

**INFLUENCE OF CELEBRITIES' MODE OF DRESSING ON THE  
FASHION TRENDS AMONG THE STUDENTS**

**(A STUDY OF KWARA STATE POLYTECHNIC, ILORIN)**

**BY**

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## **CERTIFICATION**

This is to certify that this project titled Influence of celebrities mode of dressing on the fashion trend among the student carried out by **KEEFA YUSUF ADEKUNLE** with Matric **ND/23/MAC/PT/1046** in partial fulfillment for the award of National Diploma (ND).

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## **DEDICATION**

This project work is dedicated to Almighty ALLAH the giver of life, knowledge, wisdom, and understanding to succeed in our field of study and also to our beloved parents who have made the journey so easy and successful one, who continually provide their moral, spiritual, emotional, and financial support.

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I am extremely grateful for the direction and advice provided by my project supervisor at every stage of this project which made the completion of the project possible for me thank you so much may Allah bless you.

I sincerely appreciate the efforts of my dear parent **MR. AND MRS. KEEFA** for their unwavering support throughout my programme, may you live long to enjoy the merriment of your sacrifices.

I will be indebted if I didn't recognize my brothers and sister for their support during these journey. Also I give a big kudos to my project team for their hardworking to achieve this aim. I say thank you to all my colleagues and friend may we all be successful in all our future endeavors.

## **ABSTRACT**

*The research was on the thrust to examine the influence of celebrities' mode of dressing on the fashion trends among undergraduates of Kwara State Polytechnic, Ilorin. The primary motive of carrying out this research was to know the extent at which celebrities have influenced the dressing pattern of youth particularly students of tertiary institutions. The theories that led support for this study were Social Learning Theory and Cultivation Theory. A survey research method was adopted coupled with questionnaire to collect data from respondents, however, respondents were picked using accidental sampling technique. The data collected were analyzed in frequency and percentage method. It is of note that the imitation of celebrities pattern of dress has led to indecent dressing and decline in Nigeria cultural values and norms. It was recommended that the Nigerian Films and Movies Censor Board should ensure proper scrutiny of films before is released for viewing.*

**KEYWORDS:** Celebrities, Mode of Dressing, Fashion Trends, Undergraduate Students, Tertiary Institution

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## **CHAPTER ONE**

### **GENERAL INTRODUCTION**

#### **1.1 Background of the study**

Clothing is anything that is worn on the body which includes garments, jewelry, cosmetics, tattooing, shoes and others. Clothing is also a form of artistic expression that reflects the cognitive, moral and social aspects of human life (Kiran, Malik, Riaz, 2002). Humans expressed that during the present dynamic age, there was probably no other sphere of human activity being important to such an extent, in which values and life styles are reflected more than they are in the clothes that we choose to wear. An individual's dress is a kind of "sign language" that communicates a complete set of information and is usually the basis on which immediate impressions are formed. Style of clothing that people wear, the fabrics, designs and colours can speak a lot about the way an individual thinks and live. Erwin et al (2000) recognized that no single conceptual framework was adequate in interpreting the significance of dress. Rather conceptual network of information that assists in apprehending the importance of clothing.

Ibrahim (2013) stated that change in clothing is inspired by fashion designers who decide to showcase their products in magazines, catalogues, newspapers and travels, cultural events such as stage play or life performance and art exhibition or a costume exhibit is also an inspiration. Similarly, clothing choice and practices are an important human activity that constitutes the selection, acquisition and utilization of clothes. These activities are affected by social reasons, values, goals and self-concept.

Celebrities are well-known personalities who are famous as a result of their achievements. According to Schlecht (2003), Celebrities are people who enjoy public recognition by a large share of certain groups of people. These recognition and achievements are usually known both locally and internationally. The Celebrities take different forms ranging from actors like Julie Robert, Rihanna, Beyonce, Morgan Freeman, models like Naomi Campbell, Agbani Darego, Genevieve Nnaji, sports like Tiger Woods, Venesa and Serina Williams, Raphael Nadal entertainers like Oprah Winfrey, Toke Makinwa, Amber Rose, Kim Kardashian, and musicians like Tuface Idibia, Di'ja, P-Square, Nicky Minaj, Omawunmi, Davido, Tiwa Savage etc. These celebrities and their visual fashion statements affect dresses of youth and also the fashion industry which is evident in specific fashion replications (La Ferla, 2006).

The celebrities mode of dressing are usually that of the western wears and these celebrities unintentionally start trends, photographers snap hundreds of pictures and after the photos have been published, new fashions are born. It is often seen that interviews of these Celebrities are read with keen interest by young people. Young boys and girls are eager to know the personal aims and attitudes of these people. The youth observe the celebrities closely and then imitate them in every instance of their life. The youth pay great attention to their advice even more than their parents, teachers and their well-wishers (Norton, 2006). Clothes with Celebrities names and pictures are one of the examples. Young boys and girls imitate the mode of dressing to gain some sort of psychological satisfaction. Celebrities who are viewed on television, movies, satellite, newspapers are all powerful tools of communicating dress sense and clothing styles to students (Kiran, Malik, Riaz, 2002).

Dressing patterns of these celebrities are usually done in a manner that suits their personality. Schuster (2011) explained that one of the easiest way to show celebrities personality without saying a word is through their style of dress because the image the project as they walk can immediately set the right tone for their performance. The mode of dressing comes in the form of romantic wears and colours that cling so much on them making them appear bold and sexy on stage. People will always have one thing in common; they want to look nice, they want to be aware of the current trends and their appearance to be appreciated.

Celebrity clothes are items that are difficult to find or see in stores; students must go above and beyond to place an online purchase for a specific style or design. Others who want it but are unable to order go for the cheapest look-alike in an attempt to share an identity with celebrities.

Time management is another problem for the study since students who are heavily interested in beauty and fashion rarely have adequate time management skills. They are frequently too preoccupied with following trends and participating in social events at school to focus on their academics. In light of this, the researcher plans to look into how much celebrities affect the clothing preferences of Kwara State Polytechnic, Ilorin.

## **1.2 Statement of the Problem**

The practical function of clothing is to protect the body from dangers in the environment. Clothing protects against many things that can injure the naked human body but today, humans have shown extreme inventiveness in devising clothing. Strange appearance has come to characterize the dress pattern of students on the campuses of tertiary institutions in Nigeria. Fayeye (2008) opined

that clothing, dress pattern or adornment is an aspect of human physical appearance which has social significance apart from food and shelter, clothing is listed as one of the basic physiological human needs. This most essential need of man has now posed a great deal of problem to people especially the students of tertiary institutions who dress indecently against the acceptable norms of the society.

In Nigeria, tertiary institutions have been battling with this serious challenge of how students appear on campus and attend school functions. Many institutions tried adopting measures such as dressing code in order to curtail such dresses which institution feel is absolutely inappropriate to wear in public but these measures has not solved the problem because student still look strange in some of their outfits and even accessories which they use to compliment the outfits. These dress sense gives the authority a source of concern. These students attend lectures with garments that expose sensitive body parts likes low necklines showing their burst, skinny jeans trousers below waistline which is tight-fitting down to the ankle and skimpy tops revealing their pants. The male students wear T-shirts with jeans hanging below waist line (sagging) due to short crotch of trousers and fastened tightly at the middle of the two bottom lobes revealing their boxers and sometimes they could also have what is known as “carrot trousers” (pencil cuts) which takes the same form with that of the ladies (very tight from waist to their ankle). This pattern of dressing has made some students never to be seen as responsible due to the fact that it reveals their body contours which are provocative. Students dresses most times, expose a lot of figure faults which hardly makes them look appreciable there by defeating the essence of clothing (concealing figure faults).

Furthermore, dresses and accessories of celebrities are usually imported and found in high exclusive stores or boutique with a high price tags placed on them. Students whom are still dependents to parents unnecessarily border themselves to buy such clothing and at this point their purchasing behavior becomes more of impulsive buying and credit purchase which becomes detrimental to their academic needs.

Celebrities' clothing are outfits that are not easily gotten or seen anyhow in markets, students have to go extra miles of ordering online for a particular design or style. Others who wish to have but couldn't order, go in search for the cheapest look alike just to have some form of identity with celebrities.

Use of time is also an issue of concern to the study because students so much engaged with beauty and fashion hardly have good time management, most times their so much engrossed in what is trending and social activities in institutions at the expense of their studies. It is on this note that the researcher intends to investigate on the extent to which celebrities influence the clothing choices of the students of Kwara State Polytechnic, Ilorin.

### **1.3 Objectives of the Study**

The main objective of this study was to ascertain the influence of celebrities' dressing styles on the fashion trends amongst students. The specific objectives were to:

1. To ascertain the influence of celebrities' dressing styles on students' socialization in Kwara State Polytechnic, Ilorin.

2. To examine the influence of celebrities' dressing styles on clothing utilization of students' in Kwara State Polytechnic, Ilorin.
3. To evaluate the influence of celebrities' dressing styles on fashion trend of students' in Kwara State Polytechnic, Ilorin.
4. To investigate the influence that celebrities' dressing styles have on clothing accessories of students' in Kwara State Polytechnic.

#### **1.4 Research Questions**

The following research questions were raised to guide the study:

1. What influence do celebrities' dressing styles have on students' socialization in Kwara State Polytechnic, Ilorin?
2. What influence do celebrities' dressing styles have on clothing utilization of students' in Kwara State Polytechnic, Ilorin?
3. What influence do celebrities' dressing styles have on fashion trend of students' in Kwara State Polytechnic, Ilorin?
4. What influence do celebrities' dressing styles have on clothing accessories of students' in Kwara State Polytechnic?

#### **1.5 Scope of Study**

This work is concentrated on the dressing style of celebrities, the socio-moral and behavioral influence on Nigerian youths and the focus of the study was undergraduate students of Kwara State Polytechnic, Ilorin. Due to time and other

resource constraints, students from the tertiary institution will constitute the population of students that will be used in the study.

### **1.6 Significance of the Study**

This research will be of immense relevance to parents/families, students, tertiary institutions and to the society at large on issues regarding people's appearance and outfits. This study is beneficial to parents/families to ensure that children from an early stage should be disciplined on how to dress properly and not exposing their bodies unnecessarily, while they become students on campus they should also be cautioned not to confirm to ungodly pattern of dressing and to help them to be conscious of their figure and find what really fits them.

Tertiary institutions are beneficiaries to the study due to the fact that it will help reduce cases of teacher-student and student-teacher harassment on campuses, make student appear more decent and modest in their outfits. The school authorities will have less issues dealing with cases of indecent dressing or having to impose any form of dress code in tertiary institutions.

Clothing lecturers of tertiary institution will have this study as a secondary source of information to teacher concerning good clothing practices that will assist to improve the image of students by making them dress-up according to what rally fits their structures.

The society is also benefitting from this study because it has every tendency to improve patronage of local productions of clothing and not clothing's of celebrities thereby improving economy of Nigeria. Challenges and cases of rape

and sexual harassment in the society will be highly reduced thereby coping issues of crime in the society.

### **1.7 Operational Definition of Terms**

**Influence:** The capacity to have an effect on the character, development, or behaviour of someone or something, or the effect itself.

**Celebrities:** A celebrity is someone who is famous, especially in areas of entertainment such as films, music, writing, or sport.

**Dressing:** It means putting on and taking off all items of clothing and any necessary braces, fasteners or artificial limbs.

**Fashion:** fashion is defined as the prevailing style of dress or behavior at any given time, with the strong implication that fashion is characterized by change.

**Trends:** general development or change in a situation or in the way that people are behaving

**Student:** A person who is enrolled to study at a university or other educational institution.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Conceptual Reveiw**

##### **2.1.1 Overview of Fashion**

Clothing is a factor in every day human life and interactions with others. Clothing is a systematic means of transmitting information about the wearer. The use of clothing is one of the most important factor that differentiates humans from animals and it is not only used to provide micro-climate for the wearers body but also to conceal the body and reveals its wearers' status and personality to others.

A number of factors influence the way we select clothing. These factors can be grouped in terms of physical, psychological and socio-economical. Dressing expectations relate to people's psychological and socio-economic backgrounds within a given community. The elements of cultural identity and socialization may be altered from time to time due to various influences from the surrounding environment. Such influences include mass media, changes in dress fashion and style, among others.

Historically, fashion plays a significant role and has greatly influenced societies all over the world. What people wear often depicts the social life of the people across the world (Anyakoha, Eluwa, 2008). The quest to cover the nakedness of mankind plays a significant role in defining the original purpose and intent of dressing. Thus, dressing is not just for clothing purposes but for adornments (Schall & Appiah., 2016). Clothing can be described as something worn on the body and this includes materials such as garments, shoes, jewelry, cosmetics, and

others. It is also a form of cultural expression that depicts every aspect of human life (Kiran, Malik, Riaz, 2010).

The human dress is a kind of "symbolic" way of communication and is usually the basis on which immediate impressions are formed (Uwakwe, 2010). The style of clothing that people wear, the fabrics, designs and colours can speak largely, the way an individual thinks and lives (Uwakwe, 2010). Ibrahim (2013) opined that the display of fashion designer's products via social media platforms such as Facebook, Twitter, WhatsApp etc. often inspire and influence changes in the clothing of the people.

Similarly, clothing choice and practices are an important human activity that constitutes the selection, acquisition and utilization of clothes. These activities are affected by social reasons, values, goals and self-concept (Wole, Ibrahim, Shehu, John, et al, 2001). The way we dress is a significant way of revealing our culture and its differences in other societies. Unfortunately, the value of dressing and its purposes have been defeated by the current generation of youths in Nigeria (Omede, 2011).

Over the years, there have been trends at which fashion and dressing have changed and evolved so to say. There is a new trend in dressing among young ladies which is in vogue at the moment, especially among students of the tertiary institution. This involves dressing in provocative or see-through outfits that expose the inner parts of the female body such as bare breast, tummy or the waistline among others (Azu, 2005). Currently, dressing to expose the sacred part of the body has become a modern dressing style (Mohammed, 2015). Culture, foreign

influence, institutions, peer pressure and the media are the major factors, which influence the recent trend of dressing (Mohammed, et al., 2015).

In Nigeria, for example, young girls, particularly students of tertiary institutions wish to be classy. Thus, they purchase any dress that is in vogue, these they get through social media and the social personalities they choose as role models, (Chukwudi& Gbakorun, 2011). On social media, celebrities are well-known personalities who are famous because of their achievements.

Celebrities seen on television and other relevant social media platforms such as Instagram, Twitter, Facebook are all powerful tools for communicating dressing and clothing styles to students (Kiran, Malik, Riaz, 2010). The act of copying celebrity's dressing style evolving among students often leads to over-exposure of the inner body and this has implications such as rape, sexual harassment, being tagged as prostitutes, molestation and poor academic performance and other vices (Folagbade, 2009). The causes of indecent dressing among female students can be traced to several forces such as fashion, value system, civilization and infiltration of Western dresses, the effect of the media, peer pressure, family orientation and poor parentage (Omede & Odiba, 2000).

Dress to kill has become a common phenomenon in the school of higher learning as students strive to look sexy or classy, forgetting that they ought to look responsible (Antonia and Bridget, 2015). Most Nigerian girls have dropped their traditional dressing styles for foreign styles as their dress patterns are most times against African culture (Omede, 2010). This form of dressing is provocative, according to Olori, (2003). Improper and unacceptable dress patterns are morally offensive and reveal the high rate of moral decadence in the society.

It is on this premise that this research intends to examine the influence of MTV Baselines on dressing patterns among undergraduate students of Yaba College of Technology. Fashion refers to the kinds of clothing that are in a desirable style at a particular time. At different times in history, fashionable dress has taken very different forms. In modern times nearly everyone follows fashion to some extent. In all, a young woman would look odd if she wore the clothing that her grandmother had worn when young. However, only a minority of people dress in the clothing that appears in high-fashion magazines or on fashion-show runways.

### **2.1.2 Influence of Celebrities On The Society**

According to Mell (2009), a celebrity is a person who is well-liked simply because they are well-liked, regardless of how they got to be well-known. This definition applies to both natural and artificial celebrities. The rise of contemporary media has led to an increase in public interest in famous people, which in turn has resulted in the emergence of a self-perpetuating movement known as the "cult of fame." Mell (2019) placed a lot of attention on celebrity habits or lifestyles while he was talking about the American media in the lines that followed his discussion on those topics.

Today's celebrities are so well-known because of what they stand for and how well they exemplify, which is a "advanced" being. Evidently, media personalities have integrated themselves into our everyday lives, and the extensive attention that the media gives to the actions of celebrities can elevate the social status of those celebrities (Lasn, 1999).

According to O'Rourke (2006), the odd models that are provided in the subject matter of the media can have a considerable impact on how individuals behave.

The trend toward trivialising the news is something that a number of social critics and academics have lamented. They believe that there is a deeper meaning to the current obsession with celebrity news. The fact that Clark Gable, who starred in the 1934 film *It Happened One Night*, did not wear underwear or a shirt when he appeared in the film significantly decreased viewer expectations for undershirts (Diamond & Diamond, 2008). By curling or frizzing their daughters' hair, mothers gave their daughters a style that was influenced by Shirley Temple. At the same time, women curled or frizzed their own hair in the style of Jean Harlow. This marked the beginning of celebrities becoming role models in the fashion industry (Tortora & Eubank, 2005). They also emphasised the crucial role that music played in the decade of the 1960s in terms of fashion.

The Beatles were incredibly well-known, and their followers were very interested in fashion as a result of the mod style clothing and long hair that the Beatles wore at the time. Also beginning to establish a following in the fashion world were government officials. John F. Kennedy, who was known for his good looks at the time, is credited with influencing fashion trends. In 1961, when John F. Kennedy gave his inauguration address, he did not wear a hat, which is one factor that contributed to the drop in the popularity of hats among men. (2004).

Now more than ever, influential people or symbols may reveal a great deal about the quality or poverty of young people's lives through the mediums of radio, television, print media, and the internet (Giles and Maltby, 2003). This reality is complicated by the behaviour of young people all over the world, which is a direct outcome of the development of popular culture in areas such as the arts, dance, music, film, and the internet.

### **2.1.3 Youths and Television Viewing Habit**

Television is one of the most common electrical appliances in our homes and as such almost all individuals are exposed to it at some time or the other. With regards to children, studies have shown that they are among the heaviest users of television (Adam, 2014). According to Van (1990) television viewing refers to the art of spending time in front of a television screen while participate actively or passively in what is being displayed. He added that television viewing habit also refers to the amount of time an individual spent viewing television programs, nature of such programs, the age of the viewer and viewing hour (Jason and Johnson, 1995).

To buttress this view, Gortmaker (2001) views television habit as the average viewing time of individuals. He continued, television viewing pattern may impact positively or negatively on individuals' cognitive development. Viewing television programs for 1-2 hours daily on the average may enhance an individual's cognitive skill development, while a habit of 3 hours or more of television viewing of general audience programs may reduce the time individuals would spend engaging verbally and socially with family members and significant others which are perquisite for effective cognitive skill development.

Mass media play a significant role in most people's lives, affecting family routines, social interactions, cultural norms, and leisure activities all of which impact upon contemporary childhood. Television is particularly significant in early childhood; it is the child's first and most enduring contact with the mass media and an integral part of the overall environment in which early childhood development occurs, Victoria, (2009). The amount of television children watch varies immensely.

Viewing habits range from the child who watches no television at all to the child who is in front of the television nearly all waking hours. The decision to watch television is influenced by several factors, including the lack of any preferred or required alternative activity; fondness for particular programs or characters; habit; and mood. The longer a child has spent watching television at any one time, the more difficult he or she is to distract.

This means that during the formative years, children spend more time in front of a television set. As it is today, television has become a major influence educationally, as well as social learning. With most families owning at least one television set, children have become very television friendly from at least, the age of six. It is found in many homes and it requires a minimal skill to operate, such that children find it easy to manipulate its visual nature, their viewing appetite increases from the age of eight into early adolescence with viewing averaging four hours a day. Television has become the dominant medium to which the children are exposed, obviously for children and of course everybody. Children are the most captivated of television audience, since childhood is a period of seeking information, gathering and learning.

Their longitudinal study indicates that greater television viewing in early childhood is associated with greater viewing at school age, due to continuing environment influence, child preferences or habit, or the interaction of both, and less educated mothers tend to watch more television at all ages. The interconnection between early childhood development and television begins at the start of life, those who watched more than three hours per day are more likely to have behavioural problems such as stealing or fighting than those who watch television for less than

an hour per day making exposure to television one of the most enduring and consistent experiences of childhood, and arguably one of the most powerful.

#### **2.1.4 Attitudes and Practice of Celebrities**

Having an attitude can be defined as the manifestation of the feelings or ideals that drive forces and help in decision-making. Attitudes can be positive or negative. A customer's vital-expressive attitude toward a product or article of clothing may encourage them to make a purchase as a manner of expressing themselves through the act of making a buy. (1985; Snyder & DeBono) Consumers (undergraduates) will have their interactions with the perspectives of fashion loops shaped according to the consumer faction to which they belong (Frings, 2008, p. 67). The two consumer factions or associations that work together to create fashion loops are fashion chiefs, also known as fashion leaders, and fashion customers, also known as fashion followers. People who are considered to be the leaders of fashion are those who are able to spot emerging styles at the beginning of each new fashion era and put them into practise before they become popular.

They take pride in being different and are able to attract the attention of others. The success of the fashion industry as a whole may be attributed to the customers who are either followers or clients of the fashion industry. The vast majority of people, of both sexes, look for approval through conformity and, in order to feel secure in themselves, desire to imitate societal, national, or international fashion idols (Frings, 2008, p. 69). Students at the undergraduate level who are interested in fashion are likely to follow a trend if other people have already done so. It is common or natural for individuals to model themselves after their favourite celebrities as they grow older. From a psychological point of view, celebrities are

typically portrayed as role models, and it is common or natural for people to model themselves after celebrities.

Additionally, as a method of engaging in identification investigation. Chan and Ang (2016). One's demeanour and attitude can be evaluated based on whether or not they conform to the prevalent societal conventions surrounding clothes. This evaluation can be informed by either practical standards or situations. When it comes to selecting casual attire, the values associated with social concepts and activities that need a sense of adventure can play a role in the decision.

When it comes to attire that is considered formal or official, the correct choice is to adhere to the approved dressing requirements. When it comes to athletic apparel, the decision is based not only on how the item performs but also on how it makes the wearer feel. The outfit for the party is selected for its capacity to communicate vitality and contemporary iconographic ideas. (2015) Saravanan and Nithyaprakash. A person's way of dressing can reflect his/her attitude and this attitude is often times, picked from family and age or peer factions. The form of dressing is then patterned over time by either family, educational exposure or society. Obilo and Okugo (qtd in Obeta and Uwah, 2015).

According to Atvie, (2020) public universities in Nigeria are struggling with the wave of improper or lewd dressing among students. Atvie explained the issue as the reign of skimpy or vague dresses by females and razz appearance by males on campuses may have spun many campuses to fashion runway.

### **2.1.5 Nexus Between The Media Celebrities And The Youths**

As consumers become familiar with celebrity figures as a result of increased media exposure, they form one-way, imaginative para-social relations with the celebrity. These relationships are real in the consumers' perceptions and constitute an important part of the consumers' subjective social experience. This phenomenon can be a powerful driver for the demand of luxurious brands in emerging markets (Zhou and Belk 2004).

Indeed, the country's cohort of young adults who grew up during its years of robust economic growth is increasingly "global" and "materialistic" in their pursuit of brands (Hung, GU and Yim 2007). Compared with older cohorts, Generation Y individuals in China, especially those living in urban cities, are more individualistic, more embracing of western influence, and more inclined to pursue self-actualization rather than pure capitalistic "get rich" orientations in career aspirations. In addition, these individuals have greater tools and avenues of exposure to entertainment-based media, as they are much more embracing of new technology, especially the internet (Arora 2005).

Celebrity worship thus becomes more prevalent and profound, as celebrities represent idealized role models that consumers of this generation, deviating from the traditional career expectations of their parents, can more easily pursue and aspire to. Consumers form parasocial relations that correspond notably to a variety of specific actual social relations. Some viewers regard their favourite television performer as a friend. Others regard their favorite celebrity as a father figure, a big sister, or a lover. While the parasocial relations may serve a need fulfillment function, some researchers suggest that relationship importance

can be assessed on a cost/reward basis. Since the celebrity is attractive and the relationship is under the fan's control, parasocial relations are high reward/low cost exchanges (Perse and Rubin 1989).

Meanwhile, there is growing evidence that shows that parasocial relations involve not only calculative commitment but also affective commitment that stem from people's intense emotional involvement with the celebrity. As an Elvis Presley fan suggests, "I can feel him in my heart. I can see him in my dreams; I can see him on my wall in my posters, that's the stuff that's the real Elvis (Fraser and Brown 2002). A celebrity is often regarded as a hero, a role model, or even a god-like figure to take on a dimension larger than life, allowing the fan to achieve a kind of higher existence (Kozinet 2001). Another Elvis fan, a devout Catholic, speaks with a religious fervor and suggests that "there is a distance between human beings and God.

#### **2.1.6 Influence of the Movie Industry On The Society**

What someone is wearing often forms the first impression about the character of the person and the perceptions of students in terms of credibility, character, and likeability. Hence culture is seen as the totality of learned, socially-transmitted customs, knowledge, material objects and behavior. It includes the ideas, value, customs and artifacts of a group of people (Schaefer, 2002). Although, there are no universally acceptable way or ways of dressing, dresses are meant to serve some definable purposes, country or region notwithstanding. They are part of a peoples' culture and they define their tribal or ethnic identity.

Apart from dresses being a means for cultural identity, they are for ornamental or aesthetic purposes, for protection of the body against harsh weather conditions as

well as for covering the intimate parts of the body (Answer.com, 2011; & Articlesbase.com, 2011). These purposes are important especially as they form major aspects of a person's personality. But as important as these purposes are, they have been defeated by the generation of Nigerian youths (Articlesbase.com, 2011). Their dress patterns are most times unAfrican, and are invented. They usually dress in a manner that does not show that they are responsible. The African culture and particularly that of Nigeria encourage modesty in appearance as do the Christian and Islamic religions where the larger population of these youths claimed to be worshipping God (Omede, 2011).

Every culture according to Articlesbase.com (2011) has its dressing code that may vary according to cultures. Despite this variation, one thing is certain and that is every culture has an acceptable dress code. So every dress code that deviates from the one acceptable to the community especially as it affects the set moral standard or judgment of the community is termed indecent. Cultural dresses of the Hausa, Igbo Yoruba and other ethnic groups in Nigeria are the quintessence of a true Nigerian culture. The Hausa caftan, the Igbo trouser and long silk top, and the Yoruba Dansiki, Buba and Sokoto and Agbada are really identity markers.

Nigerian youths are increasingly adopting wholesale cultural values that are alien and not compatible with the Nigerian way of life (Otufodurin, 2011). The Nigerian youth may not be totally responsible for lack of appreciation of our culture. Famous among vehicles of cultural imperialism are the mass media. According to Iyarza (2014) Television, with its visual, audio and motion capacities ranks among the most influential medium of communication in recent times. Television programs are transmitted at the local level to the local audience, national level to

the national audience who cut across different ethnic groups and religion, and global level to the international community or audience who are situated within different countries of different continents. Global television, which includes satellite transmission of programs from one country to many other countries, is the most vibrant instrument of cultural imperialism. Iyarza (2014) explains further that television has structural characteristics of visual images, motion and audio capacities that are creatively combined with the specific context of the transmitted messages by means of electromagnetic waves.

In Nigeria, 60% of the population of more than 160 million including youths is reached through television broadcast with both positive and negative impacts (Iyorza, 2007). Cultural promotions through global television have enormous impact on the Nigerian youth today. Cultural promotions are made possible by a set of cosmopolitan culture considered to be elite and popular, scientific and artistic and linked through the medium of English as a universal rather than a national language (Hirst & Thompson, 1999). Iyarza (2014) points out that western dance have taken over African traditional dances among the youths in public places. Foreign meals including fried rice, vegetable salads, baked snacks and canned foods have become more preferred to African delicacies such as “abacha” and “Ugba” (meal made of cassava and vegetables and other condiments) and fried beans cake known in local parlance as “akara”.

Language as a means of communication, styles of houses and even schools have assumed similar with what is available in the western world (Iyarza, 2014). Cultural promotions actually influence the taste, lives and aspirations of virtually

every nation and in some way; they are viewed as corrupting and antagonistic to subcultures of the third world countries (Rothkopt, 2000).

The promotion of cultures through global television programs like drama, dance, music and advertising negatively affects viewers. Violent and aggressive behavior depicted on the television screen consumes children and affect teenagers. The trend is on the increase with a great leap in communication technological development where they receive great amount of information regarding new fashion and fad and other products (Nwagbara, 2006). With the opportunity provided by the new media, Nigerian youths today supposedly spend more time watching global television programs such as musicals which are corrupted with nudity and suggestive dance steps, drama series with strong story lines of love, action movies featuring gangsters, acts of shooting, and killings, including modes of dressing, speaking and killing as well as modes of walking which are unacceptable in the context of African (Iyarza, 2014).

#### **2.1.7 Influence Of Celebrities Fashion Lifestyle On Undergraduates**

According to De Veirman et al. (2017), celebrities' Instagram profiles also have a major influence on the public's perception of them. Actors, actresses, athletes, singers, dancers, and authors who have formed a distinct and unique personality throughout the entire world are considered to be celebrities. Celebrities are recognised as being well-known and liked by the general public.

According to Ding et al. (2011), these are the famous people whose appearances are universally admired and recognised by the general public. As a direct result of this, millions of undergraduates from all over the world follow the individual Instagram accounts of millions of individuals. Carroll (2009) has demonstrated that

celebrities have a substantial influence on the choices that undergraduates make about their fashion lifestyle and practice.

Furthermore, undergraduates feel that celebrities' endorsements of certain fashion brands reflect their calibre. However, there are some brands that it appears fewer people are interested in purchasing. According to Avis (2012), in this situation, celebrities should publish or share their endorsements of a certain company on their personal Instagram accounts so that their followers may learn more about the brand and visit their page. This is so that their followers can learn more about the fashion brand. Endorsements from well-known celebrities have the potential to be an effective form of marketing that shifts the shopping habits of a significant number of undergraduates who want to look like these celebrities.

Aggarwal and McGill (2011) argue that because celebrities are adored and revered by everyone, it is possible for them to offer new products to their fans and increase awareness of those products through effective advertising. In addition, they believe that it is possible for celebrities to make money off of the sale of those products. Customers will commonly have favourable sentiments toward the brands that are supported by their favourite celebrities, which will affect the customers' decisions over what products to purchase. Ambroise et al. (2014) shown that leveraging celebrities to advocate a company's products and highlighting those celebrities on the company's official Instagram site can attract a sizeable number of people who may be interested in purchasing those products. As a result, companies have the opportunity to increase their sales and engage a wider audience.

Therefore, the relationship between fans and celebrities is referred to as "parasocial interaction." This interaction was initially conceived of as an "imaginary, one-sided relationship, based on vicarious interaction (television watching) rather than actual interaction, where viewers feel that they know and understand the persona (celebrity) in as intimate a way as they know and understand flesh-and-blood friends" (Perse & Rubin, 1989, p. 60).

Since it first began, parasocial research has been researched in order to learn more about the relationships that exist between celebrities and their fans across a range of different media channels. Some of these mediums include the radio, television, motion pictures, video games, and even printed books. Researchers have just recently started looking into the parasocial connections that can form between famous people and their admirers through online interactions such as the ones that take place on social media platforms like Instagram.

In studies that have investigated online parasocial contact, a number of academics have focused their attention on the ways in which fans' perspectives and behaviours can be influenced by parasocial interactions with celebrities that take place through social media activities. Researchers have discovered that parasocial contacts with celebrities have multiple implications on social media users. These outcomes include promoting a greater sense of interpersonal closeness (Frederick, Choong, Clavio, & Walsh, 2012), a greater sense of community (SOC) in online communities created by Instagram users (Blight, Ruppel, & Schoenbauer, 2017), and even convincing users to purchase products or services promoted by the celebrity on social media (Frederick, Choong, Clavio, & Walsh, 2017). Take, for example, Frederick (Chung & Cho, 2014). Relationships with those stars can even

have an effect on the likelihood that committed Twitter fans of a television celebrity would tune in to the show in the near future (Tengku Siti Aisha & Aini Maznina, 2017).

In addition, recent studies have shown that how users interact with their social media accounts and which users they choose to follow may have an effect on the degree of parasocial bonding that they create with the celebrities that they follow. For instance, Spangardt (2017) found that the number of parasocial interactions with athletes on Instagram is not significantly influenced by Instagram usage frequency and/or user affinity. However, a separate study revealed evidence that may support the opposite conclusion. When a Twitter user attempts to engage a celebrity, the quantity of parasocial contact with that celebrity grows (Pennington, Hutchinson & Hall, 2016).

## **2.2 Theoretical Framework**

This study is based on the Social Learning Theory and Cultivation theory.

### **2.2.1 Social Learning Theory**

Social Learning Theory was propounded by Albert Bandura who was a psychologist at Stanford University. The theory suggests that much learning takes place through observing the behaviour of others (Anaeto, et al, 2008). Bandura (1986) argues that people learn behaviours, emotional reactions, and attitudes from role models whom they wish to emulate.

The social learning theory has a general application to socialising effects of media and the adoption of various models of action as they apply to many everyday matters such as clothing, appearance, style, eating and drinking, modes of

interaction and personal consumption. Television is rarely the only source of social learning and its influence depends on other sources: much as parents, friends, teachers, etc (McQuail, 2005).

From the discussion, it can be reliably argued that this theory appropriately addresses how music video helps in shaping the social behaviour of youth. This is because as they are exposed to the entertainment programmes, they engage in a form of social learning process through some of the attributes as portrayed on music videos. Clark (1994) is of the view that it is not the medium that influences learning, instead there are certain attributes of music videos that can be modeled by learners and can shape the development of unique "cognitive processes."

### **2.2.2 Cultivation Theory**

The Cultivation Theory was chosen to give backing to the social learning theory in this study. In examining the relevance of this theory to the context of the study, our concern is with the volume of exposure to entertainment TV by teenagers and their perception of what constitutes reality and the acceptable forms of social behaviour.

Cultivation Theory is a sociological and communications framework that examines the lasting effects of media, primarily television. It suggests that people who are regularly exposed to media for long periods of time are more likely to perceive the world's social realities as they are presented by the media they consume, which in turn affects their attitudes and behaviors.

The Cultivation Theory was propounded by Professor George Gerbner who was conducting research called "Cultural Indicators Program" about the impact of

violence broadcasted in TV programs on individuals. The Theory began as a way to test the impact of television on viewers, especially how exposure to violence through television affects human beings. The theory's key proposition is that "the more time people spend 'living' in the television world, the more likely they are to believe social reality aligns with reality portrayed on television. Because cultivation theory assumes the existence objective reality and value-neutral research, it can be categorized as part of positivistic philosophy.

Although Cultivation Theory is often ascribed to TV violence, other studies have shown that Cultivation Theory is applicable to other TV programmes. The Theory suggests that exposure to media affects a viewer's perceptions of reality, drawing attention to three aspects: institutions, messages, and publics.

Gerbner's initial work looked specifically at the effects of television violence on American audiences. Measuring the effect of violence underscored the larger part of Gerbner's work on cultivation theory. Therefore, he measured dramatic violence, defined as "the overt expression or threat of physical force as part of the plot. Gerbner's research also focused on the interpretation by high-use viewers of the prevalence of crime on television versus reality. He argues that, since a high percentage of programs include violent or crime-related content, viewers who spend a lot of time watching are inevitably exposed to high levels of crime and violence.

Following his previous results, he placed television viewers into three categories: Light viewers (less than two hours a day), Medium viewers (two–four hours a day), and Heavy viewers (more than four hours a day). He found that heavy viewers held beliefs and opinions similar to those portrayed on television, which

demonstrated the compound effect of media influence. Heavy viewers experienced shyness, loneliness, and depression much more than those who watched less often. Conclusively, this paper also postulates the cultivation theory to rationalize the theoretical mechanism to claim celebrities' dressing motives as a motivating force that shapes and influences students on exploring such fashion trends.

### **2.3 Review of Related Studies**

Results of research regarding the Influence of Instagram Celebrity Fashion Lifestyle can confirm the importance, as well as the existence of relationships between Attitude and Practice among Undergraduates.

Omolayo et al. (2021) conducted research on social media celebrities and how undergraduates at the Federal University of Technology, Akure, adopted their way of life by observing their dress code, time management, decision-making patterns, extravagant consumption, and drug usage. This research was conducted on social media celebrities and how undergraduates at the Federal University of Technology, Akure, adopted their way of life. According to the findings of the study, the endorsement of lifestyle choices by undergraduates was significantly influenced by celebrities' usage of social media. A population of 13,000 undergraduate students was divided into a sample size of 382, and then that sample was selected utilising qualitative and quantitative analysis in the form of group talks and questionnaires. According to the data, 43 percent of the respondents are swayed by the online personas of celebrities, especially on social media.

According to the findings of Saravanan and Nithyaprakash's (2015) research on the effects of fashion trends on society, members of Generation Z (undergraduates) have become more self-conscious about their appearance. This is reflected in everything from their use of social media to their actual purchasing habits. In his study *Between Media Celebrities and The Youth: Exploring the Impact of Emerging Celebrity Culture on The Lifestyle of Young Nigerians*, Uzuegbunam (2017) concluded that the phenomenon of celebrity norm has become a reality in Nigeria, as young people are shown to have either positive or negative opinions regarding media icons. This was the main finding of Uzuegbunam's study, which was titled *Between Media Celebrities and The Youth: Exploring the Impact of Emerging Celebrity Culture on The* focus of the study was on the ways in which young people's social attitudes, behaviours, and lifestyles may be influenced by depictions of the celebrity lives of famous individuals in both traditional and alternative forms of media, such as the internet and satellite television.

The goal of the research was to find out whether or not young people (students) were exposed to content in the media that could tempt them to live lavish lifestyles like those of local and international celebrities and praise those kinds of lives. First, the findings of the study showed that the respondents had knowledge of the numerous media outlets in Nigeria that are interested in the lives of celebrities; just 15.2% of the respondents did not know about these outlets. Second, 48 of them, or 28.9% of them, did not believe that their lifestyles were traditional with the characteristics that are associated with the lives of international celebrities. In addition, 20.5% of respondents stated that they obtain their celebrity news from satellite TV, in comparison to the 24% who stated that they acquire their celebrity news from the internet, satellite TV, and international

publications. The local Nigerian media, satellite television, and the internet are the primary sources of information for the majority of respondents (26%) when it comes to learning about overseas celebrities. These parts produced by the media alliance performed the best (72%). In a same vein, 87% of respondents believed that the media was to blame for the appeal of celebrities, whilst only 13% of respondents disagreed with this statement.

The young people who were the focus of the investigation were exposed to both domestic and international celebrities through various forms of media. The second research topic investigated whether or not the way in which the media portrays the lifestyles of celebrities had any influence on the perspectives and actions of young people (students). According to the findings, approximately 79% of those polled expressed an interest in learning more about the personal lives of well-known celebrities. 46.2% of participants felt that this attraction offered a high level of excitement. While 64.5% of respondents reported that they are impacted by the physical appearance or manner of life of any well-known celebrity, 43.4% of respondents felt that celebrities had an influence on how people think about relationships, sex, and marriage. In addition, 99% of people believe that celebrities in general have an influence on the attitudes and behaviours of Nigerian youth (students) in general. This is a belief that is shared by the majority of people. A total of 128 undergraduate students from Nnamdi Azikiwe Federal University in Awka, Anambra State of Nigeria were selected at random to participate in the study. The questionnaires that were utilised to conduct the survey were directed toward young adults between the ages of 17 and 25.

Arman et al. (2019) carried out research in order to observe the impact or influence of physical beauty and celebrity affirmation in the context of social media and to draw conclusions based on their findings. The primary demographic requirement of the poll, which required respondents to be between the ages of 13 and 18, was satisfied by its total of 282 participants.

Apuke, (2017) in a study of on influence of television on the fashion patterns of youths in Taraba State University Jalingo. A total of 220 questionnaires were distributed and 200 were returned. The study revealed that youths (students) develop regard on dresses care-worn by celebrities they see on television most importantly on Western movies and that hip-hop and make-up and hairstyle are the most copied or emulated forms of dressing by youths(students).

Opokua et al., (2018; p.54-73) examined the dressing trend among students of tertiary/university institutions in Ghana. Using students from the Universities of Education and Winneba, as well as students from the Kwame Nkrumah University of Science and Technology. The findings of the study revealed, among other things, that the current fashion trend is characterised by exposing sensitive body parts, wearing clothing that fits more snugly, dressing unnecessarily, and underdressing for academic settings. The findings of the survey also demonstrated that international influences, peer pressure, and social media all have an effect on the kind of clothing that undergraduate students (both male and female) choose to wear.

Ativie, (2020) carried out a study on the influence of celebrity dress sense or styles on DELSU students' mode of fashion. Adopting a descriptive research design, the data were gathered through the use of questionnaire; 36% (66) of the

undergraduates were between the ages 16-18 years, 40% (74) of them were within the age range of 18-20 years while 17% (31) of them were within the age range of 20-25 years. Only 7% (13) of the 184 undergraduates were between the ages of 25-26 years. The study showed that respondents accept that celebrity fashion styles do influence students' fashion patterns with over 50% of the undergraduates in agreement with fourteen options in the questionnaire.

Corbus commissioned a research to investigate the impact that celebrity fashion and beauty lines had on customer decision-making, and they reported their findings (2009). One of the five respondents who had made a purchase from Beyoncé's fashion lines stated that their choice to do so was influenced by their love for Beyoncé and the connection they believed they would have with her (Beyoncé) once wearing a dress or accessory from one of her fashion lines.

Ibrahim, (2020) investigated the effect and impact of social media platforms on fashion patterns of female undergraduates at the University of Ilorin, Nigeria. A questionnaire made up of a 4-point scale was the variant used for data gathering. A total population of 16,391 female undergraduates was gotten from the institution. A Sample size of 300 female undergraduate was selected at random but only 280 respondents filled and returned their questionnaires. The findings of the research among others showed that the female undergraduates dressing and fashion patterns are hugely influenced by emulating or copying celebrities, western fashion styles, peer effect, mass media and trending fashion.

A study was conducted by Madlela (2014) to assess how depictions of male and female celebrities on the covers of e+ magazines might effect young people living in the United Arab Emirates. The study looked at both male and female celebrities.

The research employed both a quantitative and exploratory approach to its design. The responses of thirty teenagers in the United Arab Emirates to a questionnaire found that young people in the country imitated the hairstyles and makeup of celebrities, purchased products they saw those celebrities using or wearing, and adopted the attitudes of those celebrities.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

According to de Vaus, (2001) research design is as an overall schedule or plan that one chooses to mix up the various parts of the research in a coherent and step by step manner thus, ensuring that the problem under the research is well addressed. Research design are basically of two forms, the qualitative and the quantitative variants.

To effectively evaluate the influence of celebrities' dressing styles on the fashion trends amongst students of Kwara State Polytechnic, Ilorin, the researcher used the method of data collection. Hence, the research design for this study is an Explanatory or Descriptive Survey. This approach allowed the researcher to collect data and focus on the quantitative variant to broaden the outcome of the study on the population.

The explanatory or descriptive survey research approach is ideal for investigations that deal with event and public opinion or sentiment, and the survey is a quantitative research design in which social data is gotten from a sample of individuals through their feedbacks to questionnaires.

The research aims to gather data for specific problems from a sample in order to get different views and opinions from a larger or broader population. Data will be gotten by use of questionnaires from the participants under study.

### **3.2 Population Of The Study**

A population can be referred to as the entire or whole group that one wants to draw or gather conclusions from (Bhandari, 2022). The population of the study area consist of Kwara State Polytechnic, Ilorin, which has over 30,000 undergraduate students (Popoola, 2014) across six academic institutes and four centres.

### **3.3 Sample Size**

A sample size can refer to a picked or chosen group under research area which reasonably embodies the entire population of attraction or concern i.e. a sample of population which has the attributes that are necessary to the study analysis or scrutiny.

Making Use of the online format of the Taro Ya-mane formula, the sample size for this study was two hundred (200). The researcher randomly selected 100 participants' undergraduates from the each of the tertiary institutions.

### **3.4 Sample Technique**

Sampling is an approach that could permit researchers compile information about a population and is focused on outcome from a participant of the population, without having to examine everyone. The reduction in the number of persons in a study can reduce the cost implication and workload, and can make it much easier to gather quality data.

There are broadly two sampling approaches available i.e. probability sampling and non-probability sampling. In the prospect or probability sampling, you may start

with a whole sampling frame of all worthy or suitable people to choose your sample. As an outcome, all suitable individuals have a better opportunity of being selected or picked for the sample, and the outcomes of your research can be more generalized. Prospect sampling methods are more time-depleting and expensive than non-prospect sampling techniques. Because, you don't begin with a complete sampling frame in prospect sampling, some individuals stand a slim chance of getting chosen.

Whereas, non-probability sampling methods are not cost extensive and more practical, making them complete for exploratory research and hypothesis creation. Thus, this study will adopt a convenient and purposive sampling from the non probability sampling. The main reason for selecting the specific study approach is to highlight the most vital data, given that the subject or area of research is evenly important, the selection of these association will try to “get the broadest variety of data, information and opinions on the subject of research” from participants who are willing (Kuzel, 1992, p. 37). This technique permitted the researcher to quickly collect data from residents in the market place, religious institutions, lectures halls and other critical locations in Kwara State Polytechnic who are undergraduates and the group the researcher was interested in studying.

The questionnaires were distributed as Google forms to online groups and emails of the mapped-out locations; questionnaires were sent to Facebook or WhatsApp media groups of undergraduates of the institution, in relation to the convenient sampling technique, this way the researcher accessed available members quickly.

### **3.5 Data Collection Instrument**

The instruments used to gather data for this study is the Questionnaire for quantitative variant. The questionnaires were designed as close-ended questions, these were used to make the feedbacks easier for the researcher by making the responses measurable. The questionnaire is also a method or technique for data gathering, it is used to determine fact, perception, attitude, beliefs, idea routines and other demographic data (Obasi, 2012). A total of two hundred (200) questionnaires were issued out to students of Kwara State Polytechnic, Ilorin.

### **3.6 Validity And Reliability**

Validity can refer to an approach's ability to accurately quantify what it claims to quantify. When research attains a high stage of validity, it means the results are vital and relevant to real-world occurrences in the physical or social world. The questionnaire was reviewed by a supervisor and scholar who assessed all the features and component parts of the questionnaire for grammatical and ambiguity errors. The instruments were also satisfied to reliable in measuring the variables raised in the study.

### **3.7 Data Collection Methods**

Data collection entails gathering and estimating information on targeted variables in an earlier established routine, which ensures that the researcher arrives at good or relevant answers. The researcher adopted the use of questionnaire as a data collection instrument. The questionnaire was design in an online survey format and was allotted to the respondents on the web via hypertext links. A Google form

was designed for the online review or survey and sent to the respondents to answer.

### **3.8 Method Of Data Analysis**

Data Analysis can refer to the manner in which the gathered data will be presented and interpreted in a purposeful manner and in which resolutions are given for Observations. The data gotten from the field were evaluated mutually in quantitative and qualitative ways as it is the purpose for the adoption of mixed method of data collection.

Table was used to open the data and display them and their meta data for the researcher to analyse the social science data gotten from the field.

## CHAPTER FOUR

### DATA ANALYSIS

#### 4.0 INTRODUCTION

This chapter contains the results of the survey conducted to ascertain the influence of celebrities' dressing styles on the fashion trends amongst students. The chapter discusses the demographic profiles of respondents, celebrities' dressing styles on the fashion trends amongst students, as well as the analyses of the research questions and the discussion of findings.

#### 4.1 DEMOGRAPHIC PROFILE OF RESPONDENTS

The major demographic characteristics in this study are respondents' age, gender, level of study and religion. The respondents' demographic profile of this study is presented in frequency and percentage format in Table 4.1

Question 1: Gender

Response	Frequency	Percentage
Male	45	45%
Female	55	55%
Total	100	100%

Source: Field Survey 2024

On the table 1 above, 45 respondents (45%) were males, while 55 respondents (55%) were also females.

### Question 2: Age Range

Response	Frequency	Parentage
18-25	60	60%
26-40	40	40%
41 and above	0	0%
Total	100	100%

Source: Field Survey 2024

On table 2 above, 60 respondents (60%) fall within the age range of 18 – 25, also 40 respondents (40%) fell within the age range of 26-40, no respondents fall within the age range of 41 and above.

### Question 3 = Religion

Response	Frequency	Parentage
Muslim	60	60%
Christianity	40	40%
Others	0	0%
Total	100	100%

Source: Field Survey 2024

On table 3 above, 60 respondents (60%) were Muslims, 40 respondents (40%) were Christians and no respondents fall within Others.

#### Question 4 = Educational Qualifications

Response	Frequency	Percentage
ND I	33	33%
ND II	27	27%
HND I	25	25%
HND II	15	15%
Total	100	100%

Source: Field Survey 2024

On table 4 above, 33 respondents (33%) were ND I students, 27 respondents (27%) were ND II students, while 25 respondents (25%) were HND I students, 15 respondents (15%) were HND II students respectively.

## 4.2 ANALYSIS OF RESEARCH QUESTIONS

Question 5 = Celebrities' dressing styles have negative influence on students' socialization.

Response	Frequency	Percentage
Strongly Agreed	40	40%
Agreed	35	35%
Neutral	10	10%

Disagreed	10	10%
Strongly Disagreed	5	5%
Total	100	100%

Source: Field Survey 2024

From table 5 above, 40 respondents (40%) Strongly Agreed that celebrities' dressing styles have negative influence on students' socialization, 35 respondents (35%) agreed, while 10 respondents (10%) were Neutral, 10 respondents (10%) disagreed and 5 respondents (5%) strongly disagreed with the position.

Question 6 = Celebrities' dressing styles have overbearing influence on clothing utilization of students of the institution.

Response	Frequency	Percentage
Strongly Agreed	15	15%
Agreed	60	60%
Neutral	10	10%
Disagreed	10	10%
Strongly Disagreed	5	5%
Total	100	100%

Source: Field Survey 2024

From table 6 above, 15 respondents (15%) Strongly Agreed that celebrities' dressing styles have overbearing influence on clothing utilization of students of the institution, 60 respondents (60%) agreed, while 10 respondents (10%) were Neutral, 10 respondents (10%) disagreed and 5 respondents (5%) strongly disagreed with the position.

Question 7 = Celebrities' dressing styles have damaging influence on fashion trend of students of Kwara State Polytechnic.

Response	Frequency	Percentage
Strongly Agreed	30	30%
Agreed	30	30%
Neutral	5	5%
Disagreed	10	10%
Strongly Disagreed	5	5%
Total	100	100%

Source: Field Survey 2024

From table 7 above, 30 respondents (30%) Strongly Agreed that nollywood celebrities' dressing styles have damaging influence on fashion trend of students of Kwara State Polytechnic, 30 respondents (30%) agreed, while 5 respondents (5%) were Neutral, 10 respondents (10%) disagreed and 5 respondents (5%) strongly disagreed with the position.

Question 8 = Celebrities' dressing styles influence the clothing accessories of students of the Polytechnic in bad way.

Response	Frequency	Percentage
Strongly Agreed	60	60%
Agreed	30	30%
Neutral	10	10%
Disagreed	5	5%
Strongly Disagreed	5	5%
Total	100	100%

Source: Field Survey 2024

From table 8 above, 60 respondents (60%) Strongly Agreed that Celebrities' dressing styles influence the clothing accessories of students of the Polytechnic in a bad way, 30 respondents (30%) also Agreed, while 10 respondents (10%) were Neutral, 5 respondents (5%) Disagreed and also 5 respondents (5%) Strongly Disagreed with the position.

Question 9 = Students pay attention to the content rather than the dressing style of the celebrities.

Response	Frequency	Percentage
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Strongly Agreed	25	25%
Agreed	25	25%
Neutral	40	40%
Disagreed	5	5%
Strongly Disagreed	5	5%
Total	100	100%

Source: Field Survey 2024

From table 9 above, 25 respondents (25%) Strongly Agreed that Students pay attention to the content rather than the dressing style of the celebrities, 25 respondents (25%) also agreed, while 40 respondents (40%) were Neutral, 5 respondents (5%) disagreed and 5 respondents (5%) strongly disagreed with the position.

Question 10 = Students used to copy most of the celebrities' lifestyles exhibited in many of their roles and characters in their movies.

Response	Frequency	Percentage
Strongly Agreed	30	30%
Agreed	40	40%
Neutral	15	15%
Disagreed	5	5%

Strongly Disagreed	5	5%
Total	100	100%

Source: Field Survey 2024

From table 10 above, 30 respondents (30%) Strongly Agreed that Students used to copy most of the celebrities' lifestyles exhibited in many of their roles and characters in their movies, 40 respondents (40%) also Agreed, while 15 respondents (15%) were Neutral, 5 respondents (5%) Disagreed and also 5 respondents (5%) Strongly Disagreed with the position.

Question 11 = Celebrities have gone from being role models in the society to being bad influence on the young generation.

Response	Frequency	Percentage
Strongly Agreed	25	25%
Agreed	25	25%
Neutral	15	15%
Disagreed	25	25%
Strongly Disagreed	5	5%
Total	100	100%

Source: Field Survey 2024

From table 11 above, 25 respondents (25%) Strongly Agreed that the celebrities have gone from being role models in the society to being bad influence on the

young generation, 25 respondents (25%) agreed, while 15 respondents (15%) were Neutral, 25 respondents (25%) disagreed and 5 respondents (5%) strongly disagreed with the position.

Question 12 = These days, good parents who wish to train their children in the right way are now selective in the choice of films they buy and watch at home.

Response	Frequency	Percentage
Strongly Agreed	45	45%
Agreed	15	15%
Neutral	20	20%
Disagreed	10	10%
Strongly Disagreed	10	10%
Total	100	100%

Source: Field Survey 2024

From table 12 above, 45 respondents (45%) Strongly Agreed that these days, good parents who wish to train their children in the right way are now selective in the choice of films they buy and watch at home, 15 respondents (15%) agreed, while 20 respondents (20%) were Neutral, 10 respondents (10%) disagreed and 10 respondents (10%) strongly disagreed with the position

Question 13 = Media and researchers have noted that dressing is a manifest reflection of people's culture which includes mode of dressing.

Response	Frequency	Percentage
Strongly Agreed	50	50%
Agreed	25	25%
Neutral	20	20%
Disagreed	3	3%
Strongly Disagreed	2	2%
Total	100	100%

Source: Field Survey 2024

From table 13 above, 50 respondents (50%) Strongly Agreed that Media and researchers have noted that dressing is a manifest reflection of people's culture which includes mode of dressing, 25 respondents (25%) agreed, while 20 respondents (20%) were Neutral, 3 respondents (3%) disagreed and 2 respondents (2%) strongly disagreed with the position.

Question 14 = Nigerian Nollywood movies and social media content are portrayal of foreign pattern of social life, in terms of dress, sex scenes, nudity and obscenity.

Response	Frequency	Percentage
Strongly Agreed	25	25%

Agreed	25	25%
Neutral	15	15%
Disagreed	25	25%
Strongly Disagreed	10	10%
Total	100	100%

Source: Field Survey 2024

From table 14 above, 25 respondents (25%) Strongly Agreed that Nigerian Nollywood movies and social media content are portrayal of foreign pattern of social life, in terms of dress, sex scenes, nudity and obscenity, 25 respondents (25%) agreed, while 15 respondents (15%) were Neutral, 25 respondents (25%) disagreed and 10 respondents (10%) strongly disagreed with the position.

Question 15 = Students observe celebrities closely and then imitate them in every instance of their life.

Response	Frequency	Percentage
Strongly Agreed	40	40%
Agreed	35	35%
Neutral	15	15%
Disagreed	5	5%
Strongly Disagreed	5	5%

Total	100	100%
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Source: Field Survey 2024

From table 15 above, 40 respondents (40%) Strongly Agreed that students observe celebrities closely and then imitate them in every instance of their life, 35 respondents (35%) also Agreed, while 15 respondents (15%) were Neutral, 5 respondents (5%) Disagreed and also 10 respondents (5%) Strongly Disagreed with the position.

Question 16 = Celebrities who are viewed on television, movies, satellite are all powerful tools of communicating dress sense and clothing styles to students.

Response	Frequency	Percentage
Strongly Agreed	25	25%
Agreed	25	25%
Neutral	41	50%
Disagreed	5	5%
Strongly Disagreed	4	4%
Total	100	100%

Source: Field Survey 2024

From table 16 above, 25 respondents (25%) Strongly Agreed that celebrities who are viewed on television, movies, satellite are all powerful tools of communicating dress sense and clothing styles to students, 25 respondents (25%) also agreed,

while 41 respondents (41%) were Neutral, 5 respondents (5%) disagreed and 4 respondents (4%) strongly disagreed with the position.

Question 17 = Celebrities need to develop positive disposition to their mode of dressing in a bid to improve on them.

Response	Frequency	Percentage
Strongly Agreed	40	40%
Agreed	35	35%
Neutral	15	15%
Disagreed	3	3%
Strongly Disagreed	2	2%
Total	100	100%

Source: Field Survey 2024

From table 17 above, 40 respondents (40%) Strongly Agreed that celebrities need to develop positive disposition to their mode of dressing in a bid to improve on them, 35 respondents (35%) also Agreed, while 15 respondents (15%) were Neutral, 3 respondents (3%) Disagreed and also 2 respondents (2%) Strongly Disagreed with the position.

### **4.3 ANALYSIS OF RESEARCH QUESTIONS**

#### **Research Question One:**

What influence do celebrities' dressing styles have on students' socialization in Kwara State Polytechnic?

Table 5 analysed the influence that celebrities' dressing styles have on students' socialization in Kwara State Polytechnic by revealing that 40 respondents (40%) Strongly Agreed that celebrities' dressing styles have negative influence on students' socialization, 35 respondents (35%) agreed, while 10 respondents (10%) were Neutral, 10 respondents (10%) disagreed and 5 respondents (5%) strongly disagreed with the position.

#### **Research Question Two:**

What influence do celebrities' dressing styles have on clothing utilization of students' in Kwara State Polytechnic?

Table 6 analysed the influence that celebrities' dressing styles have on clothing utilization of students' in Kwara State Polytechnic, by revealing that 15 respondents (15%) Strongly Agreed that celebrities' dressing styles have overbearing influence on clothing utilization of students of the institution, 60 respondents (60%) agreed, while 10 respondents (10%) were Neutral, 10 respondents (10%) disagreed and 5 respondents (5%) strongly disagreed with the position.

### **Research Question Three:**

What influence do celebrities' dressing styles have on fashion trend of students' in Kwara State Polytechnic?

Table 7 analysed the influence that celebrities' dressing styles have on fashion trend of students' in Kwara State Polytechnic, by revealing that 30 respondents (30%) Strongly Agreed that nollywood celebrities' dressing styles have damaging influence on fashion trend of students of Kwara State Polytechnic, 30 respondents (30%) agreed, while 5 respondents (5%) were Neutral, 10 respondents (10%) disagreed and 5 respondents (5%) strongly disagreed with the position.

### **Research Question Four:**

What influence do celebrities' dressing styles have on clothing accessories of students' in Kwara State Polytechnic?

Table 8 analysed the influence that celebrities' dressing styles have on clothing accessories of students' in Kwara State Polytechnic, by revealing 60 respondents (60%) Strongly Agreed that Celebrities' dressing styles influence the clothing accessories of students of the Polytechnic in a bad way, 30 respondents (30%) also Agreed, while 10 respondents (10%) were Neutral, 5 respondents (5%) Disagreed and also 5 respondents (5%) Strongly Disagreed with the position.

## **4.4 DISCUSSION OF FINDINGS**

The present study is an attempt to understand the the influence of celebrities' dressing styles on the fashion trends amongst students. With this aim, this chapter

provides a depth understanding on the subject matter based on results generated in the previous section. The study found out that there was a high level of followership of celebrities by students of Kwara State Polytechnic, Ilorin. This agrees with the opinion of Rideout et al. (2010) that television (TV) contents continue to be the leading choice for young people to spend their time with, averaging a total of four and a half hours a day. Also, from the study, watching Zee World is seen as a family activity by just a handful of the respondents

Nigeria is a country where culture and religion dictate the perception or stance of the people on social behaviour. In fact, it is against many if not all Nigeria culture to appear nude especially among the Muslim, Hausa, Yoruba even the Igbo nation kick against indecent dressing otherwise called semi-porn. Nnabuko (2012) quoted Olu and Iduaja (2007) observes that, with the mass production of visual images through television, cinema, film, internet, etc the world has eventually become a global village sharing different world views in common.

There is a common belief in Nigeria, that home movies (Nollywood) negatively project the culture of Nigeria. That is why Frank Aig-Imoukahude in Opubor (1995) cited in Nnabuko (2012) confirms that, "Many Nigerians have complained of the poisonous content of films shown on the screens in Nigeria. A great number of people have criticized the nation's television for featuring materials which have contradiction or erode, the quality of life and undermine the people's values and norms. What is needed are films for self projection for presenting the fact of life in Nigeria.

Specifically, the respondents of this study believe that clothing enhances the level of socialization on campus and that fellow students appreciate and admire these

clothes. The result also shows that some choice of clothing items such as sleeveless dresses, bum shorts, skimpydresses, figure hugging dresses among students are promoted by what celebrities wear. The respondents also agree that they love using celebrity clothing styles because it gives them some sense of identity. They claim to embrace the latest dressing trends introduced by celebrities because it shows how modern and sociable they are.

Finally, the respondents agree that apart from using celebrities' style of shoes and jewelry which make them look elegant, they are not addicted to the use of celebrity sunglasses and belt chains.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Summary**

This study seeks to ascertain the influence of celebrity dressing styles on the dressing patterns of Nigerian undergraduates. Indecent dressing by students is a major challenge in Nigerian higher institutions today. The way students on campuses of learning dress, particularly the females, leave much to be desired. They put on sleeveless tops, transparent clothes, tight trousers and dresses, and clothes that reveal sensitive parts of the body such as the breasts, chest, belly, upper arms and buttocks. This style of dressing is not limited to girls alone. Boys on campus plait, dye and perm their hair, wear long and bushy beard, wear dreadlocks and T-shirts which carry immoral messages, pierce their ears and move around in sagging trousers. Students have two sets of clothes: the set they wore at home and the ones they wear on campus.

Several reasons have been put forward as the causes of this problem ranging from poor parenting, peer pressure, wrong value importation and indiscipline. One other factor responsible for this poor dressing behaviour is the influence of celebrity dress styles. Celebrities are well known personalities who are famous as a result of their achievements. They are seen in movies, news, magazine and posters. They include names like Oprah Winfrey, Tyra Banks, Omawumi, Davido, Kim Kardashian, Tiwa Savage and Tuface Idibia. Young people, especially university students, look up to these celebrities for many different reasons.

However, chapter one of this study which is based on the general introduction covers the background of the study, statement of the problem, aim and objectives

of the study, research questions, significance as well as the scope of the study, while ending with the operational definition of terms.

The chapter two which focused on the literature review covers the conceptual framework with particular emphasis on the concept, uses, types and benefit of social media. It also covers the review of related studies as well as the theoretical frameworks.

The chapter three of this study which centered on the research methodology covers the research design, population of the study, sample size and sampling technique, reliability and validity, data collection instrument, analysis of data collection as well as the ethical consideration. Chapter four of this work focused on the presentation of data analysis and analysis of research questions. While the last chapter covers the summary, conclusion and recommendation.

## **5.2 Conclusion**

It is true that the entertainment industry has been going through pains to fill our human desires to keep tracks with development and entertainment. The entertainment industry has aimed at propagating African and Nigerian cultures to the entire world, which is quite commendable. However, it is equally true that the depiction of indecent dressing is an enormous flaw. In the attempt to represent civilization, the industry has imposed alien meaning to the beauty, human value and the cultural worth of Nigerians. It has created a defective impression on the minds and entire reasoning of innocent tertiary institution students. The rate of indecent dressing by students on campus is causing a lot of concern to stakeholders in the education sector and members of the public. There has been an increase in the drop-out rate, carry over rate and outright failure rate. Many measures have been put in place by the authorities of tertiary institutions in order to curb this

menace including the establishment of dress codes and even preventing them from entering into lecture areas and offices and other restrictions. These measures have not solved the problem as students still attend lectures dressed in skimpy and revealing outfits that expose sensitive parts of their bodies. .

### **5.3 Recommendation**

It is as a result of its findings that this study recommends that:

1. Celebrities and models should desist from the habit of displaying indecent dress pattern on television as a lot of people look up to them as role models.
2. The management should empower lecturers to prevent such students from entering into lecture halls.
3. They should also empower administrative staff to prevent indecently dressed students from entering into their offices.
4. Media producers and Media influencers should be professional in their contents on social media and not be used to promote nudity under the guise of fashion trends.
5. Viewers should ensure they are not easily influenced negatively by what they see and watch, but rather use it for their maximum benefits.

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## QUESTIONNAIRE

### KWARA STATE POLYTECHNIC, ILORIN

### INSTITUTE OF INFORMATION AND COMMUNICATION TECHNOLOGY

### DEPARTMENT OF MASS COMMUNICATION

Dear Informant,

I am a HND2 undergraduate student of the above-named institution, carrying out research on the **INFLUENCE OF CELEBRITIES MODE OF DRESSING ON THE FASHION TRENDS AMONG THE STUDENTS**, covering undergraduate students of Kwara State Polytechnic, Ilorin. I humbly request your assistance in answering these interview questions. Please be rest assured that every confidential detail given shall remain as such and also the questions are solely for research purposes.

k you.

#### INSTRUCTION:

Please tick the appropriate option that best represents your view in the box provided.

#### SECTION A Demographic information of Respondents

1. Gender: (a) Male ( ) (b) Female ( )
2. Age: (a) 16 – 20 ( ) (b) 21-25 ( ) (c) 26-30 ( ) (d) 30 and above ( )
3. Religion: (a) Christianity ( ) (b) Islam ( ) (c) others ( )
4. Level: (a) ND I ( ) (b) ND II ( ) (c) HND I ( ) (d) HND II ( )

#### SECTION B Exposure (please tick {√} appropriately)

SN	Influence Of Celebrities Mode Of Dressing On The Fashion Trends Among The Students of Kwara State Polytechnic, Ilorin	SA	A	N	D	SD
5	Celebrities' dressing styles influence students' socialization					
6	Celebrities' dressing styles influence the clothing utilization of students of this institution					
7	Celebrities' dressing styles have an influence on the fashion trends of students at Kwara State Polytechnic					

8	Celebrities' dressing styles influence the clothing accessories of students' within this institution.					
9	Students pay attention to the content rather than the dressing style of the celebrities.					
10	Students used to copy most of the celebrities' lifestyles exhibited in many of their roles and characters in their movies.					
11	Nollywood celebrities have gone from being role models in society to being a bad influence on the young generation.					
12	These days, good parents who wish to train their children in the right way are now selective in the choice of films they buy and watch at home.					
13	Media and researchers have noted that dressing is a manifest reflection of people's culture which includes the mode of dressing.					
14	Nigerian movies and social media have been accused of portrayal of foreign patterns of social life, in terms of dress, sex scenes, nudity, and obscenity.					
15	Students observe celebrities closely and then imitate them in every instance of their life					
16	Celebrities who are viewed on television, movies, and satellites are all powerful tools for communicating dress sense and clothing styles to students.					
17	Celebrities need to develop a positive disposition toward their mode of dressing in a bid to improve on them.					

THANK YOU FOR YOUR TIME