

## **Influence of Information and Communication Technology on Dress Culture among Senior Secondary School Students in Ife East Local Government, Osun State, Nigeria**

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**Abstract :** Information and Communication Technology (ICT) has been observed to have influence on the lifestyle of youths in general. Dressing styles, fashion consciousness and choice of role model are some of the areas of influence. The study was carried out to examine the perception and influence of ICT on the clothing culture of selected Senior Secondary School Students in Ife-East Local government area of Osun State, Nigeria. Two hundred Senior Secondary School Students from public and private schools were randomly selected. Data was collected using structured questionnaire. The result showed that 79.0% were computer literate, 64.5% have facebook account and 93.5% browse with phones. Based on their perception on the influence of ICT, 74.5% of the respondents agreed that frequent use of ICT has increased their level of fashion consciousness while 60.5% were motivated by the images and dressing pattern in magazines, on TV and the internet. Also, large proportions (60.5%) were influenced by the dressing styles of their friends on social media. Male students were significantly more engaged in ICT related activities than females ( $t = 1.29, P < 0.05$ ), whereas there is no significant difference in the involvement in ICT activities between private and public school students ( $t = 0.325, P > 0.05$ ). Since ICT has influence on dressing, appropriate dressing pattern should be encouraged on mass media.

**Keywords :** dress culture, information and communication technology, fashion trend, role model

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