

Role of Personal Values in Tattoo and Piercing Acceptance: A Quantitative Study of Final Year Students at Olabisi Onabanjo University

Adeola M Mojeed^{1*}, Bukola O Sowemimo² and Adetoun A. Amubode³

¹Department of Home Science and Hospitality Management, Olabisi Onabanjo University, Ago Iwoye, Ogun State, Nigeria

*Corresponding Author

Mojeed Adeola, Department of Home Science and Hospitality Management, Olabisi Onabanjo University, Ago Iwoye, Ogun State, Nigeria

²Department of Home Science Management and Science, Federal University of Agriculture, Abeokuta, Ogun state, Nigeria

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Abstract

This study investigates the relationship between personal values and the acceptance of tattoos and body piercings among final-year students in tertiary institutions. A sample of 100 students from Olabisi Onabanjo University's College of Agricultural Sciences was selected using a multi-stage sampling technique. The findings highlight significant correlations between personal values and acceptance of body modifications. Specifically, open-mindedness, individuality, and self-transcendence exhibit positive associations with acceptance, while conscientiousness shows a negative correlation. These results suggest that promoting open-mindedness and self-transcendence could foster greater acceptance and inclusivity among young adults in higher education.

The study emphasizes the potential efficacy of targeted interventions such as workshops, seminars, and safe spaces for facilitating acceptance. By encouraging these values, educators and practitioners may contribute to creating a more inclusive environment for students with diverse preferences regarding body modifications. These findings contribute to existing literature by expanding understanding of how personal values influence attitudes towards tattoos and body piercings among young adults. The implications underscore the importance of promoting acceptance and inclusivity in educational settings, particularly through initiatives that promote openness and transcendence of self-boundaries. In conclusion, this research underscores the significant link between personal values and attitudes towards tattoos and body piercings among young adults in higher education. It suggests that cultivating open-mindedness and self-transcendence may enhance acceptance, while conscientiousness may potentially hinder it. These insights provide valuable guidance for educators and policymakers seeking to foster a supportive and inclusive environment for all students, regardless of their choices regarding body modifications.

Keywords: Acceptance, Body Piercings, Final Year Students, Personal Values, Tattoos

1. Introduction

Body modifications, such as tattoos and body piercings, have become increasingly popular among young adults in recent years. Despite their growing popularity, body modifications remain a controversial topic, with some individuals viewing them as a form of self-expression and personal identity while others see them as taboo or unacceptable.

Personal values, such as openness, conscientiousness, and self-transcendence, play a significant role in shaping individuals' attitudes and behaviors towards body modifications [1-4]. Research has shown that individuals with visible tattoos experience prejudice

in hiring and starting salary recommendations. Furthermore, body modifications can lead to social isolation, stigma, and negative mental health outcomes if not accepted by peers and society [5]. Values are shaped by cultural, social, and personal factors and influence decision-making [6]. Understanding the values underlying body modification acceptance can provide valuable insights into the psychological and social factors driving these behaviors.

Despite the growing prevalence of tattoos and body piercings among young adults, there remains a significant lack of understanding about the psychological and social factors that influence their

acceptance, particularly in tertiary institutions. While some individuals embrace body modifications as a form of self-expression and personal identity, others reject them due to personal values and beliefs. This knowledge gap hinders the development of effective strategies for promoting acceptance, inclusivity, and diversity among individuals with body modifications, leading to potential social isolation, stigma, and negative mental health outcomes. Therefore, this study aims to investigate the relationship between personal values and acceptance of tattoos and body piercings among youths in tertiary institutions.

Recent research has emphasized the importance of personal values in body modification acceptance. For instance, a study on college students found that individuals with open-to-change values were more likely to accept tattoos and body piercings [7,8]. Another study discovered that individuals with self-transcendence values were more accepting of body modifications [9]. This study is justified by the need to address the knowledge gap on the relationship between personal values and acceptance of tattoos and body piercings, which can inform strategies for promoting inclusivity, improving mental health, and reducing stigma among individuals with body modifications in tertiary institutions. The study aims to examine the correlation between personal values (such as openness, conscientiousness, and self-transcendence) and attitudes towards tattoos and body piercings among young adults in tertiary institutions, identifying predictive values and differences in values between individuals with and without body modifications to inform strategies for promoting acceptance, inclusivity, and diversity.

The study hypothesizes that personal values such as openness, conscientiousness, and self-transcendence are significantly related to acceptance of tattoos and body piercings among youths in tertiary institutions, with openness and self-transcendence predicting higher acceptance and conscientiousness predicting lower acceptance.

2. Methods

2.1 Study Design: This study employed a cross-sectional survey design to investigate the relationship between personal values and acceptance of tattoos and body piercings among youths in tertiary institutions in Nigeria.

2.2. Population: The population of this study consists of all final year students in College of Agricultural Science, Olabisi Onabanjo University, Yewa Campus, Ayetoro, Ogun State, Nigeria. The Population is 3000.

2.3. Sample Size: The respondents used for this study are 100 respondents (50 males and 50 females) final year students from

College of Agricultural Sciences, Olabisi Onabanjo University, Yewa campus, Ayetoro, Ogun State, Nigeria.

2.4 Sampling Technique: Multi-Stage Sampling Technique was used.

- Stage 1: Select a random sample of two (2) faculties from the university (Faculty of Agricultural Management and Rural Development (FAMARD) and Faculty of Agricultural Production and Renewable Resources (FAPRER)
- Stage 2: Select a random sample of two (2) departments from each selected faculty (Home Science and Hospitality Management, Agricultural Extension from FAMARD and Fisheries and Wildlife and Soil Science from FAPRER
- Stage 3: Select a random sample of twenty five (25) students from each selected department who are in their final year.

2.5. Data Collection

Data were collected using a self-administered questionnaire that included: Demographic information (age, gender, faculty, level of study), Personal Values Questionnaire (PVQ) to measure openness, conscientiousness, and self-transcendence values, Body Modification Acceptance Scale (BMAS) to measure attitudes towards tattoos and body piercings and Additional questions on participants' experiences with body modifications (e.g., having a tattoo or piercing, intentions to get one)

2.6. Statistical Analyses: Data were analyzed using SPSS version 25. Descriptive statistics were used to summarize demographic information and scores on the PVQ and BMAS. Pearson's correlations and multiple regression analyses were performed to examine the relationships between personal values and acceptance of body modifications.

2.7. Ethical Considerations: The study was approved by the institutional review board of the Olabisi Onabanjo University, Ago Iwoye, Ogun State. Participants provided informed consent before completing the questionnaire, and confidentiality and anonymity were ensured.

3. Results

The results in Table 1 shows that there is a significant positive correlation was found between open-mindedness and acceptance of tattoos and body piercings ($r = 0.7, p < 0.01$), and youths who value individuality were more likely to accept tattoos and body piercings ($\chi^2 = 12.1, p < 0.01$).

Table 2 shows that there is a top personal values influencing acceptance of body modifications were open-mindedness (80%), individuality (70%), and self-expression (60%), while valuing conformity was associated with lower acceptance (40%).

Personal Value	Correlation Coefficient (r)	p-value
Open-mindedness	0.7	<0.01
Individuality	0.6	<0.05
Self-expression	0.5	<0.1
Conformity	-0.3	>0.1
Sources: Field survey, 2023		

Table 1: Correlation Between Personal Values and Acceptance of Tattoos and Body Piercings

Personal Value	Percentage of Respondents
Open-mindedness	80%
Individuality	70%
Self-expression	60%
Conformity	40%
Sources: Field survey, 2023	

Table 2: Personal Values Influencing Acceptance of Body Modifications

Table 3 shows that the majority of participants (75%) suggested that workshops and seminars on body positivity and acceptance would promote inclusivity and 60% believed that creating a safe space for sharing experiences would be beneficial.

The results of the hypothesis testing revealed significant correlations between personal values and acceptance of tattoos and body piercings. Specifically, openness ($r = 0.8, p < 0.001$) and

self-transcendence ($r = 0.7, p < 0.001$) were positively correlated with acceptance, while conscientiousness ($r = -0.5, p < 0.01$) was negatively correlated. Furthermore, regression analysis showed that openness ($\beta = 0.6, p < 0.001$) and self-transcendence ($\beta = 0.5, p < 0.001$) were significant predictors of higher acceptance, while conscientiousness ($\beta = -0.3, p < 0.01$) was a significant predictor of lower acceptance.

Strategy	Percentage of Respondents
Workshops and seminars on body positivity	75%
Creating a safe space for sharing experiences	60%
Social media campaigns	50%
Inclusive language and policies	40%
Sources: Field survey, 2023	

Table 3: Strategies for Promoting Acceptance, Inclusivity, and Diversity

Personal Value	Correlation Coefficient (r)	p-value	Regression Coefficient (β)	p-value
Openness	0.8	<0.001	0.6	<0.001
Conscientiousness	-0.5	<0.01	-0.3	<0.01
Self-Transcendence	0.7	<0.001	0.5	<0.001
Sources: Field survey, 2023				
Note:				
<ul style="list-style-type: none"> Correlation Coefficient (r): measures the strength and direction of the linear relationship between the personal values and acceptance of tattoos and body piercings. p-value: indicates the significance level of the correlation. Regression Coefficient (β): measures the change in acceptance of tattoos and body piercings for a one-unit change in the personal value, while controlling for other variables. p-value: indicates the significance level of the regression coefficient. 				

Table 4: Correlation and Regression Analysis Results

3.1. Discussion

3.2. Summary of Key Findings

This study investigated the relationship between personal values and acceptance of tattoos and body piercings among youths in tertiary institutions. The results showed significant positive correlations between open-mindedness, individuality, and self-transcendence, and acceptance of tattoos and body piercings ($r = 0.7, p < 0.01$). Conversely, conscientiousness was negatively correlated with acceptance ($r = -0.5, p < 0.01$)

3.3. Strengths

The study's strengths include its large sample size, diverse population, and robust statistical analysis. The use of both correlation and regression analysis provided a comprehensive understanding of the relationships between personal values and acceptance of tattoos and body piercings.

3.4. Limitations

A limitation of this study is its reliance on self-reported data, which may be subject to biases. The study only focused on youths in tertiary institutions, which may not be representative of the larger population.

3.5 Comparison with Previous Studies

Previous studies have also found positive correlations between open-mindedness and acceptance of tattoos and body piercings. However, this study's finding on the negative correlation between conscientiousness and acceptance is novel and contributes to the existing literature. The study's findings suggest that open-mindedness, individuality, and self-transcendence are positively correlated with acceptance of tattoos and body piercings ($r = 0.7, p < 0.01$). This is consistent with previous research that found openness to experience and individuality to be associated with greater acceptance of body art. Conversely, conscientiousness was negatively correlated with acceptance ($r = -0.5, p < 0.01$), which contrasts with previous findings that conscientiousness was unrelated to body art acceptance [10,11].

The results suggest that promoting open-mindedness and self-transcendence may increase acceptance and inclusivity [12,13]. This is supported by research that found workshops and seminars on body positivity and acceptance to be effective in promoting inclusivity [14]. Creating safe spaces for sharing experiences and fostering open-mindedness and self-transcendence may also be beneficial overall, the study contributes to the existing literature by highlighting the significant relationships between personal values and acceptance of tattoos and body piercings among youths in tertiary institutions [15]. The findings suggest that promoting open-mindedness and self-transcendence may increase acceptance and inclusivity, while conscientiousness may be associated with lower acceptance.

3.6. Interpretation of Findings

The results suggest that youths who value open-mindedness, individuality, and self-transcendence are more likely to accept tattoos and body piercings [16]. The study found that open-

mindedness, individuality, and self-transcendence are positively correlated with acceptance of tattoos and body piercings, while conscientiousness is negatively correlated, suggesting that promoting open-mindedness and self-transcendence may increase acceptance and inclusivity.

3.7. Implications

The study's findings have implications for promoting acceptance and inclusivity among youths. Workshops and seminars on body positivity and acceptance, as well as creating safe spaces for sharing experiences, may be effective strategies [17]. Additionally, policymakers and educators may consider incorporating programs that foster open-mindedness and self-transcendence.

4. Conclusions

In conclusion, this study provides evidence for the significant relationships between personal values and acceptance of tattoos and body piercings among youths in tertiary institutions. The findings suggest that promoting open-mindedness and self-transcendence may increase acceptance and inclusivity, while conscientiousness may be associated with lower acceptance. Future studies may investigate the longitudinal effects of personal values on acceptance and explore interventions to promote inclusivity.

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