Pattern Drafting Trends and Entrepreneurship Opportunities in Clothing for Gainful Investment in Ebonyi and Nasarawa States of Nigeria

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Abstract
The study explored the possibility of exploiting the occurrence of figure flaws in men for establishing gainful investments in clothing by investigating the perception of literate men in two tertiary institutions in Ebonyi and Nasarawa States of Nigeria about figure faults in men using a random sample of 195 academic and 84 non-academic staff. Data was collected with a 25-item structured Likert scale for answering the research questions. Data analysis using descriptive statistics showed that a common perception existed among respondents about figure flaws in men. Identified figure flaws include protruding stomach, exaggerated height, waists larger than chests, bottom heavy, and having bow legs, square shoulders, and being short and stout. A pertinent conclusion was that men are aware of figure flaws that give them uncomplimentary appearance and the need for garments that could disguise disproportionate areas. Based on the preferences of over 80% of the bright prospects existed for pattern drafting trends and entrepreneurship opportunities in clothing for gainful investment. It was recommended that Entrepreneurs should be encouraged to invest in clothing and textiles production because of its inherent profitability since people must put on something to cover their nakedness.

Keywords: Entrepreneurship, Body Somatotype, Figure Flaws, Gainful Investment, Suit Preferences

Introduction
Entrepreneurship is associated with an individual's initiative, creativity, resourcefulness and enterprise. The entrepreneur is an innovator and the person who develops a new product, a new market, or a new means of production. As posited by Bio (2002), Entrepreneurship is more than simply 'starting a business'. On the contrary, it is a process through which individuals identify opportunities, allocate resources, and create value. Indeed, wealth creation can be said to be

anchored in the level of enterprise exhibited by the individual entrepreneur since enterprise has to do with engaging in commercial business for the sole goal of profit and growth (Anikweze, 2003). The entrepreneur is the one who assumes the responsibility and the risk for a business operation with the expectation of making a profit. The entrepreneur generally decides on the product, acquires the facilities, and brings together the labor force, capital, and production materials.

It is important to note, however, this creation of value or wealth is often predicated upon the identification of unmet needs among probable consumers, or through the identification of investment opportunities that could provide a change from the usual. Bio (2002), adds that entrepreneurial success is basically a function of the ability of an entrepreneur to see these opportunities in the marketplace, initiate change, or take advantage of change and create value through solutions. Emeruwa (2004) opines that entrepreneurial activities lead to creation of goods and services for the satisfaction of the needs of the society as well as for the creation of jobs and employment. He therefore, attributed the high incidence of unemployment and poverty in Nigerian society to shortage of entrepreneurial individuals.

Wealth creation and entrepreneurship involve three important features, namely: (i) organization of business; (ii) production in an exchange economy; and (iii) the management of risks (Mallier and Shafto (1989) as in Anikweze (2009). Aluwong (2004) added a fourth feature which is self-reliance. The attribute of self-reliance is inevitable because entrepreneurship is essentially about someone creating a market from his or her own resources, relying on his or her own initiative, discipline, money and perseverance. A successful entrepreneur must have self-confidence, technical knowledge, drive, vision, and effective communication (Fitzgerald, 2014)

There is a wide range of entrepreneurial activities in Home Economics and all one needs to do is to appraise the rewards and challenges in line with one's potentials and available resources before choosing which activity to invest in. The possible ventures that Home Economics can prepare a student to engage in to become self-reliant include Textile designing, Weaving, Crocheting and knitting, Interior decoration, Clothing construction or Sewing, and Toy production. An area that people scarcely think about is pattern drafting. Apparently, the investment opportunities in this area may not stand out conspicuously except when the need becomes obvious. It therefore becomes necessary to evolve some empirical justification to project pattern drafting as a viable area of entrepreneurial attraction. This motivated the researchers to embark on an investigation into men's perception of their figure flaws and figure types as influential factors to their choice of fitting garments.

It is obvious that with attractive designs that satisfy basic principles of presentation design, men with figure flaws would majorly patronize the initiators of patterns that solve their figure problems. Schwertly's (2014) posited that designers who seek to create a beautiful presentation require a symphony of visual elements to work together for a "big picture." Therefore, patterns that make the entire vision work together in terms of how each part interacts are balance, emphasis, unity and movement will surely give a boost to entrepreneurship opportunities for investment.

Statement of the Problem

Figure flaws refer to body features that are not balanced or regularly arranged either on opposite sides of a line or around a central point. Such body features create disharmony in the person's figure. Bodies with figure flaws are characterized by disproportionate parts of the body

thereby creating unequal and unusual appearance represented by such features as obese and heavy proportions of body fat distributed around the waist and the abdomen (pot belly), large arms, heavy waist, bow legs and other deviations from the normal. They also manifest abnormally plump, obese and heavy proportions of body fat distributed around the waist and the abdomen presenting unequal appearance or disharmony in the person's figure (Foster, 2006). Since the clothes worn by individuals have a way of influencing their appearance and so serve as the 'silent language' which communicates through the use of visual, non-verbal symbols, this symbolic representation obviously becomes exaggerated in men with figure flaws. A problem arises when an unintended message is conveyed to observers by an appearance that is occasioned by figure flaws. Psychologically, men with figure flaws may be compelled to withdraw from participating in certain physical activities. At the social level, it is possible for stereotyped obese men and their diminutive counterparts to experience discrimination in matters of employment, recruitment into the armed forces, and even in social relationships. On personal basis, the disproportionate body features could engender inferiority complex thereby inhibiting such men from attending occasions where their compatriots appear elegant. In this regard, only properly designed garments can obscure the embarrassing absurdities associated with the features of individuals with figure flaws.

Most of the men in Nasarawa and Ebonyi State Universities obtain their garments either from ready-to-wear shops that sell imported garments, or as custom-made by indigenous tailors. Men with figure flaws are ruled out of ready-to-wear garments and must necessarily depend on custom-made garments. The disadvantages of this include inevitable physical interaction with and several visits to the garment maker for personal measurements and trialing or adjustments. An inescapable fact is that whatever garments a person may want to wear; there is the need for admirable clothing fit irrespective of figure types. Anyhow, it is important to establish empirically the nature of men's sensitivity to their figure flaws which could be transformed into entrepreneurial opportunities for gainful investment.

Purpose of the Study

The purpose of this study was to investigate the perception of literate men in Ebonyi and Nasarawa State Universities about figure flaws found in men. Specifically, the study sought to:

1) Identify the body characteristics of men with figure problems in Ebonyi and Nasarawa State Universities;
2) Classify the different figure flaws in line with a combination of body length and drop value which constitute the main factors of consideration in designing men's wear
3) Determine suit preferences for men with different figure flaws
4) Identify possible entrepreneurial opportunities based on disguising men's figure flaws.

Research Questions

The following research questions were answered in the course of the study:

1) What are the body characteristics of men with figure flaws as perceived by literate men in Ebonyi and Nasarawa State Universities?
2) What are the different classifications of figure flaws among men in Ebonyi and Nasarawa State Universities?
3) What are the suit preferences of men with classified figure flaws in Ebonyi and Nasarawa State Universities?

4) What entrepreneurial opportunities in clothing and textiles are possible based on disguising men's figure flaws?

Methodology

The study took place in two universities in the two states of Nigeria, namely: Ebonyi State University, Abakaliki and Nasarawa State University, Keffi. The researchers chose these areas essentially because of the operational ease of access to research subjects that abound in ivory towers and, more especially, because of the opportunity to collect data from a mix of workers from different ethnic groups in the country.

The study was designed as a cross-sectional survey. The target population for the study consisted of men in Ebonyi and Nasarawa State universities, particularly male academic and non-academic staff in the identified two institutions. The total population of male staff of the two universities was obtained by the researchers through the Personnel Officers of the institutions. The total population for the study therefore was 978 made up of 464 from Ebonyi and 514 from Nasarawa and consisting of 702 academic staff and 276 non-academics.

A sample size of 300 consisting of 210 academic and 90 non-academic staff was obtained through stratified random sampling technique. The stratification was to ensure proportional representation from the two universities and from both academic and non-academic staff.

A 30-item structured Likert scale on adult men's perception of figure flaws and their classification developed by the researchers was used to collect data on the respondents' perception of figure flaws, suit choices and opportunities for investment in clothing and textiles. Rational validity was obtained for the questionnaire by subjecting it to a critical appraisal of five experts in research methods and/or clothing and textiles at the Nasarawa State University, Keffi. Using a 5-point validation scale scored by the experts for the appropriateness of the items, logical validity index of 0.81 was obtained for the instrument. The reliability of the questionnaire was obtained through a pilot test carried out on 20 men who were part of the population but not part of the sample. The derived reliability coefficient using Cronbach alpha method was 0.79 which the researchers considered reasonably high to accept the instrument as reliable.

The administration of the questionnaires was through research assistants who were staff in different faculties of the respective universities. The questionnaires were retrieved from the research assistants after two weeks. Only 279 duly completed questionnaires were however retrieved giving 93% return ratio. The incomplete retrieval was attributed to some non-academic staffs that were too busy to give attention to completing questionnaires, and some academic staffers who could not be reached by the research assistants during the administration of the instrument. The obtained data were analysed using descriptive statistics mainly in frequencies and percentages. Any item that received over 60% agreement was regarded as positive prospect for entrepreneurship opportunity for gainful investment.

Findings/Results

Research question 1: What are the body characteristics of men with figure flaws in Ebonyi and Nasarawa States of Nigeria? This research question was answered by considering the responses to items 1 – 21 of the questionnaire as depicted in Table 1.

Table 1: *Near perception of respondents about figure flaws in men*

S/N	Description of men with figure flaws	SA	A	U	D	SD	TOT
1	Men with short neck with large head	57(**20**)	125(**45**)	16(**06**)	45(**16**)	36(**13**)	**279**(100)
2	A man that is neither too heavy, nor too thin	45(**16**)	117(**42**)	35(**13**)	54(**19**)	28(**10**)	**279**(100)
3	A tall man with exaggerated height - both trunk and legs long, and height up to or above 6 feet.	72(**26**)	108(**39**)	28(**10**)	45(**16**)	26(**09**)	**279**(100)
4	Heavy men with waists larger than their chests	56(**20**)	106(**38**)	33(**12**)	45(**16**)	39(**14**)	**279**(100)
5	Short man with head which appears a bit larger than it should in proportion to his body	57(**20**)	109(**39**)	36(**13**)	42(**15**)	36(**13**)	**279**(100)
6	A man with protruding stomach and bottom heavy	53(**19**)	129(**46**)	50(**18**)	29(**10**)	18(**07**)	**279**(100)
7	A very lanky man	42(**15**)	117(**42**)	51(**18**(	50(**18**)	18(**07**)	**279**(100)
8	A man with pot belly	50(**18**)	117(**42**)	51(**18**(	32(**11**)	29(**10**)	**279**(100)
9	Having bow legs or K-legs	45(**16**)	124(**44**)	45(**16**)	36(**13**)	29(**10**)	**279**(100)
10	Short and Stout men	39(**14**)	129(**46**)	45(**16**)	33(**12**)	33(**12**)	**279**(100)
11	Short and Thin men	47(**17**)	129(**46**)	47(**17**)	32(**11**)	25(**09**)	**279**(100)
12	Men with shoulders and chest hopelessly too large	62(**22**)	106(**38**)	40(**14**)	42(**15**)	29(**10**)	**279**(100)
13	Men with either short legs or with very long legs	53(**19**)	129(**46**)	36(**13**)	36(**13**)	25(**09**)	**279**(100)
14	Men with long arms or men with short arms	57(**20**)	123(**44**)	42(**15**)	36(**13**)	21(**08**)	**279**(100)
15	Men with sloping or square shoulders	51(**18**)	126(**45**)	49(**18**)	32(**11**)	21(**08**)	**279**(100)
16	Men with short neck or men with long neck	58(**20**)	126(**45**)	45(**16**)	29(**10**)	21(**08**)	**279**(100)
17	Men that are lean and slim	76(**27**)	109(**39**)	40(**20**)	36(**13**)	18(**07**)	**279**(100)
18	Men with broad chest and wide shoulders	58(**20**)	137(**49**)	40(**14**)	26(**09**)	18(**07**)	**279**(100)
19	Very tall men with unusually large arms	57(**20**)	115(**42**)	40(**14**)	26(**09**)	36(**14**)	**279**(100)
20	Men with average height and robust physique	29(**10**)	39(14)	23(**09**)	45(**16**)	143(**51**)	**279**(100)

Note: The figures in parenthesis are approximated percentages.

Table 1 shows that majority of the respondents agreed that men with figure flaws can be identified with body features such as protruding stomach (pot belly) and bottom heavy (65%), very lean and slim figure (59%), exaggerated height (65%), short neck and with large head (85%), waists larger than their chests (58%), and having bow legs or K-legs (60%). Other signs of figure flaws could be identified as short and stout (60%), short and thin (63%), lean and slim (66%), short legs or long legs (65%), broad chest (69%), and square shoulders (63%).

From the findings, it could be discerned that men with figure flaws can easily be identified with their body features which give them disproportionate appearance.

Research Question 2 –

What are the different classifications of figure flaws among men in Ebonyi and Nasarawa State Universities? This research question was answered by considering the differences between the frequencies of agreement and disagreement to the statements that described the various types of men's body characteristics and placing the differences in rank order of their seriousness in the perception of the respondents.

Table 2: *Respondents classifications of figure flaws in order of perceived seriousness*

S/N	Type of figure flaw	Agree	Disagree	Diff	Rank
1	Men with short neck with large head	183	52	131	1
2	Men with sloping shoulders or men with square shoulders	177	53	124	2
3	Men with either short legs or with very long legs	180	62	122	3
4	Men with long arms or men with short arms	179	58	121	4
5	Men with broad chest and wide shoulders	179	61	118	5

6	Short and Thin men	172	59	113	6
7	A man with pot belly	166	62	104	7
8	Having bow legs or K-legs	167	67	100	8
9	Men with shoulders and chest hopelessly too large	166	70	96	9
10	A tall man with both trunk and legs long, and height up to or above 6 feet.	179	90	89	10

Table 2 depicts the ranking which suggests that men with either very short neck or very long neck ranked first among the figure flaws as perceived by the respondents. This is understandable when it comes to wearing ties. The rank order is followed by sloping or square shoulders, very short or very long legs, long arms or short arms and broad chest with wide shoulders which placed fifth while having bow legs or K-legs placed eighth. Obviously, men with such figure flaws find it extremely difficult to buy ready-made garments from ready-to-wear shops.

It is rather surprising that having pot belly placed a distant seventh in the order despite the fact that men with pot belly appear rather odd with their perpetual 'pregnancy' in addition to the apparent burden of tendency to obesity. From Table 3, it appears that most men do not regard having bow leg or K-leg as a figure flaw as it placed 8th out of ten just as having exaggerated height is not perceived as a figure problem although the victim might be suffering some disadvantages in purchasing garments.

Research Question 3:
What are the suit preferences of men with classified figure flaws in Ebonyi and Nasarawa State universities? This research question was answered by collating the responses to item 5 on the questionnaire as shown in Table 3.

Table 3: *Distribution of respondents by preferred choice of suit designs*

S/No	Suit type	Absolute Frequency	Relative Frequency (%)
1.	Tuxedo	33	11.8
2.	Volcom	43	15.4
3.	Mensusa	80	28.7
4.	Black pinstripe	106	38.0
5.	Jumpsuit	17	6.1
	Total	**279**	**100.0**

The respondents indicated their preferences based on the displayed photographs of five types of suit designs. Evidence from this table indicates that the black pinstripe is the most popular choice having been preferred by 38% of the respondents. This is followed by 'menusa' which attracted almost 29% of the respondents. Only about 15% preferred volcom suit while about 12% showed preference for tuxedo. Jumpsuit was the least preferred type of suit with only about 6% of the research subjects opting for it. Based on this finding, one can foresee a bright investment opportunity in the construction of the black pinstripe suit for the men with figure flaws.

Research Question 4: What entrepreneurial opportunities in clothing and textiles are possible based on disguising men's figure flaws?
The responses to items 26 – 30 of the questionnaire as shown in Table 4 were considered.

Table 4: *Respondents' options for Investment Opportunities in Clothing and Textiles*

S/N	The following statements describe men with figure flaws	SA	A	U	D	SD	TOT
26.	I will be solved if Nigerian entrepreneurs can invest in large-scale production of garments that fit my body	72	153	7	34	13	**279**
		25.8	54.8	2.5	12.2	4.7	**100%**
27.	I will never patronize any locally designed garments	3	26	12	175	63	**279**
		1.1	9.3	4.3	62.7	22.6	**100%**
28.	Given sufficient loan, I will invest in production of textiles like adire, tye & dye, batik, akwete, etc	54	147	14	46	18	**279**
		19.4	52.7	5.0	16.5	6.4	**100%**
29.	I will rather go into fashion and clothing construction	65	163	10	32	9	**279**
		23.3	58.4	3.6	11.5	3.2	**100%**
30.	My preferred investment will be interior decoration and making of fabric toys	80	159	4	25	11	**279**
		28.7	57.0	1.4	9.0	3.9	**100%**

Evidence from Table 4 shows that about 80% of the respondents would patronize entrepreneurs who invest in large-scale production of locally made garments while a negligible 10% would never patronize locally designed garments. About 72% of the research subjects will be prepared to invest in the production of textiles materials such as tye and dye, adire, akwete cloth and batik if loans were made available. On the hand about 82% would rather go into fashion and clothing construction and surprisingly, about 86% of respondents preferred investing in interior decoration and the making of fabric toys for children.

Discussion of Findings

The study showed that there seems to be a close correspondence between the areas that indicate figure flaws in men and figure problems in women (Anikweze, 2003). Thus, while the prominent figure faults among women in Nigeria are large bust, broad shoulder, plump upper arm, thick waist, heavy hips and large stomach, those of men as identified by this study are sloping or square shoulders, very short or very long legs, long arms or short arms and broad chest with wide shoulders, bottom heavy, pot belly, waists larger than their chests, bow leg or K-leg, exaggerated height. Other digressions from normal body features among men include having short legs or very long legs, shoulders and chest hopelessly too large, broad chest and wide shoulders, sloping shoulders or square shoulders, and being lean and slim. These departures from normal symmetry of the body have probably informed the various categories of men's figure as identified by Kwong (2004) and Antonio (2009). According to body build, there are four basic types, namely: the Tall Man, the Short Man, the Heavy Man, the Thin Man; and five sub-types from the combinations of the four basic types, namely: the Tall and Heavy, the Tall and Thin, the Short and Stout, the Short and Thin, and the Muscular Man. Each of these categories of body types has appropriate suit patterns that could provide correct fitting wears for men with figure flaws.

Figure flaws have the same connotation as figure faults which imply imbalance in body features. The human body is bilaterally symmetrical with parts regularly arranged on opposite sides of a line or around a central point. Once the body features are unbalanced, it creates unequal appearance or disharmony in the person's figure. The figure flaws can cause difficulties in donning and doffing of garments except as suggested by Igbo (2004), appropriate adjustments have been made to obliterate the figure problems.

On the issue of suit preferences, the respondents attested to the popularity of the black pinstripe suit (38%) followed by the 'menusa' (29%). The indicated preferences suggest that the

respondents are conscious of the need for good body coverage through clothing. This finding agrees with the relationship between physical and psycho-social attributes of the body size, body cathexis (concentration of psychic energy on self) and body image (Chattaraman and Rudd, 2006).

Findings from the study reveal a promising prospect for gainful entrepreneurship in clothing and related areas as over 80% of the respondents were not only ready to patronize locally fitting garments but also indicated willingness to invest in textile production, fashion and clothing construction and the making of fabric toys. This finding confirms the entrepreneurial initiatives in Home Economics listed by Anikweze (2006).

Conclusion

The asymmetrical shapes that result in figure flaws in men include square shoulders, very short or very long legs, long arms or short arms and broad chest with wide shoulders, bottom heavy, pot belly, waists larger than their chests, bow leg or K-leg, and exaggerated height. Figure flaws can be classified according to body build into four basic types, namely: the Tall Man, the Short Man, the Heavy Man, the Thin Man; and five sub-types from the combinations of the four basic types, namely: the Tall and Heavy, the Tall and Thin, the Short and Stout, the Short and Thin, and the Muscular Man. Each of these categories of body types has appropriate suit patterns that could provide correct fitting wears for men with figure flaws. The suit preferences of men with classified figure flaws in Ebonyi and Nasarawa States are mostly the black pinstripe and 'menusa'. Incidentally, these are the suit types that can make a man to appear really corporate. Based on the foregoing exposition and research evidence, the researchers concluded there bright prospects abound for entrepreneurship in clothing and gainful investments therein. Perhaps all that is required is the necessary capital and requisite entrepreneurial initiatives. Men that are endomorphs with broad chests, large shoulders, bulging tummy, large waist and thighs require garments that have generous provisions for darts especially at the waist line and hip region in both the coats and the trousers in order to enhance the wearing fit of the garments and improved appearance and mobility. Any business directed towards the provision of fitting patterns for garments especially those designed to disguise figure flaws in men will enjoy good customer patronage.

Recommendations

Based on the foregoing conclusions, the following recommendations are proffered:

1) Entrepreneurs investing in clothing and textiles production should concentrate on garment patterns that will submerge figure flaws in men for therein lay inherent profitability since people must put on something to cover their nakedness.

2) Fashion designers should exploit entrepreneurial opportunities which abound in clothing and pattern drafting by considering different types of figure flaws and the combination of body length and drop value which are the main factors of consideration in designing men's wear.

3) Teachers of Clothing and textiles should emphasize pattern drafting aimed at reproducing the American black pinstripe and 'menusa' types of garments as well as the principles of adjustments and alterations as a way submerging figure flaws and helping men with asymmetrical body features to appear presentable.

4) Government should guarantee soft loans for unemployed graduates willing to embark on production and distribution of the black pinstripe and 'menusa' types of garments were very popular among the men that were involved in the study.

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