

INFLUENCE OF NOLLYWOOD CELEBRITIES' MODE OF DRESSING ON THE FASHION TREND
AMONG KWARA STATE POLYTECHNIC
(A STUDY OF STUDENTS OF THE POLYTECHNIC, OJOKU)

BY
SOSU JEREMIAH OHUNGBOGBOLERE
ND/23/MAC/PT/0262

The Department of Mass Communication
School of Communication and Information Technology

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF NATIONAL
DIPLOMA (ND) IN MASS COMMUNICATION

AUGUST, 2025
CERTIFICATION

This is to certify that this research project work prepared and submitted by Abdulrafiu Sururah Abiodun (MC/ND/F21/0002) has been read and approved by the undersigned as meeting parts of the requirements for the award of NATIONAL DIPLOMA in Mass Communication in the Department of Mass Communication, The Polytechnic, Ojoku, Kwara State.

.....
MALLAM LAWAWA KEWULERE. DATE
Project Supervisor

.....
MRS. OPALEKE G.T. DATE
P.T Coordinator

.....
MRS. OPALEKE G.T. DATE
Project Coordinator

DEDICATION

This research project is dedicated to Almighty God, the giver of life and knowledge and to my parents.

ACKNOWLEDGEMENTS

First and foremost, my deepest acknowledgement goes to God Almighty for his protection, wisdom, knowledge and understanding and its shower of blessing upon me during my academic session.

I also express my gratitude to my supervisor, Mr Taofik Adekunle Jimoh, who read through this project and made a lot of useful suggestions. I indeed grateful.

Also, I appreciate Mr Muhammed king Q.O, the Head of Department of mass Communication (HOD) and also I appreciate my other lecturers and staff in

person of Mr Rotimi Salawudeen, Mr. Taofik Adekunle Jimoh, Mr Hammed J Sulaimon, and Mr Muhammedking Q.O who have been there for me during the programme.

It is a great pleasure to express my special thanks to my parents for giving me their moral and financial supports may Almighty Allah grant them long life and prosperity.

I also express my gratitude to my beloved friends, I appreciate you all, thank you so much, I could not have done it well without you being there for me, may God bless you all (Amen).

ABSTRACT

This study examines the influence of Nollywood celebrities' mode of dressing on the fashion trend among undergraduates, specifically focusing on students of The Polytechnic, Ojoku. Nollywood, Nigeria's vibrant film industry, has gained immense popularity and has become a significant cultural influencer. This research seeks to understand the extent to which Nollywood celebrities' fashion choices impact the dressing styles of undergraduate students. The study employs a mixed-methods approach, combining qualitative and quantitative research techniques. A survey questionnaire is administered to a sample of undergraduate students from The Polytechnic, Ojoku, to gather data on their fashion preferences and the extent of influence Nollywood celebrities have on their dressing choices. The findings of this study shows that Nollywood celebrities have a lot of influence on the fashion trend among undergraduates. Many respondents in the study attribute their fashion choices to one Nollywood celebrity or the other. The results of this study are expected to demonstrate a significant influence of Nollywood celebrities' mode of dressing on the fashion trend among undergraduates. It is anticipated that students will identify specific celebrities whose fashion choices they admire and emulate. Factors such as personal identification with celebrities, the desire for self-expression, and the influence of social media are likely to contribute to this phenomenon. Overall, this research aims to shed light on the intricate dynamics between Nollywood celebrities, fashion trends, and undergraduate students, highlighting the role of media and celebrity culture in shaping the fashion landscape among young adults at Kwara state polytechnic

TABLE OF CONTENTS

Title Page	i
Certification	ii
Dedication	iii
Acknowledgement	iv
Abstract	v

Table of Contents	vi
CHAPTER ONE: INTRODUCTION	
1.1	Background of the Study
1.2	Statement of the Problem
1.3	Objectives of the Study
1.4	Research Questions
1.5	Significance of Study
1.6	Scope of the Study
1.7	Limitations of the Study
1.7	Operational Definition of Terms
CHAPTER TWO: LITERATURE REVIEW	
2.1	Introduction
2.1.2	Celebrity and Celebrity Culture
2.1.3	Nollywood Celebrities
2.1.4	Fashion and Lifestyle
2.1.5	Celebrities and Fashion
2.1.6	Trend in Fashion
2.1.7	Influence of Social Media Celebrity Fashion Lifestyle on Undergraduates
2.2	Conceptual Review
2.3	Empirical Review
2.4	Theoretical Framework
2.5	Summary
CHAPTER THREE: RESEARCH METHODOLOGY	
3.1	Introduction
3.2	Research Design
3.3	Research Design
3.4	Population of Study
3.5	Sample Size
3.6	Sampling Technique
3.7	Instrument for Data Collection
3.8	Validation and Reliability of Research Instrument
3.9	Method for Data Collection and Data Analysis
CHAPTER FOUR: DATA PRESENTATION AND DATA ANALYSIS	
4.1	Introduction
4.2	Data Presentation
4.3	Discussion of Findings
CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS	
5.1	Introduction
5.2	Summary of Findings
5.3	Conclusion
5.4	Recommendations and Suggestions for further studies
References	
Appendix: Questionnaire	

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The Nigerian entertainment industry, popularly known as Nollywood, has grown significantly in the last two decades, becoming one of the largest and most influential film industries in the world. Nollywood has not only contributed to the Nigerian economy but has also influenced the country's culture, including fashion. Nollywood celebrities, who are often viewed as role models, have a significant impact on how Nigerians dress, especially among undergraduates.

The fashion industry in Nigeria has evolved significantly over the years. However, the impact of Nollywood on fashion trends has been profound, especially among young people. In recent years, there has been a shift in the perception of fashion, with many Nigerians looking up to Nollywood celebrities for inspiration. The mode of dressing of Nollywood celebrities has become a significant influence on the fashion trend among undergraduates (Omede, 2011).

Nollywood celebrities' mode of dressing is often influenced by the latest trends from global fashion, which they then adapt to suit their African heritage. These adaptations become the standard for many Nigerians who follow the fashion trend closely. For example, the use of Ankara fabric has become a staple in the Nigerian fashion industry, thanks to Nollywood celebrities who have popularized it. 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.

Research has shown that young people tend to look up to celebrities as role models, and Nollywood celebrities are not an exception. Nollywood celebrities' mode of dressing has a significant impact on undergraduates' fashion choices. Students are known to imitate the dressing style of their favorite celebrities (Manyam, Swarnalatha, & Padma, 2018). Thus, it is essential to investigate the extent of this influence and its impact on the fashion trend among undergraduates. 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).

Furthermore, the impact of Nollywood on fashion is not limited to undergraduates. Nollywood celebrities' influence on fashion is felt across different age groups and social classes in Nigeria. The impact of Nollywood celebrities' dressing styles on fashion is also evident in the Nigerian diaspora, as many Nigerians living abroad also follow the trend (Hall & Baym, 2012).

In recent years, there has been an increasing focus on the Nigerian fashion industry, with the government recognizing the potential of the

industry to contribute to the Nigerian economy. The Nigerian government has provided support for the industry, including financial incentives and collaborations with international fashion brands. The fashion industry has become a significant contributor to Nigeria's Gross Domestic Product (GDP), providing employment opportunities for millions of Nigerians. The study of the influence of Nollywood celebrities' mode of dressing on fashion trends among undergraduates is significant for several reasons. First, the study will provide insight into the extent of the impact of Nollywood on fashion trends. Secondly, it will provide an understanding of how fashion choices are made among undergraduates. Thirdly, the study will contribute to the understanding of the fashion industry in Nigeria, particularly the role of Nollywood in shaping it.

Several studies have been conducted on the influence of celebrities on fashion trends. However, there is limited research on the impact of Nollywood celebrities' mode of dressing on fashion trends among undergraduates in Nigeria, particularly those studying at The Polytechnic, Ojoku. The Polytechnic, Ojoku is one of the upcoming tertiary institutions in Nigeria. The institution is known for its excellent academic programs and a number of undergraduates who come from different parts of Nigeria. The students of The Polytechnic, Ojoku are diverse in culture, beliefs, and fashion preferences. However, the influence of Nollywood celebrities on their fashion choices is apparent.

Therefore, this study seeks to fill this gap in the literature by providing empirical evidence of the influence of Nollywood celebrities' dressing styles on fashion trends among undergraduates. The study will also explore the reasons why Nollywood celebrities' mode of dressing has such a significant influence on undergraduates' fashion choices. Possible reasons could be the perception of Nollywood celebrities as role models, the need to fit into a particular social class or group, or the desire to be fashionable and trendy. Furthermore, the study will investigate the different ways in which Nollywood celebrities' mode of dressing has influenced the fashion trend among undergraduates. For instance, it will explore whether the influence is limited to the choice of fabric or color, or whether it extends to the style and design of clothing.

1.2 Statement of Problem

The influence of Nollywood celebrities' mode of dressing on the fashion trend among undergraduates is a topic that has been of growing concern among scholars and the general public. In recent times, it has become a common trend among Nigerian undergraduates to imitate the dress styles of Nollywood celebrities, with many of them copying the dress styles of their favorite actors and actresses in movies and on social media.

However, there is a need to investigate the impact of Nollywood celebrities' mode of dressing on the fashion trend among undergraduates, especially among students of The Polytechnic, Ojoku. This study will seek to identify the specific styles of dressing that are most popular among undergraduates, the extent to which Nollywood celebrities influence these styles, and the factors that drive undergraduates to imitate these celebrities' dressing styles.

Moreover, it is important to examine the potential effects of this trend on the students' academic performance, social behavior, and overall wellbeing. This research will seek to explore the positive and negative implications of Nollywood celebrities' mode of dressing on the fashion trend among undergraduates and provide recommendations on how to manage

the influence of these celebrities in shaping fashion trends among Nigerian undergraduates.

1.3 Objectives of the Study

The study is aimed to achieve the following objectives:

1. To determine the extent of Nollywood celebrities' influence on fashion trends among undergraduates at The Polytechnic, Ojoku.
2. To investigate the reasons for the influence of Nollywood celebrities' mode of dressing on fashion trends among undergraduates.
3. To explore the different ways in which Nollywood celebrities' mode of dressing has influenced fashion trends among undergraduates.
4. To investigate the relationship between Nollywood celebrities' mode of dressing and the self-esteem of undergraduates.
5. To examine the impact of Nollywood celebrities' mode of dressing on the Nigerian fashion industry.

1.4 Research Questions

1. To what extent do Nollywood celebrities' mode of dressing influence fashion trends among undergraduates at The Polytechnic, Ojoku?
2. What are the reasons for the influence of Nollywood celebrities' mode of dressing on fashion trends among undergraduates?
3. In what ways has Nollywood celebrities' mode of dressing influenced fashion trends among undergraduates?
4. How does Nollywood celebrities' mode of dressing affect the self-esteem of undergraduates?
5. How has the influence of Nollywood celebrities' mode of dressing impacted the Nigerian fashion industry?

1.5 Significance of the Study

The significance of this study on the influence of Nollywood celebrities' mode of dressing on fashion trends among undergraduates at The Polytechnic, Ojoku cannot be overemphasized. First, the study will provide valuable insights into the extent of the influence of Nollywood celebrities' mode of dressing on undergraduates' fashion choices. This information will be useful for fashion designers, policymakers, and other stakeholders in the fashion industry. They can use this information to make informed decisions and create fashion designs that appeal to the fashion tastes of undergraduates.

Also, the study will explore the reasons why Nollywood celebrities' mode of dressing has such a significant influence on undergraduates' fashion choices. This information will be useful in understanding how fashion choices are made among undergraduates and can help in the development of effective fashion marketing strategies.

The study will also identify the different ways in which Nollywood celebrities' mode of dressing has influenced the fashion trend among undergraduates. This information can be used to develop innovative designs and styles that appeal to undergraduates and meet their fashion needs. In addition, the study will examine the impact of Nollywood celebrities' mode of dressing on the Nigerian fashion industry. This information will be useful in understanding the dynamics of the Nigerian fashion industry and identifying potential areas for growth and development.

Lastly, the study will provide policy recommendations to support the growth and development of the fashion industry in Nigeria. Policymakers can use the findings of this study to design policies that will support the growth and development of the fashion industry in Nigeria, create jobs, and promote economic development.

1.6 Scope of the Study

The scope of this study on the influence of Nollywood celebrities' mode of dressing on fashion trends among undergraduates at The Polytechnic, Ojoku will be limited to a specific geographical area and population. Geographically, the study will be conducted at The Polytechnic, Ojoku, a tertiary institution located in Kwara State, Nigeria. The study will be limited to this geographical area to ensure that the findings are specific and applicable to the target population. In terms of population, the study will be focused on undergraduates of The Polytechnic, Ojoku. The study will be limited to this population to ensure that the findings are relevant to the research question and research objectives. It is important to note that the study will not focus on the fashion choices of Nollywood celebrities, but rather on their influence on undergraduates' fashion choices. The study will also not investigate the influence of other factors such as social media, cultural values, and personal preferences on undergraduates' fashion choices.

1.7 Limitations of the Study

The major limitation that faced to accomplish this work includes limited time. Time allocated for this research has been very short. Another limitation of this study is the difficult in accessing some of the key informants. It has been very difficult to reach certain potential people with valuable information for this research work. The study also faced the limitation of paucity of funds to expand beyond the scope it worked with.

1.8 Definition of Terms

- **Influence:** This refers to the capacity or power of a person or thing to have an effect or impact on others. In the context of this study, influence refers to the ability of Nollywood celebrities' mode of dressing to impact fashion trends among undergraduate students.
- **Nollywood:** This is a term used to refer to the Nigerian film industry, which is the second-largest film industry in the world in terms of film production. Nollywood is known for its unique style of storytelling and has gained international recognition over the years.
- **Celebrities:** These are individuals who have achieved fame and popularity through their talents, skills, or social status. In the context of this study, celebrities refer to popular actors and actresses in the Nigerian film industry.
- **Mode of dressing:** This refers to the particular style or way of dressing adopted by an individual or group. In the context of this study, mode of dressing refers to the fashion style of Nollywood celebrities.
- **Fashion trend:** This refers to the popular style or preference for a particular type of clothing or fashion accessory among a specific group of people. In the context of this study, fashion trend refers to the fashion styles that are popular among undergraduate students at The Polytechnic, Ojoku.
- **Undergraduate students:** These are individuals who are enrolled in a tertiary institution and are pursuing their first degree. In the context of this study, undergraduate students refer to students enrolled in The Polytechnic, Ojoku.
- **The Polytechnic Ojoku:** This is a new tertiary institution situated in Ojoku but temporarily operating from its Ilemona Campus.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter will deal with the review of relevant and appropriate conceptual, theoretical and empirical literature.

2.1.2 Celebrity and Celebrity Culture

Celebrity is the state of being famous or celebrated and a person who is famous. Oxford English Dictionary Online (2010) refers to celebrity as "a solemn rite or ceremony, a celebration" and "person of celebrity, a celebrated person: a public character". as explained by Gabler (2007) also saw celebrity in form of an action relating to "human entertainment" as "a person who, by the very process of living, provides entertainment for us (The Audience)". From the above, 'celebrity' can be expressed as the naming of a particular phenomenon and as an action that is taking place. Newbury (2000) perceives celebrity as a profession beyond the grasp of ordinary members of the society. He said "actors of a certain rank, performers who had reached the top rung of an insular profession".

In this contemporary age of media boom, celebrity is brought closer to the audience. Rojek (2001) named three types of celebrities which are:

Ascribed celebrities, Achieved celebrities and Attributed celebrities.

These classifications explain how they came to become widely recognized by the public which consequently affect how they are perceived by the public: Ascribed celebrities are those who become famous because of their descent and not because of something important that they might have done or a skill, talent that they have. This includes royalty, socialites, with a long background of affluent relative. Simply put, they are the children of famous parents who were also celebrities. Some examples of ascribed celebrities in the western world are Prince William and Prince Harry of the British royal family, Miley Cyrus etc. In Nigeria, Zahra Buhari, Omotola's daughter, Michelle Aigbe etc.

Achieved celebrities are those who became famous because of their talent and skill in their particular field. These are generally actors and actresses, musical artists, and sports stars. Often, achieved celebrities gain fame and recognition through receiving well-known award. Achieved celebrities are the main subject of research for this study. Some examples of achieved celebrities in the western world who are also globally recognized are Beyoncé (singer, actress), Jay Z (rapper), Adele (Singer) etc. In Nigeria, Funke Akindele (actress and politician), Tiwa Savage (singer), Yemi Alade (Singer), Wizkid (singer), Obafemi Martins (footballer), Falz the Bahdguy (rapper), Naira Marley, Burna Boy, Justin Bieber, Fireboy, etc.

Attributed celebrities are those who become famous not because of their lineage or a talent or skill they have but by attracting a lot of media attention or by being associated with multiple celebrities. A celebrity "is a person who is well-known for his well-knownness," (Boorstin, 1962). Although, at the long run, an attributed celebrity may later exhibit a talent or skill but the fact is he/she did not come to limelight because of that reason.

These celebrities are most time famous for an infamous act like challenging societal values and being controversial in nature. Some examples of attributed celebrities are Kim Kardashian, Vanna White, and Nicole Richie. In Nigeria, Toke Makinwa, Bob Risky etc. In the same vein, there have been cases recorded where an ascribed celebrity later became identified as an achieved celebrity. This happens in instances where they are featured in movies or are identified as musicians or exhibit sportsmanship skills or any other skill that show them as been talented. Most times, they get business deals based on connection built by their

parents over the years, but their continuous presence in the industry is determined by their talent and skills. For example, Willow Smith (singer) and Jaden Smith (Singer / Rapper/ Actor) - Children of Will Smith (Actor). A celebrity is different from a famous person or a public official as justified by Babcox (2009), who defined as celebrity as an action in which she said "a Celebrity was not simply public recognition. It included an interest in aspects of a well-known person's life that bore no obvious relationship to something they had done". Epstein (2005) further mapped out the difference between a famous individual and a celebrity. He said "Fame, then, as I prefer to think of it, is based on true achievement; celebrity on broadcasting that achievement, or inventing something that, if not scrutinized too closely, might pass for achievement. Celebrity suggests ephemerality, while fame has a shot at reaching the happy shores of posterity."

Celebrity culture has been subjected to several denotations and interpretations depending on the background in which it is being used. Generally, culture is defined as the total way in which people live their life and make sense of their being. The term "celebrity" is used to refer to an individual who has attained a certain level of prominence among or across a section of the society and can be found in a wide range of industry. Boorstin (1972, p. 57) defines celebrity as an individual who is largely 'well known for their well-knownness'. According to Schlect (2003), celebrities can be defined as people who delight in being known by a large portion of the populace. Adorno (1991) defines celebrities as persons that have attained fame as a result of their talent within an extremely noticeable popular culture industry such as musicians, movie stars, sportsmen etc. Currid-Halkett (2010) however affirms that the rise of various social media platforms has created celebrities evolving through a more democratic and concurrently less talent-driven channels. Celebrity culture has become a dominant and crucial element in contemporary societies yet it is one concept that has proven very difficult to define (Nayar, 2009). While some scholars define it as a culture in which fame occupies a central place and is largely driven by the media, relying on them for mediated advertising, promotion and publicity (Van den Bulck and Tambuyzer, 2008; Penford-Mounce, 2009), others lay more emphasis on its capitalist and economic dimensions (Rojek, 2001). Penford (2004, p.289) affirms that we live in a world of celebrity culture where "images of stars, people 'famous for being famous', are circulated and consumed daily". Like Penfold (2004), Cashmore (2006) asserts thus:

Like it or loathe it, celebrity culture is with us: it surrounds us and even invades us. It shapes our thought and conduct, style, and manner. It affects and is affected by not just hardcore fans but by entire populations whose lives have been changed by the shift from manufacturing to service societies and the corresponding shift from plain consumer to aspirational consumer (p.6).

Turner (2004) avows that the major characteristic of modern celebrity culture is its inescapability and its incorporation in our everyday existence. This paper argues that celebrity culture is a product of globalisation and that the emergence of new media technologies such as the internet and social media has made celebrity culture inexorable in our world today.

2.1.3 Nollywood Celebrities

"Nollywood" is a term used to refer to the Nigerian film industry, which is one of the largest and most influential film industries in Africa. Nollywood celebrities are individuals who have achieved fame and recognition within this industry.

Nollywood celebrities include actors, actresses, producers, directors, and other professionals who work within the Nigerian film industry. Some of the most famous Nollywood celebrities include Genevieve Nnaji, Omotola Jalade-Ekeinde, Ramsey Nouah, Jim Iyke, and Rita Dominic, among others. These celebrities are known for their talent, creativity, and dedication to their craft. They have played significant roles in shaping the Nigerian film industry and bringing it to the global stage. Many of them have won numerous awards and accolades for their work, and they are considered role models and sources of inspiration for aspiring actors and filmmakers in Nigeria and beyond.

In recent years, the rise of social media has also made it easier for Nollywood celebrities to connect with their fans and promote their work. Many of them have millions of followers on platforms like Instagram and Twitter, and they use these platforms to share updates about their projects, post photos and videos, and engage with their fans. Overall, Nollywood celebrities play an important role in the Nigerian film industry and the entertainment industry as a whole. They have helped to put Nigeria on the map as a major player in the global film industry and continue to inspire and entertain audiences around the world.

2.1.4 Fashion and Lifestyle

The concept of fashion can be divided into two categories: haute couture for the upper class and day-to-day fashion that goes beyond Western high fashion, according to Malcom (2008). The way people dress on a daily basis is seen as a collaborative effort to consciously project their physical selves to the community through their clothing choices, rather than the traditional top-down approach of wealthy individuals deciding the direction of fashion. This unique sense of style is a product of both modern fashion trends and the fashion codes established by designers and celebrities. When a fashion becomes highly popular, it may be imitated by a greater number of manufacturers at different price points, according to the article.

According to Holt (2017), lifestyle is a shared or general method of consumption patterns based on collective cultural structures that exist in society. In the 1980s, Tortora and Eubank (2005) noted that the general public began to identify with celebrities they saw on television, and frequently poke fun at different celebrity fashions that might be classified as part of their design tribe. Celebrities in the fashion industry, such as musicians and singers, have had a significant impact on fashion trends. MTV made rap and rock music more accessible to a broader audience, and celebrities influenced styles like tall tops (Air Jordan) sneakers, oversized gold earrings, gold and diamond chains, and large t-shirts.

Some celebrities have even created their own fashion lines to capitalize on their massive brand power, including Jay Z's Roca-wear, Rihanna's Fenty, and Whiz Kid's Starboy, who are well-known figures in the hip-hop music industry. Michael Jordan, Beyonce Knowles, Kanye West, Pharrell Williams, Sean Combs, Kim Kardashian, and Victoria Beckham are among the numerous celebrities who have active fashion lines. The lifestyles of celebrities portrayed or sold through traditional media as well as other alternative means such as the internet and satellite TV may have an impact

on the social behavior and lives of young people, particularly undergraduate students, according to Uzuegbunam (2017).

2.1.5 Celebrities and Fashion

Celebrities are people who enjoy public recognition by a large share or group of people (Schlecht, 2003). Celebrities and the visual fashion statement affect the fashion industry and also the dress of adolescent youth in America (O'Donnell, 2007). Danielson (2013) stated that most adolescent look to celebrities and favorite actors for fashion ideas of what to wear and how to look sexy. According to Gabbler (2010), a celebrity is a "person who is known for his well-knowingness". He is "the human pseudo-event". Contrary to previous definitions, to him, there are people who have gained recognition for having done nothing of significance. In the last twenty years teen have placed those in movie and music industry in a pedestal, vying to be like them in fashion and style (Danielsson, 2010). Oliver (2019) groined that "many teenagers are emulating celebrity idols" and these famous people have power to determine what looks normal. Celebrities are not only promoting clothing but physical standard. "The appearance of highly attractive models are both idealize and unrealistic. Highly attractive models not only have beautiful faces but are also thin" (Tsai & Chang, 2007). A youth's worth is seen in her outward, not inward beauty. "When society focus on body image the body is no longer seen as subjective experience, but rather as an object. The ability to constantly know what is happening with celebrities, what they are wearing, where they are going and what they are interested in, affects how society lives their lives (Heiman, 1995). The power of the celebrity has taken control of these teens and ended with negative influences (Fayeye, 2010).

Dress style is a virtue or vice that conveys one's personality (Schuster, 2011). Schuster said "when you are out in the dating world, one of the easiest way to show your personality without saying a word is through your style of dress". further advanced the following style categories:

(a) Romantic: For ladies this style is categorized by soft, flowing lines, ruffles and lettuce edging, dresses with floral patterns or empire waists, ribbon and bow adornments long skirt with gathers and unconstructed billowy blouses with embroidery. Romantic colors fall into two categories: soft pastels of rose and like and muted tones like lapis or cranberry.

(b) Dramatic: this style is the opposite of soft unconstructed romantics. It is all about dramatic contrast in pattern color and angles. A woman like Victoria Beckham projects Hollywood drama. The dresses wants to make a statement and often wants people to know that how they look is important.

(c) Classic: Ralph Lauren personify polished classic look. The red look appeals to a large cross section of people. Classic colors like black, navy, camel, and neutrals are prevalent. Classic rarely look as though they tried too hard for fashion. They tend to be casually chic.

a. Natural: Robert Redford is a perfect example of natural style, as well as Lance Armstrong. Natural style can be athletic or down to -earth with a sense of playfulness. Ethnic influences in clothes falls into this category as seen in ponchos and mandarin jackets, also animal prints in blouses and skirts. Colours of these clothes are usually depicting the natural form like white, black, gray. Students in tertiary institutions who are mostly youths appreciate and try conforming in a way to these styles because they are conscious about

changes in fashion which enhances to a large extent their relationship with each other.

2.1.6 Trend in Fashion

The trend in fashion encompasses more than just clothing; it also includes hairstyles, makeup, and accessories such as shoes, handbags, gloves, belts, hats, scarves, jewelry, and glasses (O'Donnell, 2007). These items can be found on display in high-end and low-end retail stores, fashion magazines, runways, and even tabloid magazines (Heiman, 2015). According to Heiman (2015), male celebrities in Hollywood abandoned baggy jeans and oversized shirts in favor of fitted pants and high-top sneakers, and hairstyles became more unique, featuring different lengths and facial hair changes. Women often go to hair salons with pictures of celebrities, asking for the same look, while men switch from cargo pants to skinny jeans and tight-fitting tops. Norton (2006) suggested that the reason for this influence is that celebrities show solid confidence and a refusal to follow current trends, inspiring young and old alike to break the mold and take fashion risks. Celebrities may not realize their influence, but their trend-setting power is immense among shoppers (Khidekel, 2008). According to Khidekel, after celebrities make appearances, their jewelry is often searched for online and either purchased at full price or sought out in cheaper look-alikes. Whether celebrities or average people, everyone wants to look good, stay current with trends, and be appreciated for their appearance (Heiman, 2015). While it's not entirely clear why celebrities have such a massive influence on fashion trends, this influence is only possible when people have the same financial access, although everyone strives for the admiration that celebrities enjoy.

2.1.7 Influence Of Social Media Celebrity Fashion Lifestyle On Undergraduates

According to De Veirman et al. (2017), celebrities' social media 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 Social Media 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.

According to Escalas and Bettman (2015), fashion companies encourage celebrities to act as "faces" for their products by recruiting them to endorse and promote their brands. According to Zauner et al. (2012), this is done with the purpose of drawing more and more clients to the brands if they see their favourite celebrities using the fashion goods and services being sold by the companies in question. It is commonly held that consumers place a high level of trust in goods that are of superior quality. Individuals believe that celebrities use or consume products and services of a very high grade and that their endorsements of particular companies reflect this calibre, as found by De Veirman et al. (2017). 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 Social Media 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 Social Media 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.

Horton and Wahl (1956), two pioneering academics, conducted research that examined the connection between young people's fashion lives and the lives of celebrities. The early research in this field focused mostly on the individuals who watched television as well as the most well-known figures on the medium. The development of parasocial relationships, which resemble real face-to-face interactions but are typically one-sided and non-reciprocal, can result from repeated exposures to the media because the media figures involved are not required to get to know the media users personally or even to start and maintain these relationships with them. These relationships are similar to real face-to-face interactions but are typically not reciprocal.

Repeated exposures to the media can cause parasocial relationships to be exacerbated. 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 Social Media.

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 Social Media 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 Social Media is not significantly influenced by Social Media 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 Conceptual Review

A conceptual framework is a structure which the researcher believes can best explain the natural progression of the phenomenon to be studied (Camp, 2001). It is linked with the concepts, empirical research and important theories used in promoting and systemizing the knowledge espoused by the researcher (Peshkin, 1993). It is the researcher's explanation of how the research problem would be explored. The conceptual framework presents an integrated way of looking at a problem under study (Liehr & Smith, 1999). In a statistical perspective, the conceptual framework describes the relationship between the main concepts of a study. It is arranged in a logical structure to aid provide a picture or visual display of how ideas in a study relate to one another (Grant & Osanloo, 2014). Interestingly, it shows the series of action the researcher intends carrying out in a research study (Dixon, Gulliver & Gibbon, 2001). The framework makes it easier for the researcher to easily specify and define the concepts within the problem of the study (Luse, Mennecke & Townsend, 2012).

2.3 Empirical Review of Related Studies

A number of studies have been conducted in the research area and this section looks at some of them and the gap that exist in literature. 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 another findings by Saravanan and Nithyaprakash's (2015) on 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. 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) 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.

Apuke (2016) also conducted a study on the influence of television programmes on youth dressing patterns in Nigerian Tertiary Institutions *Influence of Television Programs on Youth Dressing Pattern at Taraba State University, Jalingo*. Using Taro Yame's formula, 100 students were selected to represent the sample population, and the focus group and quantitative versions were implemented. The research showed that among entertainment/ music videos are the most watched TV programmes by youths(students) and these students emulate their dress sense, hairstyles(indecent) from the Tv programmes they see.

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 were 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. Tsetsegsaikhan and Anastasiya conducted an investigation into the influence that Instagram micro-celebrities have on the shopping habits of consumers (2016). The research was of the qualitative variety and consisted of four focus groups with a total of 24 participants. The respondents were chosen using a sample method known as convenience sampling. It was shown that the advertising of a specific product by micro-celebrities can influence consumers' decisions over which products to purchase (clothing).

La Ferla (2009) conducted research in the Nigerian state of Kaduna to investigate the influence that the clothing choices of celebrities have on the students' preferences in both their clothes and their social interactions. The research was conducted with the participation of a total of 5,036 students, with the sample size being set at 503. The selection of a data collection approach based on the use of questionnaires was accompanied by the implementation of a systematic sampling strategy. According to the findings of the study, university students frequently construct their social networks on the basis of peer groups that approve of the sense of style exhibited by celebrities.

2.4 Theoretical Framework

This study is based on Social Learning Theory. In 1977, Bandura put forth the Social Learning Theory. Without external reinforcements like interpersonal relationships, the immediate environment, and behavior or attitude, in Bandura's opinion, learning is impossible. The importance of a person's observation and imitation of the individuals portrayed in the media, as well as how this may change how they behave and how they view the world, as well as their views and moral and ethical standards, can be highlighted by social learning theory.

The social learning theory as based on four assumptions namely:

- Individuals can learn via attention or observation.
- Meditational approaches can influence people's behaviour or attitudes
- Reinforcement and penalties have indirect consequences on behaviour and learning also.
- Learning may not actually lead to transition or change.

Online MSW Programs state that by 2022, social media will provide many opportunities for social learning through mirroring behaviors, such as acting out a scene from a play or dancing to a song's video. As a way of fitting in, students can imitate their peers, celebrities, and role models. Although unpleasant attitudes and behaviors are also adopted, positive attitudes are mirrored. McLeod (2016) emphasizes that one's lifestyle preferences can be influenced by noticing, modeling, and replicating the behaviors, attitudes, and emotional reactions of others. It is a theory of learning and social behaviour which proposes that new behaviours can be acquired by observing and imitating others. Social learning theory also known as social cognitive theory is the idea that

people learn by watching what others do and human thought processes are central to understanding personality. In applying the social learning perspective to dressing patterns, indecent dressing is learned through role models, celebrities' dressing styles, and peer influence (Mihalic & Elliot cited in Igwe, 2013). In relating social learning theory to dressing among undergraduates, one can rightly say that these undergraduates learn the dress pattern from peers and social media celebrities by observing, imitating and modelling. They learn these Western values of dressing from the internet, television, magazine and newspaper.

2.5 Summary

This study has reviewed several concepts and studies related to the study. Concepts such as the celebrity, celebrity culture, fashion, Nollywood celebrities and others were adequately reviewed. Also reviewed in this chapter were some studies related to this research work. These were placed under the heading of empirical review. The study was based on the Social Learning Theory and for this reason, the theory, its profounder, major underpinnings and relevance to this study were discussed. All these were done to enrich the findings of the research and place this study in the framework of previous researches.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the research methodologies which were employed in the study. It includes the sample size, population of the study and data collection instrument. This chapter also describes the various criteria and techniques used in collecting and analyzing data for the study.

3.2 Research Design

Osuala (2003) argues that research is simply the process of arriving at dependable solution to a problem, through planned and systematic collection, analysis and interpretation of data while Obodoze (1996) posits that research is a process of finding out the solution to a problem. The study design adopted for this study is quantitative design.

3.3 Research Method

The research method used in this research was the survey method. This is because the survey research is the best method to study a population too large to observe directly for descriptive, exploratory or explanatory studies. Careful sampling of respondents and structured questionnaires provide data in the same form from all respondents. Survey method is a vital means of eliciting response from respondents. According to Ohaja (2003:10) survey is a study of the characteristic of a sample through questioning that enables research to make generalisation concerning his population of interest. The method is proved to be the most convenient and effective method of the discipline.

3.4 Population of Study

According to Polit & Hugler (1999) population of study is an aggregate or totality of all objects, subjects or members that conforms a set of specification. The population of this study is the entire undergraduate students of The Polytechnic, Ojoku. The total number of students in the institution are 188 (93 ND I and 95 ND II students). Thus, the population of the study is 188 students.

3.5 Sample Size

Sampling is the selection of some members or elements from the population for actual investigation or study. This selection is necessitated by the

impracticability of studying the entire population in most cases. Bamidele (2002), as cited in Oloyede & Adejare (2012) defines sampling as the selection of a part to represent a whole. This means the exact number of respondents which the researcher studies out of the entire population. The study selects 100 students of the institution as respondents for the study.

3.6 Sampling Technique

The researchers use Purposive Sampling Technique to select the 100 respondents. The purposive sampling is used to select respondents based on the characteristics of being undergraduate students of the institutions under study.

3.7 Instrument for Data Collection

Instrument for data collection is the tool which the researcher uses in eliciting information from the sample selected. Close ended and open-ended questionnaire is designed as the tool for data collection. The questionnaire was divided into two sections; section one deals with the background information about the respondents. The other section deals with stating of the actual questions concerning the topic under investigation.

3.8 Validation and Reliability of Research Instrument

The questionnaire for data collection is carefully drawn and structured by the researcher which is later submitted to the project supervisor who scrutinised and evaluated, and corrected the mistake and also made useful suggestions to improve the content before finally approving it for administration.

In ensuring reliability in this study the responses obtained through questionnaire were split into two equal halves; they were then scored independently to check correlation.

3.9 Method for Data Collection and Data Analysis

Copies of the questionnaire are administered by the researcher on the respondents in the various departments of the selected institutions. The researchers waited to collect the questionnaire after they have been filled by the respondents. Data collected were decoded and grouped into frequencies, computed and arranged in tables for easy reference. The research used percentage to analysis of the data collected. Analysis tables are constructed for each research question based on the items on the questionnaire that falls under each research question.

CHAPTER FOUR

DATA PRESENTATION AND DATA ANALYSIS

4.1 Introduction

The chapter present the result of the questionnaires distributed in order to elicit responses and views of respondents. The results are presented in tabular forms where frequency and percentage used for data analysis.

Hundred copies (100) copies of the questionnaires were administered and received for analysis.

4.2 Data Presentation

Table 1: Distribution of respondents by gender

Gender	Number of Respondents	Percentage
Male	29	29%
Female	67	67%
Total	100	100%

Source: Field Work (2023)

Table 1 above shows the number of male respondents to be 29 representing 29%, while number female stands at 67 represent 67% of the total respondents.

Table 2: Age group of respondents

Age Group	Number of Respondents	Percentage
15 - 18 years	9	9%
18 - 23years	16	16%
23 - 29years	71	71%
Total	100	100%

Source: Field Work (2023)

It can be seen from the table above that 15% of the respondents are within the age bracket of 18-24, 38% are within age bracket of 25-30, 31% are within the age bracket of 31-49 while 16% are of 50 years and above.

Table 3: Distribution of Respondents by Education Level

Level	Number of Respondents	Percentage
ND I	51	51%
ND II	49	49%
HND I	-	-
HND II	-	-
Total	100	100%

Source: Field Work (2023)

Table 3 gives a tabular analysis of the education level of respondents. As shown in the table above, 51 respondents representing 51% are in ND I, 49% of the respondents are in ND II while none of the respondents are in HND I and HND II.

SECTION B:

This section presents the responses gotten from respondents.

Table 4: How often do you follow fashion trends set by Nollywood celebrities?

Responses	Number of Respondents	Percentage
Daily	16	1%
Weekly	23	23%
Occasionally	24	24%
Rarely	37	37%
Total	100	100%

Source: Field Work (2023)

From table 4, it could be seen that 16% percentage of the respondents follow fashion trends set by Nollywood celebrities on a daily basis, while 23% do it on a weekly basis. Similarly, 24% of the respondents rarely follow Nollywood celebrities' trends. 37 respondents representing 37% rarely follow fashion trends set by Nollywood celebrities.

Table 5: Have you ever purchased an outfit because a Nollywood celebrity wore it?

Responses	Number of Respondents	Percentage
Yes	38	38%

No	58	58%
Maybe	4	4%
Total	100	100%

Source: Field Work (2023)

Table 5 presents responses of respondents on if they ever purchased an outfit because a Nollywood celebrity wore it. Majority of respondents, 58% disagree to having purchased an outfit because a Nollywood celebrity wore it. Furthermore, 38% of the respondents give a positive response to buying an outfit because of a Nollywood celebrity wearing it. 4% of the respondents says "Maybe" to the question.

Table 6: Do you feel pressure to dress like Nollywood celebrities?

Responses	Number of Respondents	Percentage
Yes	50	50%
No	50	50%
Total	100	100%

Source: Field Work (2023)

From the table above, it could be seen, evident from the responses gotten from the fieldwork that 50% of the respondents agree to feeling pressure to dress like Nollywood celebrities, while 50% of the respondents disagree.

Table 7: Why do you think Nollywood celebrities' mode of dressing influences fashion trends among undergraduates?

Responses	Number of Respondents	Percentage
They are popular	82	82%
They are seen as fashion icons	12	12%
They are seen as trendsetters	4	4%
Other reasons	2	2%
Total	100	100%

Source: Field Work (2023)

Table 7 above shows that 82 respondents believe that Nollywood celebrities' mode of dressing influences fashion trends among undergraduates because they (Nollywood celebrities) are popular. 12 respondents believe the reason is because they (Nollywood celebrities) are seen as fashion icons. 4 respondents also see Nollywood celebrities as trendsetters in this regard, while 2 respondent has other answer for the question.

Table 8: How much do you think the media contributes to the influence of Nollywood celebrities' mode of dressing on fashion trends among undergraduates?

Responses	Number of Respondents	Percentage
A lot	34	34%
Some	53	53%
Little	13	13%
None	--	--
Total	100	100%

Source: Field Work (2023)

The above table contains the responses from the respondents on what they think on whether media contributes to the influence of Nollywood celebrities' mode of dressing on fashion trends among undergraduates. From the data, 34 respondents, representing 34% of the total population sample, believe media contribute a lot to the influence of Nollywood celebrities' mode of dressing on fashion trends. Similarly, 53% of the respondents agree that 'some' media contribute to Nollywood fashion trend, while 13%

believe the media has little influence on Nollywood fashion trend among undergraduates.

Table 9: Do you think the influence of Nollywood celebrities' mode of dressing on fashion trends among undergraduates is positive or negative?

Responses	Number of Respondents	Percentage
Positive	46	46%
Negative	24	24%
Neutral	30	30%
Total	100	100%

Source: Field Work (2023)

Based on the table above, 46 respondents representing 46% believe the influence of Nollywood celebrities' mode of dressing on fashion trends among undergraduates is positive, while 24% believe it is negative. 30% of the respondents are neutral.

Table 10: How do Nollywood celebrities' mode of dressing have impact on the fashion industry in Nigeria?

Responses	Number of Respondents	Percentage
Positive	56	56%
Negative	15	15%
Neutral	24	24%
No impact	5	5%
Total	100	100%

Source: Field Work (2023)

Table 10 above shows majority of the respondents, 56% believe the impact of Nollywood celebrities' mode of dressing on the fashion industry in Nigeria is positive, while 15% believe it to be negative. 24% of the respondents are neutral, while 5% of the respondents believe Nollywood celebrities' mode of dressing has no impact on the fashion industry.

Table 11: In what ways do you think Nollywood celebrities' mode of dressing has influenced fashion trends among undergraduates?

Responses	Number of Respondents	Percentage
Hairstyles	13	13%
Outfits	24	24%
Accessories	2	2%
All of the above	57	57%
Total	100	100%

Source: Field Work (2023)

The table above shows responses the ways Nollywood celebrities' mode of dressing has influenced fashion trends among undergraduates. 13% of the respondents go with hairstyles, 24% choose outfits, 2% accessories, while 57% of the respondents choose all of the above.

Table 12: Do you think Nollywood celebrities' mode of dressing influences fashion trends differently based on gender?

Responses	Number of Respondents	Percentage
Yes	84	84%
No	16	16%
Total	100	100%

Source: Field Work (2023)

Based on table 12 above, 84% of the respondents think Nollywood celebrities' mode of dressing influences fashion trends differently based on gender, while 16% think otherwise.

Table 13: How much do you think social media contributes to the influence of Nollywood celebrities' mode of dressing on fashion trends among undergraduates?

Responses	Number of Respondents	Percentage
A lot	69	69%
Some	13	13%
Little	11	11%
None	7	7%
Total	100	100%

Source: Field Work (2023)

From the table above, 69% of the respondents see social media as contributing 'a lot' to the influence of Nollywood celebrities' mode of dressing on fashion trends among undergraduates. 13% of the respondents believe some media contribute to the influence of Nollywood celebrities' mode of dressing on fashion trends among undergraduates. 11% of the respondents believe the influence is 'little', while 7% sees no influence at all.

Table 14: Which Nollywood celebrities do you think have the most influence on fashion trends among undergraduates?

Responses	Number of Respondents	Percentage
Genevieve Nnaji	14	14%
Rita Dominic	35	35%
Mercy Aigbe	37	37%
Other celebrities	14	14%
Total	100	100%

Source: Field Work (2023)

Table 14 shows responses on Nollywood celebrities that have the most influence on fashion trends among undergraduates. Majority of the respondents, 37% go with Mercy Aigbe, 35% Rita Dominic, 14% Genevieve Nnaji, 14% of the respondents go with other celebrities.

Table 15: Do you feel more confident when you dress like a Nollywood celebrity?

Responses	Number of Respondents	Percentage
Yes	63	63%
No	37	37%
Total	100	100%

Source: Field Work (2023)

Based on the table above, 63 respondents, representing 63% feel more confident when they dress like a Nollywood celebrity, while 37 respondents representing 37% do not feel confident about it.

Table 16: Do you think dressing like a Nollywood celebrity makes you more attractive to others?

Responses	Number of Respondents	Percentage
Yes	38	38%
No	41	41%
I don't know	21	21%
Total	100	100%

Source: Field Work (2023)

From table 16, it could be seen that 38% of the respondents believe dressing like a Nollywood celebrity makes you more attractive to others, while 41% believe otherwise. 21% of the respondents are neutral to the question.

Table 17: How much do you think the media influences the relationship between Nollywood celebrities' mode of dressing and the self-esteem of undergraduates?

Responses	Number of Respondents	Percentage
A lot	59	59%
Some	17	17%
Little	21	21%
None	3	3%
Total	100	100%

Source: Field Work (2023)

Table 17 presents responses of respondents on the extent of media influence on the relationship between Nollywood celebrities' mode of dressing and the self-esteem of undergraduates. Majority of respondents, 59% believe that media influences the relationship between Nollywood celebrities' mode of dressing and the self-esteem of undergraduates. Similarly, 17% of the respondents believe 'some' media influences the relationship between Nollywood celebrities' mode of dressing and the self-esteem of undergraduates. 21% of the respondents believe the influence is little, while 3% believe there is no influence at all.

Table 18: Have you ever felt inferior or less fashionable because you were not dressed like a Nollywood celebrity?

Responses	Number of Respondents	Percentage
Yes	33	33%
No	67	67%
Total	96	100%

Source: Field Work (2023)

From the table above, it could be seen that 67% of the respondents feel inferior or less fashionable because they are not dressed like a Nollywood celebrity, while 33% do not.

Table 19: How much do you think the Nigerian fashion industry has benefited from the influence of Nollywood celebrities' mode of dressing?

Responses	Number of Respondents	Percentage
A lot	73	73%
Some	12	12%
Little	10	10%
None	5	5%
Total	100	100%

Source: Field Work (2023)

Based on table 19, 73% of the respondents think Nigerian fashion industry has benefited from the influence of Nollywood celebrities' mode of dressing a lot, 12% believe the influence is just 'some', while 10% believe the influence is little. 5% sees no influence at all.

4.3 Discussion of Findings

The study has so far examined the influence of Nollywood celebrities' mode of dressing on the fashion trend among undergraduate students of the Polytechnics, Ojoku. A number of respondents were selected and data were collected with the view to achieving the aim and objectives of the study. The study reveals Nollywood celebrities' mode of dressing does not have much influence on fashion trends among undergraduates at The Polytechnics, Ojoku. The study also reveals that Nollywood celebrities' mode of dressing influences fashion trends among undergraduates because they (Nollywood celebrities) are popular and seen as fashion icons. Nollywood celebrities have influenced fashion trends among undergraduates a lot based on the data got for this study. Furthermore, the data for the study reveal that

their (Nollywood celebrities) mode of dressing affect the self-esteem of undergraduates to a larger extent. Similarly, Nollywood celebrities' mode of dressing has impacted a lot on the Nigerian fashion industry.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter summarizes the study and give the conclusion and recommendations.

5.1 Summary of Findings

This study made emphasis on the influence of NollywoodCelebrities Mode of Dressing on The Fashion Trend among Undergraduate Students of The Polytechnics, Ojoku. The descriptive survey research tool was utilised to gather quantitative data for the study. Statistical Product and Service Solution (SPSS) was used to observe and analyse the data acquired from the field.

The beginning of the study kicked off with a detailed introduction into the background of the study, celebrities, the problem was clearly stated; objectives and research questions were raised for the purpose of the study.

Chapter one begins with different concepts such as celebrity influence, fashion lifestyle, mode of dressing, undergraduates, The Polytechnics, Ojoku. The theory reviewed was the Social Learning theory, to establish a theoretical framework. Important literature from different communication academicians and researchers were also considered and analysed in chapter two.

In chapter three, the design and the tool employed in this study were highlighted. The research design was descriptive survey.

Chapter four emphasised on interpretation, analysis, and discussion of data collected in the course of this study. This was achieved by highlighting data gathered in form of tables and charts. Each research question was answered using the analysed data.

Chapter five contains the summary, conclusion, and recommendations.

5.3 Conclusion

The mode of indecent dressing among undergraduate students in Nigeria tertiary institutions is worrisome and unacceptable. The rate at which indecent dressing has infiltrated into the moral fibre and academic progression of undergraduate students in tertiary institutions is alarming. The indecent dress pattern among the undergraduates such as wearing of trousers and skirts worn below the waist (sagging), singlet, spaghetti blouses, low neck blouses exposing the breasts, skirts with slit above the knees, transparent dresses, shirts and blouses, attire printed with offensive or obscene wordings, revealing attires mini-skirts and so on. This dress pattern has negative consequences that may still not be known to those who dress immodestly.

Nigerian celebrities, especially those in the Nollywood should be cautioned by the film regulatory bodies to dress modestly and decently. The mass media also has a role to play. Radio and television stations, newspapers and magazines should discourage the display of indecently dressed ladies. Programmes that promote moral values should always be aired and relayed. It is in the light of this that this study examined the influence of Nollywood celebrities' mode of dressing among undergraduate students in Nigeria tertiary institutions, using undergraduate students of The Polytechnics, Ojoku as a case study, and suggested possible strategies that could reduce the rate of spread of this immoral act.

5.4 Recommendations and Suggestions for Further Studies

Based on the findings and conclusions above, this study draws the following recommendations:

1. Nollywood celebrities should use the influence they have on their followers by dressing more decently and positively to impact positivity.
2. The Nollywood celebrities can embrace local clothing in a bid to promote local fabric and clothing made within the nation such as ankara.
3. The students should tone down the level for which they mimic Nollywood celebrities fashion lifestyle.
4. Tertiary institutions should adopt dress codes for their students.
5. Governments' laws both in Federal, State and Local government to regulates' our dressing.
6. Parents should help checkmate their Wards before leaving homes.

REFERENCES

- Ako, J. A. & Igbo H. I. (2013). Moral discipline issues among tertiary institution students in Nigeria. *The Nigerian Educational Psychologist*.11(1), 198-205.
- Akpan, G. E. (2018). Effects of indecent dressing on undergraduate students of university of Uyo, Uyo, Nigeria. *International. Journal of Physical Education, Sports and Health*. 5(2), 359-365.
- Ang, C., Chan, N. (2016). Adolescents' Views on Celebrity Worship: A Qualitative Study. *Curr psychol* 37, 139-1148
- Ativie, K. (2020). The influence of celebrity dress styles on the dressing patterns of Nigerian undergraduates. *Preorcjah Vol*. 5(1), May 2020 (Special Edition)
- Bandura, A. (1963). *Social Learning and Personality Development*. New York: Holt, Rinehart & Winston. British Library. (n.d.). News Media. Retrieved from British Library
- Carroll, A. (2009). Brand communications in fashion categories using celebrity endorsement. *Journal of Brand Management*, 17(2), 146-158.
- Chung, S., & Cho, H. (2014). Parasocial Relationship Via Reality TV and Social Media. *Proceedings of the 2014 ACM International Conference on Interactive Experiences for TV and Online Video - TVX 14*. doi: 10.1145/2602299.2602306
- Corbus, S. (2009) "Celebrity's Fashion and Beauty Lines Influence on Consumer's Choice". *OTS Master's Level Projects & Papers*.66.
- Diamond, J., & Diamond, E. (2008). *The World of Fashion*. New York: Fairchild Books, Inc.

Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1-7.

Egbule E. O. (2013). Counselling for appropriate dressing on campuses of institutions of higher learning in Nigeria. *Delta Journal of Guidance and Counselling*. 1 (1), 77-83

Egwim, C. (2010). Indecent dressing among youths. Retrieved May 8, 2018 [http:// www.es.net/world.com/webpages/ features](http://www.es.net/world.com/webpages/features).

Ewulo, M. O. (2016). Students' dress code and indecent dressing. *Journal of Education and Policy Review*. 8(2),21-26.

Fareo, O. D. & Jackson, J. (2018). Indecent dressing among students of tertiary institutions in Adamawa State, Nigeria. *International Journal of Education and Social Science Research*. 1(4), 123-135.

Frederick, E. L., Lim, C. H., Clavio, G., & Walsh, P. (2012). Why We Follow: An examination of Parasocial Interaction and Fan Motivations for Following Athlete Archetypes on Twitter. *International Journal of Sport Communication*, 5(4), 481-502. doi: 10.1123/ijsc.5.4.481

Frings, G. S. (2008). *Fashion: From Concept to Consumer* (9th Ed.). Upper Saddle River, New Jersey: Pearson Education Inc.

Giles, D.C., & Maltby, J. (2003). "The role of Media figures in adolescent development: Relations between autonomy, attachment and interest in celebrities". *Personality and Individual Differences* 36 (2004). Retrieved from <http://www.le.ac.uk/pc/jm148/pdfs/gilespaid2004.pdf>.

Grönroos, C. (2011). A service perspective on business relationships: The value creation, interaction and marketing interface. *Industrial marketing management*, 40(2), 240-247.

Haralambos, M., Holborn, M. & Herald, R. (2008). *Sociology: Themes and perspective*. London: Collins Publications Limited.

Jegede, O. (2021). Social Media Celebrities and The Adoption of Lifestyle Amongst Undergraduates of The Federal University of Technology, Akure. *International Journal of Humanities & Social Sciences Published by Cambridge Research and Public IJHSS* ISSN-1630-7276 (Print) 1Vol. 22 No. 4 September, 2021

Kelman, H. C. (1958). "Compliance, identification and internalization: Three processes of attitude change," *Journal of Conflict Resolution*. 2(1), 51-60.

Kwanuba, Y., Sababa, L. K. & Filgona, J. (2020). Students' perception of indecent dressing in Adamawa State citadel of higher learning. *International Journal of Engineering and Science*. 10(10),44-56.

Li, G., Li, G., & Kambele, Z. (2012). Luxury fashion brand consumers in China: Perceived value, fashion lifestyle, and willingness to pay. *Journal of Business Research*, 65(10), 1516-1522.

Lockwood, T. (2010). *Design thinking: Integrating innovation, customer experience, and brand value*. Skyhorse Publishing, Inc..

Malcolm, B. (1996; ed. 2008), *Fashion communication*, Routledge publishers.

Manaf. (2017). Following Islamic Reality Show Personalities on Twitter: A Uses and Gratification Approach to Understanding Parasocial Interaction and Social Media Use. *Intellectual Discourse*, 25, 637-659.

Manyam, S., Swarnalatha, M. & Padma, A. (2018). Impact of social media on current patterns of adolescent girls. *International Journal of Social Change and Biology*, 4(3).Research

Marshall, C., & Rossman, G.B. (2016) *Designing Qualitative Research*. (6th ed.). Thousand Oaks, CA: SAGE

Mell, M. (2009). "Is celebrity obsession destroying our society?" Accessed January 2014 from TheCelebrityCafe.com.

Nigerian films. Com. (2009). Campus dress code: striking a balance between modernity and modesty. Retrieved June 1, 2023, from <http://www.Modernghana.com/movie/3754/3/hello.htm/>.

O'Rourke, K. (2006). "Social learning theory and Mass communication". ABENA Journal, Vol. 25. Originally in Volume 22, #2.

Obasi, F. (2012). Data Analysis in Communication Research. Ruwil Nudas Publishers,

Obilo & Okugo (2013) Dress code and adornment on campuses: Issues and challenges. Journal Emerging Trend in Educational Research, 34(2), 432-462.

Obilo U. & Okugo S. (2013). Outrage over indecent dressing on campus. Public Nigerian. [online] [31.12.2013]. Available at <http://sunnewsonline.com/new/?p=4759>

Oli, N.P. (2017). Theoretical reflections on social determinants and effects of indecent dressing among female undergraduates in higher institutions of learning in Nigeria. International Journal of Health and Social Inquiry. 3(1), 115-129.

Oluwadare, O. O., Otunaiya, A. O. & Opeoluwa, S. R. (2020). Indecent dressing and its implications on academic performance of female undergraduates: Tai Solarin University of education experience. International Journal of Management, Social Sciences, Peace and Conflict Studies (IJMSSPCS). 3(2), 31 -41.

Omede, J (2011). Indecent dressing on campus of higher institution of learning in Nigeria: Implications for counselling. Journal of Emerging Trends in Educational Research & Policy Studies, 2(4), 228 -233

Omede, J. (2011). Indecent dressing on campuses of higher learning in Nigeria: Implication for counselling. Journal of Emerging Trend in Education Research and Policy Studies. 2(4) ,228-233.

Omolayo, O.J., Patricia, E. E., Margaret, S, & Ilori, T. (2021). social media celebrities and the adoption of lifestyle amongst undergraduates of the federal university of technology, Akure. International Journal of Humanities & Social Sciences Published by Cambridge Research and Publications. Vol. 22 No. 4 September, 2021.

Osaghiobare, E. O., Ekwukoma, V, & Ekomaru, C. I. (2015). Forms of indecent dressing among university students in North Central Geo-Political Zone. Sokoto Educational Review. 16(1), 94-101.

Pennington, N., Hall, J. A., Hutchinson, A. (2016). To Tweet or Not To Tweet: Explaining Fan Celebrity Interaction on Twitter. Iowa Journal of Communication, 1, 55-75.

Phua, J., Jin, S. V., & Kim, J. J. (2017). Gratifications of using Facebook, Twitter, Instagram, or Snapchat to follow brands: The moderating effect of social comparison, trust, tie strength, and network homophily on brand identification, brand engagement, brand commitment, and membership intention. Telematics and Informatics, 34(1), 412-424.

Saravanan, D. & Nithyaprakash, V. (2015). Fashion Trends and Its Impact on Society.

Stone, E. (2007). In Fashion: Fun! Fame! Fortune! New York: Fairchild Publications, Inc.

Uzuegbunam, C, (2017) Between Media Celebrities and The Youth: Exploring the Impact of Emerging Celebrity Culture on The Lifestyle of Young Nigerians. Mgbakoigba, Journal of African Studies. Vol.6 No.2. February 2017

APPENDIX
QUESTIONNAIRE

DEPARTMENT OF MASS COMMUNICATION
THE POLYTECHNIC, OJOKU

Dear Respondent,

I am a student of the above named department and institution working on the topic: "INFLUENCE OF NOLLYWOOD CELEBRITIES MODE OF DRESSING ON THE FASHION TREND AMONG UNDERGRADUATES (A STUDY OF STUDENTS OF THE POLYTECHNIC, OJOKU)"

You have been selected as one of the respondents for this research work. Kindly assist in answering the following questions objectively as your responses are greatly needed and will be treated with absolute anonymity because it is for academic purpose only. Thanks!

SECTION A: DEMOGRAPHIC INFORMATION OF THE RESPONDENTS

1. Gender Male () Female ()
2. Age 15-18 () 18-23 () 23-29 years ()
3. Level: ND I () ND II () HND I level () HND II ()

SECTION B:

1. How often do you follow fashion trends set by Nollywood celebrities?
a. Daily [] b. Weekly [] c. Occasionally [] d. Rarely []
2. Have you ever purchased an outfit because a Nollywood celebrity wore it? a. Yes [] b. No [] c. Maybe
3. Do you feel pressure to dress like Nollywood celebrities? a. Yes []
b. No []
4. Why do you think Nollywood celebrities' mode of dressing influences fashion trends among undergraduates? a. They are popular [] b. They are seen as fashion icons [] c. They are seen as trendsetters []
d. Other reasons _____
5. How much do you think the media contributes to the influence of Nollywood celebrities' mode of dressing on fashion trends among undergraduates? a. A lot [] b. Some [] c. Little [] d. None []
6. Do you think the influence of Nollywood celebrities' mode of dressing on fashion trends among undergraduates is positive or negative? a. Positive [] b. Negative [] c. Neutral []
7. How do Nollywood celebrities' mode of dressing have impact on the fashion industry in Nigeria? a. Positive [] b. Negative [] c. Neutral [] d. No impact []
8. In what ways do you think Nollywood celebrities' mode of dressing has influenced fashion trends among undergraduates? a. Hairstyles [] b. Outfits [] c. Accessories [] d. All of the above []
9. Do you think Nollywood celebrities' mode of dressing influences fashion trends differently based on gender? a. Yes [] b. No []
10. How much do you think social media contributes to the influence of Nollywood celebrities' mode of dressing on fashion trends among undergraduates? a. A lot [] b. Some [] c. Little [] d. None []

11. Which Nollywood celebrities do you think have the most influence on fashion trends among undergraduates? a. Genevieve Nnaji [] b. Rita Dominic [] c. Mercy Aigbe [] d. Other celebrities (please specify)_____
12. Do you feel more confident when you dress like a Nollywood celebrity? a. Yes [] b. No []
13. Do you think dressing like a Nollywood celebrity makes you more attractive to others? a. Yes [] b. No [] c. I don't know []
14. How much do you think the media influences the relationship between Nollywood celebrities' mode of dressing and the self-esteem of undergraduates? a. A lot [] b. Some [] c. Little [] d. None []
15. Have you ever felt inferior or less fashionable because you were not dressed like a Nollywood celebrity? a. Yes [] b. No []
16. How much do you think the Nigerian fashion industry has benefited from the influence of Nollywood celebrities' mode of dressing? a. A lot [] b. Some [] c. Little [] d. None []