

Evaluating the Celebrities' Lifestyles and Dressings on Social Media upon Undergraduates Students in Nigeria

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ABSTRACT

This study was carried out to evaluate the impact of celebrity life style and dressing on social media on undergraduate students in University of Lagos State, Nigeria. Objectives, five research questions, were formulated as well as review of related literatures to the study. The methodology that was employed in this research was Evaluative method, with the utilization of quantitative approach.

The study was a survey research design having ten thousand students as the target population, while 405 students served as samples drawn across various departments in the institution. The instrument used for data collection was structured questionnaire. The Data Analysis tool was SPSS file editor, to provide the degree of the impact that was needed in the research. Chii Square calculation was used to get analysis. The findings of the study were: celebrity lifestyle as shown on social media have significant influence on the lives of undergraduate Nigerians; celebrities' dressing code have significant influence on the dressing style and fashion trend of undergraduate Nigerians; male celebrities wheel significant influence on the lives of undergraduate Nigerians; celebrities' lifestyle have significant influence on female undergraduate Nigerians; celebrities' lifestyle are more showcased through Facebook platform to undergraduate Nigerians.

It was concluded that undergraduate students of Nigeria tend to live faked lives by focusing on celebrity' lifestyle and dressing code. The researcher recommended among others that although having someone to look up to as a mentor or model is of

great importance to success in life Nigerian undergraduates should rather concentrate more on being who they truly are. Hence being oneself is innovative.

Keywords: Social Media, Celebrity, Undergraduate, Lifestyle, Dressing, Nigeria

ÖZ

Bu çalışma, Nijerya Lagos State Üniversitesi'ndeki lisans öğrencileri nezdinde ünlülerin yaşam tarzı ve giyiminin sosyal medya üzerinden etkisini değerlendirmek amacıyla yapılmıştır. Amaç , beş araştırma sorusu ve ayrıca çalışmayla ilgili literatür gözden geçirildi. Bu çalışmada kullanılan metodoloji, nicel yaklaşımın kullanıldığı değerlendirme yöntemidir.

Çalışma on bin öğrenciyi kapsamakta ve anket çalışması için 405 öğrenci kurumdaki çeşitli bölümlerden seçilen örneklem olarak görev yaptı. Veri toplama aracı olarak yapılandırılmış anket kullanılmıştır. Veri Analizi aracı, çalışmada ihtiyaç duyulan etkinin derecesini sağlamak için SPSS program ve KiKi Kare hesaplaması kullanıldı. Çalışmanın bulguları şunlardı: sosyal medyada görülen ünlülerin yaşam tarzı, Nijeryalı lisans öğrencilerinin yaşamları üzerinde önemli bir etkiye sahiptir; ünlülerin kıyafet tercihlerinin Nijeryalı lisans öğrencilerinin giyinme tarzı ve moda trendi üzerinde önemli bir etkisi vardır; erkek ünlülerin yaşam tarzı, Nijeryalı kadın lisans öğrencileri üzerinde önemli bir etkiye sahiptir; ünlülerin yaşam tarzı, Facebook platformu aracılığıyla Nijeryalı lisans öğrencilerine daha fazla sergileniyor.

Nijerya'daki lisans öğrencilerinin ünlülerin yaşam tarzına ve giyim tarzına odaklanarak sahte hayatlar yaşama eğiliminde oldukları sonucuna varılmıştır. Araştırmacı, diğerleri arasında, mentör veya model olarak bakılacak birine sahip olmanın hayatta başarı için büyük önem taşımasına rağmen, Nijeryalı lisans öğrencilerinin gerçekte kim olduklarına daha fazla odaklanmaları gerektiğini tavsiye etti. Bu nedenle, kendin olmak yenilikçidir.

Anahtar Kelimeler: Sosyal Medya, Ünlü, Lisans, Yaşam Tarzı, Giyinme, Nijerya

DEDICATION

Without God, this project would not be completed, so I will give all the glory. I dedicated this project to God for his goodness and mercy over me and towards the success of my M.A program. I will dedicate this to my Dearest son ZION MOSES ADENIBA and my Daring husband MR FOLARIN ADENIBA.

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By the grace of God, I hereby use this opportunity to glorify God for helping me through this project. I appreciate him for all the help, favour, protection, provision and grace upon which my present achievement depends.

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Chapter 1

INTRODUCTION

1.1 Background of Study

Social media is the term often used to refer to new forms of media that involve interactive participation (Manning, 2014). This interactive participation enables one individual to share information with many and instant feedback would be achieved. Manning (2014) further stated that all social media involve some digital platform, whether mobile or stationary, which serves as a channel for communication. These channels used as platforms for social media support two-way communication technology, where there is direct sharing of information and instant responses between the communicator (known as opinion leaders) and the receiver (known as followers). However, social media, with the advancement in technological devices, has made the two-way communication process much easier. This is so because there are several platforms that have encouraged the communication process through social media.

The utilization of the platforms of social media has increased tremendously in the past ten years. From the year 2017 to the year 2021, the percentage of growth of social media users in Nigeria grew from 17.96% to 31.73% (Statista, Social Media & User-Generated Content 2021). Social media platforms like YouTube and Facebook have the top figure of enumerated accounts, with Facebook being the highest, having 2.7 billion. Behind Facebook are YouTube and WhatsApp, with 2 billion each, followed by Facebook Messenger, having 1.3 billion users (Statista, 2021). However, with the

increasing consumer base on these platforms, one can comprehend the remarkable impact such platforms have on the everyday lives of its users. This impact is due to the nature of the content that is produced by the users of the platforms. However, the platforms provide means through which several forms of content is produced.

Moreover, with perpetual content production, the human race has advanced into a world in which knowledge is within reach. This knowledge varies from gardening, cooking, and tailoring, are accessible to anyone interested in them. The extraordinary amount of users of social media, as well as content creators, has resulted in the rise of definite "micro-celebrities," and the platforms have also provided a medium from which celebrity can stay constantly connected to the public (Melody, 2018; Omenugha et al. 2016). As stated initially, the content produced varies, as the platform is the base on which the two-way communication is done. The content producers that gain traction as a result of their content within and outside the social media are rewarded with several followers that enjoy or subscribe to their content.

Ferrari et al. (2016) defined a celebrities as a person, such as a politician, celebrity, social media personality, or business leader, who has a specific social position within a particular scope and a significant influence and so is often widely of concern to the public, can benefit enormously from society, and is closely related to public interests in society. These individuals through social media in its various platforms, can stay connected to those within their scope of influence.

Ever since the emergence of social media, the idea of a celebrity and veneration of media personalities have been apparent. The impact of celebrities because of their permeation in mainstream media has revolutionized the public's fashion, beauty, and

lifestyle habits. Users usually repeat styles of celebrities in which there is some form of relatability to their lives, which rationalizes their decision to purchase within the line of the fashion styles (Stone, 2007; Melody, 2018; Omenugha et al. 2016; A.U. Zafar et al. 2019, Burgess, 2011). This sphere of influence has become wider through the various platforms of social media, by which those they influence can stay in touch with the current trend and happening. Nevertheless, Nigerian undergraduate students feels this influence, as they are significant users of the various social media platforms and up to these celebrities for several social discourses.

1.2 Statement of the Problem

With the growing number of Internet users in Nigeria, Nigerian Universities have contemporary students in their approach to life. These segments of the country's population are a massive portion of the amount of social media users. Nevertheless, the celebrity that utilize the various social media platforms to stay in touch with their fans have wheeled significant influence on these university students, as they contribute to a large portion of their following on this platform. Most students' dressing styles on campuses are often a replica of celebrity styles shown on social media. This lifestyle and dressing of these celebrities might be going against the socially accepted lifestyle and dress code as Nigeria is a conservative society, despite being a secular country.

Furthermore, dresses and accessories of celebrities are usually imported and found in highly exclusive stores or boutiques with high price tags. Students who are still dependent on parents unnecessarily border themselves to buy such clothing, and at this point, their purchasing behavior becomes more impulsive buying and credit purchases, which becomes detrimental to their academic needs. Use of time is also an issue of concern to the study because students so much engaged with beauty and fashion hardly

has good time management; most times, they are so engrossed in what is trending in social activities in institutions at the expense of their studies and this affects their academic performances.

Herein, these celebrities also use their platform to give their opinion on social discourse, which might be in fashion, politics, religion, and sports. Nevertheless, various companies or organizations have identified these influences by endorsing them to be ambassadors of their brands, to drive more sales through that traffic, as well as an advertising medium to get their information to the audience that follows these celebrities.

In Nigeria; the enormous influence of these celebrities is evident to the populace, but the amount of statistical data in combination with a theoretical framework that evaluates the degree of this influence is inadequate, particularly looking from the context of dressing and lifestyle among students of Nigerian universities are inadequate, as several pieces of research have just focused on the effect without measuring the degree of the impact with the adoption of laid down theory on this discourse (Kutthakaphan & Chokesamritpol, 2013; A.U. Zafar et al., 2019). Therefore, the quantitative extent of the influence of celebrities' lifestyle and dressing as shown on social media on undergraduate students of Nigeria, in conjunction with the adoption of theory, is inadequate in the research world, despite the huge utilization of social media by students in universities.

1.3 Aim and Objectives of the Study

The main aim of the study is to quantitatively evaluate the impact of celebrity' lifestyles and dressing on social media on students in Lagos, Nigeria, in union with adopted theories.

1.4 Research Questions

The following research question guided the study:

1) To What quantitative degree do celebrities' lifestyle and dressing, as shown on social media, influence the lives of students in universities in Nigeria?

Sub research questions are:

2) To what extent do the lifestyle and dressing of celebrities as shown in social media affect the university students' dressing and lifestyle?

3) What are the difference available on the young people about the influence of celebrities on gender basis?

4) Which social media platform commands a huge amount of influence?

1.5 Significance of the Study

With the advertisement of various social media platforms, the influence of conventional media platforms has also shifted as new media as social media have taken a huge portion of the time of its users, as knowledge and information are within reach of its users. As stated above, this has been in use by various organizations, institutions, and individuals to disseminate their information to the intended audience. Facebook and Instagram, in particular, have a considerable influence on the Nigerian youth as they utilize these platforms in massive traffic. This would also provide a baseline for further research on this discourse from a quantitative aspect as well as the well-existing qualitative approach. The study would also provide missing or adequate quantitative

data on the impact of celebrities on students. The study would also show the relevant of most laid down theories on influence of celebrities through social media on the life style and dressing of those that consume their content.

1.6 Motivation of the Study

Apart from the study being an academic endeavor, the research resulted from the premise that Nigeria, with a population, has a huge role to play in the societal discourse of Africa as well as the world. The locus of Nigeria in Africa is very strategic in that the whole African continent looks up to Nigeria as her leader in economy, politics, fashion, and sports, thereby issues on its social media that are propagated by celebrities have an enormous impact on not just Nigeria youths but on the entire continent of Africa and also the world. Music, food, dance, and other forms of arts that spreads out in Nigerian social media and find their way around the world, affecting their influence on their consumers. This study believes that the influence of these celebrities that control a huge amount of traffic in their various handles have not been given adequate research from a quantitative point of view to measure their degree of influence.

Therefore, the platforms of Facebook and Instagram that have enjoyed a huge amount of traffic, as they are visual-based platforms, are the focus of this study. We will investigate the medium of dissimulation, as well as content that these celebrities use on these platforms.

1.7 Limitations of the Study

1. Even though the students are to the same parameter, the study's fundamental issue was an insufficient sample. The study's sample size was insufficient, making extrapolation of the findings extremely problematic. A sufficient sample size that is representative of the study and sufficient to generate healthy

generalizations must be determined before a conclusion from this study. Furthermore, rather than sampling students from all of Nigeria's institutions, only a handful was chosen for this study, which may have influenced the findings. The researcher had some limitation, by time, COVID-19 restrictions, and a lack of resources.

Another limitation of this study is respondents' hesitancy to complete surveys. The majority of responders were uninterested in completing the surveys. It has believed that computer hackers were attempting to breach their numerous accounts with the information obtained because it was an online quiz. Finally, many respondents have little or no understanding of the financial services.

Furthermore, the enormous amount of users on social media platforms, specifically Facebook and Instagram in Nigeria, these sites generate a massive volume of traffic from different demographic of the population of the country; for this purpose, the study would be limited to the undergraduate of the Nigerian universities as they contribute the huge number of users of these platforms. As the researcher cannot get data from all the social media users in Nigerian universities, the funding and scale of this research belong to the researcher, coupled with the time constraints of the study. The study would also focus on narrowing research to students of university students in Lagos, in Nigeria.

Chapter 2

LITERATURE REVIEW

The theoretical insights necessary to the research are available in this chapter. The chapter will be segmented into three parts; the first is communication, covering the connection of communication to social media and laying theories in contact with its link to the discourse. The second part deals with the concept of celebrities, clothing, lifestyle, and the dressing of celebrities with their influence. The second part also focuses on Nigerian culture and its young people, going into their dressing style with the impact of celebrities. The ends of the chapter show the connection of critical variables that are essential to the methodology aspect of the student, thereby providing the theoretical framework for the rest of the thesis.

2.1 Communication

The term 'communicate' has a long history associated with the word 'common.' It comes from the Latin verb 'communi-care', which means "to share" or "to make common," and it is akin to the Latin word for "common." one makes things familiar when one talks (Weekley, 1967). As a result, people improve their collective wisdom, or 'common sense,' which is the foundation of every community. Of course, shared knowledge might also contain information about opposing viewpoints and interests. As a result, it may lead to conflict rather than society. In addition, opposing parties must communicate with one another continued dialogue may lead them to agree to disagree, which is a very constructive conclusion that characterizes, for example, all democracies. (Pearson & Nelson, 2000; Rosengren, 2000).

In addition, communication is the process of creating, interpreting, and negotiating meaning. Communication can be verbal, nonverbal, or textual, and it can be aural, visual, or even physical. Although communication occurs in various ways, it is always a learned behavior. (Corey and Pierce, 2019). As defined by our concept, communication is a continual and developing process. When we terminate a discussion, communication does not cease. How one leaves a meeting or circumstance will influence how people communicate with that individual the next time they encounter it (Pearson & Nelson, 2000). While our definition is vast and complicated, a few essential elements in further detail would be looked to illustrate the features of the communication process (Rafaeli, 1988; Lievrouw. and Livingstone, 2006). This is critical for understanding how the process of communication transpire. The stakeholders (such as social media platform, social media users (celebrities and their followers)), factors and elements involved in the process of communication.

Communication is a two-way process in which information or messages transpire from one person or group to another. This process continues, with at least one sender and recipient passing on the messages. Any ideas, imagination, emotions, or thoughts used to convey these messages (Lievrouw and Livingstone, 2006). Furthermore, communication is the exchange of information from one individual to another, whether or not it inspires trust. However, the data sent must be understandable to the recipient. 'To share' or 'to participate' is the exact definition of the term communicates. Communication, according to descriptions, is the spoken or written conveyance of a message or information. According to another dictionary, communication is the act of conveying or exchanging information, signals, or statements by speech, gestures, or writing. According to another definition, communication is social contact (Pearson &

Nelson, 2000; Rocci, 2006). The process of communication, which involves a two-way system of communication have characteristics that explains the workings of the process, as well as elements involved.

2.1.1 Characteristics of Communication

A few essential concepts further illustrate the peculiarities of the communication process. They are as follows:

- **Communication is symbolic:** When humans communicate, they build meaning through symbols. A symbol is a physical item that represents an abstract concept. In essence, the use of logos to convey ideas or concepts, such as words, iconography, pictures, tone of voice, and facial expressions. However, remember that one's words are not the same as the genuine concept. Their words, on the other hand, only express our views (McNeil, 2021).
- **Communication is the construction of meaning:** The concept of communication as a symbolic process leads to another aspect of communication: the development of meaning. To build sense, people utilize symbols in the form of verbal and nonverbal communication. This trait stresses how a substance is develops via the verbal and nonverbal transmission and reception of messages, ideas, and values (McNeil, 2021).
- **Communication is process oriented:** Communication is also process-focused, which is the third trait. Communication is an ongoing and continual activity because of its process-oriented character. One approach to thinking of communication as a process is to think of it as an evolving and growing process. Communication, for example, does not begin and end with each

discussion. Instead, it progresses. When you encounter the same person again, how you conclude, one discussion will influence how you start the following one. The aspect of feedback becomes a vital factor in our knowledge of how communication works when we talk about the communication process. Any vocal or nonverbal reaction to communication is feedback. To put it another way, communication does not just go from "Source A" to "Destination B" and then stop. Communication is a process because of the aspect of feedback. The fundamental components of each communication transaction contain the role of feedback in the sending and receiving of messages. This communication model demonstrates the dynamic character of communication, suggesting that it is a transactional process of continuous action and reaction rather than a linear process (McNeil, 2021).

- **Communication is complex:** Communication is inherently complex since it includes human beings. We all have distinct perspectives, values, and beliefs. People prefer to communicate and perceive others based on their own views and ideals, which can lead to issues. When individuals discuss and argue fundamental topics like the death penalty, and animal rights, their opinions, and ideals clash. Age, sex, ethnicity, and social standing all have an impact on how we communicate with people. It is for this reason why communication is so difficult (McNeil, 2021).
- **Communication is situational and contextual:** This complex process is both situational and contextual, according to our fifth characteristic of communication. It is only natural that our communication behavior affected by

the environment, location, or context. For example, a formal sort of communication is encouraged in a normal school situation. Everything from the seating arrangement to one's "role" or "status" influences the type of conversation that occurs. A new form of communication behavior dictated by the situation or "context." (McNeil, 2021).

- **Communication is transactional:** Finally, communication is transactional, according to our communication model. When two individuals are having a passionate dispute or conversation, they may communicate both verbal and nonverbal comments. You could make an angry comment or even use profanity in response to someone. Your emotions and facial expression, on the other hand, may be able to transmit your feelings even more effectively (McNeil, 2021).

2.1.2 Level of Communication

- Nevertheless, on a daily basis, we participate in various different types of communication. While these many levels of communication are unique in some respects, they can overlap in others (McNeil, 2021); by the function of feedback, they can be divided as a vital component in each style of communication.
- **Intrapersonal Communication:** Intrapersonal communication refers to any communication that takes place within an individual. Intrapersonal communication is communicating with oneself. Intrapersonal communication is the lack of input from others and occurs when a person interacts and responds only to his or her surroundings, with no communication or feedback from

others. Thinking, fantasizing, meditating, or even "talking to oneself" when engaged in an "internal dialogue" with no other people present are examples of intrapersonal communication (McNeil, 2021).

- **Interpersonal Communication:** Interpersonal communication refers to communication that takes place during a "face-to-face" conversation or contact. Interpersonal communication; is defined by direct or immediate input from another person or group of individuals. While interpersonal communication is most frequently associated with one-on-one interactions between two individuals, it is also present in-group interactions. We make continuous and persistent eye contact with other individuals when we are conversing with them. We frequently convey input through facial expressions and even tone of voice, which we refer to as paralanguage. When we ask someone a question; the person may react with a vocal response (language) or even a nod of the head; the key to interpersonal communication is that feedback is immediate and straightforward (nonverbal) (McNeil, 2021).
- **Group Communication:** Group communication refers to communication that occurs among three or more people in a group setting or environment. Because each member of the group may speak with one another face-to-face at each group meeting, this style of communication referred to as small-group communication. Scholars dispute the minimum number of individuals necessary to form a group, although a group can describe as at least three people engaging in decision-making, problem solving, or policy-recommendation activities. Because of the near physical closeness of the group

members, group communication also incorporates characteristics of interpersonal communication. The general rule for group communication is that the larger the group, the less personal the feedback or conversation will be (McNeil, 2021).

- **Nonverbal Communication:** Nonverbal communication refers to any kind of communication that does not use the written or spoken word. When considering this type of communication, we usually think about a person's body language. Gestures, facial expressions, eye contact, body type, dress/clothing, touch, paralanguage (tone of voice), territoriality (physical and social space), artifacts (communicative objects such as jewelry), and seating arrangement are all examples of nonverbal communication (McNeil, 2021).
- **Mass Communication:** Mass communication is essential in today's democratic society. A person or group who uses mass media (such as television, radio, the Internet, or social media) to distribute a message to a large number of people at the same time is known as mass communication. The evolution of the Internet and social media has transformed mass communication from a one-way (from a source to the public) to a dynamic process in which anybody may generate, disseminate, and respond to information. The usage of social media has accelerated and customized the spread of mediated communications. Individuals no longer have to wait for someone else to take the lead, coordinate an effort, or promote public awareness on their behalf. These efforts have been made simpler by social

media, which further highlights the democratic society we live in (McNeil, 2021).

- **Intercultural Communication:** Intercultural communication or cross-cultural communication is the study of human communication or behavior between persons of various races, ethnic origins, and cultures. We cannot assume that everyone has the same values, opinions, or viewpoints on topics, and this must be considered when individuals of various ethnic backgrounds and cultures interact (McNeil, 2021).

2.1.2.1 The Transactional Model of Communication (Nature of Communication)

The transactional communication model emphasizes communication symbolic, created meaning, process-oriented, complicated, and situational character. When looking at the transactional character of communication, Communication is a dynamic process in which individuals concurrently send and receive verbal and nonverbal messages. The model's various components enhance one's comprehension of communication. It should be highlighted; however, that while communication is occurring, all of these aspects are cooperating in a symbolic connection (Durham & Kellner, 2001; McLean, 2005; Barnlund, 2013; Corey, 2019; McNeil, 2021). We have merely separated them here to focus on each one separately.

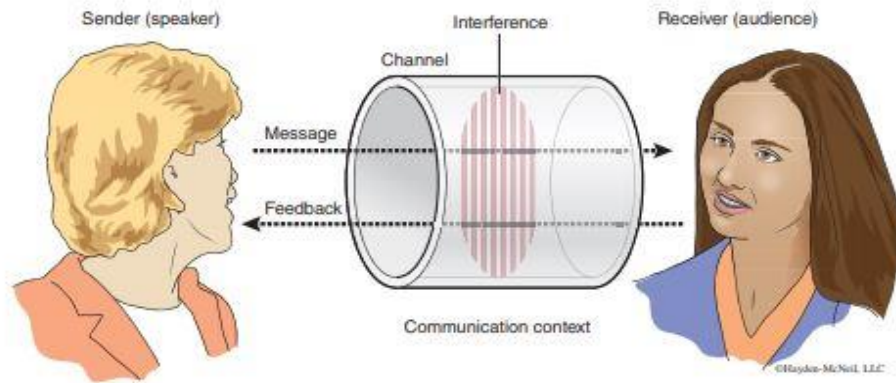


Figure 1: Communication Context. Source (McNeil, 2021)

- The source is the location from which the communication originates. In each communication event, the aim of the source or speaker (message originator) will determine not just the message but also the audience response. It is vital that as many critical aspects as possible are considered while examining any communication transaction. The source is reacting to a specific scenario or environment that includes a variety of limits and limitations, including the audience's values and beliefs. It is also crucial for the source to understand the audience's goals in order to construct a message that is acceptable to them. One hopes that by considering communication from a larger viewpoint, we can get a greater understanding and appreciation of how prevalent communication is in our everyday lives (McLean, 2005; Corey, 2019; McNeil, 2021). For instance, a musician like Wizkid (Nigerian Celebrity) can use his Instagram live to announce the release of a new album. Therefore, Wizkid is the source of the information on the release of his album, the social media platform known, as Instagram is a platform to disseminate such information.

- The communication conveyed to the recipient can be termed as the message. Our approach also considers the three basic sorts of communication messages that a source might send. Messages are to enlighten, convince, or entertain their recipients. The distinctions between communication aimed to enlighten (share information and understanding with an audience) and Communication designed to convince (motivate, influence, and alter) an audience member's attitude, belief, value, or conduct are, nonetheless, significant. Additionally, it must be underlined that all signals, whether spoken or nonverbal, have meaning for the recipients. Individuals can identify with one another through both oral and nonverbal (body language) cues when they communicate meaning through messaging. While nonverbal conduct generally reinforces spoken information, they can often contradict one another (McLean, 2005; Corey, 2019; McNeil, 2021). As of the example used in the source, here, the message is the release of the new album, which might contain other information of the subject.
- The channel is the communication medium or how a message gets to its' destination. The message travels from the speaker/source to the audience/receiver via the channel in the transactional model of Communication. It acts as a medium or "route" via which the message and its meaning possible to convey. Radio, television, cinema, and the Internet are all examples of different channels messages gets passed around. It is also worth noting that the channel has a role in creating or refining the message (McLean, 2005; Corey, 2019; McNeil, 2021). In the case of the channel of the existing instance of the Wizkid announcing his album release, the channel is the social

media platform of Instagram, which might also be other platforms with sort capabilities.

- The receiver is the intended recipient of the source's communication. The audience or communication receivers are possibly the most crucial aspect of the communication process. Whether the audience is a single person in a close connection or a large group of people witnessing an event, the audience has always been an important part of every communication transaction. The importance of structuring messages to affect the recipients of communication must be paid attention to when the communication process is concentrated on the audience. This contributes to the understanding that every communication is meaningful or intentional. We interact with people to inform, convince, or entertain, and we must constantly keep in mind the demographics, characteristics, and makeup of our intended audience. The majority of advertising and marketing research, as well as political polling, in fact exist on this important communication premise. The phrase "target audience" refers to the source's major or main set of receivers (McLean, 2005; Corey, 2019; McNeil, 2021). The receiver here, in the context of existing instance are the social media users that follow him on that platform (in this case Instagram).
- Feedback, as previously said, is any vocal or nonverbal reaction to a message. The transactional model of Communication's aspect of feedback is what makes the communication process oriented. Feedback (both verbal and nonverbal) assists in completing the communication cycle and the process of each communication event. Communication is a dynamic process, not a linear or

mechanical one, as feedback demonstrates. The relevance of feedback in our communication model may be demonstrated by a simple nod of the head or an aggressive verbal response during a heated discussion (McLean, 2005; Corey, 2019; McNeil, 2021). Still maintaining the instance of the album release announcement of Wizkid through Instagram, the feedback here from those that received the message would be through likes and comment on the post.

- Because of the element of noise, individuals might sometimes misunderstand one another. However, any disturbance in the transactional process that affects Communication refers to as noise. There are two types of noise: physical and psychological. Any external sound that interferes with your capacity to focus and listen to a message refers to as physical noise. Psychological noise, on the other hand, is any mental distraction that interferes with your capacity to focus and listen to a message (McLean, 2005; Corey, 2019; McNeil, 2021). In this instance, noise could be those preventing the message from reaching the intended receivers, by drowning the message with other message in the comments section.
- Our transactional model would be inadequate without a reference to the notion of context or circumstance because communication does not occur in a vacuum. The location or environment in which the conversation takes place refers to as the context. As we covered previously in this chapter, the location or environment in which communication takes place determines the type of communication that occurs and the impact that communication has on the listener. Every aspect of the communication model and our communication

behavior influence by the context or situation of each communication transaction (McLean, 2005; Corey, 2019; McNeil, 2021). From the instance adopted, the context of the message (album release) from the source (Wizkid) to the receivers (followers) in the channel (Instagram), is centered on the how big the album is and how people would love it.

The channel by which information (the message) transmit between a speaker and writer (the sender) and an audience refers as a medium in the communication process (the receiver). The word refers to as a channel, and the plural form is media. The voice, writing, attire, and body language of a person, as well as mass media like newspapers, television, and the Internet, is a means to convey a message (Nordquist, 2020). This means that communication is only possible through a medium (media), from which the sender gives the information to the receiver. Media are useless without the message dispatched through them. The channel adopted for communication affects the nature of the message as well as the way in which the receivers will comprehend it.

2.2 Traditional Media

Traditional media are traditional forms of mass communication that have been used by many worldwide groups and civilizations from the dawn of time. Because they depict communication channels for, by, and of the common people of a culture or area, folk media are some of the most dynamic manifestations of traditional media (Aikat, 2021).

Mathiyazhagan ET. Al (2015) stressed that traditional media refers to as those media that aim to transmit a message to a specific group of target viewers at a certain time in a local dialect with amusement. They went further to state that traditional media

become personal modes of communication, and they possibly seen as an unrivaled persuasive method of communication for policymakers and administrators, as well as an infinite treasure trove of colorful forms and important subjects for mass media employees. Before the advent of digital media, every type of mass communication was available. Television, radio, newspapers, books, and magazines are all examples of traditional media. Letters, phone calls to a landline, in-cell T.V., and face-to-face encounters are examples of traditional media which are also known as offline media (Lievrouw. and Livingstone, 2006).

2.2.1 New Media

Any kind of media conveyed digitally, such as podcasts, blogs, and newspaper articles, is being alluded here as new media. New media refers to any internet-based form of Communication, including websites, emails, mobile devices, and streaming software. The phrase "new media" cannot always refer to a particular kind of communication. Certain forms of new media, like an online newspaper, are also "old media" in the sense of a traditional printed newspaper. Other new media formats are entirely novel, like a podcast or a mobile application. It gets considerably more challenging to describe when you take into account how the definition is always changing as technology develops. It is also constantly evolving. With the development and widespread usage of new technologies, which is always changing. The most recent way to watch movies and listen to music was via DVDs and C.D.s. The popularity of streaming services like Netflix and Spotify is rising (Maureen and Danielle, 2005; Lievrouw. and Livingstone, 2006; Cote, 2022).

Here are a few examples of new media:

-Websites: A website, often known as a website, is a compilation of web pages and related information that is accessible through a single domain name and made available on at least one web server. Wikipedia, Google, Facebook, and other well-known websites are a few examples. The World Wide Web comprises of all websites that are open to the public. There are also private websites that are only accessible over a private network, such as an organization's internal website for its staff. The majority of websites focus on a single subject or objective, such as social networking, news, education, business, or entertainment. The site's navigation facilitated by hyperlinks between web pages, which begins with the main page. Many different types of devices, such as P.C.s, laptops, tablets, and mobile phones, allow users to view websites (Cailliau, 1995).

-Blogs: A common kind of New Media is blogs. Online journals, although being an older kind of new media, are still relevant and offer certain characteristics of the most recent new media types. Blogs are personal websites where users may post entries about their lives and opinions on a range of subjects. Nowadays, anyone may build a global readership for his or her writing. Over the years, many blogs became viral and gained a good amount of followers (Creativesip, 2017).

-Social media networks: In social media, the focus is on generating, sharing, and exchanging material in online networks and communities. Social media is a new media format that is highly interactive and primarily depends on user engagement to provide value. Social media is widespread, in contrast to newer kinds of media like virtual reality. According to a Global Web Index study of 170,000 Internet users, the typical

online user spends 1.72 hours a day on social media. Online engagement on social networks accounts for around 28% of all activity (Creativesip, 2017).

- **Email:** Electronic mail, often known as email or e-mail, is a way for individuals to communicate with one another using electronic devices. In a period when "mail" solely referred to physical mail, email was therefore developed as the electronic (digital) equivalent of, or counterpart to, mail (hence the prefix e- + mail). An email address is a fundamental and essential component of many activities in business, trade, government, education, entertainment, and other areas of everyday life in most nations. An email later became a ubiquitous (extremely extensively used) communication channel. The communication channel is email, and each message delivered over email refers to as an email (mass/count distinction). Email is accessible across both local area networks and computer networks, principally the Internet (Klensin, 2008).

-**Streaming services for music and films:** A streaming media service that is available to viewers directly over the Internet is referred to as an over-the-top media service. OTT does not use the usual controllers or distributors of this material, such as cable, broadcast, and satellite television platforms. A significant film studio is the majority owner of these services. Some streaming services got their start as Blu-ray extras to the shows people were already watching. File download, in which the user receives the whole file(s) for the material before watching or listening to it, is an alternative to streaming (Steele et al., 2020).

-**Virtual reality:** The usage of virtual reality technology simulates an environment as well as the user's physical presence and sensory input. The user on a computer screen or through a special headgear often experiences virtual reality. Virtual reality as a

whole offers an extremely interactive, immersive experience that immerses the user in a real-life or made-up setting (Creativesip, 2017).

2.2.2 Communication through Social Media

The phrase "social media" commonly employed to describe modern types of media that feature interactive engagement (Manning, 2014). The term "social media technologies" refers to a broad range of computer and mobile-based platforms that are continually being produced, distributed, re-distributed, abandoned, and ignored in countries all over the globe and at varying degrees of public awareness. Social media services provide a range of communication methods that are similar to those made possible by other technologies (Obar and Wildman, 2015).

2.2.3 Concept of Classes of Social Media, Definition and Characteristics

The phrase "social media" commonly used to describe modern types of interactive media. (Manning 2014). Often the development of media splits into two different ages,

1. The broadcast age
2. The interactive age.

In the era of broadcast media, messages virtually always went out to the public to large numbers of people by a single organization, such as a radio station, television station, newspaper publisher, or film studio. Feedback to media outlets was frequently impersonal, indirect, and delayed. The use of mediation served to facilitate contact between people on a much smaller scale, mainly through personal letters, phone conversations, or occasionally on a somewhat larger scale using tools like photocopied family newsletters. Example of big broadcasting companies are the likes of CCN (TV),

BBC (TV and Radio), VOA (Voice of Africa), New York times (newspaper), as well as other national and state ran cable media companies.

A new media age with interactivity at the core of its functions occurred because of the development of digital and mobile technology, which made large-scale engagement simpler for people than ever before. Now, one person may say too much, and immediate criticism is a possibility. Whereas formerly citizens and customers had a little and sometimes muted voice, they could now communicate their concerns to many. In addition to providing more options for media consumption than ever before, new technology is also more affordable and widely available. As a result, instead of relying solely on a small number of news outlets, people can now find information from a variety of sources and engage in discussion about it on message boards. Social media is the driving force behind this continuous change (Manning 2014). The cable media companies stated earlier as well as other new media platforms have taken advantage of social media platforms to reach large audience, thereby getting instant feedback on the content as it runs.

2.2.4 The Characteristics of Social Media

All social media platforms, whether mobile or fixed, employ some sort of digital technology (Manning, 2014; Obar and Wildman, 2015; Pham and Gammoh, 2015). However, social media is not present in all facets of the digital world. The characteristics of social media may be broken down into two categories:

1. Participation is possible in some way on social media. Even though social networking platforms like Facebook occasionally provide a passive reading of other people's posts, social media are never very passive. Usually, the basic minimum need is to create a profile that permits the start of possible contact.

Social media differs from conventional media in one aspect alone since personal profiles are not common in traditional media (Manning, 2014; Obar and Wildman, 2015; Pham and Gammoh, 2015).

2. Social media also entail interaction, which is consistent with their participatory character. This engagement may be with long-standing friends, relatives, or acquaintances, as well as with brand-new acquaintances who have something in common with them, such as shared hobbies or even a social circle. Even while many social media platforms were or are first viewed as innovative, they gradually lose their novelty and become increasingly accepted in both personal and professional life (Manning, 2014; Obar and Wildman, 2015; Pham and Gammoh, 2015).

2.3 The Common Forms of Social Media

This review of popular social media platforms shows that some are primarily for leisure or personal connections, while others are for work or professional purposes. However, most social media platforms allow for the use of both. Email (short for electronic mail), the most widely used type of social media, requires users to log into an account in order to send and receive messages to other users. Email accounts are required for both sending and receiving emails. The World Wide Web offers a variety of possibilities free email accounts, but sometimes internet service providers also provide free email accounts in their service packages or give staff access to email accounts.

Even though many businesses claim to lack particular email training, most workplaces have tight policies about how email accounts are used. Open records laws permit interested parties or organizations to request any emails sent or received to a

government-funded email account or an email account used to conduct government business. These laws frequently cover people who work for public organizations, such as politicians, state university professors, administrators, and administrative assistants. (Manning 2014; Obar, and Wildman, 2015; Aichner and Jacob, 2015).

Texters: A texter is a two-way communication tool, similar to email, that enables users to send messages to one or more persons fast. People of all ages have become accustomed to texting, despite how texting often regarded in the media as a particularly young practice. However, younger people tend to text more frequently and do it more quickly. With the development of texting technology, sharing links and photographs with people via text messages has become simpler. Texters frequently utilize emoticons, which are keyboard symbols that it might be potentially to create images like smiling faces in emails.

Texters are descended from chatters, which are computer applications that use the Internet to let users communicate fast using text characters. Texting while driving and sexting are two texting activities that have caused issues, despite the fact that it is sometimes quite handy and offers numerous benefits. According to estimates, texting while driving increases the likelihood of a collision by over 23%. Sexting is mainly destructive when young people exchange photographs that the recipient then circulates to other people. Occasionally it claims that sending images of persons under the age of 18 constitutes child pornography. Politicians, who sent sexually explicit communications to others, including interns, have come under fire. (Manning 2014; Obar, and Wildman, 2015; Aichner and Jacob, 2015).

Message boards: Fans of television shows and other mainstream content regularly frequent message boards where users may post messages that discuss a certain topic. Message boards are also well-liked by those looking for social support or guidance, whether they are injured soldiers trying to make sense of life after combat or a breast cancer patient wanting to speak to someone who has gone through it. (Manning 2014; Obar, and Wildman, 2015; Aichner and Jacob, 2015).

Connection sites: One such social media platform is online dating. Users go to online dating sites—some of which provide free membership while others demand a fee—and build a profile outlining their characteristics and relationship goals. People's honesty appears as being trustworthy, despite some people's skepticism over the accuracy of information provided on internet profiles. More people are using online dating services to find romantic partners, which has led to a decline in the stigma attached to them. Others may utilize connection sites to discover friends or activity companions in addition to dating. For instance, users may locate political organizations, reading clubs, or interest groups on the social networking site Meet Up. Users may also send messages to meet up with group leaders to learn more about the activity or see whether they would be a suitable fit for the group after creating a profile and entering information about themselves. (Manning 2014; Obar, and Wildman, 2015; Aichner and Jacob, 2015).

Games and entertainment: Online entertainment and games frequently include a social component. Friends may compete against each other for greater scores in puzzle games like Bejeweled or Words with Friends, offer presents that will enable more difficult gameplay, or even work together to win the game. Other games, like Farmville, include

social aspects where players may create a virtual farm, town, or company and interact with other players by buying from them or helping them out. To the dismay of people receiving such invitations, these games frequently send out calls for others to join in automatically. These games increasingly provide some type of conversation or interaction to go along with each action. (Manning 2014; Obar, and Wildman, 2015; Aichner and Jacob, 2015).

Apps: which stand for mobile applications are not always focused on social media, but frequently, they allow users to interact through another social media platform (usually Facebook), and frequently, the apps themselves contain a social component. One such is the app Grindr, which enables homosexual men to locate other gay men close to their proximity. Grindr employs a smartphone location tracker, like many other applications, to identify the user's position and the distance between other users. (Manning 2014; Obar, and Wildman, 2015; Aichner and Jacob, 2015).

Social networking sites: Facebook and other social networking sites are practically a given in modern culture. Even those who decide not to register online or engage frequently learn about information obtained from such social platforms from others. The list of other users that one links with on a social networking site is a crucial differentiator, typically based on friendship, family, professional, or even personal ties. While there is still a chance of meeting new individuals through social networking sites, many of them have started to discourage users from establishing connections they do not know. Although research indicates that much of this political activity reinforces pre-existing beliefs, particularly because people tend to be online friends with those who are most like them, the public nature of information posted to social

networking sites frequently allows social or political viewpoints to show. In the last ten years, social media platforms have seen a huge growth in usage. Nigeria's social media user growth increased from 17.96% to 31.73% during the years 2017 and 2021 (Statista, Social Media & User-Generated Content 2021). Social media sites like YouTube and Facebook are believed to have the largest number of registered accounts, with Facebook having the most (2.7 billion), followed by YouTube and WhatsApp (each with 2 billion), and Facebook Messenger (1.3 billion). (Manning 2014; Aichner and Jacob, 2015; Statista, 2021). YouTube provide a platform in which people upload contents that are vital to other people, which can be entertaining, educative and inspirational. This is also the model of Facebook, Instagram, Twitter, Tiktok and Snapchat.

2.3.1 Common Functions of Social Media

As the classes of social media make clear, social media have many different functions;

1. They first give people the option to work on their identities. It takes some sort of thought on the part of the person to put who they are into a profile. People will begin to view themselves differently when they observe responses to their online social media presence and realize that, for better or worse, online engagement makes it easier for them to feel freer to express their ideas, views, and concerns. (Manning, 2014; Aichner and Jacob, 2015). Most times, these identities might be their virtual self, which might different from who they are in the real world. In so saying social media provide a base for people to show a side of them, people around them does not see.
2. Second, people may take care of their relationships in a variety of ways thanks to social media. Even while social media platforms like Facebook and Twitter

in public discourse seems to be as being narcissistic and superficial, research demonstrates that they enable interaction amongst individuals who may not otherwise be able to do so. People claim that they have met some of their closest friends and even their marriages through online communication platforms. (Manning, 2014; Aichner and Jacob, 2015). Social media allow people of the shared values, believes to meet, interact and even build a virtual, and may be physical community.

3. Third, people can complete job tasks through social media. In some cases, social media is what they do; for example, a well-known blog or a person hired to advertise an event that has a sizable social network circle. Other times, people communicate with their coworkers on social media platforms or, particularly with email, handle the majority of their professional correspondence using these channels (Manning, 2014; Aichner and Jacob, 2015). Nevertheless, social media is a communication tool; therefore, the users to communicate several messages, in different context and through various channels, use it.
4. Fourth, people may exchange ideas and seek knowledge through social media. The topics covered here might include plus-size apparel stores, local concerns, political campaigns, and disaster aid. (Manning, 2014; Aichner and Jacob, 2015). Sometimes, it might be a bit difficulty to find people of shared interest around ones physical environment, so social media provide the platform for people with similar interest to meet and engage.

5. Fifth, and frequently in tandem with information sharing, individuals may express their ideas or take into account those of others through social media. (Manning, 2014; Aichner and Jacob, 2015). In this present time, social media happens to be the base for social movement and discourse, as current discussion affecting the society may be the subject of discussion and controversy; most times these discourse go into the real world from the virtual world of social media.

2.3.2 Definition of Clothing

Clothing is a vital aspect of our image, continued Hwang (1996). Anything we put on our bodies to change how we seem from the way we were born is termed clothing. According to Horn (2006), clothing is any physical ornamentation or appearance change done to the human form, including the usage of clothing, tattoo, makeup, and hairstyle. Our attire reflects our character and personality and contributes to the creation of our image. Covering, dressing, and body accessories are all included in the definition of clothing. There is a huge range of clothes, reflecting differences in sexes, civilizations, geographical regions, and historical eras. The term includes footwear, caps and headgear, sleepwear, sportswear, corsets, and gloves, in addition to such common items as shirts, skirts, trousers, jackets, and coats. Clothing is a common relationship between hairstyles and the donning of beards, mustaches, and wigs in various eras and in diverse ways. The same is true for the usage of the jewelry, cosmetics, and other types of body adornment. "Decoration seems to satisfy a basic human desire," according to Encarta (2009). Other animals groom themselves, but only humans have added ornamentation. Clothing is any article of clothing that a person wears to dress or to protect themselves from the elements. Clothing refers to all of the many coverings and types of clothing developed for the human body as a whole.

Natural or synthetic fibers can be weaved together to make clothing. Each geographical area has a unique material used in making garments. Both the Mesopotamians and the ancient Egyptians utilized linen and wool to weave their garments. India, West Africa, and Middle America all produced cotton for textiles. Other plant fibers used in Japan and the Philippines, while the Chinese used silk for opulent clothing (Horn, 2006; Ojo & Bidemi, 2008).

Bark cloth, was customarily produced by pounding and felting the bark of specific trees, was a common fabric in South-East Asia, the Pacific Islands, as well as in Central and Eastern regions of Africa. Typically, a loincloth or a short wraparound skirt made of bark cloth was worn (Weber, 1990; Ojo & Bidemi, 2008; Bamidele & Ogunduyile, 2017).

Clothing provides a mark of identification and a way of nonverbal communication, and in traditional civilizations, clothing works nearly as a language that may signify a person's age, gender, material position, place of birth, religion, social rank, or employment, claims Bill (1991). However, in contemporary industrialized nations, there are fewer strict regulations on clothes, and people are freer to pick the signals they want to communicate. Cloth has various uses, but its definition is not limited to these obvious and useful functions. . In reality, there have been innumerable kinds of clothes worn throughout history that do not fulfill even one of these tasks. For instance, even though women have worn pants for millennia in other areas of the world, until the 20th century, they saw as improper and unsightly clothing for women in Europe and North America (Ojo & Bidemi, 2008; Bamidele & Ogunduyile, 2017).

The fashion that serves as a representation of social and economic position has been a staple of modern-day western clothing. Thus, fashions did not typically change much or quickly in essentially static cultures with little movement across classes, such as in many regions of Asia up until the modern era. During the 20th century, advances in manufacturing and communication technologies allowed new fashions to spread from the elite to the general population at an ever-increasing rate, resulting in more styles brought to light than at any other time. In contrast, when lower classes lack the ability to copy the upper classes, the latter quickly instigate fashion changes that demonstrate their authority and high social position. Periodically, whether from year to year or from season to season, fashion changes. The shapes of garments impacted by these trends. (Ojo & Bidemi, 2008).

The way clothing goes into production has changed with the introduction of High-tech fabric. Changes in fashion dictate where a certain type of clothes is required for the rest of one's life, while in other places; individuals may be able to purchase new fashions. Styles, therefore, represent a synthesis of several civilizations and a highly industrialized world (Bamidele & Ogunduyile, 2017).

Clothing that is draped is typically constructed of one piece of material instead of multiple sections cut and sewn together, according to Americana (2006). It hangs loosely and with a fitted composition that provides protection from the sun or the cold while yet letting airflow through to cool the body. Regional traditions influence how draped clothing takes on different forms. The lower garment was made of a single piece of fabric that ended up being bundled around the middle of the body as a loincloth in a region that stretched from southern Peru to New Mexico. The upper

garment had a slit for the neck and it is knitted in one piece (Weber, 1990; Ojo & Bidemi, 2008; Bamidele & Ogunduyile, 2017).

2.3.3 Dressing Styles in Nigeria

Nigerian cloth style is quite distinctive. It might be difficult to stay up with the latest fashion trends in Nigeria because of this. This is a result of Nigerians' diverse cultural and religious backgrounds. They can keep up with the current fashion trends and even get ideas on how to create their own thanks to the influence of both local celebrities and social media. As previously said, socio-cultural aspects of Nigerian culture, such as religion, ethnicity, gender roles, and cultural beliefs, greatly influence the choice of clothing styles. In spite of nation's ethnic variety, Nigerian fashion has its own distinct charm and individuality. Adire, ankara, lace, and jacquard are the four primary materials used in Nigerian apparel. Nigerian fashion known for its use of colorful accessories. The Buba, Kaba, 'Iro', Gele, and Iborun or Ipele are the four main pieces that make up the newest Nigerian fashion trend for 2022 (Ojo & Bidemi, 2008; Queenhair, 2022). The following uses for these attachments are possible:

- Buba is a loose shirt that falls below the waist and is a popular fashion trend in Nigeria.
- 'Kaba', a long one-piece dress available in a variety of designs, is a popular fashion trend in Nigeria.
- 'Iro' lies in wait at the bottom of the costume and around the waist.
- 'Gele' is a rectangular headpiece shaped into different shapes to provide different aesthetics.
- 'Iborun', also known as ipele in Nigerian fashion, is a scarf worn over the body or draped around the neck.

The diversity of Nigerian clothing styles is growing with time. Nigerians enjoy wearing traditional attire or fusing traditional and contemporary aspects together. (Ojo & Bidemi, 2008; Queenhair, 2022; Bamidele & Ogunduyile, 2017).

2.4 Dressing Codes in Nigeria

A dress code is a collection of requirements for the attire that particular groups of people must wear, sometimes in writing. Dress rules decided by societal expectations, standards, and change depending on the situation, the event, and the goal. The clothing standards of various countries and cultures will undoubtedly differ, with Western dress codes serving as a notable example. The way people dress is a representation for many various social concepts, such as socioeconomic status, cultural identification, comfort level, tradition, and political or religious connections. Dress code also enables people to interpret the conduct of others based on how they express themselves via their choice of clothing (Pomerantz, 2007; Craig, 2018).

Nigerians typically wear casual clothing because of the country's warm climate. There is always traditional or formal clothing, albeit it depends on the situation. All students must be dressed appropriately at all times, including in tidy, appropriate, and clean slacks, shorts, shirts, dresses, skirts, blouses, and footwear. The following outfits and accessories lacks consent: short shorts or pants that expose only the underwear. Nearly all schools have uniforms and dress rules that are expected rather than ones that reflect the institution or its student body. Depending on the age of the student body at the school, pupils usually wear collared, buttoned shirts, khaki pants, and belts, along with ties for males and ties for women (Massinitiative, 2019).

2.4.1 Concept of Celebrities

Public personalities refers to as celebrities throughout the remainder of the thesis for the sake of this study. Celebrities are those who receive widespread public acclaim from a significant portion of the population (Schlecht, 2003). Celebrities and the visual fashion statement have an impact on both the American fashion business and how young people dress (O'Donnell, 2007). According to Danielson (2013), the majority of teenagers seek their favorite stars and celebrities for fashion inspiration on how to dress and how to seem seductive. A celebrity is defined as "a person who is recognized for his well-knowingness" by Gabbler (2000). "The human pseudo-event" is who he is. He disagrees with earlier definitions and believes that some people have achieved notoriety despite doing nothing noteworthy. Teens have elevated those in the entertainment sector over the past twenty years, striving to emulate them in terms of appearance and sense of style (Danielsson, 2010).

According to Oliver (1999), "many youngsters are mimicking celebrity heroes," and these well-known people have the authority to decide what constitutes normal appearance. Celebrities are pushing physical standards in addition to apparel. "Highly beautiful models' appearances are idealized and fanciful at the same time. Highly attractive models have slender bodies in addition to having lovely looks (Tsai & Chang, 2007). Teens are valued more for their external attractiveness than their inside beauty. When society places a high priority on body image, the body no longer considered as a vehicle for subjective experience but as an object (Oliver, 1999). How society lives its life is influenced by the capacity to always be aware of what is going on with celebrities, including what they are wearing, where they are going, and what

interests them (Heiman,1995). These teenagers were under the celebrity's influence, which had a disastrous outcome (Fayeye, 2010).

The sight of a young lady in Nigeria today who professes knowledge but rejects her culture in favor of foreign values that do not fit her or give her respect is the most discouraging and depressing (Fayeye, 2010). The depravity that so-called celebrities have imposed on us is this. Heiman (1995) stated that the most upsetting aspect of celebrity influence is the students' blatant refusal to acknowledge the devastating consequences of dressing indecently, which exposes them to the objects of criminal desires such as rape, prostitution, HIV/AIDS, sexually transmitted diseases, and unwanted pregnancies that may result in abortion and ultimately sudden deaths. In contrast to how teens and young people dress for lectures or even church these days, the superstars you copy will never show up to a press conference or live talk show half-naked. The researcher hopes that our young people will heed the advice of famed fashion designer Gianni Versace that "the key to the correct collection of clothing is to be yourself," not to follow trends, and not to let fashion define you (Fayeye, 2010).

2.4.2 Famous Celebrities in Nigeria

Followers evaluate a celebrity's performance and accomplishments based on a variety of variables; including how well liked they are on social media. One of the most widely used social media sites worldwide is Instagram. In addition to merely uploading photos and images, it serves as a channel for businesses and prospective business partners to get in touch with celebrities and work out partnerships to leverage their fan bases. Many would contend that a celebrity's enormous following does not necessarily translate into a sizable supporter base (Stephen, 2021). The table below describes the most famous celebrities in Nigeria, both male, and female, also containing the

occupation, number of followings on Instagram, and real names as well as the stage name of the celebrities. The celebrities chosen according to the number of followers on Instagram, as it is among the most influential social media platform with a large following.

Table 1: Famous Celebrities in Nigeria. Source Instagram.com (obtained 30 May 2022)

	GENDER/ STAGE NAME	HANDLE NAME	INDUSTRY	NUMBER OF FOLLOWERS IN INSTAGRAM (Millions)
	MALE			
1	Davido	@Davido	MUSIC	24.5
2	Wizkid	@Wizlidayo	MUSIC	14.9
3	Falz	@Falzthebahdguy	MUSIC	8.9
4	Don Jazzy	@Donjazzy	MUSIC	13.7
	FEMALE			
1	Asa	@asaofficial	MUSIC	646K
2	Yemi Alade	@yemialade	MUSIC	16.9
3	Simi	@symplysimi	MUSIC	10.8
4	Tiwa Savage	@tiwasavage	MUSIC	15.5

Davido

Davido, also known as David Adedeji Adeleke, is a Nigerian singer, songwriter, and music producer who was born in America. He gained recognition with his debut track, "Back When," and rose to fame following the release of his second smash hit, "Dami Duro." He grew in Lagos, Nigeria, and was educated in Atlanta, Georgia, before enrolling at Oakwood University in Alabama to study business administration. He gave up his studies, nevertheless, to focus on music, and he joined the band K.B. International; 2011 saw his return to Nigeria, where his singles became available within a short period. Afrobeats icon has solidified his status as a major player in the

music industry by amassing over 2 billion streams and being chosen by FIFA to lead their 2022 World Cup Soundtrack collaboration "Hayya Hayya (Better Together)" (Thefamouspeople, 2021, Davido, 2021).

Wizkid

He is Nigerian singer and composer, Wizkid. He is among the most popular musicians from Nigeria in terms of sales. Despite criticism from his family, he began his musical career at a young age. At a very young age, he found commercial success and has worked with notable musicians and producers from Nigeria as well as from Canada, the United States, and the United Kingdom. He is one of the wealthiest African celebrities, according to Forbes. Additionally, his name is mentioned in the media as one of Africa's fastest emerging talents. After leaving school, he entered the major league music industry in 2009, and he has been on the rise ever since (Thefamouspeople, 2021). Wizkid commands a huge influence on social media, as his music continues to top the charts in the music industry in Nigeria (Thefamouspeople, 2021).

Falz

Folarin Falana (born October 27, 1990), more commonly known by his stage name Falz, is a Nigerian rapper, songwriter, and actor who began his musical endeavors in high school by founding a band called The School Boys with a friend. Falz's major music career started in 2009, but he started making music before that. After releasing "Marry Me," a single with vocals by Poe and Yemi Alade, Falz gained greater popularity (Buzznigeria, 2021). However, with his comic nature and activism, he has

remained relevant among the youths in Nigeria and commands immersed influence across his social media platforms.

Don Jazzy

Don Jazzy is a Nigerian record producer best known as the founder and CEO of Mavin Records. His full name is Michael Collins Ajereh, and he was born on November 26, 1982, making him 39 years old. Since 2002, he has been at the pinnacle of the music industry. Don Jazzy is a music icon in Nigeria and a role model for aspiring artists. In addition to singing and creating songs, he also produces records and is a successful businessperson. The 39-year-old Nigerian artist co-founded Mo-Hits Recordings with D'banji in 2004. When he chose to discontinue the previous Mo'Hits records on May 8, 2012, he established his own record company, Mavin Records. The joy-seeker enjoys being a part of musical comedy acts where he can freely display his comedic prowess. This has helped him stay current on the different Nigerian social media platforms (Buzznigeria, 2021).

Asa

Asa ("ah-shah") is a smoky-voiced Nigerian-French singer/songwriter who infuses her warm neo-soul compositions with foreign influences such as soul, pop, folk, and reggae. She made her debut in 2007 with a self-titled album, and then in 2010 she released *Beautiful Imperfection*, which earned her a nomination for the Victoires de la Musique in France, where she frequently tops the charts; 2019 saw the release of *Lucid*, her fourth studio album, twelve years after her first. Asa was born 'Bukola Elemide' in Paris to Nigerian parents, and when she was a little child, her family relocated to Lagos. Her father, a cinematographer, shared a record collection with her

when she was a child that included songs by Nina Simone, Bob Marley, Fela Kuti, and Aretha Franklin. Later, as a young adult, Asa would return to Paris before beginning her singing career (allmusic 2021).

Yemi Alade

Yemi Alade is a singer, songwriter, actor, and activist who specializes in Afropop. She joined Effyzzie Music Group after winning the Peak Talent Show in 2009, and in 2014, her track "Johnny" became a smash. She became the first woman to win the MTV African Music Awards for Best female consecutively twice and received a nomination for Artiste of the Year in 2015. She also won the MTV African Music Awards for Best Female in 2015 and 2016 in a row. Alade was the first female nominee from Nigeria for the Best African Act category of the MTV Europe Music Awards (EMAs) in 2015. Yemi, lauded for her imaginative and impressive stage routines, outfits, and music videos. In 2018 and 2019, she received The Headies Award for Best Performer. She was the first artist to win the category when introduced at The Headies in 2018. English, Igbo, Pidgin, Yoruba, French, Swahili, and Portuguese are among the languages Alade sings in (Imdb, 2021).

Simi

Simi is the stage name of Simisola Kosoko, a singer, songwriter, and actor from Nigeria. She began her career as a gospel singer and released her first studio album, named Ogaju, in 2008. She rose to fame in 2014 after releasing "Tiff," a song that was a 2015 The Headies Best Alternative Song nominee. After her contract with X3M Music expired in May 2019, Simi parted ways with the label. Simi had inked a record deal with the company in 2014. On September 8, 2017, she made available her second

studio album, Simisola. On April 19, 2019, she turned 31. To celebrate, she released Omo Charlie Champagne, Vol. 1, and her third studio album. In June 2019, she established her record company, Studio Brat (googleart&culture, 2021).

Tiwa Savage

Tiwa Savage is one of the burgeoning stars of the Nigerian music scene. She is a singer, songwriter, actor, and performer. Despite having started her career singing background vocals for George Michael, the Grammy-nominated singer has since collaborated with a number of well-known artists, including Kelly Clarkson, Mary J. Blige, and Chaka Khan. Savage has performed onstage with industry heavyweights like Destiny's Child, Sting, and Eminem over the course of her 22-year career. Among others, she has written songs for 'American Idol' winner Fantasia Barrino and Grammy-winning producer Baby face. As of 2018, she had two studio albums out and appeared on one compilation album. Savage now holds recording contracts with the Nigerian label "Mavin Records" and a songwriting agreement with "Sony/ATV Music Publishing." In 2016, she also revealed a management and publishing agreement with Roc Nation, a Sony subsidiary created by JAY-Z. Savage is bilingual due to her significant time spent living in Nigeria, the United Kingdom, and the United States. She frequently performs songs in both Yoruba and English. She has a kid and has previously been married. She announced the dissolution of her marriage in 2016 (The famous people, 2021).

The music industry of Nigeria has a huge influence on the students and people of Nigeria. The favorite musician enjoyed a huge following, as their fan would like to stay in touch with current trends in their lives as well as know the project they are

working on. Also, comment on their new songs and even generate trends in dressing, dance, memes, and other content from the popular music released by these celebrities’.

2.5 Dressing Styles of Celebrities

One's personality revealed by the virtues or vices of their clothing (Schuster, 2011). One of the simplest ways to convey your personality to potential dates without saying a word, according to Schuster, is through your choice of clothing. The following

(a) **Romantic:** This look explained as having delicate, floating lines, ruffles and lettuce trimming, dresses in floral prints or imperial hips, string and bow embellishments, long skirts with gathers, and unconstructed, billowy blouses with embroidery. Two types of hues maybe thought of romantic: subdued tones like lapis or cranberry and delicate pastels like rose and the like.

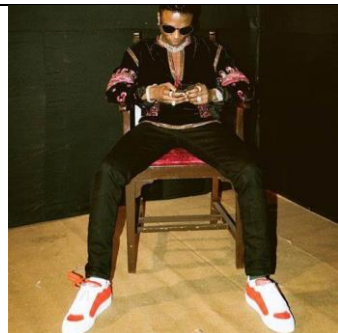
(b) **Dramatic:** This fashion is the antithesis of soft, unpolished romantics. Dramatic pattern contrast in terms of angles and colors is key. Victoria Beckham, for example, exudes Hollywood drama. The gowns typically seek to make a statement and let people know how important their appearance is. They enjoy graphic designs and bright colors. They favor items that are bright and loud. Always choose to overdress rather than underdress. Users adore the glitz of entertainment industry and adore having a "red carpet" event to dress up for (Schuster, 2011; Anson, 2020).

(c) **Classic:** Ralph Lauren epitomizes the refined, classic aesthetic. The color red is attractive to a wide range of individuals. There is a strong use of traditional hues like black, navy, camel, and neutrals. Rarely do classic pieces appear to have overdone the fashion game? They usually have a casual-chic vibe (Schuster, 2011; Anson, 2020).

(d) **Natural:** Athletic or down-to-earth with a feeling of fun are both examples of natural style. This category includes ethnic influences in clothing, as seen by ponchos, mandarin coats, and animal patterns on blouses and skirts. The colors of these garments typically reflect the natural world, such as white, black, and gray. Because they are aware of changes in fashion, students in higher institutions—who are primarily young people—appreciate and attempt to adhere in some ways to these styles. This greatly strengthens their relationships with one another (Schuster, 2011; Anson, 2020).

The celebrities opted for this study also exhibit some styles of dressing in the various social media platform; the table below show the various styles and images of the celebrities.

Table 2.: Dressing Styles of Celebrities

Names of celebrities	Dressing style categories	Images
Davido	Romantic, classic and dramatic styles	
Wizkid	Romantic and dramatic styles	

Falz	Romantic, classic and dramatic styles	
Don Jazzy	Romantic and dramatic styles	
Asa	Romantic and dramatic styles	
Yemi Alade	Romantic and dramatic styles	

Simi	Romantic, classic, natural and dramatic styles	
Tiwa Savage	Romantic, classic, natural and dramatic styles	

2.5.1 Theories of Communication and Social Media

A systematic justification for a group of rules and facts is referred to as a theory. The source of a research endeavor is the theory, which in connection to research. Research projects, particularly those that test, change, and develop social theory, inspired by theory. A researcher might choose a study design using theory as guidance, or they can operate under certain theoretical constraints. Herein ideas and expectations generated via the application of logical, abstract reasoning serve as the framework for research in both formats (Researchomatic, 2014)

2.5.2 Two-Step-Flow Communication Theory

The two-step flow model of communication asserts that human interactions have a much greater influence on forming public opinion than do mainstream media sources.

After doing, a study on voters' decision-making during the 1940 U.S. Presidential election, Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet created the two-step flow model in the book *The People's Choice* in 1948. It states that "opinion leaders," or persons who actively utilize the media and gather, evaluate, and disseminate the meaning of media messages to less-active media consumers, are the first people to receive mass media material. The authors claim that media opinion leaders collect and distribute information to less involved members of the public. This suggests that rather than getting their knowledge directly from the media, most individuals instead get it through other people.

In the 1940 election, Lazarsfeld, Berelson, and Gaudet found that most voters learned about the candidates through other individuals who read about the campaign in the newspapers rather than from the media. According to Lazarsfeld, Berelson, and Gaudet, word-of-mouth dissemination of information contributes significantly to the communication process, whereas mass media have a very small impact on the majority of people. The prevalent paradigm in mass communication at the time reversed by the two-step communication hypothesis.

Prior to Lazarsfeld's research, there are assumptions that a large audience would directly respond to and absorb media messages. Also assumed is that the media had a big impact on how people acted and made decisions. However, according to a study by Lazarsfeld and colleagues, only around 5% of respondents altered their voting preferences because of media consumption, and political conversations among friends and family were more common than the intake of political news on a normal day. More accurate indicators of a person's voting behavior than media exposure included aspects

like interpersonal communication with family, friends, and other people in one's social and professional circles. In *The Effects of Mass Communication* (1960), Joseph Klapper provided a more thorough explanation of these findings, which later grew in notoriety as the "limited effects paradigm" of media influence. This paradigm served as a guide for researchers in the field of mass communication for the following 50 years.

In the book, *Personal Influence*, written by Lazarsfeld and Elihu Katz, the notion of the two-step flow of mass communication was further expanded (1955). The book explores how interactions with other individuals in a person's social context may influence how they respond to media messages. More influence on a person's behavior and decision-making processes than information from the media come from a person's affiliation with various social groups (family, friends, professional and religious associations, etc.). As a result, researchers studying mass communication cannot assume that the public actively absorbs and reacts to media messages in a uniform manner, contrary to what suggestions by early theories of mass communication that presupposed audiences would do so directly.

The notion of the two-step flow of communication has undergone extensive testing and validation since it was proposed through replicative studies that examined how innovations were absorbed into society through opinion leaders and trendsetters. In contrast, the hypothesis faced some opposition in the 1970s and 1980s. Some academics claimed that the two-step flow process is oversimplified and that there are really more phases involved in the actual flow of information from mass media to media consumers. For instance, further investigation found that discussions based on

media material are more common among opinion leaders alone than among opinion leaders and less knowledgeable people. As opposed to merely a vertical flow of knowledge from opinion leaders to followers, this introduces an additional step of opinion exchange among equally educated individuals. Another critique of the two-step flow model is that, it became a reality before television and the Internet were commonplace. Both initial investigations, which relied on people's reactions to radio and newspaper articles, came to a conclusion that, on average, individuals communicate with one another more frequently than they consume media. The reverse seems to have a backup by later research on daily behavior during the era of television dominance. Evidence shows that a very tiny proportion of people talk to their peers about what they have learned through the media. Additionally, according to national studies on people's primary information sources, mass media functions far more frequently than interpersonal contact.

2.5.3 Theory of Social Influence

When others have an impact on a person's feelings, beliefs, or actions, according to Herbert Kelman's 1958 theory on social influence, it results in compliance, socialization, peer pressure, leadership, and marketing. In addition, Friedkin and Ritzer (2007) identified three major spheres of social influence:

- Compliance, which is the act of pretending to concur with others while secretly holding differing beliefs.
- Identification refers to the process through which a liked and respected individual, such as a well-known celebrity, affects individuals.
- Internationalization is the acceptance of thought or conduct by individuals who concur in both public and private.

According to Sturm and Edwin (1973), some people, particularly women, aspire to become more independent and work to show it via their attire. Others are eager to confirm the dress code for the group. Young women's social and emotional growth depends on their ability to dress, as this is when thoughts about what to wear first emerge and frequently influenced by what their friends are wearing. Young women have a significant urge to dress like other members of their group, according to Kefgen et al. (1971). Their lives revolve around going, and they typically have a great sense of belonging. When they wear apparel that is different from what their friends are wearing, one of their greatest worries is that their peers, which might lead to feelings of inadequacy and insecurity (Elagwe, 1989), would tease them. The open urge to dress like others is frequently at its peak in adolescence and persists until early adulthood (Friedkin, 1998; Ritzer, 2007).

2.5.4 Fashion Diffusion Theories

The wants of people have because of their social, economic, or political circumstances and places in society seen on a regular basis is seen as the driving forces behind the behaviors of those who participate in fashion cycles. This has been true for popular fashion ideas today, such as diffusion theory. For instance, Simmel (1904–1957) created the trickle-down theory of fashion a century ago after seeing how new trends spread from the top social groups to the lower ones from a sociological perspective. As new styles trickled down from the elite, they lost their luster and grew more obscene. They were unable to register the necessary status differences as a result, and the higher classes quickly began to see them as being out of style and in poor taste. The diffusion of fashion through the various socioeconomic tiers of society is a topic covered in theories of fashion adoption or distribution. The three main ideas of trickle-down, trickle-across, and trickle-up fashion adoption analyzed here. To explore

fashion theory or to describe how fashion permeates society, however, no single theory is sufficient. A different populist model of fashion adoption exists in addition to these theories, and be used in some circumstances where the dissemination of fashion is determined to occur through social groupings as opposed to socioeconomic classes.

2.5.5 Trickle-down Effect

The traditional and mostly comprehensive perspective on the fashion process provided by the trickle-down hypothesis. It implies that members of the upper class exclusively establish new forms of human expression like fashions. Once the higher class has embraced a new item, it trickles down through each lower class until it reaches the lowest class. The upper class turns to new trends when they see that all classes have become adopters, and a new fashion process is born (Galak, et al., 2016; Powell-Smith, 2022).

2.5.6 Trickle-up Effect

The trickle-up theory of fashion acceptance takes into account evolving trends and methods in the industry. The idea claims that fashion trends may start with youth or street wear and advance up the fashion food chain until they are prized, worn by customers who are older and more financially secure. Following World War II, Coco Chanel was the first to incorporate military-style clothing and textiles into the fashion world. The traditional T-shirt; was worn as underwear by the working class and is now a staple in every person's wardrobe. Street or young culture may accept a new style after it has been embraced by more conventional customers (Bort and Kieser, 2011; Atik and Frat, 2013; Calia, 2020; Powell-Smith, 2022).

2.5.7 Trickle-across Theory

The trickle-across idea, a suggestion in the late 1950s, contends that fashion crosses socioeconomic levels rather quickly. Instead of trickling down, fashion trends start to

show up at all price ranges at the same time. This hypothesis backed up by mass media, which presents images and information about current trends, as well as by the contemporary retail industry. In a range of categories, from high-end designer apparel to lower-end, more cheap items, many designers exhibit comparable trends. A number of businesses make comparable items once a design passes through on the runway, enabling wider access to fashion. These clothes were offered at about the same prices at bargain, department, and designer stores from the shift dress of the 1960s to the shoulder pads of the 1980s (Bort and Kieser, 2011; Atik and Frat, 2013; Calia, 2020; Powell-Smith, 2022).

2.6 Impact of Public Lifestyle and Dressing as Shown on Social Media

Everyone has access to a wide range of digital resources in today's technologically advanced and information-heavy environment. On the computer and on smartphones, users have access to a wealth of information readily available. More significantly, social media and the Internet are altering how individuals connect, spend their time, and see themselves and the world around them (Malacoff, 2019; Mgbakoigba, 2017).

Young adults divide their time between utilizing their computers, cellphones, and tablets if they take a stroll through any college campus. Public personalities play an increasingly important role on social media nowadays since they may affect daily life on a number of social media platforms. The young people of the world use social media in their daily lives. However, celebrities utilize different social media channels to influence the individuals who look up to them. The individuals who look up to them might notice these effects in their attire and lifestyle choices. These effects might have either a favorable or a bad result. Public personalities may have a significant influence on a person's life in a culture that is mainly obsessed with entertainment and celebrity

culture. The allure of a celebrity's lifestyle may affect people's opinions on anything from politics to fashion trends, as well as their attitudes and actions (Arias, 2016; Mgbakoigba, 2017; Sellors. 2014; Effevottu, 2019). However, the following is a discussion of these effects:

With its roots in the 17th century, stylish fashion traced back to Louis XIV, who became popular for his infatuation with opulent and spectacular attire. Public people are now responsible for setting fashion trends. A person's decision to purchase the newest designer apparel and accessories might be influenced by media coverage of "who" a prominent figure is wearing, from red carpet award ceremonies to celebrity gossip publications. Because public celebrities determine the current trend or clothing code as the ideal norm, this, in turn, affects their followers (Shaffer, 2017). Depending on the prominent figure's sense of style, their impact on the dress code may be favorable or detrimental. Prominent people who are establishing the trend (Sellors, 2014; Shaffer, 2017) might notice the following actions:

- **-Not repeating clothing** is due to the followers of most famous personalities not replicating clothes displayed on social media platforms; they assume that this is usual in order to purchase more apparel and keep up with the most recent fashion trend (Sellors. 2014; Shaffer, 2017).
- **-Dressing for other people:** whom do women dress for, the question? Presumptions had it that it was just for men. Until they realized they were absolutely fooling themselves and that it was really other women they were attempting to impress. Social media has significantly expanded on this. Not simply for ourselves or other people, we dress. In addition, we dress for a large group of strangers. In reality, prominent personalities dress for that very

purpose, snap images of our attire, and upload them immediately, persuading their followers to adopt a certain fashion sense (Sellors. 2014; Shaffer, 2017).

- **-Buying things just to have them;** On the one hand, social media is the "new" magazine for prominent personalities. It makes shopping accessible to anybody with a social network presence. By doing this, you can persuade people to buy things they may not have otherwise because of how they appear in highly edited images with at least three filters applied, causing individuals to amass clothing that they never even wear (Sellors. 2014; Shaffer, 2017).

In another regard, celebrities have had a significant impact on the shift in social media's focus on body image, for better or worse, during the past several years. This is because most individuals compare themselves to famous persons they see on social media sites. When "perfect" images of "perfect" celebrities are held up as the "ideal" standard, "those who are not able to achieve this truly impossible level of perfection secretly (or not-so-secretly) feel shamed and defective," according to research. Comparing oneself to others is natural for humans, but it can be harmful if done frequently (Sellors. 2014; Shaffer, 2017). The entertainment industry often pressures celebrities, especially females, to look thin. Since some people look to celebrities as role models, this can have a severe impact on societal perceptions of body image. Some celebrities maintain their body images through extreme measures, including plastic surgery and eating disorders. Though celebrities do not directly cause people to seek out these extreme measures, the National Eating Disorder Association in the United States says that the media affects the ways people define ideas of body image (Sellors. 2014; Shaffer, 2017).

Nevertheless, celebrity has proven to possess the ability to affect people's interests in political parties or politicians. One of the most recent, high-profile celebrity endorsements was Oprah Winfrey's endorsement of Barack Obama in the 2008 presidential election. Though it is unclear exactly how influential Winfrey's endorsement was on the race, a USA Today poll showed that 8 % of the adults who participated in the poll were more likely to vote for Obama because of Winfrey's backing. There are several examples of celebrities endorsing a political figure for an office in government, which most times gain more traction from the follower base of the celebrity (Sellers. 2014; Shaffer, 2017).

Herein, many environmental conscience topics, such as global warming, have received publicity because of celebrities. Al Gore, Leonardo DiCaprio, and Tom Hanks are strong believers in living a "green" lifestyle. These celebrities have often vocalized support for "going green" and have endorsed hybrid cars, such as the Toyota Prius. Their advocacy for environmentalism can influence people to adopt a more eco-friendly lifestyle while strengthening the environmental movement (Sellers. 2014; Shaffer, 2017).

Nevertheless, it is important to recognize that there are numerous positive aspects associated with the impact of celebrity lifestyle and dressing through social media usage. Celebrity through social media offers the ability to form a group for like-minded people to work together on issues affecting society and thereby use their platform to shine a light on topics given less attention in society. Celebrity through social networking sites helps students in the aspect of mentorship and internship that aided in the development of the professional careers of most young people as well as

providing the needed bridge for connection for those of less privileged status in society.

2.7 Nigerian Culture

Huge population of more than 200 million and with more than 370 ethnic groups, Nigeria has the highest population in the African continent. Nigeria is a multiethnic country in Western Africa. The culture of the country is diverse and tends to differ from north to south. The country constituted of three major ethnic groups, namely: the Hausa-Fulani, the Yoruba's, and the Igbos – and they represent around 70% of the population. Another 10% comprises several other groups numbering more than 1 million members each, including the Kanuri, Tiv, and Ibibio. More than 300 smaller ethnic groups account for the remaining 20% of the population. Nigeria has three main environmental regions: savanna, tropical forests, and coastal wetlands (Everyculture, 2021; Bada, 2019).

African (Nigerian) cultures are, however, not likely to be completely replaced by the new global culture. There appears to be a growing appreciation of certain aspects of local cultures and traditions, even among youths. The government, some organizations, and individuals promote things like native fashion, food, traditional medicine, native language, traditional entertainment, etc. Thus, despite their love for western fashion, movies, and music, many Nigerian youths do appreciate and encourage unique Nigerian popular music (mostly in Nigerian pidgin English) and still follow fashion trends in native wear, which they prefer for some religious and social occasions. However, there is a growing global awareness among them; community and regional outlook have the most influence on Nigerian youths rather than global networks. Moreover, religion still has a strong hold on them and still contributes to

shaping their morality. Thus, though the effect of the global youth culture is minimal compared to youths of other societies, most Nigerian youths would feel part of the new global culture (Sokfa, 2010; Effevottu, 2019).

2.7.1 Lagos as the Fashion Capital of Nigeria

Lagos is a well-known participant in the worldwide revival of Black creativity. The thriving metropolis, home to some 17.5 million people, has acquired the title of "Culture Capital of West Africa" with due justification. Lagos is teeming with visual tales that provide new and nuanced insights into modern African life, from aesthetically spectacular couture collections to the colorful world of fine arts. Lagos' creative economy radiates a magnetic power that enthralls audiences with its own perspective on high culture, art, and fashion (Francis, 2020). Due to its reputation as a humming center of activity, parties, and art, Lagos in Nigeria, placed in the worldwide limelight for some time. Africa's largest metropolis has long been a must-visit destination for traveling musicians and visitors alike. Only a few American musicians, like Cardi B and DaBaby, have given performances in the city. Global inhabitants from all over the world come every holiday season for the notorious Detty December events, which take place between Christmas and New Year's. The Lagos unique fashion culture, however, is what unites everything, in addition to the musical performances, entertaining parties, and art exhibitions. On an average day, you may see folks going about their business in everything from contemporary workplace attire to conventional clothing and fashionable items (Folklore, 2022). When it comes to Lagos, the lively fashion city of Nigeria, the continent's fastest-growing economy and one of its most stylish hotspots (Carlos, 2015).

Furthermore, Omoyemi Akerele, the creative director of Style House Files, a creative agency that supports Nigerian firms with creative direction and retail strategy, created Lagos Fashion Week in 2011. Her platform raises Nigerian companies to levels of global exposure as the industry's driving force in Nigeria. High-profile fashion buyers and journalists took notice of her cooperation with the British Fashion Council (Lagos fashion week, 2011).

With the above argument buttressing the significance of Lagos in the sense of culture, that have impacted the day to day lives of those that leave in it as well as those around the country of Nigeria. These influence of the culture of Lagos radiates in the lifestyles, dressing as well as various art forms stress the important of the location of Lagos in the grand scheme of things in this paper.

2.7.2 Young People's Lifestyle and Dressing Style

Nigeria's multiethnic past has greatly influenced the culture of the nation. One of the most diverse countries in the world, the nation is home to over 521 languages and 250 ethnic groups. The Yoruba, Hausa and Fulani, Igbo, Tiv, Efik-Ibibio, and Edo people are the six main ethnic groups in Nigeria (the Igbo, Yoruba, and Hausa Fulani being the largest and make up 60% of the overall population). Every ethnic group in Nigeria has its own customs and traditions. For instance, the Yoruba practice polygamy, have monarchical government, and worship a variety of deities, including Sango, the thunder deity. The primary language spoken in Nigeria is English, which helps to preserve its ethnic variety. Although English is used, the three biggest ethnic groups' respective languages are also commonly spoken (RocApply, 2022). A lingua franca in Nigerian society, pidgin is a hybrid language made up of local dialects and English that is quite common there. Over a third of Nigerians speak Pidgin English, a creolized

version of the language similar to that spoken in the Caribbean islands. The traditional dress of Nigerians varies greatly. 'Iro' (wrapper), buba (loose shirt), and gele are common clothing items for Yoruba women (head wrap). The males of the Yoruba tribe dress in Sokoto, loose robes with broad sleeves, buba, and fila (a hat). The women of the Igbo people don a head wrap, two wraps, and a garment with puffy sleeves. The males dress in Isiagu, a patterned shirt, and the Okpu Agwu (the traditional hat). The heads of Hausa women covered by hijabs (veils), who also wear wraps and shirts. The males of the Hausa community dress in long flowing robes (barbarigas or kaftans) and towering, ornate caps. The majority of these materials gets braided and dyed at adjacent markets. Western fashion inspires people who live in metropolitan regions mostly, and they frequently dress casually in items like jeans and t-shirts (RocApply, 2022).

Chapter 3

METHODOLOGY

The chapter focuses on providing information on the methodology employed in this thesis, covering the data collection procedures adopted in the study, in so doing, subjecting it under the lens of information from the literature review. The methodology adopted in this study is a descriptive survey design under a quantitative approach with a case study centered on undergraduate students of a Nigerian university. This chapter will define the population, sample size, and sampling procedures. In this chapter, the instrument for data collection will be stated, which is confirmed with a validity and reliability test with a pilot study, which also proceeded into the data analysis chapter.

3.1 Research Design

Quantitative research is a research method dealing with numbers and anything that is measurable in a systematic way of investigating phenomena and their relationships, built to answer questions on relationships within measurable variables with an intention to explain, predict and control phenomena (Leedy, 1993). The study was a descriptive survey design. Descriptive research attempts to examine either situations in order to establish what the norm is by collecting data through interviews, questionnaires, or visual records, among others (Nassaji, 2015; Siedlecki, 2020). A survey design method employed to obtain information concerning the current position of a phenomenon. Therefore, the design considered suitable because the study sought to get information from a sample drawn from a population using a questionnaire (Groves et al., 2011).

3.2 Population for the Study

The target population is the undergraduate students of Nigeria Universities, which are about 1.8 million as of 2019 (Statista, 2022). To narrow the focus of the study, the University of Lagos, in Lagos, was selected as a case study with a population size of 45,000 (Sasu, 2022; Statista, 2022). Four hundred five respondents from the University of Lagos' various departments made up the study's sample size, which became the number adopted for the survey. The University of Lagos has several departments from which the survey was gotten using snowball technique, without checking the level in the school or their field of study, as they all fit the parameter for the study. Nevertheless, the study population was limited to students alone of the university. The population was preferred because adolescents/young adults whose mode of dressing assumed to be the center of influenced by current trends dominated them. The data collected online through the distribution of Google forms, from which a link to the survey sent to willing respondents to fill the survey.

3.3 Sampling Size and Sampling Procedure

However, snowball sampling is the sampling technique selected in for the collection of data. One of the most often used sampling techniques in qualitative research; snowball-sampling principles takes its base of networking and recommendation. The researchers often begin with a limited number of initial contacts (seeds), recruited to participate in the research because they meet the requirements. The willing participants then requested to suggest further contacts who meet the research requirements and may be willing participants, who in turn suggest additional possible volunteers, and so on. In order to create early linkages and build a sampling momentum that would eventually capture a larger chain of participants, researchers exploit their social networks. Once a specified sample size or saturation threshold attained, sampling often ends (Parker et

al., 2019). Various departments in University Lagos State selected for this course, from which a snowball technique deployed amongst students of over 61 departments, the sample size of 405 students for the study was drawn, and the sampling technique was snowball technique. Through online-based data collection tools like Google Forms, the survey dispatched, in which a link to the survey went out to those willing to fill them. The Google form is easy online-based collection means, which gives direct access to whomever gets the link. When they gain access to the survey, the process of filling it is self-explanatory.

3.4 Instrument for Data Collection

The instrument for this research was a set of ‘Evaluating the Impact of Celebrities’ Lifestyle and Dressing on Social Media on Undergraduates in Nigeria Questionnaire.’ The questionnaire sectioned into six sections A, B, C, D, E, and F. Section “A” contained demographic data of the respondents such as age, gender, department, and academic level. Section “B” consisted of six (6) questions that were in line with specific objectives, one on the degree of influence of celebrities’ lifestyles and dressing styles on students, which the following communication theories integrated into it (Two-Step-Flow Communication Theory, Theory of Social Influence, Fashion diffusion theories).

Section “C” consisted of five (5) questions and was in line with specific objectives two on aspects of celebrities’ lifestyle that have influenced students which the following communication theories are integrated into it (Two-Step-Flow Communication Theory, Theory of Social Influence, Fashion diffusion theories). Section “D” consisted of four (4) questions, which were in line with specific objectives three on the gender of the celebrities that wheel more influence on the students, which the following

communication theories integrates into it (Two-Step-Flow Communication Theory, Theory of Social Influence, Fashion diffusion theories). Section “E” contained four (4) questions in line with specific objectives four on the gender of students that is most influential in which the following communication theories are integrated into it (Two-Step-Flow Communication Theory, Theory of Social Influence, Fashion diffusion theories). Section “F” contained five (5) questions in line with specific objectives five on a social media platform that has more influence on the students that the following communication theories integrate into it (Two-Step-Flow Communication Theory, Theory of Social Influence, Fashion diffusion theories). The response was based on a five-point Likert Scale of SA- Strongly Agree (5 points), A-Agree (4 points), Undecided (3 points), DA-Disagree (2 points), SD-Strongly Disagree (1 point). The pilot test for this thesis took place at the Institute of Management and Technology in Enugu, Nigeria. In the pilot study, the same approach used in the main survey adopted first to test all the tools for the survey.

3.4.1 Validity of the Instrument

After constructing the questionnaire, it went through validity by three Experts in the field of study and a statistical analyst who made their own inputs by checking items with the objectives of the study. It is necessary to ensure that the instrument measured thoroughly and accurately what it was intended to measure. In other words, validity was to ascertain the appropriateness of questionnaire items to the study objectives.

3.4.2 Reliability of the Data

Lee Cronbach invented alpha in 1951 to offer a measure of a test has or scale is internal consistency; portrayed as a number between zero and one. Internal consistency describes the degree to which all of the items in a test assess the same notion or construct and thus linked to the test’s interrelatedness (Tavakol & Dennick, 2011). The

degree to which a set of questions connect to one another, a result determined by Cronbach's alpha, which also offers an indication of the measurement accuracy, often known as dependability, of a group of items. Reliability testing defined as the repeatability of measurements of the same occurrence using the same procedure (Cronbach, 1947; Tavakol & Dennick, 2011). The Cronbach alpha value for the question is 0.934, which shows that the survey is reliable. The following table describes how different values of Cronbach's Alpha interpretation is:

Table 3: Cronbach alpha table. source zach, 2021

Cronbach's Alpha	Internal consistency
$0.9 \leq \alpha$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Using a large sample size, personally delivering and interviewing respondents for clarification in the case of response errors and following up with respondents to remind them to fill out and return the questionnaire to the researcher to resolve the non-response error all helped to reduce sampling errors in this study.

3.4.3 Validity of the Study

The objective of the pilot study was to get data to help determine the reliability coefficient of the designed questionnaire, assess the ease with which the respondents

will respond to the questions, and evaluate its ability to fulfill the objectives of the study. The pilot study took place at the Institute of Management Technology (IMT) Enugu State, which is outside the study area. Fifty respondents, made up of students outside the population, were involved in responding to the instrument. User after which they were collected and subjected to statistical analysis in order to determine the reliability coefficient of the instrument as well as the appropriateness of questionnaire items completed the form.

3.4.4 Reliability of the Instrument

The data collected from the pilot study analyzed statistically to find out the reliability of the instrument. Employed was the Guttman option of the split-half and Spearman rank reliability. Consequently, a reliability coefficient of the alpha level of 0.858 and a standard alpha level of 0.88 result obtained. These reliability coefficients taken into account adequate for the internal consistencies of the instrument. This was a confirmation of test reliability according to Spiegel and Stevens (2009), who said that an instrument is considered reliable if it lies between 0.6 and 1; the more reliable the instrument Spiegel and Stevens, 2009).

3.5 Procedure for Data Collection

In the research, using the snowball technique, individual students were identified in various departments through a student list from departmental secretaries in which systematic selection was done, before administering the questionnaires in their lecture classes. Four hundred and five (405) copies of the constructed questionnaire were distributed. A planned survey designed in Google forms, and with a link for the survey generated, dispatched with technique of the snowball to the undergraduate students of the University of Lagos. The respondents were given a day to two days (20th and 21st January 2022) to complete, and supply needed information by ticking the options

provided on the Impact of Celebrities' Lifestyle and Dressing as Shown on Social Media on Undergraduates in UNIVERSITY OF LAGOS (UNILAG). The completed questionnaires passed through a collation stage.

3.6 Procedure for Data Analysis

The data; statistically analyzed with the use of the Statistical Package for Social Sciences (SPSS 23). The analysis of the data is splinted into two parts; the first part covers demographics data, in which Frequencies and percentages were used for the variables and to analyze the research questions. In the second part, 5 points Likert scale through descriptive statistics to measure the various impact of the various questions raised alone with its variables.

Frequency analysis is the number of occurrences of each response chosen by the respondents, which is a descriptive statistical approach. SPSS Statistics can determine the mean, median, and mode when performing frequency analysis to assist users in analyzing and drawing conclusions (Instructables, 2022).

Cross-tabulation is a statistical method for categorical data also known as cross-tab or contingency table. Values in categorical data are mutually exclusive. Finding patterns, trends, and the association between your study characteristics assists you in making educated research judgments. The chi-square test, also known as Pearson's chi-square test, is a statistical hypothesis used by researchers to see if there is a significant discrepancy between predicted and actual frequencies in one or more categories (Questionpro, 2022).

Chapter 4

DATA PRESENTATION AND ANALYSIS

This chapter focuses on the presentation of data, data description, and the results of the data analysis. In addition, this chapter introduces, examines converts, presents the analysis of the data, the interpretation of the output, and discusses the findings of the study logically and coherently.

However, the research questions has been shown in the below section. These questions guided the study:

1) To What quantitative degree do celebrities' lifestyle and dressing, as shown on social media, influence the lives of students in universities in Nigeria with the adoption of laid down theories?

Sub research questions are:

2) To what extent do the lifestyle and dressing of celebrities as shown in social media affect the university students' dressing and lifestyle?

3) What are the laid down theories that buttresses the impact of celebrities through social media?

4) What gender of the student are most influenced by the celebrities lifestyle and dressing as shown on social media?

5) Which social media platform commands a huge amount of influence?

4.1 The Demographics of the Survey

The responses from the respondents presented in this section starting with the demographics of the survey. Tables were used to present the personal characteristics of the respondents in terms of their departments, age, gender, level in school, monthly allowance, money they are willing to spend, social media platform most used, favorite celebrity, celebrity with the most influence, both male and female as well as if the just students or working students.

Department of respondents:

Table 4: Department of respondents

Table 1. Department of Respondents					
Department		Frequency	%	Valid %	Cumulative %
Valid	Communication related department 66		16.3	16.3	17.5
	business and management related department	104	25.7	25.7	43.2
	physical and biology related departments	65	16.0	16.0	59.3
	design/technology related department	82	20.2	20.2	79.5
	art and humanities related departments	83	20.5	20.5	100.0
	Total	405	100.0	100.0	

From the above table, it can be seen that the business and management related departments lead in the number of respondents with 25.7 %, with art and humanities related departments (20.5%) as well as design and technology related departments (20.2%) following in the number of respondents of this survey. This shows that the survey is distributed among departments.

Table 5: Gender of respondents

Gender					
		Frequency	%	Valid %	Cumulative %
	Male	223	55.1	55.1	55.1
	Female	182	44.9	44.9	100
	Total	405	100	100	

There is not much of a difference in the percentages of male and female respondents, with the male having 55.1% and the female having 44.9%. As a result, more male than female replied to the survey.

Table 6: Age of respondents

Age					
		Frequency	%	Valid %	Cumulative %
Valid	16-20	74	18.3	18.3	18.3
	21-25	176	43.5	43.5	61.7
	26-30	115	28.4	28.4	90.1
	31-35	30	7.4	7.4	97.5
	36 and above	10	2.5	2.5	100.0
	Total	405	100.0	100.0	

In the responses from the survey concerning age specifically, those between the ages of 16 and 20 are 18.3 % of the response, while 43.5 % covers that of 21-25years of age. Next, we have those in the 26-30 age range. in the survey as 28.4 %, and that of 31-35years cover the responses of 7.4% of the survey. While that of 36years and above covers that of 2.5% of the survey. It can be seen that 21-25years with 43.5%, is the largest group of respondents in the survey, while that of 26-30years comes next with 28.4%.

Table 7: Levels of the respondents in their institution

What is your level in your institute?					
		Frequen cy	%	Valid %	Cumulative %
Valid	100 level	54	13.3	13.3	13.3
	200 level	102	25.2	25.2	38.5
	300 level	111	27.4	27.4	65.9
	400 level	76	18.8	18.8	84.7
	500 level	62	15.3	15.3	100.0
	Total	405	100.0	100.0	

In Nigerian universities levels represents the academic stages of the students, with each level denoting a year comprising of two semesters, for instance, a 100 level student, is the one in their first year, admission is given once a year, so there are not differences in students within the same level. As a result, it is clear from the table above that the 100 level is 13.3% of the total number of respondents. 200level comprises of 25.2% of the number of those that responded. 300level takes the portion of 27.4%, also being

the highest percentage age of responders. 400level students make up 18.8% of the survey, while 500level responders cover the lowest faction of the responds (as 15.3%).

Table 8: Social media platform used by the respondents

Which social media platform do you have (Facebook, Instagram, Twitter, Snap chat, Tik Tok)?					
		Frequency	%	Valid %	Cumulative %
Valid	Facebook	82	20.2	35.0	35.0
	Instagram	117	28.9	50.0	85.0
	Twitter	23	5.7	9.8	94.9
	Snap chat	7	1.7	3.0	97.9
	Tik Tok	5	1.2	2.1	100.0
	Total	234	57.8	100.0	
Missing	System	171	42.2		
Total		405	100.0		

In response to the findings on the question of Which social media platform do you have (Facebook, Instagram, Twitter, Snap chat, Tik Tok), it can be deduced that the social media platform known as Instagram is the higher with 50%, while the platform of Facebook follows with 35% closely. . A noticeable gap is provided to other platform like Twitter coming with the 9.8%, while that of snapchat is 3% and that of Tik Tok being 2.1%. Clearly, from this, the platform of Instagram leads with the highest percentage, meaning the respondents use it more than other platforms.

The social media known as Instagram is the leading platform reported by the respondents with the 28.9% and Facebook following with 20.2%. however, 171 out of the 405 responds, are regarding as missing as it cover respondents with multiple entries or no entry in this question. The lower responds for this questions goes to Tik Tok social media platform.

Table 9: Amount of the period of which the platform is used

How often do you use this platform?					
		Frequency	%	Valid %	Cumulative %
Valid	Every hour	98	24.2	24.2	24.2
	Daily	260	64.2	64.2	88.4
	Fortnight	13	3.2	3.2	91.6
	Once a while	31	7.7	7.7	99.3
	Others	3	.7	.7	100.0
	Total	405	100.0	100.0	

Some the responses focusing on the amount of time social media platform used, from the bar chart and the table above, observable evidence suggests that there is a need for it daily by most of the respondents with 64.2%, while every hour follows with 24.2%.

Table 10: Social media platform most used

Which do you use the most?					
		Frequency	%	Valid %	Cumulative %
Valid	Facebook	108	26.7	26.7	26.7
	Instagram	206	50.9	50.9	77.5
	Twitter	43	10.6	10.6	88.1
	Snap chat	21	5.2	5.2	93.3
	Tik Tok	27	6.7	6.7	100.0
	Total	405	100.0	100.0	

For the case of the social media most used it can be seen that Instagram takes the huge lead with 50.9% respondents picking, it is followed by Facebook 26.7% and other platforms following with low percentages. Snap chat as a social media platform shows from the result of the table above that it is the least used, as it takes up the fraction 5.2%. With regard to the Tik Tok, it is also less with the portion of 6.7%. Twitter with

a percentage of 10.6 takes the mid-level of the platform most used by the responders in the survey.

Table 11: Range of monthly allowance

What is the range of your monthly budget?					
		Frequency	%	Valid %	Cumulative %
Valid	5,000-19,000naira	46	11.4	11.4	11.4
	20,000-39,000 naira	102	25.2	25.2	36.5
	40,000-69,000naira	90	22.2	22.2	58.8
	70,000-99,000 naira	103	25.4	25.4	84.2
	100,000 and above	64	15.8	15.8	100.0
	Total	405	100.0	100.0	

In terms of the monthly allowance, the response are distributed between 20,000-39,000 naira (25.2%), 40,000-69,000 naira (22.2%), 70,000-99,000 naira (25.4%), 100,000 naira and above (15.8%) with the lowest response coming from the 5,000-19,000 naira (11.4 %). Apparently, according to the conversion rate as of January 30th 2020, in which naira is 36 to 1 Turkish lira. That means that for every 1000 Turkish lira, there is a 36,000 naira (this is as of 20th December 2021).

Table 12: Amount spend on fashion products monthly

How much do you spend on fashion products monthly like cosmetics, clothing and accessories?					
		Frequency	%	Valid %	Cumulative %
Valid	5,000-19,000 naira	169	41.7	41.7	41.7
	20,000-39,000 naira	157	38.8	38.8	80.5
	40,000-69,000 naira	57	14.1	14.1	94.6

	70,000-99,000 naira	14	3.5	3.5	98.0
	100,000 and above	8	2.0	2.0	100.0
	Total	405	100.0	100.0	

In the case of the monthly amount spent on fashion products, where 1000 naira is equivalent to 36 Turkish lira as of 20 December 2021, observable evidence suggests that the majority of responses fall within the ranges of 5,000-19,000 naira (180tl-528tl) and 20,000-39,000 naira (555tl-1083tl) (41.7% and 38.8%, respectively). While that of 40,000-69,000 naira (1,111tl – 1,916tl) (14.1%) and 70,000-99,000 naira (1944tl – 2750tl) (3.5%) follows with a clear gap. However, additionally, the possibility exists that the lowest responses are from 100,000 and above (2%) (2777tl).

Table 13: A just a student or working students

Are you just a student or a working student?					
		Frequency	%	Valid %	Cumulative %
Valid	A student	212	52.3	52.3	52.3
	A working student	193	47.7	47.7	100.0
	Total	405	100.0	100.0	

From the table above in light of this, it is clear that the different between the working students with those that are fully dependent on their provider are not significant, with the non-working student being more so than the working population with 52.3% while the other is 47.7%.

Table 14: The Social media platforms do you used to getting information about emerging and current fashion trends

Which of the social media platforms do you get information? about emerging and current fashion trends?					
		Frequency	%	Valid %	Cumulative %
Valid	Facebook	92	22.7	23.1	23.1
	Instagram	268	66.2	67.2	90.2
	Twitter	23	5.7	5.8	96.0
	Snap Chat	15	3.7	3.8	99.7
	Tik Tok	1	.2	.3	100.0
	Total	399	98.5	100.0	
Missing	System	6	1.5		
Total		405	100.0		

For the social media platform where the respondents do get information on emerging and current fashion trend, it is evident that, Instagram has the major lead with 67.2% of the total responses, while Facebook comes after with 23.1% of the total responses. However, this response links with early responses of Instagram being the most used platform. However, with Twitter, it makes up the portion of the survey with 5.8%, while than of snap chat is 3.8% of those that answered the questionnaire. Tik Tok comes least in the responses of this question with 0.3%, indicating that it is the least social media platform where the respondents get their information. Employed was valid percent column because 1.5% of the respondents did not answer that question.

Table 15: Favorite celebrity

Which is your favorite celebrity?					
		Frequency	%	Valid %	Cumulative %
Valid	Davido(male)	136	33.6	33.6	33.6
	Wizkid(male)	112	27.7	27.7	61.2

	Tiwa Savage (female)	61	15.1	15.1	76.3
	Asa (female)	55	13.6	13.6	89.9
	Others	41	10.1	10.1	100.0
	Total	405	100.0	100.0	

For the question of the favorite celebrity, one can plainly see from the table and bar chart above that, the celebrity known as Davido leads Wizkid closely with a small margin, which is between 33.6% and 27.7%. This result supports the information provided in chapter two, where Davido have more followings than Wizkid. Davido is also leading the female counterpart; Tiwa Savage is more popular than 15.1% Asa and 13.6% respectively, while other celebrities share the cut of 10.1%.

Table 16: Celebrities particularly followed

Which of these celebrities you particularly follow?					
		Frequency	%	Valid %	Cumulative %
Valid	Davido (male)	142	35.1	35.1	35.1
	Wizkid (male)	115	28.4	28.4	63.5
	Tiwa savage (female)	64	15.8	15.8	79.3
	Asa (female)	51	12.6	12.6	91.9
	Other	33	8.1	8.1	100.0
	Total	405	100.0	100.0	

According to the mentioned statistics, Davido is Wiz kid's main competition for the title of most-liked celebrity, with a margin of 35.1 to 28.4%. The famous person in question is Davido. These results demonstrate that Davido has a larger following than

Wizkid, which is in line with the data in chapter two. According to the results in the above table, Tiwa Savage has many fans more than Asa, who has a ranking second only behind Davido, with 15.8 % and 12.6 % of the female market share, respectively. Other celebrities took up the remaining 8.1 %.

Table 17: Male celebrity that is more on their social media platform

Which of the male celebrities do you follow more on their social media platform?					
		Frequency	%	Valid %	Cumulative %
Valid	Davido (male)	147	36.3	36.3	36.3
	Wizkid (male)	128	31.6	31.6	67.9
	Falz (male)	55	13.6	13.6	81.5
	Don Jazzy (male)	39	9.6	9.6	91.1
	Others	36	8.9	8.9	100.0
	Total	405	100.0	100.0	

For the case of the male celebrity most from followed on social media by the respondents, it is can be seen from the table and bar chart above that the celebrity known as Davido is the most followed according to the responses with 36.3%. The celebrity known as Wizkid comes very close to Davido with 31.6%. While that of Falz with 13.6% and that 9.6% representing that of Don jazzy. The others covering 8.9% of the total responses.

Table 18: Female celebrity that is more on their social media platform

Which of the female celebrities do you follow more on their social media platform?					
		Frequency	%	Valid %	Cumulative %
Valid	Simi	94	23.2	23.2	23.2

	(female)				
	Asa (female)	143	35.3	35.3	58.5
	Yemi Alade (female)	139	34.3	34.3	92.8
	Other	29	7.2	7.2	100.0
	Total	405	100.0	100.0	

In the case of the female celebrity that is most followed on social media by the respondents, it can be seen that Asa (35.3%) and Yemi Alade (34.3%) are most followed by the respondents which the responses being very close. The celebrity known as Simi (23.2%) comes next as the most followed in the responses exhibited above in the table.

4.2 Descriptive Statistics of the Five-point Likert Scale

Table 19: Showing the frequency analysis of the responses on “I can say that celebrities are opinion leaders in term of dressing lifestyle”

I can say that celebrities are opinion leaders in term of dressing lifestyle.					
		Frequency	%	Valid %	Cumulative %
Valid	Strongly agree (SA)	179	44.2	44.2	44.2
	Agree (A)	193	47.7	47.7	91.9
	Undecided (U)	24	5.9	5.9	97.8
	Disagree (D)	7	1.7	1.7	99.5
	Strongly disagree (SD)	2	.5	.5	100.0
	Total	405	100.0	100.0	

With the survey of if the respondent saying that celebrities are opinion leaders in relation to dressing lifestyle; it can be observed that majority of the respondents

(91.9%) of the respondents supports the notion of celebrities being opinion leaders in connection to dressing and lifestyle. The responses are supported by Zou & Peng, (2019), Jin, & Ryu (2018). The responses equally encouraged by the two-step flow of communication theory, it was established by Katz and Paul Lazarsfeld, in which celebrities are seen as opinion leaders in terms of dressing and lifestyle.

Table 20: Showing the frequency analysis of the responses on “I have bought something similar to what I have seen a celebrity wears on social media.”.

I have bought something similar to what I have seen a celebrity wears on social media.		Frequency	%	Valid %	Cumulative %
Valid	Strongly agree (SA)	112	27.7	27.7	27.7
	Agree (A)	192	47.4	47.4	75.1
	Undecided (U)	52	12.8	12.8	87.9
	Disagree (D)	32	7.9	7.9	95.8
	Strongly disagree (SD)	17	4.2	4.2	100.0
	Total	405	100.0	100.0	

With the combined majority responses of 75.1%, the survey on the frequencies of the people that answered if they have brought some similar to what they have seen celebrities wear on their social media platform is high, with a marginal percentage being on the portion of the ones that did not decide with 12.8%. These responses correspond with the communication theories of the two-step flow communication and fashion diffusion theories, solidifying the significant impact of celebrities’ dressing on social media as well as controlling shopping behaviour of people. However, Atik, & Fırat (2013) are in agreement with the responses as well as Chukwuere, & Chukwuere, (2017) supporting the influence of celebrities on the students shopping habits.

Table 21: Showing the frequency analysis of the responses on “If I see a fashion style, which I admire on a fashionable celebrity, I am likely to adopt it, but with modification”.

If I see a fashion style, which I admire on a fashionable celebrity, I am likely to adopt it, but with modification.					
		Frequency	%	Valid %	Cumulative %
Valid	Strongly disagree (SD)	106	26.2	26.2	26.2
	Agree (A)	218	53.8	53.8	80.0
	Undecided (U)	49	12.1	12.1	92.1
	Disagree (D)	20	4.9	4.9	97.0
	Strongly disagree (SD)	12	3.0	3.0	100.0
	Total	405	100.0	100.0	

In respect to the responses mention above, the portion of those that agree and strongly agree are the majority of the responses with 53.6% and 26.2% respectively, with those taking the neutral position with 12.1% and those that disagree with 4.9%. Nonetheless, the greater percentage of respondents agrees to adopt fashion styles from celebrities they consider as being fashionable, however, with some modifications of course. The responses lend support to the position of the two-step flow theory of mass communication, created by Katz and Paul Lazarsfeld; Herbert Kelman developed the concept of social influence in 1958, in which celebrities are fashion opinion leaders, influencing clothing behaviours, and social media used to propagate a fashion style. Katz and Paul Lazarsfeld (Atik & Frat, 2013; Smith et al, 2011) .

Table 22: Developed the two-step flow theory of mass communication: Showing the frequency analysis of the responses on “Does the celebrity's lifestyle and dressing as shown on social media have more negative impact on me”.

Does the celebrity's lifestyle and dressing as shown on social media have impact that is more negative on me?					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	82	20.2	20.2	20.2

	Agree	163	40.2	40.2	60.5
	Undecided	58	14.3	14.3	74.8
	Disagree	73	18.0	18.0	92.8
	strongly disagree	29	7.2	7.2	100.0
	Total	405	100.0	100.0	

Nonetheless From the analysis it can be observed that a significant number in the survey agree and strongly agree are topping with in the responses with 40.2 % and 20.2% respectively, with a portion of those that are neutral being 14.3%, which those that disagree with 18.0% and strongly disagree with 7.2%. Therefore it shows that, the critical amount of the survey of respondents agree to see the influence of celebrity's dressing and lifestyle as shown in social media as negative on them, than being positive on them. In the aspect of the theoretical integration, the fashion diffusion theory of trickle-down theory supports the result of the above survey, as the celebrities' lifestyle and dressing as shown in social media can have a positive or negative impact, but in this case, a negative one as such features transferred. Table 21: Showing the frequency analysis of the responses on "I express myself more and identify with a certain celebrity's lifestyle".

Table 23: Showing the frequency analysis of the responses on "I express myself more and identify with a certain celebrity's lifestyle".

I express myself more and identify with a certain celebrity's lifestyle.					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	76	18.8	18.8	18.8
	Agree	179	44.2	44.2	63.0
	Undecided	56	13.8	13.8	76.8
	Disagree	63	15.6	15.6	92.3

	strongly disagree	31	7.7	7.7	100.0
	Total	405	100.0	100.0	

In the survey, enquiring in the number of times respondents disclosed if they identify and express themselves with a certain celebrities' lifestyle, one may make the observation that agree and strongly agree are leading with in the responses with 44.2% and 18.8% respectively. Nonetheless, it is possible to deduce that, the major percentage of respondents agree to expressing themselves and identifying with a certain celebrity's lifestyle. In this case, the theory of social influence provides the theoretical base for this result of this responds, as respondents (44.2%+ 18.8%) agree to expressing and identifying with a particular celebrity in terms of fashion, influencing the dressing behaviours of the respondents in the survey (Oates, & Moe, 2016).

Table 24: Showing the frequency analysis of the responses on “The new media has a huge impact on my lifestyle and dressing”.

The new media has a huge impact on my lifestyle and dressing.					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	97	24.0	24.0	24.0
	Agree	187	46.2	46.2	70.1
	Undecided	60	14.8	14.8	84.9
	Disagree	41	10.1	10.1	95.1
	strongly disagree	20	4.9	4.9	100.0
	Total	405	100.0	100.0	

From the table above it can be seen that the number that agree and strongly agree are leading with in the responses with 46.2% and 24.0% respectively, with those that are neutral with 14.8% and those that disagree with 10.1% and strongly disagree with 4.9%. Therefore it shows that, the major percentage of respondents agree that the new

media being social media having a huge impact on them in terms of dressing and lifestyle. The answers to the questions backed up by two-step communication theory, the new media, has a big impact as it can reach a large number of people. The celebrities use these new media to spread their influence in terms of their dressing and lifestyle.

Table 25: I subscribe to the channels of celebrity I consider as fashionable

I subscribe to the channels of celebrity I consider as fashionable.		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	90	22.2	22.2	22.2
	Agree	196	48.4	48.4	70.6
	Undecided	53	13.1	13.1	83.7
	Disagree	49	12.1	12.1	95.8
	strongly disagree	17	4.2	4.2	100.0
	Total	405	100.0	100.0	

Results from a survey asking whether or not respondents subscribe to channels featuring celebrities they view as fashionable show that the majority of respondents (48.4%) agree or strongly agree that such channels should be included in their cable packages, followed by a sizable minority (13.1%) who are neutral and a small but vocal minority (4.2%), who strongly disagree. Therefore, it is possible to infer that, the significant portion of respondents agree to subscribe to the channels of celebrity they consider as fashionable. From the works of Madni, & Qureshi, (2017), and Chukwuere, & Chukwuere, (2017), one may even say that the responses gotten in the survey above it is in the same position as their studies. As the trickle-down theory of fashion diffusion, provides a base for the argument of respondents subscribing the channels of celebrities seen as fashionable for their fashion choice, as the celebrity set the pace for the fashion style. The two-step communication theory also provides a

base, as without the media channel those influencing would not have a medium for those influenced.

Table 26: These celebrities are professionally related to the fashion brand or world

These celebrities are professionally related to the fashion brand or world					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	123	30.4	30.4	30.4
	Agree	197	48.6	48.6	79.0
	Undecided	57	14.1	14.1	93.1
	Undecided	15	3.7	3.7	96.8
	strongly disagree	13	3.2	3.2	100.0
	Total	405	100.0	100.0	

With the significant combined portions (79.0%) of those that agree and strongly agree with responses with 48.6% and 30.4% respectively, as well as those that fell in the neutral position with 14.1% while, those that disagree with 3.7%. A very small portion of the respondents strongly disagrees to this specific survey. Therefore, it shows that, the greater portion of respondents agrees to celebrities having a strong professional connection to fashion brand. Thereby, it can be seen that using the celebrities to influence the fashion habit of people. However, with the fashion diffusion theory of trickle-down, these fashion brands know that by getting these celebrities to their side they can push their brands to a large base.

Table 27: Frequency analysis of the responses on adopting a new style mentioned by a celebrity, which was not my initial choice.

I adopt a new style mentioned by a celebrity, which was not my initial choice.					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	77	19.0	19.0	19.0
	Agree	200	49.4	49.4	68.4
	Undecided	67	16.5	16.5	84.9
	Disagree	46	11.4	11.4	96.3

	strongly disagree	15	3.7	3.7	100.0
	Total	405	100.0	100.0	

The majority of respondents (68.4%) show disruption in their shopping habit, as a result of the influence of a celebrity, which corresponds with the theories in communication like, fashion diffusion theories, the two step communication theory, and social influence theory, which provides the theoretical framework within which to understand the phenomenon.

Table 28: Frequency analysis of the responses on coping a celebrity's style I become opinion leader in campus.

By coping a celebrity's style I become opinion leader in campus					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	76	18.8	18.8	18.8
	Agree	157	38.8	38.8	57.5
	Undecided	80	19.8	19.8	77.3
	Disagree	65	16.0	16.0	93.3
	strongly disagree	27	6.7	6.7	100.0
	Total	405	100.0	100.0	

According to the table above, those who agree and strongly agree account for 38.8% and 18.8% of all replies, respectively, while those who are neutral account for 19.8 % and those who disagree account for 16 % and strongly disagree with 6.7%. As a result, it appears that the majority of respondents agree to be leaders on various campuses when they embrace a celebrity's style of attire. It also supports the theories of two-step communication theory and fashion diffusion (trickle-down theory), which demonstrates how social media makes celebrities as opinion leaders in terms of fashion and by coping their style, the student becomes an opinion leader in their campus as the

media has made it possible. As well as the influence of the fashion, style flows from the top to bottom. It also supports the ideas of fashion diffusion theories, two-step communication theory, and social influence theory, all of which demonstrate the effect of celebrities on fashion and lifestyle, affecting the respondents' clothing habits. This supports the theory that celebrities' lifestyles and attire, as shown on social media, have a detrimental influence on Nigerian university students.

Table 29: Frequency analysis of the responses on “At the expense of my basic needs, I still go for costly celebrity’s wears.

At the expense of my basic needs, I still go for costly celebrity’s wears					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	81	20.0	20.0	20.0
	Agree	156	38.5	38.5	58.5
	Undecided	66	16.3	16.3	74.8
	Disagree	61	15.1	15.1	89.9
	strongly disagree	41	10.1	10.1	100.0
	Total	405	100.0	100.0	

As per the data above, the number of respondents is agree and strongly agree for 38.5 % and 20.0 % of all replies, respectively, with neutrals accounting for 16.3 % and those who disagree accounting for 15.4 % and strongly disagree with 10.1%. As a result, the majority of respondents believe that clothes shown by celebrities on social media platforms are expensive, but they still buy them at the expense of their basic needs because of the celebrity's influence on them due to celebrities having a strong professional connection to a fashion brand. Nevertheless, the social influence theory supports these responses, as the respondents have complied, identified, and internalized the dressing styles, with this influence, it becomes difficult for the one being influenced to change their mind thereby going ahead for the new style. The

theory of two-step flow of communication also support these responses, as the celebrities through the social media are now opinion leaders, thereby influencing the spending habit of those them influenced.

Table 30: Frequency analysis of the responses on the dress styles imitated do not conform to the dress code of my school.

The dress styles imitated do not conform to the dress code of my school					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	77	19.0	19.0	19.0
	Agree	123	30.4	30.4	49.4
	Undecided	144	35.6	35.6	84.9
	Disagree	37	9.1	9.1	94.1
	strongly disagree	24	5.9	5.9	100.0
	Total	405	100.0	100.0	

The percentage of people who are neutral (undecided) is in the lead with 35.6 %, according to the table above. As per data above, those who agree and strongly agree lead the replies with 30.4 % and 19.0 %, respectively, and those who disagree with 9.1 % when combined. While those that strongly disagree with the question set before them are 5.9 %. As a result, the majority of respondents believe that wearing in celebrity-inspired fashions violates their institution's dress code. It moreover validates the theories of fashion diffusion theories, two-step communication theory, and social influence theory, which demonstrate the effect of celebrities on fashion and lifestyle, affecting the respondents' clothing behaviour. This also supports the theory that celebrity lifestyle and attire have a detrimental influence on students in Nigerian higher education institutions, as evidenced by social media.

Table 31: Frequency analysis of the responses on Female celebrities (opinion leader) have more influence on the students dressing and lifestyle.

Female celebrities (opinion leader) have more influence on the students dressing and lifestyle.					
		Frequency	%	Valid %	Cumulative %
Valid	Strongly agree (SA)	126	31.1	31.1	31.1
	Agree	196	48.4	48.4	79.5
	Undecided	57	14.1	14.1	93.6
	Disagree	19	4.7	4.7	98.3
	strongly disagree	7	1.7	1.7	100.0
	Total	405	100.0	100.0	

As a result, the majority of respondents believe that celebrities and opinion leaders have a greater effect on students' clothing and lifestyles, as seen by the replies. According to the table above, those who agree and strongly agree account for 48.4 % and 31.1 % of the total replies, respectively, while those who are neutral account for 14.1 % and those who disagree account for 4.7 % and 1.7% strongly agree. It also supports the two-step communication theory and social influence theory, which show that celebrities may act as opinion leaders in terms of fashion and lifestyle, affecting the respondents' clothing habits as well as those influenced complying, identifying and internalizing the influence of the female celebrities.

Table 32: Frequency analysis of the responses on my dress options have an effect on the celebrity-driven fashion trends.

My dress options have an effect by the celebrity-driven fashion trends.					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	100	24.7	24.7	24.7
	Agree	174	43.0	43.0	67.7
	Undecided	45	11.1	11.1	78.8
	Disagree	62	15.3	15.3	94.1

	strongly disagree	24	5.9	5.9	100.0
	Total	405	100.0	100.0	

As reported in the data above, those who are neutral account for 11.1 %, while those who disagree account for 15.3 %. While a bigger proportion of respondents in agreement and strongly agree completely with 43.0 % and 24.7 %, respectively, it reveals that the majority of respondents believe that clothing choices have an effect on fashion trends created by celebrity influence. It also supports the theories of fashion diffusion theories, two-step communication theory, and social influence theory, which demonstrate the effect of celebrities (whether male or female) on fashion and lifestyle, affecting the respondents in the survey is dressing behaviour

Table 33: Frequency analysis of the responses on Male celebrities (opinion leader) have more influence on the students dressing and lifestyle.

Male celebrities (opinion leader) have more influence on the students dressing and lifestyle.					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	113	27.9	27.9	27.9
	Agree	202	49.9	49.9	77.8
	Undecided	53	13.1	13.1	90.9
	Disagree	27	6.7	6.7	97.5
	strongly disagree	10	2.5	2.5	100.0
	Total	405	100.0	100.0	

As a result, the majority of respondents feel that celebrities and opinion leaders have a greater effect on students' clothing and lifestyle than females. It's also worth noting that those who agree and strongly agree have the highest percentages (49.9% and

27.9%, respectively), followed by those who are undecided (13.1%) and those who disagree (6.7%) and (2.5%) strongly disagree.

Table 34: Frequency analysis of the responses on the opinion of a celebrity can be sent out easily according number of followers.

The opinion of a celebrity can be sent out easily according number of followers.					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	139	34.3	34.3	34.3
	Agree	198	48.9	48.9	83.2
	undecided	39	9.6	9.6	92.8
	Disagree	21	5.2	5.2	98.0
	Strongly disagree	8	2.0	2.0	100.0
	Total	405	100.0	100.0	

The theories of fashion diffusion theories, two-step communication theory, and social influence theory provide a foundation for a theoretical stance that establishes the impact of celebrities in terms of fashion and lifestyle on the respondents in the survey's dressing behaviours. According to the statistics above, those who agree and strongly agree have 48.9% and 34.3 % of the replies, respectively, while those who are undecided have 9.6 % and those who disagree have 5.2 %. As a result, the majority of respondents feel that a celebrity's number of followers affects the demographic with whom he or she may easily speak and express their views or opinions.

Table 35: Frequency analysis of the responses on the media effect makes celebrities opinion leaders.

The media effect makes celebrities opinion leaders.					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	139	34.3	34.3	34.3
	Agree	196	48.4	48.4	82.7

	Undecided	51	12.6	12.6	95.3
	Disagree	14	3.5	3.5	98.8
	strongly disagree	5	1.2	1.2	100.0
	Total	405	100.0	100.0	

According to the statistics above, the majority of respondents believe that celebrities as opinion leaders have an influence on their followers due to the media effect. According to the results, those who agree and strongly agree have 48.4 % and 34.3 %, respectively, while those who are indifferent have 12.6 % and those who disagree have 3.5 %. The celebrities' fashion and lifestyle affect the respondents' clothing behaviour according to the survey.

Table 36: Showing the frequency analysis of the responses on “I internalize some lifestyle of some celebrities”.

I internalize some lifestyle of some celebrities.					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	74	18.3	18.3	18.3
	Agree	191	47.2	47.2	65.4
	Undecided	66	16.3	16.3	81.7
	Disagree	48	11.9	11.9	93.6
	strongly disagree	26	6.4	6.4	100.0
	Total	405	100.0	100.0	

As reported in the data shown above, some who agree and strongly agree have 47.2 % and 18.3 %, respectively and 16% are on the fence, 11% disagree, and 6% strongly disagree. Therefore, the vast majority of respondents believe that certain celebrities' ways of living has to be embraced by everyone.

Table 37: Frequency analysis of the responses on “I describe myself as fashion-conscious”

I describe myself as fashion-conscious.					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	86	21.2	21.2	21.2
	Agree	202	49.9	49.9	71.1
	Undecided	65	16.0	16.0	87.2
	Disagree	35	8.6	8.6	95.8
	strongly disagree	17	4.2	4.2	100.0
	Total	405	100.0	100.0	

With the majority of responses of 71.1%, the survey on one identifying themselves as being fashionable aware can be concluded as being high, with a marginal % being the part of the survey that did not decide summing up 16.0%. These response correspond to communication theories of the two step flow communication theory of mass communication and fashion diffusion theories, solidifying the significant impact of celebrities’ on our perception of fashion. However, Atik, & Fırat (2013) are in agreement with the responses as well as Chukwuere, & Chukwuere, (2017) supporting the influence of celebrities on our choice of fashion.

Table 38: Frequency analysis of the Female celebrities are more influential compared to men when it comes to new styles.

Female celebrities are more influential than their male counterpart in new trends					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	139	34.3	34.3	34.3
	Agree	196	48.4	48.4	82.7
	Undecided	43	10.6	10.6	93.3
	Disagree	18	4.4	4.4	97.8
	strongly disagree	9	2.2	2.2	100.0
	Total	405	100.0	100.0	

The data in the above table shows a higher accumulation of responses (82.7%) of those that support the responses linked if emerging trends influence the female gender more than other because of influence from female celebrities. This entails a critical number of the respondents agree to female are more influenced than males due influence from female celebrity. Theoretical support for the influence of celebrities on fashion and lifestyle by theories like the two-step communication theory, social influence theory, and fashion diffusion theory. These theories also provide the theoretical basis for how survey respondents' dressing habits influenced by celebrities. (Chukwuere, & Chukwuere, 2017).

Table 39: Frequency analysis of the responses on not conforming to social dress code is more prevalent among the females.

Not conforming to social dress code is more prevalent among the females.					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	93	23.0	23.0	23.0
	Agree	149	36.8	36.8	59.8
	Undecided	122	30.1	30.1	89.9
	Disagree	31	7.7	7.7	97.5
	strongly disagree	10	2.5	2.5	100.0
	Total	405	100.0	100.0	

As can be analysed from the data above, those who agree and strongly agree have 36.8% and 23.0% of the replies, respectively, while those who are indifferent have 30.1 % and those who disagree have 7.7% and 2.5% strongly disagree. As a result, the majority of respondents think that among the youth, noncompliance with recognized societal clothing rules is more widespread among females, as evidenced by the survey response. The result of the responses backed by the work of Chukwuere, & Chukwuere, (2017).

Table 40: Frequency analysis of the responses on Female youth identify and internalize the lifestyle of celebrities than the male student.

Female youth identify and internalize the lifestyle of celebrities than the male student.					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	163	40.2	40.2	40.2
	Agree	165	40.7	40.7	81.0
	Undecided	50	12.3	12.3	93.3
	Disagree	19	4.7	4.7	98.0
	strongly disagree	8	2.0	2.0	100.0
	Total	405	100.0	100.0	

With the data that are shown, it can be concluded that the number that agree and strongly agree are leading with in the responses with 40.7% and 40.2% respectively, with those that are neutral with 12.3% and those that disagree with 4.7% and 2.0% with strongly disagree. Therefore, it shows that, the major percentage of respondents agree female youth identify and internalize the lifestyle of celebrities than the male student, as shown in the survey. The responses shows the validation of the theory of social influence where the respondents internalize the lifestyle and dressing of celebrities; this is reinforced by the works of Fraser, & Brown, (2002) and Chan, & Zhang, (2007).

Table 41: Showing the frequency analysis of the responses on with female influence the female are more entangled in new fashion trends.

With female influence the female are more entangled in new fashion trends.					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	162	40.0	40.0	40.0
	Agree	160	39.5	39.5	79.5
	Undecided	55	13.6	13.6	93.1
	Disagree	19	4.7	4.7	97.8

	strongly disagree	9	2.2	2.2	100.0
	Total	405	100.0	100.0	

As per the data above, those who agree and strongly agree have 39.5 % and 40.0 % of the answers, respectively, while those who are neutral have 13.6 % and those who disagree have 4.7 % and 2.2%with strongly disagree. As a result, the majority respondents think that female celebrities influence new fashion trends more than male celebrities. This also confirms the theories of fashion diffusion theories, two-step communication theory, and social influence theory, all of which demonstrate the effect of celebrities on fashion and lifestyle, affecting the respondents' clothing behaviour in the study. The result of the responses backed up by the work of Chukwuere, & Chukwuere, (2017).

Table 42: Frequency analysis of the responses on “Not conforming to social dress code is more prevalent among the females among youth.

Not conforming to social dress code is more prevalent among the females among youth.		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	102	25.2	25.2	25.2
	Agree	126	31.1	31.1	56.3
	Undecided	131	32.3	32.3	88.6
	Disagree	38	9.4	9.4	98.0
	strongly disagree	8	2.0	2.0	100.0
	Total	405	100.0	100.0	

According to the survey, the majority of respondents feel that sticking to the established societal dress code is more frequent among females among the youth. The basis behind this result on the fact that the number of respondents who agree and

strongly agree led the replies with 31.1 % and 25.2 %, respectively, when combined, and those who disagree with 9.4 %. The proportion of people who are neutral (undecided) is leading with 32.3 % in the table above. Chukwuere, & Chukwuere, (2017) and Duffy, & Hund, (2017) both support the findings of the replies (2015). Theories like, fashion diffusion theories, the two step communication theory and social influence theory, provides the theoretical standing which proves the influence of celebrities on norms concerning dress code in school especially female.

Table 43: Frequency analysis of the responses on with celebrity imitation, Facebook has more influence spending.

With celebrity imitation, Facebook has more influence spending.					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	66	16.3	16.3	16.3
	Agree	138	34.1	34.1	50.4
	Undecided	60	14.8	14.8	65.2
	Disagree	110	27.2	27.2	92.3
	strongly disagree	31	7.7	7.7	100.0
	Total	405	100.0	100.0	

As a result, the majority of respondents feel that Facebook has an impact on purchasing and wardrobe patterns that imitate celebrities. This is mirrored in the statistics, which reveals that those who agree and strongly agree have 34.1 % and 16.3 % of the responses, respectively, while those who are neutral have 14.8 % and those who disagree have 27.2 %, which is close to those who said they don't agree and 7.7%was strongly disagree.

Table 44: Frequency analysis of the responses on trends are easily placed (uploaded) and accessed on Facebook platform.

Trends are easily placed (uploaded) and accessed on Facebook platform.				
	Frequency	%	Valid %	Cumulative %

Valid	strongly agree	81	20.0	20.0	20.0
	Agree	125	30.9	30.9	50.9
	Undecided	55	13.6	13.6	64.4
	Disagree	118	29.1	29.1	93.6
	strongly disagree	26	6.4	6.4	100.0
	Total	405	100.0	100.0	

When the strongly agree and agree replies are added together, it reveals that the majority of respondents agree that the newest occurrences, fashion, or trendy news or information may be simply put (uploaded) and viewed on the Facebook platform. Referring to the data above, those who agree and strongly agree account for 30.9 % and 20.0 % of all replies, respectively, while those who are neutral account for 13.6 % and those who disagree account for a figure that is 29.1% and strongly disagree with 6.4%.

Table 45: Frequency analysis of the responses on I strongly rely on emerging and current trends on Facebook.

I strongly rely on emerging and current trends on Facebook.					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	68	16.8	16.8	16.8
	Agree	98	24.2	24.2	41.0
	Undecided	54	13.3	13.3	54.3
	Disagree	145	35.8	35.8	90.1
	strongly disagree	40	9.9	9.9	100.0
	Total	405	100.0	100.0	

Based on the statistics above, those who concur and generally agree account for 24.2 % and 16.8 % of all replies, respectively, while those who are neutral account for 13.3 % and those who disagree account for 35.8 % and 9.9% strongly disagree of all

responses. As a result, the vast majority of respondents feel that emerging and existing Facebook trends are extremely important.

Table 46: Frequency analysis of the responses on most celebrities' lifestyles and dressings on Facebook more.

Social influence theory most celebrities lifestyles and dressings on Facebook more.					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	75	18.5	18.5	18.5
	Agree	96	23.7	23.7	42.2
	Undecided	55	13.6	13.6	55.8
	Disagree	142	35.1	35.1	90.9
	strongly disagree	37	9.1	9.1	100.0
	Total	405	100.0	100.0	

Referring to the statistics above, many who agree and strongly agree account for 23.7 % and 18.5 % of total replies, respectively, with neutrals accounting for 13.6 % and those who disagree accounting for 35.1% and strongly disagree with 9.1%. As a result, the majority of respondents agree to comply with, recognizing, and internalizing the majority of celebrities' lifestyles and attire as shown on Facebook. It also supports the theory of social influence, all of which demonstrate the effect of celebrities on fashion and lifestyle, affecting the respondents' clothing behaviour in the study.

Table 47: Frequency analysis of the responses on “I have one or more Instagram accounts”.

I have one or more Instagram accounts.					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	92	22.7	22.7	22.7
	Agree	186	45.9	45.9	68.6
	Undecided	41	10.1	10.1	78.8
	Disagree	61	15.1	15.1	93.8
	strongly disagree	25	6.2	6.2	100.0

	Total	405	100.0	100.0	
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Due to the data above, some who the respondents that agree as well as strongly agree represent for 45.9% and 22.7 % of all replies, accordingly, with neutrals representing for 10.1 % and those who disagree accounting for 15.1 % and strongly disagree with 6.2%. As a result, the majority of respondents feel that they should have at least one Instagram account.

Table 48: Frequency analysis of the responses on “Celebrities utilize the Instagram platform to stay in touch always with the people”.

Celebrities utilize the Instagram platform to stay in touch always with the people.					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	137	33.8	33.8	33.8
	Agree	208	51.4	51.4	85.2
	Undecided	33	8.1	8.1	93.3
	Disagree	12	3.0	3.0	96.3
	strongly disagree	15	3.7	3.7	100.0
	Total	405	100.0	100.0	

As a result, the majority of respondents feel that celebrities should use the Instagram platform to keep in touch with their fans at all times. Referring to the table above, those who agree and strongly agree have 51.4 % and 33.8 % of the vote, respectively, while those who are neutral have 8.1 % and those who disagree have 3.0 % and strongly disagree have 3.7%. Furthermore, this is supported by communication theories such as fashion diffusion theories and the two-step communication theory, which demonstrate the effect of celebrities on fashion and lifestyle, affecting the respondents'

survey clothing behaviour; the responses are also supported by the work of Jin, & Ryu, (2018) and Chukwuere, J. E., & Chukwuere, P. C. (2017).

Table 49: Frequency analysis of the responses on “I follow more than one celebrity on the on Instagram”.

I follow more than one celebrity on the on Instagram.					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	147	36.3	36.3	36.3
	Agree	188	46.4	46.4	82.7
	Undecided	34	8.4	8.4	91.1
	Disagree	26	6.4	6.4	97.5
	strongly disagree	10	2.5	2.5	100.0
	Total	405	100.0	100.0	

According to the table above, those who agree and strongly agree account for 46.4% and 36.3% of all replies, respectively, while those who are neutral account for 8.4% and those who disagree account for 6.4% and 2.5% have strongly agree. As a result, the majority of respondents agree to follow more than one celebrity on Instagram. Additionally, it backs up the two-step communication theory and the fashion diffusion theory, which show how celebrities' influence on style and way of life affects research participants' clothing choices. The outcome confirms the findings of Chukwuere, J. E., & Chukwuere, P. C. (2017), who focused on the influence of social media superstars on pupils.

Table 50: Frequency analysis of the responses on “I strongly rely on emerging and current trends on Instagram”.

I strongly rely on emerging and current trends on Instagram.					
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	117	28.9	28.9	28.9
	Agree	176	43.5	43.5	72.3
	undecided	57	14.1	14.1	86.4
	Disagree	39	9.6	9.6	96.0

	strongly disagree	16	4.0	4.0	100.0
	Total	405	100.0	100.0	

As a result, the majority of respondents agree to depend exclusively on Instagram for developing and current trends. According to the table above, those who agree and strongly agree have 43.5 % and 28.9 % of the response the survey, respectively, while those who are neutral have 14.1 % and those who disagree have 9.6 % and 4.0% are strongly disagree.

4.2 Cross Tabulations and Chi-Square analysis

Which of the social media platforms do you use to obtain information about emerging and current fashion trends has a significant with gender

Table 51: Gender and Which of the social media platforms do you use to obtain information about emerging and current fashion trends? Cross-tabulation.

Gender * Which of the social media platforms do you use to get informed about emerging and current fashion trends? Cross-tabulation							
Count							
		Which of the social media platforms do you use to obtain information about emerging and current fashion trends?					Total
		Facebook	Instagram	Twitter	Snapchat	Tik Tok	
Gender	Male	54	149	12	6	0	221
	female	38	119	11	9	1	178
Total		92	268	23	15	1	399

From the above cross tabulation, it is evident from both gender that Instagram is the most used social media platform for getting information about emerging and current fashion trends

Table 52: Gender and Which of the social media platforms do you use to obtain information about emerging and current fashion trends? Chi Square Tests

Chi Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi Square	3.187 ^a	4	.527
Likelihood Ratio	3.553	4	.470
Linear-by-Linear Association	2.260	1	.133
N of Valid Cases	399		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is .45.			

However, it can be interpreted by the help of P value from the table, which is 0.527 as shown in above table (two-tailed test). It means, when we set 20% level of significance, the calculated P-value i.e. $0.527 > 0.05$ so, relationship between gender and Which of the social media platforms do you use to get informed about emerging and current fashion trends is not statistically significant.

Gender has a strong connection with the survey ‘I can say that celebrities are opinion leaders in term of dressing lifestyle

Table 53: Gender and I can say that celebrities are opinion leaders in term of dressing lifestyle. Cross tabulation

Gender * I can say that celebrities are opinion leaders in term of dressing lifestyle. Cross tabulation							
Count							
		I can say that celebrities are opinion leaders in term of dressing lifestyle.					Total
		Strongly agree (SA)	Agree (A)	Undecided (U)	Disagree (D)	Strongly disagree (SD)	
Gender	Male	103	102	13	4	1	223
	female	76	91	11	3	1	182
Total		179	193	24	7	2	405

From the above cross tabulation it is evident from both gender strongly agree and agree to celebrities being opinion leaders in terms of dressing lifestyle with the male gender leading in the response.

Table 54 Gender and I can say that celebrities are opinion leaders in term of dressing lifestyle Chi Square Tests

Chi Square Tests			
	Value	df	Asymp. Sig. (2 sided)
Pearson Chi Square	.867 ^a	4	.929
Likelihood Ratio	.868	4	.929
Linear by Linear Association	.430	1	.512
N of Valid Cases	405		
a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .90.			

However, it can be interpreted by the help of P value from the table, which is 0.929 as shown in above table (two tailed test). It means, when we set 40% level of significance, the calculated P value i.e. $0.929 > 0.05$ so, relationship between gender and I can say that celebrities are opinion leaders in term of dressing lifestyle is not statistically significant.

If I see a fashion style, which I admire on a fashionable celebrity, I am likely to adopt it, but with modification a survey having measurable connection with gender;

Table 55 Gender and If I see a fashion style, which I admire on a fashionable celebrity, I am likely to adopt it, but with modification

Gender * If I see a fashion style, which I admire on a fashionable celebrity, I am likely to adopt it, but with modification. Cross tabulation							
Count		If I see a fashion style, which I admire on a fashionable celebrity, I am likely to adopt it, but with modification.					Total
		Strongly disagree (SD)	Agree (A)	Undecided (U)	Disagree (D)	Strongly disagree (SD)	
Gender	Male	58	117	28	11	9	223
	female	48	101	21	9	3	182

Total	106	218	49	20	12	405
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From the above cross tabulation it is plain to see from both gender strongly agree and agree to adopt a dressing style from a fashionable celebrity with modification with the male gender leading in the response.

Table 56: Gender and If I see a fashion style, which I admire on a fashionable celebrity, I am likely to adopt it, but with modification. Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.190 ^a	4	.701
Likelihood Ratio	2.306	4	.680
Linear-by-Linear Association	.859	1	.354
N of Valid Cases	405		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.39.			

However, it can interpret by the help of P value from the table, which is 0.701 as shown in above table (two tailed test). It means, when we set 10% level of significance, the calculated P-value i.e. $0.701 > 0.05$ so, relationship between gender and If I see a fashion style, which I admire on a fashionable celebrity, I am likely to adopt it, but with modification is not statistically significant.

Gender shares an enormous link with the survey ‘Does the celebrity's lifestyle and dressing as shown on social media have more negative impact on me’.

Table 57: Gender and Does the celebrity's lifestyle and dressing as shown on social media have more negative impact on me.

Gender * Does the celebrity's lifestyle and dressing as shown on social media have more negative impact on me. Cross-tabulation							
Count							
		Does the celebrity's lifestyle and dressing as shown on social media have more impact that is negative on me?					Total
		strongly agree	Agree	undecided	disagree	strongly disagree	
Gender	male	48	93	32	35	15	223
	female	34	70	26	38	14	182
Total		82	163	58	73	29	405

From the above cross tabulation, it can be seen from both gender strongly agree and agree to celebrity's lifestyle and dressing as shown on social media has more negative impact on the respondents.

Table 58: Gender and Does the celebrity's lifestyle and dressing as shown on social media have more negative impact on me. Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.287 ^a	4	.683
Likelihood Ratio	2.280	4	.684
Linear-by-Linear Association	1.781	1	.182
N of Valid Cases	405		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.03.			

However, it can interpret by the help of P value from the table, which is 0.683 as shown in above table (two-tailed test). It means the calculated P-value i.e. $0.683 > 0.05$ so, relationship between gender and does the celebrity's lifestyle and dressing as shown on social media have more negative impact on me is not statistically significant.

The survey becoming opinion leader on campus by dressing exactly like a particular celebrity that is popular on social media has a critical link with gender.

Table 59: Gender and I become opinion leader on campus by dressing exactly like a particular celebrity that is popular on social media.

Gender * I become opinion leader on campus by dressing exactly like a particular celebrity that is popular on social media. Cross tabulation							
Count							
		I become opinion leader on campus by dressing exactly like a particular celebrity that is popular on social media.					Total
		strongly agree	Agree	Undecided	Disagree	strongly disagree	
Gender	Male	45	87	46	32	13	223
	Female	31	70	34	33	14	182
Total		76	157	80	65	27	405

From the above cross tabulation, it can be seen from both gender strongly agree and agree to become opinion leader on campus by dressing exactly like a particular celebrity that is popular on social media with the male gender leading in the response.

Table 60: Gender and I become opinion leader on campus by dressing exactly like a particular celebrity that is popular on social media Chi-Square Tests

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.143 ^a	4	.709
Likelihood Ratio	2.140	4	.710
Linear-by-Linear Association	1.531	1	.216
N of Valid Cases	405		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.13.			

However, it can interpret by the help of P value from the table, which is 0.709 as shown in above table (two-tailed test). It means the calculated P-value i.e. $0.709 > 0.05$ so,

relationship between gender and I become opinion leader on campus by dressing exactly like a particular celebrity that is popular on social media is not statistically significant.

The female gender as celebrities and opinion leaders has more influence on the students dressing and lifestyle has a strong relationship with gender.

Table 61: Gender and The female gender as celebrities and opinion leaders have more influence on the students dressing and lifestyle.

Gender * The female gender as celebrities and opinion leaders have more influence on the students dressing and lifestyle. Cross tabulation							
Count							
		The female gender as celebrities and opinion leaders has more influence on the students dressing and lifestyle.					Total
		Strongly agree (SA)	Agree	undecided	disagree	strongly disagree	
Gender	Male	77	104	29	8	5	223
	female	49	92	28	11	2	182
Total		126	196	57	19	7	405

From the above cross tabulation, it can be seen from both gender strongly agree and agree to that female gender as celebrities and opinion leaders have more influence on the students dressing and lifestyle.

Table 62: Gender and The female gender as celebrities and opinion leaders have more influence on the students dressing and lifestyles Chi-Square Test

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.631 ^a	4	.327
Likelihood Ratio	4.673	4	.322
Linear-by-Linear Association	1.655	1	.198
N of Valid Cases	405		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.15.

However, it can interpret by the help of P value from the table, which is 0.327 as shown in above table (two-tailed test). It means, when we set 5% level of significance, the calculated P-value i.e. $0.327 > 0.05$ so, relationship between gender and The female gender as celebrities and opinion leaders have more influence on the students dressing and lifestyle is not statistically significant.

Gender has a significant connection with the male gender as celebrities and opinion leaders have more influence on the students dressing and lifestyle;

Table 63: Gender and The male gender as celebrities and opinion leaders have more influence on the students dressing and lifestyle.Cross-tabulation.

Gender * The male gender as celebrities and opinion leaders have more influence on the students dressing and lifestyle. Cross tabulation							
Count							
		The male gender as celebrities and opinion leaders has more influence on the students dressing and lifestyle.					Total
		strongly agree	agree	undecided	disagree	strongly disagree	
Gender	Male	68	114	22	12	7	223
	female	45	88	31	15	3	182
Total		113	202	53	27	10	405

From the above cross tabulation, it can be seen from both gender strongly agree and agree to that male gender as celebrities and opinion leaders have more influence on the students dressing and lifestyle.

Table 64: Gender and The male gender as celebrities and opinion leaders have more influence on the students dressing and lifestyle Chi-Square Tests

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.415 ^a	4	.116
Likelihood Ratio	7.428	4	.115
Linear-by-Linear Association	2.247	1	.134
N of Valid Cases	405		
a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.49.			

However, it can interpret by the help of P value from the table, which is 0.116 as shown in above table (two-tailed test). It means, when we set 5% level of significance, the calculated P-value i.e. $0.116 > 0.05$ so, relationship between gender and the male gender as celebrities and opinion leaders have more influence on the students dressing and lifestyle is not statistically significant.

Gender has a strong link with the survey ‘Among the youth I think not conforming to the accepted societal dress code is more prevalent among the females’.

Table 65: Gender and among the youth, I think not conforming to the accepted societal dress code is more prevalent among the females.

Gender * Among the youth I think not conforming to the accepted societal dress code is more prevalent among the females. Cross tabulation							
Count							
		Among the youth, I think not conforming to the accepted societal dress code is more prevalent among the females.					Total
		strongly agree	Agree	undecided	Disagree	strongly disagree	
Gender	Male	62	56	81	18	6	223
	Female	40	70	50	20	2	182
Total		102	126	131	38	8	405

From the above cross tabulation it can be seen from both gender strongly agree and agree to that among the youth not conforming with the accepted societal dress code is more prevalent among the females.

Table 66: Gender and among the youth, I think not conforming to the accepted societal dress code is more prevalent among the females Chi-Square Test

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.711 ^a	4	.020
Likelihood Ratio	11.788	4	.019
Linear-by-Linear Association	.038	1	.846
N of Valid Cases	405		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.60.			

However, it can interpret by the help of P value from the table, which is 0.020 as shown in above table (two-tailed test). It means, when we set 20% level of significance, the calculated P-value i.e. $0.020 < 0.05$ so, relationship between gender and among the youth I think not conforming with the accepted societal dress code is more prevalent among the females is statistically significant.

Gender has a strong connection with the Latest happenings or fashion or trending news or information are easily placed (uploaded) and accessed on Facebook platform

Table 67: Gender and Latest happenings or fashion or trending news or information are easily placed (uploaded) and accessed on Facebook platform.

Gender * Latest happenings or fashion or trending news or information are easily placed (uploaded) and accessed on Facebook platform. Cross-tabulation							
Count							
		Latest happenings or fashion or trending news or information are easily placed (uploaded) and accessed on Facebook platform.					Total
		strongly agree	Agree	Undecided	disagree	strongly agree	
	Male	48	55	33	72	15	223

Gender	Female	33	70	22	46	11	182
Total		81	125	55	118	26	405

From the above cross tabulation, it can be seen from both gender strongly agree and agree to that the latest happenings or fashion or trending news or information are easily placed (uploaded) and accessed on Facebook platform. Still a huge number 118 disagree that the Latest happenings, fashion, trending news, or information easily placed (uploaded) and accessed on Facebook platform.

Table 68: Gender and Latest happenings or fashion or trending news or information are easily placed (uploaded) and accessed on Facebook platform. Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.064 ^a	4	.060
Likelihood Ratio	9.049	4	.060
Linear-by-Linear Association	1.505	1	.220
N of Valid Cases	405		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.68.			

However, it can interpret by the help of P value from the table, which is 0.060 as shown in above table (two-tailed test). It means, when we set 0.0% level of significance, the calculated P-value i.e. $0.060 > 0.05$ so, relationship between gender and Latest happenings or fashion or trending news or information are easily placed (uploaded) and accessed on Facebook platform is not statistically significant.

Gender has a critical link with the Latest happenings or fashion or trending news or information are easily placed (uploaded) and accessed on Instagram platform

Table 69: Gender and **Latest** happenings or fashion or trending news or information are easily placed (uploaded) and accessed on Instagram platform

Gender * Latest happenings or fashion or trending news or information are easily placed (uploaded) and accessed on Instagram platform. Cross tabulation							
Count							
		Latest happenings or fashion or trending news or information are easily placed (uploaded) and accessed on Instagram platform.					Total
		strongly agree	Agree	undecided	disagree	strongly disagree	
Gender	Male	87	104	21	8	3	223
	female	65	90	12	10	5	182
Total		152	194	33	18	8	405

From the above cross tabulation, it can be seen from both gender strongly agree and agree to that the latest happenings or fashion or trending news or information are easily placed (uploaded) and accessed on Instagram platform.

Table 70: Gender and Latest happenings or fashion or trending news or information are easily placed (uploaded) and accessed on Instagram platform Chi-Square Tests

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.254 ^a	4	.516
Likelihood Ratio	3.263	4	.515
Linear-by-Linear Association	.912	1	.340
N of Valid Cases	405		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.60.			

However, it can interpret by the help of P value from the table, which is 0.516 as shown in above table (two-tailed test). It means, when we set 20% level of significance, the calculated P-value i.e. $0.516 > 0.05$ so, relationship between gender and latest happenings or fashion or trending news or information are easily placed (uploaded) and accessed on Instagram platform is not statistically significant.

4.3 Chapter Conclusion

Herein, in this part of demographics, it can be seen that the business and management related course came with a marginal lead in the responses concerning departments of the respondents with 25.7%, with the least responses coming from communication and physical and biology related departments 16.3% and 16.0% respectively. In the case of the age it can be seen that the age group between the 21-25 years leads the responses 43.5% and 26-30years with 28.4%, with the least being 36 and above being 2.5% of the respondents. In terms of gender, the male respondents are more with 55.1% lightly from the female with 44.9%. However, in the case of the level in the university, the 300 level are more with 27.4%, lightly from 25.2% of the 200 level. In term of the social media platform used by most of the respondents, Instagram leads with a 28.9 from Facebook which is 20.2%, it is important to note here that 171 responses were regarded as missing as they choose none or multiple.

Furthermore, most of the respondents signified that they use their social media daily with 64.2% responses, which is subsequent by 24.2% on every hour responses. Instagram stands out to be the most used social media platform with 50.9%, the one being preferred from Facebook with 64.7 and that in which respondents get their update on fashion trend. In terms of monthly allowance, it evenly spread with 20,000-39,000 naira being 25.2%, 40,000-69,000 naira being 22.2% and 70,000-99,000 naira being 25.4%. However, what they are willing to spend on fashion items monthly are between the responses of 5,000-19,000 naira 41.7% and 20,000- 39,000 naira 38.8percentage, which is within the means of most of the respondents. In addition, it is evident that most of them are student 52.3%, while the rest are working students 47.7%. In the case of celebrities, Davido came with the highest responses on favourite

celebrity as well as favourite male celebrity with 33.6% and 36.3% respectively. For the female counterpart, the female celebrity Funke Akindele and Yemi Alade the favourite female celebrity with 35.3% and 34.3%.

Focus on the primary study question, which is "To what extent does the celebrity lifestyle as shown in social media impact the lives of university students in Nigeria? " based on the survey analysis results. The lifestyle and attire of celebrities as shown on social media have a significant effect on the lives of students at Nigerian universities. As seen by replies to multiple questions in the poll, a bigger majority of respondents agreed and strongly agreed with the survey, while a small minority disagreed. Regarding the study topic, "Which features of a celebrity's lifestyle have a significant impact on students?" it is evident that the dressing and lifestyle as shown in social media contribute hugely regarding the impact on students in Nigerian institutions.

This is evidence from the analysis in the responses to the survey, with the frequencies of percentages being high among responses that agree to the impact of dressing and lifestyle. In the research question of "What gender of the celebrity wheel more influence?" from the responses of the survey conducted, it can be seen that both gender wheel equal influence on the students of the Nigeria Universities. This shown as, their equal responses from the respondents that both agree to the influences of both genders of celebrities. In the research question of "What gender of the student is most influential? It is evident from the response frequencies that the female gender is more impacted than its male counterpart is, with the majority of replies favouring the female gender of the pupils. In response to the study question, "Which social media platform has the most influence?" From the examination of the survey data, one may draw this

conclusion. that Instagram is the most popular social media network, with respondents utilizing it to keep up with developing and current trends among the celebrities or celebrities they follow.

Chapter 5

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

This chapter includes the study's summary, conclusion, and recommendations. It also discusses the implications of the study's primary findings, which were available in Chapter 4. The chapter concludes with recommendations for different institutions of concern and a study topic for the future.

5.1 Summary of the Main Findings and Conclusion of the Study

In order to wrap things up the thesis, it is critical to state the various research questions on which this study is based on;

- To What quantitative degree do celebrities' lifestyle and dressing, as shown on social media, influence the lives of students in universities in Nigeria? Answer this question from the result and discussion of the survey, and it is possible to derive that celebrities (celebrities), to a considerable degree, have an immersed influence, as shown in social media, on the lives of students in universities in Nigeria. This illustrates with the high percentages of those that agree and strongly agree to the questions raised concerning the question. In the case of adoption of laid down theories, the results of the survey shows the adoption of theories like two-step communication, fashion diffusion theory and social influence theory. Here the responses corresponded with other published work on this topic of celebrity influence through social media and its peculiarities.

The following Sub research questions;

- To what extent do the lifestyle and dressing of celebrities as shown in social media affect the university students' dressing and lifestyle? The answer to this question, which inquired about the influence of celebrities' lifestyles and attires as seen on social media on the lifestyles and attires of students in Nigerian universities, was determined by descriptive analysis and cross tabulation, which revealed that the degree of influence is significant on the lifestyle and attire of the students surveyed. We discovered this to be the case for both the lifestyle and dressing of the students in which it resulted to carry out the survey. What are the difference available on the young people about the influence of celebrities' lifestyle and dressing as shown on social media on gender basis? From the responses concerning the gender of the student that is most impacted by the lifestyle and dressing of celebrities as shown in social media, it can be seen that the female gender (among students) are more influenced than the male counterpart.

- Which social media platform commands a huge amount of influence? Instagram holds a significant amount of influence among the social media platforms chosen for this project. It is possible to draw conclusions from the poll results that Instagram is the most popular social media channel for obtaining the newest trends and information. Facebook as the second social media platform with enormous influence follows this.

Summary of Main Findings:

All of the concerns raised by the thesis have been addressed. in the analysis of the data collected from the survey conducted. However, the critical outcomes of this thesis may be summed up under two subheadings: the analysis of the demographic data, Descriptive statistics of the five-point Likert scale, and the Bi-variate Statistics-Cross

Tabulations and Chi-Square test. It is also essential to state that the vital communication theories with a close connection to this thesis were also integrated into the study, as well as offer the theoretical support for the results of the analysis that was carried out in the study.

Summary of Descriptive Statistics of Demographics:

Herein, the demographic analysis shows the department of the students that responded to the survey business and management related departments came with a slight lead in the responses concerning departments of the respondents with 25.7%, with art and humanities related departments (20.5%) as well as design and technology related departments (20.2%) following in the number of respondents of this survey. While in the case of gender; the male respondents are more with 55.1% lightly from the female with 44.9 Since admission is only granted once a year, there are no disparities among students in the same level at Nigerian institutions, where levels reflect the various academic stages of the students. For example, a student in their first year is considered to be at level 100. As a result, the 100 level represents 13% of all responders, as seen in the table above. Approximately 25.2% of respondents fell under the 200 thresholds. 300level receives 27.4% of the total, which is also the greatest percentage of respondents. The survey is completed by 18.8% of the 400-level students, while 15.3% of the 500-level respondents. According to the survey responses regarding age, respondents between the ages of 16 and 20 made up 18.3% of the responses, while respondents between the ages of 21 and 25 made up 43.5%. 28.4% of respondents in the study are between the ages of 26 and 30; 7.4% of respondents are between the ages of 31 and 35. 2.5% of the survey is made up of people who are 36 years old and older. It is clear that the survey's largest respondent group is between the ages of 21 and 25,

with 43.5%, followed by the group between 26 and 30 with 28.4%. For the case of the social media platform used by most of the respondents, Instagram leads with 28.9 from Facebook, which is 20.2%, also stands as the most used social media platform with 50.9%. Herein, most of the respondents signified that they use their social media daily, with 64.2% responses. Regarding the monthly allowance, responses ranged from 5,000–19,000 naira (11.4%) to 20,000–39,000 naira (25.2%), 40,000–69,000 naira (22.2%), and 70,000–99,000 naira (25.4%), with the lowest response coming from the lowest range. According to the exchange rate as of December 20, 2021, the naira is worth 36 Turkish lira. In other words, there are 36,000 naira for every 1000 Turkish lira (this is as of 20th December 2021). The responses in the range of 5,000-19,000 naira (180tl - 528tl) (41.7%) and 20,000-39,000 naira (555tl - 1083tl) (38.8%) carry the majority of the responses in the survey in the case of the amount of money spent monthly on fashion products, in which the current exchange rate Turkish lira is 1000 naira is equal to 36 Turkish lira (20th December 2021). It is significant, but it is also clear that replies from 100,000 and up have the lowest average (2777tl). In the case of celebrities, Davido came with the highest responses on favorite celebrity as well as a favorite male celebrity with 33.6% and 36.3%, respectively. In the case of the female counterpart, being Funke Akindele and Yemi Alade the favorite female celebrity with 35.3% and 34.3%, respectively. In regards to the question of if the student is just student or a working student, it is clear that there is little difference between students who work and those who are completely reliant on their provider; the non-working student outnumbers those who work by 52.3% to 47.7%. With a margin of 35.1 to 28.4%, Wizkid is Wizkid's major rival for the title of most-liked celebrity, according to the aforementioned figures. Davido is the renowned individual in question. According to these findings, Davido has a greater fan base than Wizkid, which is

consistent with the information from chapter two. With 15.8% and 12.6% of the female market share, respectively, Tiwa Savage is more popular than Funke Akindele, who is rated second only behind Davido in the findings in the above table. The remaining 8.1% was made up of other celebrities.

Summary of Descriptive statistics of the five-point Likert scale:

In the case of Descriptive statistics on a five-point Likert scale, in the first section, the majority of respondents (91.9%) of the respondents endorse the idea that celebrities are opinion leaders in respect to clothes and lifestyle. The large percentage of respondents to the study who were asked if they had worn clothing similar to what they had seen celebrities wear on social media platforms had an overall response rate of 75.1%. Only 12.8% of respondents said they had made no decision. These results support the enormous influence of celebrities' clothing choices on social media as well as their ability to influence people's purchase behavior. They also accord with the Two Step Flow Communication and fashion diffusion theories of communication. With regard to the replies mentioned above, the percentages of those who agree and strongly agree make up the bulk of the responses (53.6%) and 26.2%, respectively, while 12.1% and 4.9% of respondents took a neutral stance. However, a majority of respondents said they would embrace the fashion trends of celebrities they deem to be in style—with some alterations, of course. Given that celebrities are seen as opinion leaders when it comes to fashion, the replies support the Two Step Flow Communication Theory of Mass Communication, which was created by Katz and Paul Lazarsfeld. However, the research shows that a sizeable part of respondents to the poll agree and strongly agree, with percentages of 40.2% and 20.2%, respectively, while neutral respondents make up 14.3% of the total, while those who disagree make up 18.0% and

7.2% of the total. Therefore, it demonstrates that a majority of poll respondents believe that the effect of celebrities' appearance and way of life as depicted in social media is more detrimental to them than beneficial. The fashion diffusion theory of trickle-down theory supports the findings of the aforementioned survey from a theoretical integration perspective. This is because the lifestyle and attire of celebrities as seen in social media can have either a positive or negative impact, but in this case it has a negative one because these characteristics are passed down. According to the survey, which asked respondents how often they admitted to identifying and expressing themselves with a certain celebrity's lifestyle, it can be seen that the percentages of those who agree and strongly agree lead the replies with 44.2% and 18.8%, respectively. The majority of respondents, it can be deduced, are okay with expressing oneself and identifying with a particular celebrity's way of life. As respondents (44.2%+ 18.8%) agree to expressing and identifying with a certain celebrity in terms of fashion, the idea of social influence serves as the theoretical foundation for this response as it influences the respondents' dressing behavior in the study (Oates, & Moe, 2016). According to a survey examining response frequencies, the majority of respondents (48.4% and 22.2%) who answered "yes" to the question of whether they subscribe to celebrity channels they consider to be fashionable, followed by those who answered "neutrally" (13.1%), "disagree," (12.1%), and "strongly disagree," (4.2%). Therefore, it may be inferred that a sizeable proportion of respondents are willing to subscribe to the celebrity channels they view as fashionable. Since celebrities set the pace for the fashion style, the trickle-down theory of fashion diffusion serves as a foundation for the claim that respondents subscribe to the channels of celebrities who are viewed as fashionable for their fashion choices. The two-step communication theory also serves as a foundation because without the media channel, people who are

influencing lack a medium through which to reach the influenced. The significant proportion of respondents, 68.4%, indicate disruption in their shopping habits as a result of the influence of a celebrity, in accordance with communication theories like fashion diffusion theories, the two-step communication theory, and social influence theory. This is demonstrated in the response to the question of whether the respondents include a new style that they had not planned on stopping due to the recommendation by a celebrity. Therefore, it seems that most respondents are willing to act as opinion leaders on various campuses when they adopt a celebrity's fashion sense. Of all responses, 38.8% and 18.8% are from people who strongly agree, compared to 19.8% from people who are neutral, 16% from those who disagree, and 6.7% from people who severely disagree. Because celebrities have strong professional links to a fashion business, the majority of respondents feel that the garments that celebrities display on social media platforms are expensive, yet they nevertheless choose to purchase them at the expense of their fundamental requirements. It can be seen that neutral respondents made up 16.3% of all responses, those who disagree made up 15.4%, and those who strongly disagreed made up 10.1%. The number of respondents who agreed and strongly agreed accounted for 38.5% and 20.0% of all responses, respectively. The majority of respondents think that it is inappropriate to dress in celebrity-inspired clothing because of this. Additionally, it supports the ideas of fashion diffusion, two-step communication, and social influence, which show how celebrities' impact on fashion and lifestyle affects respondents' clothing choices. According to the data, 35.6% of respondents identify as neutral or uncertain, which is the highest number. According to the aforementioned data, those who strongly agree and agree dominate the responses with 30.4% and 19.0%, respectively, while those who disagree make up 9.1% of all responses. While 5.9% of people strongly disagree with the subject at

hand. The majority of respondents agree that female celebrities have a greater effect on emerging fashion trends than male celebrities. According to the data, those who strongly agree and agree have 39.5% and 40% of the vote, respectively, while those who disagree have 2.2% with highly disagree and 4.7% of the vote. This supports the fashion diffusion theories, two-step communication theory, and social influence theory, all of which show how celebrities' fashion and lifestyle choices impact research participants' clothing choices. The work of Chukwuere, & Chukwuere, supports the results of the replies (2017).

Summary of Bi-variate Statistics-Cross Tabulations and Chi-Square test:

The Bi-variate Statistics-Cross Tabulations and Chi-Square test offer perspective into the assumption (Celebrities' lifestyle and dressing influence students in universities of Nigeria through social media are more negatively inclined and Celebrities' lifestyle and dressing influence students in universities of Nigeria through social media, does not depend on the gender of the student) in which gender was cross-tabulated with several questions with a solid link to the research questions, as well as producing a chi-square test. Nonetheless, it can be observed that Celebrities' lifestyles and dressing impact students of universities in Nigeria through social media platforms negatively as well as showing the impact on student dressing and lifestyle through their social media means without it being dependent on the gender of the student. The Pearson Chi-Square of the chi-square test (P value) compared with the two-tailed test provides various bases for the argument of the thesis.

As mentioned early, a theoretical base for this thesis involved the integration of theories of communication in relation to social media; such theories include but are

not limited to fashion diffusion theories, two-step communication theories, and social influence theory. These theories became critical to the discussion of the results of the survey collected from students. The responses result were also weighed with similar studies carried out by other researchers. The theoretical integration also supports the result showing the huge influence wheeled by celebrities through their social media channels and how and why it influences the students.

Summary on the Analysis of Dressing Styles and Dressing Codes:

The research carried out studies on the dressing styles and dressing codes of the students in the context of the influence by celebrities as shown in social media. The following findings were deduced.

Findings on the dressing style analysis:

In the literature review part concerning dressing styles and dressing codes in Nigeria, it was discovered that Nigerians have a distinctive dressing style that is heavily influenced by their socio-cultural (religious affiliations, gender roles ethnic group, and cultural values and that of beliefs) background as well as that of the global community. The dressing style also responses to trends which is hard to keep up of with. The dressing style is dependent on the event, as each occasion requires it form of dressing. These events based on various socio-cultural themes command different styles based on their affiliations. The dress style is also influenced by the climate of the country, where light clothing styles are preferred because of the tropic climate. In the part of the survey, it was deduced that the dressing style of students are hugely moved by that shown by celebrities on their various social media platforms especially that of Instagram, that is image oriented. The styles of the celebrities also reflect the current

trends. These dressing styles of the celebrity might be based on socio-cultural trends and basis.

Findings on the dressing code analysis:

In the case of the dressing codes which is established by the societal norms built on socio-cultural foundations. In Nigeria, where religious and family values are given high significant, the dressing codes are conservative in nature. The dressing codes are implemented in various institutions in the country. In the case of education institutions, dress codes are based gender roles in conjunction with religious affiliations. The student are made to dress accordingly at all time within the premises of the school environment. In the case of dressing codes in relation to the influence of the lifestyle and dressing as shown in social media by celebrities; it can be deduced from the findings that, celebrities sometimes go against the conventional and conservative dressing codes issued by institutions as theses celebrities create the dress code in contrast to that of the society as a means of expressing their brand or in protest of the established norms, or in keeping up with the global trend.

Buttressing the rationale behind the selection of celebrities and the state of Lagos:

The selection of celebrities like Wizkid, Davido, Donjazzzy, Falz, Tiwa savage, Simi, Asa and Yemi alade as the main focus of the study is based on the high number of following in the social media platform of Instagram. These celebrities are also very popular in their industry for the successes they have achieved. Instagram being an image and video oriented social media platform allow the celebrities to stay in the touch with their follows much efficiently than other platform. Here, the content shared by the celebrities are consumed much easier, as the images of video are the center

focus of the platform. Therefore, with their huge followings on Instagram, it is assured that they command enormous influences in the society as opinion leaders.

Nevertheless, the State known as Lagos in Nigeria, has played a critical role in influencing the dressing style of the Nigerian. This is so as Lagos state Nigeria, is known as the commercial and cultural capital of Nigeria, as there are so much cultural productions that done in the state. The state is also known for its population dense with diverse ethnic groups from all over the nation of Nigeria. With the cultural capital of Nigeria, it attracts numerous creatives to itself. These creatives are of various industries, from music, o movies, literature and other forms of cultural production. The state is also populated by youths taking advantage of the opportunities it provides to advance themselves in their industries. This has result in Lagos having the large base of celebrities in Nigeria. This is the main reason Lagos and the University of Lagos was the main focus of this study.

5.2 Implications of the Study

This study has important implications for researchers trying to comprehend the impact of social media platforms and how it is affecting communications theories and means. It is also crucial for the students concerning to assess the role social media and celebrities have in influencing their decision-making and spending habits. The study is essential for the government and institutions in charge of education to comprehend the value and ideologies that are propagated by these celebrities on the social media platform. In the academic world, the research contributes to the vast wealth of knowledge on this discourse but with a focus on the Nigerian youth being the most prominent youth nation in the world.

It is therefore recommended that more studies are needed, covering a more significant sample, to provide more insight into the influence of celebrities dressing and lifestyles as shown on social media on the youth of Nigeria and other African country as well as the other level of education and other aspects of the society. It is also important to note that the world is a globalized village, and most of the influence on the youth is no longer locally based but international, which might require more study to point in the direction of international celebrities with influence.

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APPENDIX

EVALUATING THE IMPACT OF CELEBRITIES' LIFESTYLES AND DRESSINGS ON SOCIAL MEDIA UPON UNDERGRADUATES IN NIGERIA QUESTIONNAIRE.

Dear participant,

I am a Masters student in the faculty of Communication and Media Studies in EMU Cyprus. I am conducting this study/research in fulfilment of my master's thesis on EVALUATING THE IMPACT OF PUBLIC CELEBRITIES' LIFESTYLES AND DRESSINGS ON SOCIAL MEDIA UPON UNDERGRADUATES IN NIGERIA. I seek your participation by answering to this questionnaire. Your point of view to these questions will solely be used for this research study. Please read and select a suit answer best for the question.

1. Gender: (a) Male (b) Female

2. Department:

(a) Mass Communication (b) Accounting (c) Engineering (d) Sociology (e) others.....

3. Age: (a) 16 20 (b) 20 25 (c) 25 30 (d) 30 35 (e) 35 and above

4. What is your level in your institute? (a) 100level (b) 200level (c) 300level (d) 400 level

(e) 500level

5. Which social media platform does have: (a) Facebook (b) Instagram (c) twitter (d) Snap chat (e) TikTok (f) Others.....

6. How often do you use this platform? (a) Instagram (b) Facebook (c) Snap chat (d) TikTok

(e) Others.....

7. Which do you use the most: (a) Instagram (b) Facebook (c) Snap chat (d) TikTok

(e) Others.....

8. Among these two which one do you use most? (a) Instagram (b) Facebook

9. Within which range is your monthly allowance? (a) 5,000 19,000 naira (b) 20,000 39,000 naira (c) 40,000 69,000 naira (d) 70,000 99,000 naira (e) 100,000 and above

10. How much do you spend on fashion products monthly like cosmetics, clothing's and accessories? (a) 5,000-19,000 naira (b) 20,000-39,000 naira (c) 40,000-69,000 naira (d) 70,000-99,000 naira (e) 100,000 and above

11. Are you just (a) a student (b) a working student?

12. Which of the social media platforms do you use to get informed about emerging and current fashion trends?

(a) Facebook (b) Instagram (c) Twitter (d) Snap chat (e) TikTok (f) Others.....

13. Which is your favorite celebrity? (a) Davido (b) Wizkid (c) Tiwa Savage (d) Asa (e) Others.....

14. Which of these celebrities do you particularly follow? (a) Davido (b) Wizkid (c) Tiwa Savage (d) Asa (e) Others.....

15. Which of the male celebrities do you follow more on their social media platform? (a) Davido (b) Wizkid (c) Falz (d) Don Jazzy (e) Others.....

16. Which of the female celebrities do you follow more on their social media platform? (a) Tiwa Savage (b) Simi (c) Asa (d) Yemi Alade (e) Others.....

Please read and select a suit answer best for the question. Strongly agree (SA), Agree (A), Undecided (U) Disagree (D), and strongly disagree (SD)

S/N	QUESTIONS	SA	A	U	D	SD
17	I can say that celebrities are opinion leaders in term of dressing lifestyle.					
18	I have bought something similar to what I have seen a celebrity wears on social media.					
	If I see a fashion style, which I admire on a fashionable celebrity, I am likely to adopt it, but with modification.					
19	I mostly prefer to dress, act and behave exactly as a celebrity whom I follow on social media.					
20	Do the celebrities' lifestyle and dressing as shown on social media have more negative impact on me.					

21	I express myself more and identify with a certain celebrity's lifestyle.					
22	The new media has a huge impact on my lifestyle and dressing.					
23	I subscribe to the channels of celebrity I consider as fashionable.					
24	These celebrities are professionally related to the fashion brand or world.					
25	I could include a new style, which I have not planned to add to order before, when it is strongly recommended by a celebrity.					
26	The first and most noticeable aspect of celebrities are his/her dressing styles.					
27	The fashion trend produced by the celebrities influence my choices of clothing.					
28	I become opinion leader on campus by dressing exactly like a particular celebrity that is popular on social media.					
29	Celebrities' clothes are very costly to get and I still get them at the expense of my basic needs as big fan.					
30	The dressing styles of some celebrities who are imitator by me do not conform to the dressing codes of the university.					
31	Despite the celebrity dressing not being accepted in my campus I am more comfortable in it.					
32	The female gender as celebrities and opinion leaders have more influence on the students dressing and lifestyle.					
33	The fashion trend produced by the celebrities influence my choices of clothing.					

34	The male gender as celebrities and opinion leaders have more influence on the students' dressing and lifestyle					
35	The number of followers of a celebrity determines the population he/she can easily communicate to and share his/her ideas or opinion.					
36	Celebrities as opinion leaders have an influence or the others as their followers as a result of media effect.					
37	I internalize some lifestyle of some celebrities.					
38	I describe myself as fashion-conscious.					
39	In emerging fashion trends I think female are more influenced than males due influence from female celebrity					
40	Among the youth I think not conforming with the accepted societal dress codes are more prevalent among the females					
41	The female youth is more prone to the influence of mass media than male youth					
42	I think the negative impact of social media on life style and dressing are felt more female youth.					
43	Female youth identify and internalize the lifestyle of celebrities than the male student.					
44	In emerging fashion trends I think female are more entangled than that of a male due influence from female celebrity.					
45	Among the youth I think not conforming with the accepted societal dress code is more prevalent among the females					
46	I have one or more Facebook accounts.					

47	Celebrities utilize the Facebook platform to stay in touch always with the people.					
48	Facebook has influence by shopping and clothing pattern to mirror a celebrity					
49	Latest happenings or fashion or trending news or information are easily placed (uploaded) and accessed on Facebook platform.					
50	Latest happenings or fashion or trending news or information are easily placed (uploaded) and accessed on Facebook platform.					
51	I follow more than one celebrity on the Facebook.					
52	I strongly rely on emerging and current trends on Facebook.					
53	I comply, identify and internalize most celebrities' lifestyles and dressings on Facebook more.					
54	I have one or more Instagram accounts.					
55	Celebrities utilize the Instagram platform to stay in touch always with the people.					
56	Latest happenings or fashion or trending news or information are easily placed (uploaded) and accessed on Instagram platform.					
57	Instagram has influence by shopping and clothing pattern to mirror a celebrity					
58	Latest happenings or fashion or trending news or information are easily placed (uploaded) and accessed on Instagram platform.					
59	I follow more than one celebrity on the on Instagram.					
60	I strongly rely on emerging and current trends on Instagram.					

61	I comply, identify and internalize most celebrities' lifestyles and dressings on Instagram more.					
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