion designing should be limited to business management students only; 158 (43.6%) also disagree that a career in fashion designing should be limited to business management students only; 12(3.3%) strongly agree that a career in fashion designing should be limited to business management students only; and 10(2.8%) agree that a career in fashion designing should be limited to business management students only. This shows that most students are against the opinion of a career in fashion design being limited to management sciences students only.

Also, the table revealed that a majority of 153 (42.3%) of respondents strongly disagree that a career in fashion designing is not their choice; 149 (41.2%) also disagree that a career in fashion designing is not their thing of choice; 23 respondents representing (6.4%) strongly agree that a career in fashion designing is not their choice; 27 respondents representing(7.5%) agree that a career in fashion designing is not their thing; and 10 respondents representing (2.8%) undecidedly state if a career in fashion designing is their thing. From the findings, it can be said that most students truly want to make their career in fashion design part of their lives (to be their choice).

Furthermore, the finding revealed that 170 (47.0%) of respondents disagree that they prefer to work in big organizations than to choose a career in fashion, 132 (36.5%) strongly disagree that they prefer working in big organizations than choosing a career in fashion, while 28 (7.7%) agree that they prefer to work in big organizations than choosing a career in fashion, 9 (2.5%) strongly agree that they prefer to work in big organizations than choosing a career in fashion, and 23 respondents (6.4%) couldn't decide if they preferred to work in big organizations than choosing a career in fashion. This finding is in agreement with Eurostat's (2017) report that the quantity and quality of information on internet websites about the career of fashion designing was not of a



satisfactory standard and more attention from both the government and professional bodies is needed if the profession is to gain attention.

The finding is also in consonance with a study of attitudes of Hong Kong high school students towards the fashion industry profession, which reported that students were generally knowledgeable about careers in fashion design but were reluctant to pursue fashion design as a career (McKinsey & Company, 2018). However, students who were socially acquainted with fashion design demonstrated a slightly more positive attitude towards fashion design and a slightly higher intention to pursue a fashion design career compared to those who had no social acquaintance with fashion design. The way an individual feels about a profession seems to play an important role in their choice of a profession as a career. From this, it can be deduced that most students do have an interest in choosing fashion design as a career. Hence, this portrays the spirit of education for self reliance that is the motto of Prince Abubakar Audu University, Anyigba as an institution of higher learning.

### **Research Two: What is the attitude of Prince Abubakar Audu University students toward career in Fashion Designing and Job Creation?**

Table 4

*Students Attitudes towards Career in Fashion Designing and Job Creation*

<b>Variable</b>	<b>Category</b>	<b>Frequency N= 362</b>	<b>Percentage 100</b>
Participating in fashionpreneurial activities	Strongly Agree	168	46.4
	Agree	152	42.0
	Undecided	20	5.5
	Disagree	14	3.9
	Strongly Disagree	8	2.2
Going for frequent training in fashion designing during holidays	Strongly Agree	153	42.3
	Agree	105	29.0
	Undecided	20	5.5
	Disagree	69	19.1
	Strongly Disagree	15	4.1
Partial enrolment in acquiring basic skills	Strongly Agree	27	7.5
	Agree	100	27.6
	Undecided	10	2.8
	Disagree	15	4.1
	Strongly Disagree	210	58.0
Restriction in social activities taking my time and concentrating on acquiring entrepreneurial skill	Strongly Agree	182	50.3
	Agree	93	25.7
	Undecided		
	Disagree	45	12.4
	Strongly Disagree	42	11.6
Focused and determined to be self-dependent through career in entrepreneurship	Strongly Agree	90	24.9
	Agree	172	47.5
	Undecided	2	.6
	Disagree	70	19.3
	Strongly Disagree	28	7.7

Source: Field Survey, 2022

Table 4 reveals that 168 (46.4%) respondents strongly agree that students participate in fashionpreneurial activities; 152 (42.0%) respondents agree that students participate in fashionpreneurial activities; 20 respondents (5.5%) could not decide if students do participate in fashionpreneurial activities; 14(3.9%) respondents disagree that students do participate in fashionpreneurial activities; and 8 (2.2%) respondents strongly disagree that students do participate in fashionpreneurial activities.

It also reveals that 153(42.3%) respondents strongly agree that students frequently go for training in fashion designing during holidays as a way of showing their attitudes towards choosing a career in fashion design; 105 (29.0%) respondents agree that students frequently go for training in fashion designing during holidays as a way of showing their attitudes towards choosing a career in fashion design; and 69 (19.1%) respondents disagree that students frequently going for training in fashion designing during holidays is not a way of showing their attitudes towards choosing a career in fashion design. 15(4.1%) respondents strongly disagree that students' frequent going for training in fashion design during holidays is not a way of showing their attitudes towards choosing a career in fashion design, and 20 (5.5%) respondents undecidedly state that if students' frequent going for training in fashion design during holidays is a way of showing their attitudes towards choosing a career in fashion design

Furthermore, it reveals that 210(58.0%) respondents strongly disagree with student partial enrolment in acquiring basic skills; 15(58.0%) respondents disagree that students should partially enrol in acquiring basic skills; 100(27.6) respondents agree that students should partially enrol in acquiring basic skills; 27(7.5%) respondents strongly agree that students should enrol partially in acquiring basic skills; 10 (2.8%) respondents undecidedly do not know if students should partially enrol in acquiring basic skills. This shows that, from the findings, the respondents are against the opinion that students should partially enrol to acquire basic skills.

It also reveals that 182 (50.3%) respondents strongly agree that students should be restricted from social activities that take their time so they can concentrate on acquiring entrepreneurial skills. Another 93 (25.7%) respondents also agree that students should be restricted from social activities that take their time so they can concentrate on acquiring entrepreneurial skills, while 45 (12.4%) respondents disagree that students should be restricted from social activities that take their time so they can concentrate on acquiring entrepreneurial skills, and 42 (11.6%) respondents strongly disagree that students should be restricted from social activities that take their time so they can concentrate on acquiring entrepreneurial skills.

It further reveals that a majority of 172(47.5%) respondents agree that students should be focused and determined to be self-dependent through a career in entrepreneurship; 90 (24.9%) respondents strongly agree that students should be focused and determined to be self-dependent through a career in entrepreneurship; while 70(19.3%) respondents disagree that students should be focused and determined to be self-dependent through a career in entrepreneurship; 28(7.7%) respondents strongly disagree that students should be focused and determined to be self-dependent through a career in entrepreneurship, and 2(.6%) respondents did not decide if students should be focused and determined to be self-dependent through a career in entrepreneurship or not. From the majority, it can be drawn from the findings that students should be focused and determined on becoming self-dependent through a career in entrepreneurship.

This finding is backed up by the findings of the (European Commission 2013), who said poor attitudes and societal recognition of fashion design could be due to a poor professional image of fashion design. Career choice is influenced by both psychological and social factors. This is reflected in the way an individual perceives a prospective career. Information available to young people about a profession influences, to a very large extent, their perception of the profession and their attitude towards it. Young people may have a negative perception and attitude toward a profession if there is a lack of information about it.

When asked about fashion design being taught as an entrepreneurial skill in schools, "All the respondents who participated in this study affirmed that entrepreneurship skills are taught to mostly 200- and 300-level students."

Findings from an interview on students' poor attitudes toward careers in fashion design and how students' perceptions and attitudes can be shaped toward choosing a career in fashion design for self-employment reveal the following:

**According to the respondents, they affirmed that;**

*"Students' perception and attitude can be shaped towards choosing a career in fashion design. Through enlightenment once they are well enlightened, students will come to understand that fashion is a lot better than they perceive it to be. creation of awareness that fashion is a beautiful thing, and that being addressed as a tailor implies being a designer, and the title can be inter-switched, and also, eradicating the idea that being a tailor or designer I believe that if there was a good orientation for the students, they would see the value and importance of going into fashion design. Some can also develop a passion for it."*

**(IDI/F/46 years/ M/52years/F/40 years/M/54 years/F/33 years/F/52 years/F/35years/F/50years/ July 12<sup>th</sup>, 2021.**

**According to them:**

*"Certainly, students would have a responsible attitude towards a career in fashion designing as a lot of graduates end up being unemployed and in order to fend for themselves, they could go into fashion designing some also could decide to use this as an avenue to prove their creativity and they have seen several students who have quite a passion in fashion designing and they believe it brings out their best."*

**(IDI/F/33years/M/39year/F/40year/F/48years/M/58years/F/63years/F/year/F/35years/F/50years/2021)**

**They further opined that;**

*Students who have a penchant for creativity and an eye for aesthetics are more likely to do best in fashion designing as this career option allows one to let creative ideas flow through the mind, aids in exploring their strength and discerning each signature style. Like any professional industry, fashion design thrives on contact with key people within fashion fraternities. Knowing the right set of people can often lead to a sea of opportunities. The fashion industry also provides practice in forming bonds with people from various*

backgrounds, which can be useful in other business ventures an individual may choose to pursue.

(IDI/F/23years/M/29years/F/40yers/F/38years/M/28years/F/33years/F/year/F/35years/F/40years/2021).

**Research Question Three: What is the perceived socio-economic impact of Fashion Designing as a career and means of job creation on students of Prince Abubakar Audu University, Anyigba?**

Table 5

*Perceived Socio-Economic Benefit of Career in Fashion Designing*

Variables	Categories	Frequency N= 362	Percentage 100
Fashion design is for job creation	Strongly Agree	226	62.4
	Agree	70	19.3
	Undecided	11	3.0
	Disagree	35	9.7
	Strongly Disagree	20	5.5
Fashion design alleviate poverty	Strongly Agree	139	38.4
	Agree	163	45.0
	Undecided	19	5.2
	Disagree	26	7.2
	Strongly Disagree	15	4.1
Career in fashionpreneurship is a good idea to create jobs and raise future entrepreneur	Strongly Agree	156	43.1
	Agree	166	45.9
	Undecided	2	.6
	Disagree	24	6.6
	Strongly Disagree	14	3.9
Career in Fashion design is a solution to unemployment challenges	Strongly Agree	132	36.5
	Agree	140	38.7
	Undecided	9	2.5
	Disagree	51	14.1
	Strongly Disagree	30	8.3
Fashion designing as an entrepreneurial field contribute to growth of National Economy through job creation	Strongly Agree	157	43.4
	Agree	144	39.8
	Undecided	1	.3
	Disagree	39	10.8
	Strongly Disagree	21	5.8

Source: Field Survey, 2022.

Table 5 reveals that 226 (62.4%) respondents strongly agree that fashion designers are job creators and not job seekers. 70 (19.3%) respondents also agree that fashion designers are job creators and not job seekers. However, 35 (9.7%) respondents disagree that fashion designers are job creators and not job seekers. 20(5.5%) respondents strongly disagree with the fact that fashion designers are job creators and not job seekers. Eleven (3.0%) respondents could not decide if fashion designers are job creators or job seekers.

It also revealed that 139(38.4%) respondents strongly agree that fashion designers are entrepreneurs whose wealth of knowledge and skills can alleviate poverty, 163 (45.0%) respondents agree that fashion designers are entrepreneurs whose wealth of knowledge and skills

can alleviate poverty, while 26(7.2%) respondents disagree that fashion designers are entrepreneurs whose wealth of knowledge and skills can alleviate poverty, 15(4.1%) respondents strongly disagree that fashion designers are entrepreneurs whose wealth of knowledge and skills can alleviate poverty, and 19(5.2%) respondents could not decide if fashion designers are entrepreneurs whose wealth of knowledge and skills can alleviate poverty or not.

The table further reveals that 156(43.1%) respondents strongly agree that choosing a career in fashionpreneurship is a good idea to create jobs and raise future entrepreneurs. Another 166 (45.9%) respondents also agree that a career in fashionpreneurship is a good idea to create jobs and raise future entrepreneurs. However, 24 (6.6%) respondents disagree that a career in fashionpreneurship is a good idea to create jobs and raise future entrepreneurs. Another 14 (3.9%) respondents disagree that a career in fashionpreneurship is a good idea to create jobs and raise future entrepreneurs, while 2(.6%) respondents couldn't decide if a career in fashion is a good idea to create jobs and raise future entrepreneurs.

It also reveals that a majority of 140(38.7%) respondents agree that a career in fashion designing is a solution to unemployment; 132(36.5%) respondents strongly agree that a career in fashion designing is a solution to unemployment; while 51 (14.1%) respondents disagree that a career in fashion designing is a solution to unemployment. 30(8.3%) respondents strongly agree that a career in fashion design is a solution to unemployment, and 9 (2.5%) respondents couldn't decide if a career in fashion design is a solution to unemployment. This implies that most of the respondents strongly see that choosing a career in fashion design could be beneficial to the socio-economic status of the country by combating unemployment challenges.

Furthermore, the tables reveal that 157(43.4%) respondents strongly agree that fashion designing as an entrepreneurial field contributes to the national economy through job creation, 144(39.8%) respondents also agree that fashion designing as an entrepreneurial field contributes to the national economy through job creation, and 39(10.8%) respondents disagree that fashion designing as an entrepreneurial field contributes to the national economy through job creation. 21(5.8%) respondents strongly disagree that fashion design as an entrepreneurial field contributes to the national economy through job creation, and 1(.3%) respondent couldn't decide if fashion designing as an entrepreneurial field contributes to the national economy through job creation.

This finding is backed up by Taiwo (2014), who observes that in any given economy, entrepreneurship development always gives birth to job creation, which will force people to do something that will better their lives and the country at large. He evaluated the relationship between job creation and entrepreneurial development in Nigeria. It was clear from his observation that job creation or employment opportunities in an economy can be traceable to entrepreneurship training and development.

According to the interview respondents on the socio-economic benefits of students choosing a career in fashion design after graduating, they said that;

*It will reduce the rate of unemployment in the society, it is quite un-easy getting a white collar job presently, so this aids one to be self-employed. They further reiterate that choosing fashion designing as a career also opens a vest range of opportunities to students as it (the fashion industry) entails a remarkable variety of professional roles to choose for individual whom have the acumen to meet challenges head on or deal with*



*work pressure, the fashion industry is quite ideal to start with the industry is also a place where one must learn the essentials of ground level work as well as management mantra of top ranks; simply refining one from a junior level, to a professional and as such, giving ample room to progression in terms of profile and money. There is quite a huge socio-economic benefit. Mostly by reducing the un-employment rate fashion designing has aided several people in relying on themselves and not stay idle. (IDI/F/32years/M/22years/F/30years/F/40years/M/28years/M/33years/F/25years/40years/M/50years, 2021).*

**The respondents agrees that;**

*There is quite huge socio-economic benefit. Mostly by reducing the unemployment rate fashion designing has aided several people in relying on themselves and not stay idle. (IDI/F/32years/M/22years/F/30years/F/40years/M/28years/M/33years/F/25years/M/40years/M/50years, 2021)*

**Research Question Four: What are the challenges associated with fashion designing as a career as perceived by students of Prince Abubakar Audu University, Anyigba.**

Table 6

*Challenges Associated with Fashion Designing as a Career*

Variable	Category	Frequency N=362	Percentage 100
Poor political will and support from the government on local content	Strongly Agree	155	42.8
	Agree	177	48.9
	Undecided	0	0
	Disagree	19	5.2
	Strongly Disagree	11	3.0
Importations of cheap secondhand clothes (Okirika) which undermines prices stability	Strongly Agree	161	44.5
	Agree	141	39.0
	Undecided	4	1.1
	Disagree	30	8.3
	Strongly Disagree	26	7.2
Industrial politics that did not protect the interest of home industries allowed stiff and unfair competitions for homemade goods	Strongly Agree	152	42.0
	Agree	173	47.8
	Undecided	7	1.9
	Disagree	21	5.8
	Strongly Disagree	9	2.5
Poverty and the subsequent devaluation of the Naira which dealt a serious blow on the buying power of Nigerians making the cheaper imported goods a much preferred option	Strongly Agree	159	43.9
	Agree	188	51.9
	Undecided	1	.3
	Disagree	10	2.8
	Strongly Disagree	4	1.1
Fashion Designing as an entrepreneurial field contribute to growth of National Economy through job creation	Strongly Agree	191	52.8
	Agree	154	42.5
	Undecided	3	8
	Disagree	9	2.5
	Strongly Disagree	5	1.4

Cultural value (what is obtainable in the society)	Strongly Agree	155	42.8
	Agree	189	52.2
	Undecided	0	0
	Disagree	12	3.3
	Strongly Disagree	6	1.7
Socio-economic Status/Demography	Strongly Agree	193	53.3
	Agree	152	42.0
	Undecided	5	1.4
	Disagree	8	2.2
	Strongly Disagree	4	1.1
Peer/Societal Influence	Strongly Agree	130	35.9
	Agree	173	47.8
	Undecided	14	3.9
	Disagree	28	7.7
	Strongly Disagree	17	4.7

Source: Field Survey, 2022

From the table above, it was realized that 155 (42.8%) respondents strongly agree that poor political will and support from the government are a challenge that is faced with choosing fashion designing as a career; 175 (48.9%) respondents also agree that poor political will and support from the government is a challenge that is faced with choosing fashion designing as a career; 19 (5.2%) respondents disagree that poor political will and support from the government is a challenge that is faced with choosing fashion designing as a career; and 11 (3.0%) respondents strongly disagree that poor political will and support from the government is a challenge that is faced with choosing fashion designing as a career.

It also reveals that 161(44.5%) respondents strongly agree that the importation of cheap second-hand clothes has been a challenge associated with choosing fashion design as a career as it undermines price stability. 141 (39.0%) respondents also agree that the importations of cheap second-hand clothes have been a challenge associated with choosing fashion designing as a career as it undermines price stability. However, 30 (8.3%) respondents disagree that the importations of cheap second-hand clothes have been a challenge associated with choosing fashion designing as a career as it undermines price stability 26 (7.2%) respondents strongly disagree that the importation of cheap second-hand clothes has been a challenge associated with choosing fashion designing as a career as it undermines price stability, while 4(1.1%) respondents couldn't decide if the importation of cheap second-hand clothes has been a challenge associated with choosing fashion designing as a career as it undermines price stability.

On the issue of industrial politics protecting the interests of home industries, 152(42.0%) respondents strongly agree that industrial politics does not protect the interests of home industries and it has allowed stiff and unfair competition for homemade goods and this has posed a challenge for one to choose fashion designing as a career. 173(47.8%) respondents also agree that industrial politics does not protect the interests of home industries and that it has allowed stiff and unfair competition for homemade goods and this has posed a challenge for one to choose fashion design as a career. 21(5.8%) respondents disagree that industrial politics does not protect the interests of home industries and that it has allowed stiff and unfair competition for homemade goods and this

has posed a challenge for one to choose fashion designing as a career. 9(2.5%) respondents strongly disagree that industrial politics does not protect the interests of home industries and that it has allowed stiff and unfair competitions for homemade goods, and this has posed a challenge for one to choose fashion design as a career, while 7(1.9%) respondents couldn't decide if industrial politics protects the interests of home industries by allowing stiff and unfair competitions for homemade goods or not.

The table also reveals that 159(43.9%) respondents strongly agree that poverty and the subsequent devaluation of the naira is a challenge that has faced choosing fashion design as a career as it has made Nigerians settle for cheaper imported goods as a much preferred option due to the devaluation of the Naira. 188(51.9%) respondents also agree that poverty and the subsequent devaluation of the Naira are a challenge that has faced choosing fashion designing as a career as it has made Nigerians settle for cheaper imported goods as a much preferred option due to the devaluation in the Naira, while 10 (2.8%) respondents disagree that poverty and the subsequent devaluation of the Naira is a challenge that has faced choosing fashion designing as a career as it has made Nigerians settle for cheaper imported goods as a much preferred option due to the devaluation in Naira, 4(1.1%) respondents strongly disagree that poverty and the subsequent devaluation of the Naira is a challenge that has faced choosing fashion designing as a career as it has made Nigerians settle for cheaper imported goods as a much preferred option due to the devaluation in the Naira, while just 1 (.3%) respondent couldn't decide if poverty and the subsequent devaluation of the Naira is a challenge that has faced choosing fashion designing as a career as it has made Nigerians settle for cheaper imported goods as a much preferred option due to the devaluation in the Naira .

The table further reveals that 191(52.8%) respondents strongly agree that fashion designing as an entrepreneurial field contributes to the growth of the national economy through job creation; 154(42.5%) respondents also agree that fashion designing as an entrepreneurial field contributes to the growth of the national economy through job creation; and 9(2.5%) respondents disagree that fashion designing as an entrepreneurial field contributes to the growth of the national economy through job creation. 5(1.4%) respondents strongly disagree that fashion designing as an entrepreneurial contributes to the growth of the national economy through job creation, and 3(8%) respondents couldn't decide if fashion designing as an entrepreneurial field contributes to the growth of the national economy through job creation.

On the issue of cultural value, findings revealed that 155 (42.8%) respondents strongly agree that the value of culture is also a challenge that is posed with choosing fashion designing as a career, 189(52.2%) respondents also agree that the value of culture is a challenge that is posed with choosing fashion designing as a career, 12(3.3%) respondents disagree that the value of culture is a challenge that is posed with choosing fashion design as a career, while 6 (1.7%) respondents strongly disagree that the value of culture is a challenge that is posed with choosing fashion design as a career.

Furthermore, the table revealed that 193(53.3%) respondents strongly agree that socio-economic status and demographics also pose a challenge to choosing fashion design as a career. 152 (42.0%) respondents also agree that socio-economic status/demography also poses a challenge to choosing fashion design as a career, 8(2.2%) respondents disagree that socio-economic status/demography

also poses a challenge to choosing fashion design as a career, 4(1.1%) respondents strongly disagree that socio-economic status or demography also poses a challenge to choosing fashion designing as a career, while 5(1.4%) respondents couldn't decide if socio-economic status or demography also poses a challenge to choosing fashion designing as a career.

The table also revealed that a majority of 173(47.8%) respondents agree that peer/societal influence is a challenge faced in choosing fashion design as a career. 130(35.9%) respondents strongly agree that peer/societal influence is a challenge in choosing fashion design as a career, while 28 (7.7%) respondents disagree that peer/societal influence is a challenge in choosing fashion designing as a career. 17(4.7%) respondents strongly disagree that peer/societal influence is a challenge in choosing fashion design as a career, and 14 (3.9%) respondents couldn't decide if peer/societal influence is a challenge in choosing fashion designing as a career.

This finding is in line with the view of Armstrong, Connell, Lang, Ruppert-Stroescu & LeHew (2016), who says various challenges involved in practicing sustainable consumption are classified into three major experiences, which are the individual, social, and cultural levels Individual barriers comprise a personal desire for new or perceived-as-new products, services, and experiences. It is challenging for individual consumers to completely eliminate hedonistic needs, such as recreational or impulsive shopping. At the social level, consumers have been greatly influenced by their peer groups, especially the younger consumer demographic, who experience feelings of inadequacy and dissatisfaction through constant comparison with peers and reference groups. At the cultural level, challenges involve inescapable triggers and temptation from various fashion marketing and merchandising tactics that impose constant changes of clothing and the desire to wear new fashion. It is important that personal needs motivate sustainable consumption, as it is necessary to connect with personal values or incentives to engage in pro-environmental activities. It is also necessary to support the social and cultural levels to understand the challenges involved in sustainable consumption and to facilitate alternative marketing and merchandising activities. Fletcher, 2018 also opined that the decline in the production of local textile materials is due mainly to neglect of agriculture and a decline in the supply of cotton for fabric production.

**According to the interviewed respondents;**

*One of the challenges could be the increase in the number of fashion designers out there. This, however, should not be a different case because each person's work is unique and, once the person is quite skilled or creative, he or she will stand out. Another challenge is that a lot of people pick up fashion design as a second choice when they seem to have nothing else to do. Doing this imbibes a lack of passion for the work. They emphasized that the most common challenges faced in going into fashion design require a lot of machinery and tools. If there is inadequate financial capability, it will be quite hard to venture into the business location. It is also a challenge; for a business to be well marketable, it would have to be in a strategic spot where clients can easily access it. Another challenge is illiteracy.*

**(IDI/F/46years/M/52years/F/40years/F/40years/M/54years/F/33years/F/52years/F/35 years/F/50years/F/50years/ July 12<sup>th</sup>, 2021).**

## CONCLUSIONS AND RECOMMENDATIONS

The students do have an interest in choosing fashion design as a career. However, they tend to go for training during the holidays and also abstain from social activities that will distract them from paying attention to their fashionpreneur programme. Despite the socio-economic impact of fashion designing, there are certain challenges that are faced by students who tend to choose it as a career, such as illiteracy, lack of finance, peer influence, cultural value, amongst others. In other words, it was revealed that notwithstanding the challenges, Prince Abubakar Audu University students tend to portray a positive attitude towards choosing fashion design as a career.

Therefore, school authorities should sponsor empowerment programmes created solely for fashion design for those who are interested in participating, as this will encourage students' career choice in fashion design. Governments at all levels should provide grants and soft loans to fashion entrepreneurs as finance has been found to be a major challenge that hinders those who have an interest in choosing fashion design as a career.

### Limitations of the Study

The purposive sampling used in the study could make generalization of the study results difficult; studies on perception and attitudinal issues are somewhat within the ambit of personal views and might be subjected to falsification of opinion; and not all official documents were made available to the researchers due to the sensitive and volatile nature of some of them.

### Authors' Contributions

Bola Aisha Mohammed designed the study, collected the data, analyzed the data, interpreted the data, wrote the article, while Dr. J. O. Owoyemi and Mr. Edime Yunusa reviewed the article, perused and approved the final article.

### Competing interests

The authors state that they have no competing interests.

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