

A Study on the Emergence of Hipster (Artificial Buttocks) Onto the Ghanaian Fashion Market and Its Marital Implications

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ABSTRACT

Fashion can simply be described as the way a group of people dress at a particular time. It is therefore an undeniable fact that fashion is dynamic. It is not static, it changes with time. There are different types of clothing but most of them are meant to make the wearer comfortable and attractive to the on-looker. However, recent developments in Ghana and the world over suggest that there is more to fashion than the eye can see. Clothing are now been manipulated to fulfil almost all the needs of mankind. Our women folk go all length to put on anything that would attract the opposite sex. The current use of hipsters and padded panties to deceive the male folk can best be described as genius. Some men fall prey to this type of deceptive dressing only to come to the realization that it was a farce. Having all these as a backup, it became prudent for the researchers to embark on this study by relating the deceptive way of dressing to marriage to find out whether there are any effects to be addressed. Considering the nature of the research topic, the qualitative (descriptive) survey approach was adopted for the study. This method was used extensively to collect, collate and interpret data. Out of a target population of five-hundred (500) respondents, a sample of one-hundred and fifty (150) was derived using the random sampling technique. More females (84.7 %) participated in the study than males because they are mostly involved in the wearing of hipsters and padded panties while their male counterparts are the beneficiaries of the beauty espoused by them. According to the findings of the study, most men put high premium on physical attraction as one of the criteria for selecting a future wife. Also, (0.2%) of divorce cases in Ghana can be attributed to deceptive dressing. It is therefore recommended that hipsters and padded panties should rather be worn in marriage to attract the male spouse and also to conceal deformities on the body rather than wearing them during premarital relationships which can lead to misunderstandings.

KEY WORDS: clothing, deceptive, hipster, marriage and padded panties

1.0 INTRODUCTION

Marriage is the intimate union and the equal partnership between a man and a woman. It comes to us from God, who created male and female in his own image, so that they might be fertile and multiply (Genesis chapter 1 and 2). Though a man and a woman are equal as God's children, they are created with different traits and characters which make them unique. Selecting a life partner therefore is an arduous task which requires meticulous brainstorming and God's guidance. However, on the part of men, the main criterion they consider is the physical attraction of their will-be partner. As if this is a mere coincidence, women do their best to adorn their body with the most elegant and attractive apparels and accessories to attract the opposite sex. They go all length to make themselves adorable and appealing to men of no mean repute. According to Natalie Joos (2013), a well dressed woman who uses clothes as a way of enhancing the beauty of her body rather than distract it, is certainly bound to be more attractive than a woman who doesn't. It is therefore an undeniable fact that fashion to some extent influences the choice of a man's life partner. However, current developments in Ghana and the world over seem to be militating against the enviable role fashion plays in premarital activities.

The emergence of fake hip and buttocks enhancing panties called "hipsters" onto the Ghanaian fashion market gives cause for worry. The mad rush for these fake hip and buttocks enhancing panties according to Maame Esi Nyamekye Thompson of Adom News (2015) leaves much to be desired. According her, "lots of young ladies have been patronising these commodities on the local market without recourse to the damning consequences." She further revealed that some traders of the enhancer panties confirmed that the panties have become hot cakes among young women, particularly Senior High School students, who wear them to attract their male counterparts and men in general. This is not surprising because one of the most attractive features men look out for on a female figure is the buttocks. Women with enough "back" are mostly attracted to men than those who lack it. It is interesting to note that ten (10) out of every fifteen (15) men interviewed in the Ho Municipality in the course of this research affirmed their affection for women with enough "back". Similarly, five (5) out of every twenty (20) women interviewed in the Ho Municipality consented that they put on the enhancers purposely to attract the opposite sex. A good number of the women interviewed were reluctant to give any response.

These findings invariably point to the fact that the wearing of these enhancers may have some dire consequences on marriages which are founded on physical attraction. The following question therefore comes to mind: what will be the outcome of a marriage or relationship in which the man's motivation and reason for marrying his spouse is based on the fact she is naturally endowed at the back? Only to discover some few days into the marriage that all the perceived curviness and fullness at the back is nothing more than foam pads stuffed into panties to deceive the eye. What an expensive joke this will be? What a fiasco? With the alarming rate of divorce cases in Ghana, this deceptive way of dressing by the female fraternity, must be stopped because it has the propensity of aggravating the situation. It is for these reasons that the researchers have taken up the challenge to venture into this area of study.

2.0 REVIEW OF RELATED LITERATURE

This part of the study presents and evaluates literature from various sources relating to the research topic. It dwelled on the following areas: description of hipster, reasons why women patronize hipster, other types of buttocks enhancers, marriage and physical attraction.

2.1 Description of Hipster

When God created Adam and Eve, he made sure he gave the woman the best features that would attract any man but women of these days have decided to play with the natural endowments God gave them, if they do not tamper with their breasts by getting implants, they are inflating their buttocks or bleaching their skin to become what they are not. Some even go to the extent of injecting cement into their body in order to enlarge their breasts and buttocks.

According to Oriola (2013) although the term "artificial buttocks" may sound weird and funny, it is a new craze in fashion that has been putting smiles on faces of the women folk, especially those who are not proud of the size of their buttocks. The reason for this may not be far-fetched. In a society where the African woman is admired mainly because of her outward beauty and other physical endowment, some women often feel inferior why they are not "judged" as looking sexy and beautiful.

According to a submission by New Era news paper in Namibia (2015), the obsession to look good is not uncommon among Namibian women who go extra mile to enhance their beauty. While it is common to see a woman with facial make-up, artificial nails and fancy Brazilian hair-do, it is almost uncommon to see black women wearing artificial buttocks or breasts. This is because Africans are generally perceived as having amply proportional "back side". But, like any other fashion trend, artificial buttocks and breasts are slowly creeping into the Namibian beauty market. A visit by New Era News Paper to shops in Namibia which stock artificial buttocks and breasts revealed that the products are mainly designed for women who have flat buttocks as well as small or sagging breasts. According to Huan Xiu Zhong, a shop owner in "China Town" in Namibia, many wear hipsters because they are flat behind (flat buttocks)

A submission by Nigeria films.com (2011) states that for all the men who love girls with big round buttocks, this may be a bad news to them because Ghanaian and Nigerian ladies who have flat buttocks and zero hips have found a way out. Recently, Nigerians and Ghanaian ladies have started going crazy for anything that will make their buttocks and hips bigger. Some go for buttocks enlarging tablets which they nick-named "yodi" but some ladies who are scared of the risk of having the tablet work excessively and increasing other body parts go for "artificial buttocks." Just like how bras have pads, special pants and shorts have been designed for ladies with flat or flabby buttocks. This enables them have robust looking buttocks. The special underpants have soft fabrics and reinforced elastic band that lift, support and make the buttocks increase in a drastic way. Even if you touch the wearer's buttocks, you will never mistake it for an artificial one. The only bad news is that once she takes the jeans off, then the "buttocks goes off". For guys out there who love to chase "big buttocks ladies", be careful because you might be falling in love with artificial buttocks.

According to Mame Esi Thompson, there is a mad rush for fake hips and buttocks enhancing panties. She further states that the panties enhance the wearer's body shape instantly without costly surgery. The silicone buttock enhancer is specially designed to have the natural look, feel and softness of real buttocks.



Plate 1: Padded Panties/ Hipsters

2.2 Reasons why women patronise Hipster

Oriola (2013) reveals that from crazy hairdos to weird dresses and now artificial buttocks, all a woman craves for is to be seen and admired as being fashionable and trendy. According to some fashion-conscious women, men's changing "tastes" are part of what is pushing fashion buffs to the extreme. "When you ask male folks, some say, they like it big, though they rarely openly acknowledge it". According to them, a woman tends to be more fascinating and sought-after when she has it well rounded and curved, especially at the behind. Thus, it has become a difficult game to some women who always want to please their men, forcing them to resort to artificial addition to their natural buttocks.

However, Nancy (not her real name) disagrees with the belief that the reason for patronising artificial buttocks is to please the opposite sex. According to her she bought the artificial buttocks because she could not wear certain clothes that would fit her.



Plate 2: Artificial Buttocks

2.3 Types of Buttocks Enhancers

Women have always been conscious about the way they look. They have been using many different methods, including both natural and unnatural, to enhance their body. It is true that women have been striving for a thin, lean and tight body, but it is also true that they desire to have attractive curves that make them attractive to the opposite gender. Jake (2015) paints a true picture about the types of buttocks enhancers as follows:

2.31 Butt Enhancing Exercises

There are different types of butt enhancing exercises that work 100% to transform your flat butt into a bigger, rounder and beautiful butt. Butt enhancing exercises are actually a safe way to make your butt bigger and rounder. It is 100% free, that is free from side effects and it works. There are different exercises that add muscle to your behind. They cannot only increase the size of your butt, but also they can make it rounder and in good shape. Some highly effective butt enhancing exercises include leg lifts, squats, lunges and other similar exercises.

2.32 Butt Enhancement Surgery-Fat Transplant

There are basically two different types of butt enhancing surgeries: Autologous fat transfer- this surgery involves extraction of fat deposit from other parts of your body often (thighs stomach and back). The extracted fat will be processed and transferred directly to your buttocks. This option is popular among those women that can afford the pain and money as this surgery does not only enhance the buttocks but also, it slims down the body shape in the areas like the stomach, thighs and back.

2.33 Silicone Butt Implants

This is the second option that is available for skinny or thin women. This surgery option is a long-term, safe butt enhancement solution. The implants are made near the tailbone and then they are positioned under the gluteus maximus muscles. In this surgery, silicone implants can be inserted only in the upper buttocks. They can cause nerve damage if they are inserted into the bottom of the buttocks.

2.34 Butt Enhancement Pills

There has been a lot of buzz about butt enhancing pills. They are widely marketed and promoted all over the world at the expense of the natural enhancers. They may have worked for some women but there are no significant evidences available to prove that these products work.

2.35 Hydrogen /PMMA Injections

This is a dangerous option. It is important to note that Hydrogel or PMMA injections are “illegal” in the US and this is for a very good reason. These injections can cause serious complications and they are extremely unsafe. They have been known to trigger chronic pain, serious infections, granulomas, lumps and pulmonary emboli. In some cases, they can cause death. The reason why a great number of women still opt for these injections is their price. They are far cheaper than butt enhancement surgery.



Plate 3: side effect of Hydrogen/PMMA Injections

2.36 Butt Enhancement Creams

It is a common misconception among women that butt enhancement creams don't work. The truth is very different from what people know about butt enhancement creams. Butt enhancement creams work 100%. However, one has to be careful when selecting a cream to make your butt bigger because there are many different types of creams on the market and some of them are fake. "If you are willing to use a butt enhancing cream to make your butt bigger and rounder, I'd recommend you the cream I have personally used and it helped me to achieve bigger butt without undergoing painful surgery and without waiting for several months to get the desired curvaceous behind." (Jake, 2015)

2.37 Mechanical Butt Enhancement Method

This butt enlargement procedure works without surgery. It paints the vivid picture of the extra miles the women folk go through to be attractive to men. The suction treatment breaks down fat and cellulite, eliminates toxins and restores the skin's natural elasticity. It also works "to soften the skin for those with butt shots".



Plate 4: Suction Procedure

2.4 Marriage and Physical attraction

Marriage is honourable. Everyone desires a peaceful and love-filled relationship or marriage. Many ladies have a lot of misconceptions about attracting the right man into their lives. Some think it is by dressing half-naked or by easily getting laid that attracts men to them.

According to Kalyani (2010), appearance is an extremely important part of attracting men and the richer they are, the more their preferences. He further states that apart from one's own particular desirability, dressing well also makes one immediately identifiable by the opposite sex.

According to a research by Karney (2011), a Professor of Social Psychology and the director of the Relationship Institute of UCLA, happiness in marriage seems to be dependent on the relative attractiveness between the man and the woman. His research suggests that in cases where attractive women are married to less attractive men, the changes for happiness are fairly high.

Shpancer (2014) reveals that most of us seek a partner for life or at least for a while. But how do we choose them? After all, we meet hundreds and thousands of people in the course of our daily lives. He paints a clear picture about what makes two people pick one another from among the myriad available candidates. According to him, physical beauty is an important life advantage and it is fundamentally significant in the mating game. He further explains that, the bottom line is that one does not want to spend his or her life with someone he finds physically repellent. Physical attraction obeys the laws of the market. The best goods cost more and so buyers do not get what they want but they can afford. Ultimately, the rich drive the Mercedes, the middle class drives the Toyota and the poor ride the bus. Similarly with physical attractiveness, beautiful people end up with others who are very beautiful.

There is no doubt that God created men and women to be physically attracted to one another. Solomon described the attraction of the bridegroom for his beloved in chapters 4 and 7 of Songs of Songs. Songs of Songs is a beautiful depiction of conjugal love in which physical attraction is a component. This is not to say that physical attraction is the most important aspect to be considered when looking for a husband or wife. (Biblical account)

Betchen (2013) affirms that, the concept of attraction has been defined in many ways by many different experts in the field of relation. According to him, some look to biology to explain why we are attracted. Others believe we unconsciously replicate our attraction to our opposite sex. Some believe we are attracted to those with the same level of emotional maturity. And still others believe that our unconscious, internalized conflicts choose our partner.

Though people are encouraged to first focus on their ‘matches’ ie inner qualities, most of them still believe that physical appearance is one of the important qualities to consider when evaluating someone’s partner potential. So even though the “science behind love” doesn’t show that attractiveness is a quality that predicts and sustains happy, long-term relationship, why do some people use that criterion so often in the evaluating process? (Rene, eHarmony)

Harley (1995) opines that for many people, physical attractiveness can be one of the greatest sources of love units. According to him, if one has this need, an attractive person will not only get one’s attraction, but may distract one’s attraction from whatever you were doing. In fact, that is what may have first drawn one’s attention to their spouse. There are some who consider this need to be temporary and important only in the beginning of a relationship. Some feel that after a couple get to know each other better, physical attractiveness should take a back seat to deeper and more intimate needs.

In conclusion, it is evident from the various books reviewed that artificial buttocks or padded panties exist in the world and have spread to Ghana. It is also lucid and obvious that most contributors accept the fact that these external materials (hipsters and padded panties) are worn by the female fraternity, especially the youth to attract men, whether for marriage or for sex. The following authors: Kalyani, Shpancer, Betchen and Harley consent to the assertion that physical attraction is one of the criteria men look out for in selecting a partner. As if that is not enough, Karney (2011) asserts that happiness in marriage seems to be dependent on the relative attractiveness between a man and a woman. This section of the paper gave vital information on the types of butt enhancing procedures that exist but it came out clear that the safest and most preferred among them is hipsters. However, none of the books reviewed was able to touch on the marital implications of wearing hipsters and padded panties which makes the topic unique and gives it that mark of novelty. The next section will dwell on the Methodology.

3.0 METHODOLOGY

This part of the paper discusses the various methods adopted for collecting, presenting and analysing data. It is sub-divided into the following headings: research design, population of the study, sampling technique, data collecting instruments.

3.1 Research Design

A research may be classified as qualitative and quantitative in nature. According to Best (1981) qualitative research approach is usually based on quality rather than quantity as the case may be for quantitative research approach. Best further opines that, qualitative research study is the type in which the description of observation is not ordinarily expressed in quantitative terms. In other words, it does not imply that numerical measures are never used in qualitative research but it is not largely dependent on numbers.

Considering the nature of the research topic, the qualitative (descriptive) survey approach was adopted for the study. This method was used extensively to collect, collate and interpret data. It was also used to obtain information concerning the current status of the phenomena to describe “what exists” with respect to variables or conditions in a situation. It provides the number of times something occurs, or frequency, lends itself to statistical calculations such as determining the **average** number of occurrences or central tendencies (Descriptive Research, 2008). It was employed to describe the various stages of the research in terms of the types of hipsters that exist in Ghana, relationship between hipsters and marriage and physical attraction. Additionally, the descriptive survey was also employed to solicit information to ascertain whether or not hipsters or padded panties have the propensity of affecting marriage either positively or negatively. As a result, descriptive statistics were represented in tables, analysed and recommendations given.

3.2 Population for the study

Sidhu (1984) defines population as the complete set of individuals, objects or events having common observable characteristic in which the researcher is interested. The target population studied includes students and lecturers of the department of Fashion Design and Textiles of Ho Polytechnic, marriage counsellors in Ho Municipality, religious leaders and dress makers in Ho Municipality as well as dealers in under wears. The table below shows the accessible population for the study.

Table 1: Accessible Population

| Population for the study | Accessible Population |
|--------------------------|-----------------------|
| Fashion Students | 140 |
| Fashion Lecturers | 6 |
| Marriage Counsellors | 30 |
| Religious Leaders | 50 |
| Dress makers | 100 |
| Dealers in under wears | 174 |
| Total | 500 |

3.3 Sampling Technique

According to Quartey and Awonyo (2002), sampling is a subset of the population and consists of individuals, objects or events that form the population. The sample selected is fair and adequate and represents the entire population of interest. In this research, the accessible population for the study is heterogeneous in nature. The heterogeneity of the accessible population was treated under proportional stratified sampling using stratum to identify each of the strata which come in different representations. Consequently, three strata were generated for this study. The first stratum consisted of Fashion students and Fashion lecturers of Ho Polytechnic. The second stratum was made up of Marriage Counsellors and Religious Leaders. The third stratum comprised Dress Makers and Dealers in Under Wears. Leedy (1974) asserts that for quality research, at least 30% of the accessible population is a fair representation for acceptable results. It also enables the researcher to lower the variance of the research. The table below shows a schematic overview of the Stratified Random sampling technique:

Table 2: Schematic overview of Stratified Random Sampling technique

| | | | |
|----------------------------------|--|----|-----|
| Population Level | Stratum 1 -146 Fashion students and lecturers Stratum 2 -80 Marriage counsellors and religious leaders Stratum 3 – 274 Dress makers and dealers in under wears | | |
| Equalization Level | 146 | 80 | 274 |
| Randomization Level (30%) | 44 | 24 | 82 |
| Sample Population | 150 | | |

3.4 Data Collecting Instruments

Data was collected from both primary and secondary sources. Primary data relevant to the study were collected from the field by the help of research tools. The research tools used for the study were: questionnaire, observation and interview. Secondary data were collected from books, publications, catalogues, newsletters, journals, and magazines.

3.41 Questionnaire

At prior notice, the researchers travelled to each place of study and administered questionnaires. The questionnaire format combined both close and open forms. This is advantageous in many ways. According to Best (1981), depending on the type of information, the researcher wants, both questionnaire types could be combined. He went on to describe their merits as follows: according to his submission, the close form type of questionnaire is easy to fill out, takes little time, keeps the respondent on the subject, is relatively objective and is fairly easy to tabulate and analyze. The open form type of questionnaire in his view calls for a free response in the respondent's own words and this perhaps makes room for in depth response. Respondents were given 2 to 3 weeks to finish answering the 3 page well structured questionnaire. In all 150 questionnaire copies were administered to the sample population. Frantic efforts were made to retrieve all questionnaires. Table 3 below shows the number of questionnaires which were retrieved per stratum.

Table3: Questionnaire distributions per stratum

| Respondents | Number of Questionnaires administered | Number of Questionnaires returned |
|--------------------|--|--|
| Stratum 1 | 44 | 44 |
| Stratum 2 | 24 | 24 |
| Stratum 3 | 82 | 82 |
| Total | 150 | 150 |

Out of the 150 questionnaire copies administered to the sample population, 150 were retrieved and this represents 100 % of the total number of questionnaires administered. The data collected were then assembled, synthesized, critically evaluated and translated conclusions drawn from them.

3.42 Interview

Interview which is more or less an oral questionnaire was employed by the researchers to extract pertinent information from religious leaders, dress makers and dealers in under wear who could neither read nor write. It was observed by the researchers that about 40% of the sample population comprising some community leaders and indigenous folks who had factual information relevant to the study could neither read nor write. In view of this, the researchers adopted the oral approach to forestall any such occurrences of shallow data collection. This was done by preparing very simple interview questions which were interpreted in *Ewe* when the need arose. This allowed the researchers to have a face-to-face interaction with resource persons and at the same time establish a rapport between them and the interviewee.

The researchers observed that certain confidential information which could not be divulged by respondents when employing the other research tools were willingly given out; as the researchers took time to explain the questions more clearly to the interviewee just the way they wanted it. The use of interview also afforded the researchers the opportunity to seek the clarification of the same information in several ways, at various stages of the interview, thus providing a check of the truthfulness of responses. While interviewing, the researchers also made use of tape and mp3 recorders to record relevant information which could easily be forgotten.

3.43 Observation

The natural way of gathering information is by observation and it is most direct in terms of studying people when one is interested in the explicit behaviour and the result obtained is real and precise through mechanical and electronic means (Sidhu, 1984).

Participant and non-participant observation are the two main forms of observation. The former deals with the behaviour of a person or a group of persons and the researcher plays an active role in the said situation and records the action or procedure of work. The researcher on the other hand can be an observer and not part of the group performing the action.

The latter (non-participant) is the type of observation in which the investigator or researcher is not directly concerned in the activities or situation being observed. The researchers therefore employed the non-participant approach to observe padded panties and hipsters in magazines and catalogues. This approach helped the researchers to have a clear idea about how these outfits look like.

The next section of the paper will dwell on the presentation and analysis of data using statistical methods.

4.0 ANALYSIS AND PRESENTATION OF DATA

This section of the paper discusses the analysis of primary data collected for the study through the administration of research instruments. Table 4 below describes the demographic characteristics of respondents. More females (84.7 %) participated in the study than males because they are mostly involved in the wearing of hipsters and padded panties while their male counterparts are the beneficiaries of the beauty espoused by them. The results further showed that majority of the respondents (63.3%) were in the age brackets of 26-30 years which belongs to the youthful category. This is not surprising, since the youth are the core group who wear and take interest in hipsters and are conscious about marital issues. In addition, majority of the respondents (34.7%) were Dealers in under wears, this was followed by students (40) representing 26.7 % of the sample population, dress makers (30) representing 20% of the sample population, religious leaders (14) representing 9.3% of the sample population, marriage counsellors (9) representing 6.0% of the sample population and lecturers (5) representing 3.3% of the sample population.

Table 4: Demographic Characteristics of respondents

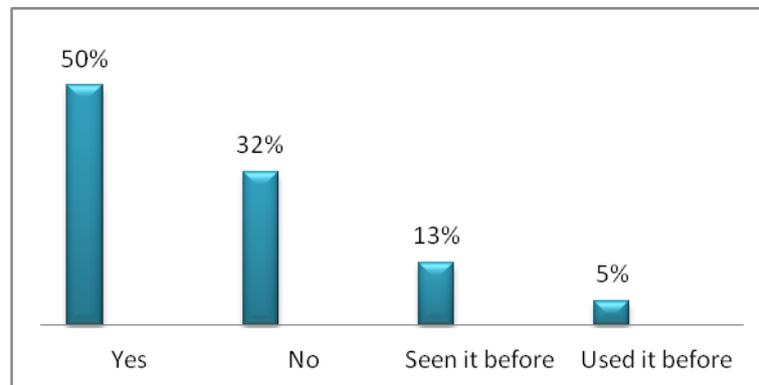
| Characteristics | Number (n) | Percentage (%) |
|-------------------------------|------------|----------------|
| Gender | | |
| <i>Male</i> | 23 | 15.3 |
| <i>Female</i> | 127 | 84.7 |
| Age Range (years) | | |
| <i>15-25</i> | 18 | 12.0 |
| <i>26-30</i> | 95 | 63.3 |
| <i>31-40</i> | 25 | 16.7 |
| <i>41 and above</i> | 12 | 8.0 |
| Educational Level | | |
| <i>JHS</i> | 78 | 52.0 |
| <i>SHS</i> | 42 | 28.0 |
| <i>Tertiary</i> | 30 | 20.0 |
| Status of Respondents | | |
| <i>Students</i> | 40 | 26.7 |
| <i>Lecturers</i> | 5 | 3.3 |
| <i>Marriage Counsellors</i> | 9 | 6.0 |
| <i>Religious Leaders</i> | 14 | 9.3 |
| <i>Dressmakers</i> | 30 | 20.0 |
| <i>Dealers in Under wears</i> | 52 | 34.7 |

Source: Field Data (February, 2016)

AWARENESS LEVEL OF RESPONDENTS ABOUT PADDED PANTIES/HIPSTERS

For a study such as this, it is necessary to seek the view of respondents about the existence of padded panties and hipsters. The results were quite revealing. 50% of respondents as shown in chart 1 below are aware of the existence of padded panties and hipsters while 32% of the respondents stated that they had not heard about it. 13% of the respondents claimed that they had seen them before. Meanwhile, only 5% of the respondents admitted to have used them before.

Chart 1: Awareness Level of Respondents about Padded Panties and Hipsters



Source: Field Data (February, 2016)

REASONS WHY FEMALES WEAR PADDED PANTIES AND HIPSTERS

Respondents’ views were sought about the reasons behind the wearing of padded panties and hipsters by the women fraternity. Interesting revelations were unearthed as follows: 54 respondents representing 36% of the sample population strongly agreed that women wear padded panties and hipsters purposely to enlarge the size of their buttocks. Similarly, 31 respondents representing 20.6% of the sample population agreed that women generally put on hipsters and padded panties because they want to enhance their body shape. However, only a handful of respondents (16) representing 10.7% of the sample population agreed that females wear hipsters and padded panties to attract the opposite sex for marriage. This puts the research topic in the right frame work towards contributing to knowledge.

Table 5: Reasons why Females Wear Padded Panties and Hipsters

| Reasons | Frequency | Percentage (%) |
|--|------------|----------------|
| To enlarge the size of their buttocks. | 54 | 36.0 |
| To enhance their body shape. | 31 | 20.6 |
| To give them attractive contour (coco cola shape). | 27 | 18.0 |
| To attract men for marriage. | 16 | 10.7 |
| To make sitting comfortable. | 13 | 8.7 |
| To prevent their skirt from dropping. | 9 | 6.0 |
| Total | 150 | 100 |

Source: Field Data (February, 2016)

RESPONSES AS TO WHETHER PADDED PANTIES AND HIPSTERS DECEIVE MEN

To be able to establish a relationship between the attractiveness of hipsters and marriage, it was prudent to ask questions about the possibility of hipsters and panties enticing men. The results obtained were quite balanced. 45 respondents representing 30% of the sample population disagreed with the assertion that padded panties and hipsters deceive men. Also, 29 respondents representing 19.3% of the sample population strongly disagreed with the assertion. Additionally, 33 respondents representing 22% of the sample population agreed to the assertion. Interestingly, 16 respondents representing 10.7% of the sample population were neutral. Furthermore, 27 respondents representing 18% of the sample population strongly agreed to the assertion.

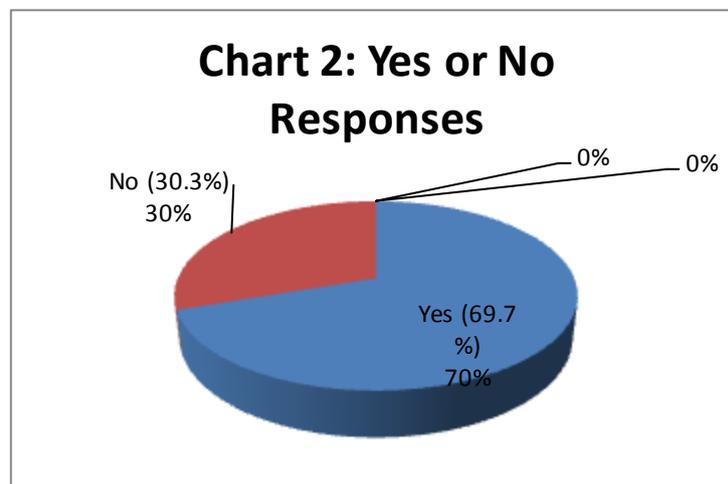
Table 6: Responses as to whether padded panties and hipsters deceive men

| Responses | Frequency | Percentage (%) |
|-------------------|------------|----------------|
| Strongly disagree | 29 | 19.3 |
| Disagree | 45 | 30.0 |
| Neutral | 16 | 10.7 |
| Agree | 33 | 22.0 |
| Strongly agree | 27 | 18.0 |
| Total | 150 | 100 |

Source: Field Data (February, 2016)

YES OR NO RESPONSES TO THE QUESTION “DOES PHYSICAL APPEARANCE COUNT IN SELECTING A FUTURE WIFE?”

For the researchers to ascertain whether or not physical appearance counts in selecting a future wife, it was prudent to ask the above research question. The result obtained has been illustrated in the pie chart below. 69.7% (approximately 70%) of respondents admitted that physical appearance is considered when selecting a future wife while 30.3% (approximately 30%) of the respondents did not agree to the fact that physical appearance should be considered when selecting a future wife.



Source: Field Data (February, 2016)

QUIZZING RESPONDENTS ABOUT THAT PART OF THE FEMALE FIGURE WHICH ATTRACTS MEN MOST

Earlier submissions by respondents consented to the fact that physical attraction is very important in selecting a future wife but were not clear on that part of the female figure which attracts men the most. It was therefore necessary to quiz respondents about the parts of the female figure that attracts men the most. The responses were quite interesting. Most of the respondents (69) did not provide any answer to this question which suggests that they did not know. 45 respondents representing 30% of the sample population gave an answer of buttocks and breast. According them these parts of the female figure tend to project women and make them attractive to the opposite sex. 19 respondents representing (12.7% of the sample population) gave an answer of silhouette and shape. They argued that since the silhouette represents the contour and the outline of the female figure, attaching accessories to it will make it more glamorous. However, 17 respondents representing (11.3% of the sample population) were of the view that buttocks is the most attractive part of the female figure.

Table 7: Responses to the question: “which part of the female figure attracts men most?”

| Responses | Frequency | Percentage (%) |
|----------------------|------------|----------------|
| Buttocks | 17 | 11.3 |
| Neutral | 69 | 46.0 |
| Silhouette and shape | 19 | 12.7 |
| Buttocks and breast | 45 | 30.0 |
| Total | 150 | 100 |

Source: Field Data (February, 2016)

RELATING THE DECEPTIVE WAY OF DRESSING (WEARING OF HIPSTERS) TO THE RAMPANT DIVORCE CASES IN GHANA

It is becoming clear in this study that the wearing of padded panties and hipsters has the tendency of causing mayhem in marriages based on physical attraction. The rate at which marriages are breaking up in Ghana is alarming. In line with this, the researchers thought it wise to verify the assertion that the wearing of padded panties by females has the propensity of contributing to the alarming rate of divorce in Ghana. The results obtained were quite revealing as shown in table 8 below. As many as forty (40) respondents representing 26.7 % of the respondents agreed to the assertion that the wearing of padded panties and hipsters can cause divorce. 51 respondents representing 34 % of the respondents neither agreed nor disagreed with the assertion. They were therefore neutral. Nine-teen (19) respondents disagreed with the assertion while thirteen (13) respondents strongly disagreed. 27 respondents strongly agreed to the assertion.

Table 8: Relating the wearing of padded panties and hipsters to the upsurge of divorce cases in Ghana

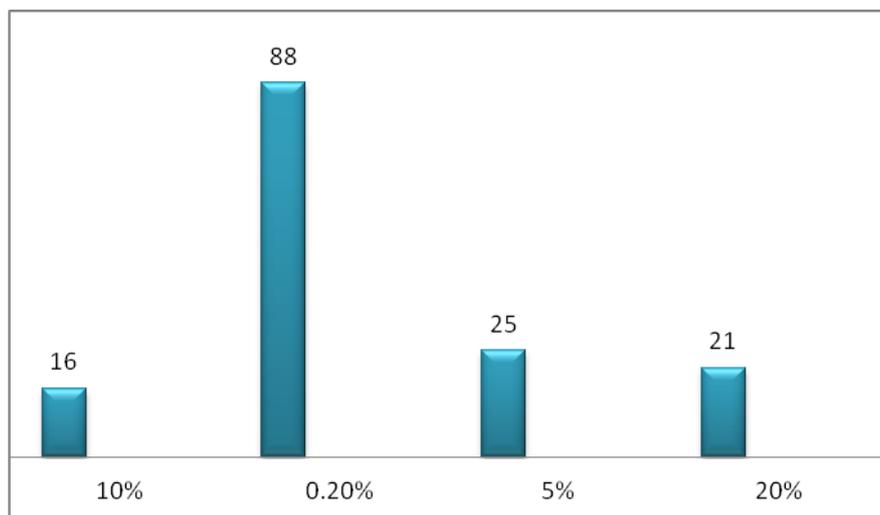
| Responses | Frequency | Percentage (%) |
|-------------------|------------|----------------|
| Strongly disagree | 13 | 8.7 |
| Disagree | 19 | 12.6 |
| Neutral | 51 | 34.0 |
| Agree | 40 | 26.7 |
| Strongly agree | 27 | 18.0 |
| Total | 150 | 100 |

Source: Field Data (February, 2016)

MEASURING THE FREQUENCY OF DIVORCE IN GHANA AS A RESULT OF ARTIFICIAL BUTTOCKS

With the results obtained in table 8 above, it is necessary to measure the frequency of divorce cases in Ghana as a result of wearing hipsters. These results have been presented in the bar chart below. Most of the respondents (88) stated that the frequency with which wearing of hipsters could contribute to divorce is 0.2% which is negligible. Twenty-five (25) respondents consented to a frequency rate of 5% while 21 respondents gave 20% as the frequency rate. Sixteen (16) respondents were of the view that the frequency rate is 10%.

Chart 3: Measuring the frequency of divorce cases in Ghana as a result of “artificial buttocks”



Source: Field Data (February, 2016)

ADDRESSING THE WEARING OF PADDED PANTIES AND HIPSTERS BY THE WOMEN FOLK IN GHANA

Most of the respondents (69) representing 46% of the sample population were of the view that wearing of padded panties and hipsters in itself is not bad but the intention behind the wearing is what is distasteful. They very much believe that padded panties and hipsters could be worn when there is a deformity on the human body to be concealed such as sunken hip and the like. A good number of respondents (45) which represents 30% of the

sample population intimated that women who want to wear hipsters and padded panties should be encouraged to wear it during marriage to make them more attractive to their partners. This they believe is safer and more likely to prevent any conflict that may arise as a result of the wearing of this body enhancing costumes. Quite a sizeable number of respondents (20) representing 13.3% of the sample population believe that considering the deceptive nature of such costumes and the high tendency of them causing confusion in marriages, they must be taken out of the system and their importation banned through a legislative instrument. A handful of respondents (16) representing 10.7% of the sample population advised that men should follow their heart in selecting their life partner instead of body shape.

Table 9: addressing the wearing of “artificial buttocks”

| Responses | Frequency | Percentage (%) |
|--|------------|----------------|
| Men should follow their heart in selecting their life partner instead of body shape. | 16 | 10.7 |
| Women should only wear hipsters in marriage to make them more attractive to their spouses. | 45 | 30.0 |
| Wearing of padded panties and hipsters must be abolished in Ghana | 20 | 13.3 |
| Padded panties and hipsters should only be worn when there is a deformity on the human body. | 69 | 46.0 |
| Total | 150 | 100 |

Source: Field Data (February, 2016)

5.0 MAIN FINDINGS

The following findings of the study have been outlined:

- Most of the respondents (50%) selected for this study consented to the fact that some female wear hipsters to enhance their body shape.
- However, only a handful of respondents (18%) as shown in table 6 strongly agreed to the assertion that the female fraternity wear the hipsters and padded panties to deceive the opposite sex.
- Ironically as indicated in chart 2 of this study, most men put a high premium on physical attraction as one of the criteria for selecting a future wife.
- About 0.2% of divorce cases in Ghana are attributable to deceptive dressing as indicated in chart 3 of this study

6.0 CONCLUSION

From the above findings, it can be concluded that the wearing of hipsters and padded panties by our women folk is not just a fashion trend but a need. Despite the fact that this way of dressing may look deceptive, it is far better than other body enhancing methods such as butt enhancing pills, hydrogen (PMMA) injections, silicone implants and butt enhancement surgeries which have damaging effects on the body. However, considering its deceptive nature which can result in the breach of peace in a relation or marriage after the man has detected the true physical appearance of his wife, it is then recommended that the wearing of hipsters and padded panties should be limited to marriage where the wife wears it to enhance her physical attraction to prevent her husband from committing adultery or chasing other women. Apart from marriage, it could generally be worn to conceal any deformity that might be found on the human body such as sagging buttocks and hips.

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