

**INFLUENCE OF INSTAGRAM CELEBRITY FASHION LIFESTYLE ON THE  
ATTITUDE AND  
PRACTICE OF UNDERGRADUATE STUDENTS OF UNIVERSITY OF LAGOS**

**BY**

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## **CERTIFICATION**

I certify that this work was carried out by **Taiwo Oluuwatosin Elizabeth** at the Department of Mass Communication, Mountain Top University, Ogun State, Nigeria under my supervision.

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## **DEDICATION**

This work is dedicated to God Almighty my creator, my strong pillar, my source of inspiration, wisdom, knowledge and understanding. He has been the source of my strength throughout this project and on His wings only have I soared.

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## **ABSTRACT**

*Instagram celebrities are well known individuals who are popular because of their wins and attainments in areas of entertainment, sports and fashion and can influence their followers who mimic their fashion lifestyle. This study sought to find out the extent to which celebrities can influence the attitude and behaviours of their followers with regards to fashion lifestyle. The study made use of quantitative survey to collect data from 300 respondents who were conveniently sampled. The gathered data was analysed and the findings were presented through tables, frequencies, percentages, and narratives. The findings of the study revealed that celebrities' influence the behaviour and attitudes of their followers with regards to fashion lifestyle and revealed Toke Makinwa and Burna Boy as celebrities highly followed by their followers. The research uncovered some challenges people encounter in keeping up with Instagram Celebrity Fashion Lifestyle to include lack of designers, proximity to the designers and location. The study recommended that Celebrities should dress more decently and influence their followers positively and also embrace home-made fabrics to promote locally produced fabric.*

**KEYWORDS:** Instagram, Celebrity, fashion lifestyle.

## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background of Study

Instagram Celebrities are mostly loved, admired, respected and perceived as role models among their fanbase also, they have assumed a god-like status in society. Ang & Chang, (2016, p. 139) as cited by Jegede, (2021) suggest that “The idea of ‘celebrity’ may be viewed as a ‘continually satisfying practice’ which can involve an ‘ongoing preservation of a support group or fan base, accomplished closeness, genuineness and access, and structure of a usable role.’”

Instagram Celebrities are well known individuals who are popular because of their wins and attainments. They make cameos in movies, are seen on the news, journals and printed paper. Some of them include Cardi B, Pharell William, Rihanna, Davido, Kim Kardashian, Tiwa Savage and Wizkid amongst many others. Young adults, especially those who are university students, admire and learn off these celebrities for several distinct reasons. For ladies, it is commonly for elegance and lavish and exorbitant fashions that popular women have. For boys, it is their way of life and dress sense. Yearly Award shows such as the Grammy Academy Awards, The Headies Award can also influence the dress sense of students. When these shows are over, entertainment news, celebrity blogs, and journals compile reports on whose ‘dressing was unsurpassed’ and whose ‘dressing was worst’. Students see these reports and incorporate it with what they may and may not put on. (Ativie, 2020).

The decade of the 1930s marked the beginning of Hollywood's Golden Age as a result of the large number of films that were produced at that time to entertain audiences throughout the Great



Depression. Because some of the films that were being produced at the time were thought to contain an excessive amount of nudity and sexual content, there were strict regulations regarding what could and could not be broadcast on screen. These regulations were put in place because of the perception that these films were being broadcast. The severity of the Great Depression was rarely depicted in the films of the 1930s. Instead, the leading ladies of such films wore expensive or extravagant costumes, and their homes were beautifully decorated (Tortora & Eubank, 2005). Moviegoers gladly part with their hard-earned money in order to temporarily escape the stresses of their daily lives by going to the movies. The population was driven completely wild by the Hollywood celebrities of the era who also functioned as fashion icons. Some of the most famous people from that era include Bob Hope, Bette Davis, Jean Harlow, Clark Gable, Greta Garbo, Shirley Temple, the Marx Brothers, Fred Astaire, and Ginger Rogers. Others include the Marx Brothers (Sutton, 2005). According to Tortora and Eubank's argument (2005, page 519), the characters in films and television shows started to inspire distinctive or original aesthetics. Some movies brought back old fashions, which resulted in the production of brand new pieces of clothing and accessories. Fans and followers of rock musicians from the 1970s through the 1990s, including Michael Jackson, Annie Lennox, Grace Jones, and Madonna, amongst others, emulated the singers' sense of style and the way they dressed. The majority of the Teen fashion group's trends were provided by the music industry. The teens would adopt their dress sense from music videos and then portray them to the general public. When *Burna Boy* became popular in 2012, he shot a video for his hit single '*like to party*' wearing a peculiar sun shade with round lenses and an oversized beach wear; folding the sleeves and ever since it became a fashion trend for young men and some women who tagged the sunshades and beach wear 'Burna boy'. Similarly, *Naira Marley* (a musician based in Nigeria) became popular in 2019 and formed a

strong movement 'Marlians' and influenced some of his followers with his weird dressing of saggy trousers and razz appearance. Many of his followers adopted his style of sagging trousers and walking around without shirts and ran away with it. In the same light, Davido wore an ear ring with a cross- shape and posted it on his social media handles and in no time, many young people purchased the exact type of ear ring and wore them for various functions. Currently, Rihanna a famous popstar who owns a clothing line 'fenti' influences women to wear dresses without brassieres as a sign of confidence in their body. Some young women have adopted her ideologies concerning this regard. Reflecting upon Battaglia, (1995) previous assertion:

*young persons' can exercise their creative strength discursively in and through their own bodies, putting in motion an approach of self-realization and advocacy of social status through utilization, use and expenditure, looks, and fashion.*

- Furthermore, Teen Vogue an online magazine or publication; showcases the top ten snazziest celebrities on weekly basis and is familiar among Nigerian students. They look through the pictures of the celebrities who are mostly their role models and age mates, put on designer wears and styles. The students often want to look like them on Social media platforms such as Instagram and Twitter. Television can also play a great part on how celebrities dominate or affect these students. There are events or shows devoted to celebrity dress sense or fashion such as E! Network, Fashion Police amongst many more. Students see these broadcasts and are dominated by the ideas and sentiments of these celebrity entertainers. Interestingly, some of these clothing, dresses and ornaments of Instagram celebrities are mostly imported and available in high aristocratic boutiques with expensive price tags on them. Students who still depend on their parents or wards hurry to purchase such piece of clothing and often end up buying

on credit and this can become unfavorable to their erudite needs. On the other hand, Students who find the expensive prices in those boutiques or stores unfavorable look out for the cut price look alike in order to have some form of uniqueness with celebrities. These students can be engaged with glamour, clothing, fashion trends and even social events on school campuses at the cost of their studies. (Ativie, 2020).

Thus, this study aims to highlight the influence of Instagram Celebrity Fashion Lifestyle on The Attitude and Practice among Undergraduates of University of Lagos Nigeria.

## **1.2 STATEMENT OF THE PROBLEM**

According to Stone, (2007) One serious dominance celebrities may have is in the domain of the fashion space. The Instagram Celebrities are mostly shot and filmed and what they put on their body is transmitted as images to the society. The dress sense of the celebrities can influence their fans such as students in university and young adults who may begin to copy the styles. Consumers, fans mostly copy specific Instagram celebrities who they relate or connect to, and in so doing, exonerates their resolve to buy in on the trends in fashion.

Similar research has been carried in other parts of the country and overseas regarding the influence of celebrities on attitudes of students and youths but little has been done in the university of Lagos Nigeria which is the entertainment hub of Nigeria. Hence, the purpose of carrying out this research.

## **1.3 OBJECTIVE OF THE STUDY**

The following are the study's objectives:

1. To ascertain how Instagram celebrities, influence the attitudes and behaviour of students in university of Lagos Nigeria.

- II. To highlight the attitudes these students, portray as a result of Instagram celebrity fashion lifestyle.
- III. To ascertain the challenges associated with exposure to influence on the attitude and practice of the students.

#### **1.4 RESEARCH QUESTIONS**

Because of the study's goal, the following research questions are required.

- I. What are the effects of Instagram celebrity on the attitudes or behaviour of students in the university of Lagos?
- II. What is the general perception of Instagram celebrity fashion style on students?
- III. What are the challenges associated with exposure to celebrity influence on the students of university of Lagos Nigeria?

#### **1.5 SIGNIFICANCE OF THE STUDY**

This study can be of significance to the following stakeholders:

- I. The academic Community as school information can be sought after when a research similar with the topic is considered.
- II. The celebrities as they can influence their fans who are mostly students'; to dress and behave in line with societal standards.
- III. The students' who can lower their constant rush for fashion trends which are sometimes 'unreal'.

#### **1.6 SCOPE OF THE STUDY**

This study emphasises the effect of Instagram Celebrity Fashion Lifestyle on university students with special reference to University of Lagos, Lagos campus Nigeria.

#### **1.7 ABOUT THE STUDY AREA**

According to Wikipedia, the University of Lagos, also referred to as UNILAG, Nigeria, was established in 1962. This was two years after Nigeria had earned its independence from Britain. It was one of the earliest higher education institutions to be established in the country, and it is currently listed among the top universities in the world in terms of the number of notable scholarly papers it has produced. The university's three campuses can all be found on the mainland where it is located. They include the radiography school located in Idi-Araba, as well as those in Yaba and Akoka. Over 9,000 first-year students are accepted into the institution on an annual basis, and the total number of students enrolled at the college is close to 57,000. A recent report published by Forbes classified the educational establishment as the third best university in Africa for entrepreneurship, behind the University of Cape Town and the University of Makerere respectively. The University of Lagos has been given the reputation of being the "start-up powerhouse" institution among students in Nigeria. Wikipedia (2022).

## **1.8 LIMITATIONS OF THE STUDY**

**Time:** This particular exercise has a limited amount of time given for it.

**Finance:** During the time when this study was being carried out, there was not sufficient funding to travel to the study area as far as physically practicable or to investigate the internet.

## **1.9 DEFINITION OF TERMS**

- I. **Influence-** To have an effect on a character, person, development or behaviour of an individual or something.
- II. **Instagram-** On both iPhone and Android, Instagram is a free software for sharing photos and videos. Our service allows users to post photographs and videos that they may then share with their followers or a small group of friends. They can also browse, comment on, and like the Instagram posts that their friends have shared.

- III. Celebrity**-A popular or famous individual in sport or entertainment.
- IV. Fashion & Lifestyle**-A self-expression of clothing, accessories, footwear or body posture.
- V. Attitude**-An agreed form of reasoning or feeling about something.
- VI. Practice**-The expected way of doing something.
- VII. Undergraduate**-A student of college or university, who is working toward achieving a first degree.
- VIII. UNILAG**- University of Lagos Nigeria.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

This chapter will cover the past or previous study carried out with regards to Influence of Celebrity lifestyle on the attitude and behaviour of undergraduate university students. This chapter will be divided into three parts namely: Review of concept, theoretical framework, and Empirical studies. The study aims to fill in the gap between undergraduates, school managements and celebrity lifestyle on the media space in respect with fashion and how they influence these students in a positive manner by endorsing and dressing decently and responsible.

#### **2.2 Review of Concept**

According to Sharon and Matthew (20017), conceptual framework can be referred to as a case study and that case are into two parts i.e. first, the case builds the influence of an intended crowd for the study while the second case demonstrates agreement among research questions, information analysis with other stringent steps to carry out the study.

##### ***2.2.1 Influence of celebrities***

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,

*The foundation on which we have put motion picture stars, athletes, and famous individuals can give some people neck anxiety or stress. We glorify them, heed their every step, and also consider them as contemporary gods. There exist a colossus media subculture surrounding the clique of personality. Tattle, rumours and news about the wealthy and famous is great business. Journals or Magazines such as People and Us Weekly, TV shows such as Entertainment Tonight, Access Hollywood, and a long list of blogs... have taken our imagination or insight. More especially, the celebrities on which their report carry. Of recent, there are more celebrity journals or magazines than actual news [magazines] in the United States.*

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) Tortora & Eubank, p. 464

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.

### ***2.2.2 Fashion and Lifestyle***

The occurrence of fashion could be differentiated into two; upper class fashion (haute couture) and day to day fashion instead of impeding ourselves to the idea of European or western soaring fashion. (Malcom, 1996; 2008) The way that people dress on a daily basis can be viewed as a cooperative approach through which potential members of a community can consciously portray their physical selves through the clothing that they choose to wear. It is not the same as the traditional producer fashion methods, in which members of the upper class or wealthy people decide what direction fashion will take. This one-of-a-kind sense of style is a product not only of

the pervasive fashion trends that have emerged in modern or recent times but also of the fashion codes that have been established by designers and/or celebrities. When a fashion is at the pinnacle of its fame or popularity, it may be of such high demand that a greater number of manufacturers produce imitations of it or produce variations of it in a variety of price points.

2008's Frings, p. 65

Holt, (1997a) defines lifestyle as joint or general method of usage patterns that is based on combined cultural structures that exist in social society.

It was in the 1980s, according to Tortora and Eubank (2005), that the general public first started to identify with the celebrities they saw on television. They make fun of the many different celebrity fashions that might be categorised as being part of their design tribe rather regularly. Rap and rock music from the current era became accessible to a wider audience thanks to the channel MTV. tall tops (air Jordan) Sneakers, large gold earrings, gold and diamond chains, and giant T-shirts were all popular styles that were influenced by celebrities in the fashion industry. Some musicians and singers have started their own clothing lines, capitalising on the huge brand power they have. Roca-wear was established by Jay Z, and Fenty by Rihanna and Starboy by Whiz Kid, both of which are well-known figures in the hip-hop music industry. There are currently an excessive number of celebrity fashion lines available. Michael Jordan, Beyonce Knowles, Kanye West, Pharrell Williams, Sean Combs, Kim Kardashian, and Victoria Beckham are some of the celebrities who now have active fashion lines. It appears like there is no end in sight to the number of notable persons who have achieved success in the fashion industry. There is a possibility that the lifestyles of celebrities, which are portrayed or sold in traditional media as well as other alternative means such as the internet and satellite TV, have an impact on the social

behaviour and lives of these young people, particularly undergraduate students (Uzuegbunam, 2017).

### ***2.2.3 Attitudes and Practice***

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

#### ***2.2.4 University Undergraduates***

According to Wikipedia, (2022) undergraduate education can refer to education organised after high school or secondary education and before masters or post graduate education in view of obtaining a bachelor degree. The university of Lagos, Lagos Nigeria presently gives admission to

over 9,000 undergraduate students yearly and enrolls an estimated 57,000 students. The university of Lagos has an age limit of 16 years for prospective undergraduate students.

### **2.3 INSTAGRAM AS A SOCIAL MEDIA PLATFORM**

According to Aaker and Equity (1991), Instagram is allegedly one of the powerful social media platforms that organisations use to increase their brand awareness and reputation in the market. This is because Instagram allows users to share photos and videos directly to their followers' feeds. Businesses are able to advertise their goods and services to a sizable and potentially international audience of clients by utilising the social media platform Instagram (Aaker, 1999). In a study conducted by Phua et al. (2017), the authors found that businesses that showcased their brand identities on Instagram were able to dramatically boost the number of clients they served.

Over the past several years, businesses have been able to flourish in terms of brand promotion because of Instagram's capabilities. According to research conducted by Choi and Rifon in 2007, the fact that Instagram has millions of users makes it possible for celebrities to easily reach the demographics they are seeking (Jin & Sung, 2010). Instagram was initially not very useful for socializing, but it has since evolved into a powerful platform that allows users to engage with a large audience through the use of quick messages and photographs. According to Li et al. (2012), businesses regularly build their own personal Instagram profile pages and publish a variety of photographs and videos in order to maintain a strong brand image among customers located all over the world (De Veirman et al., 2017).

## **2.4 INFLUENCE OF INSTAGRAM ON UNDERGRADUATES**

Utilization of Instagram presents users with a number of opportunities and benefits. According to Carroll (2009), Undergraduates place a significant amount of importance on using Instagram as a means of gaining access to world and socializing with their favourite celebrities. According to Heere (2010), celebrities been promoting their fashion lifestyles across a variety of platforms in order to attract the attention of youths who are technologically and social networking site inclined (Lockwood, 2010).

It has been hypothesised that undergraduates' increased use of Instagram has facilitated changes in their attitude and practice in life. According to Lockwood (2010), Celebrities have a catchy way of presenting their fashion lifestyles to undergraduates and youths on social media. These young adults eventually start to adopt this lifestyle overtime, which in turns affect their general attitude and practice.

Celebrities on Instagram also influence the fashion ideals and purchase decisions of undergraduates and youths. According to Miles (2014), Instagram has a substantial influence on nearly 75% of consumers' decision-making processes about their purchases. According to Gronroos (2011), potential and prospective clients spend time exploring Instagram in order to gain access to a variety of companies and select the ones that are most suitable to match their

wants and desires. According to Adner and Kapoor (2010), shoppers apparently find it easier and simpler to browse the app and make their necessary purchase decisions without visiting physical stores. This is according to the findings of the aforementioned researchers. They are able to view photos of products and even have direct conversations with companies through the use of direct messages.

According to Djafarova and Rushworth (2017), customers have the ability to submit comments beneath the corporate posts, and their suggestions help customers choose the most suitable brand for them. As more and more firms market such things on Instagram, consumers are exposed to greater opportunities to be swayed and enticed toward purchasing those products. Accordingly, Basfirinci and Ilingir (2015) argued that using Instagram helps firms boost both their sale prices and their profit margins.

## **2.5 INFLUENCE OF INSTAGRAM CELEBRITY 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

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 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.

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 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).

## **2.6 Theoretical Framework**

Sharon and Matthew, (2017) suggest that theoretical framework be based in a printed, identifiable method. They strongly opine that theoretical framework can reside or is enveloped in the conceptual framework and is not synonymous with it. Therefore, the conceptual theory gives the total structure of the study and the theoretical framework within it explains the associations that are found or explored in the study. Theories are vital in research since they can serve as the basis for explaining the phenomena being studied. The following theory was considered to explain the problem under this research.

### ***2.6.1 Social learning theory***

Bandura proposed the Social Learning Theory in 1977. Bandura felt that learning was impossible without external reinforcements such as interpersonal connection, the immediate environment, and behaviour or attitude. Social learning theory can emphasise the significance of a person's observation and imitation of the people shown in the media, and how this might result in a shift in the reception's manner, enlightenment, attitudes, and moral or ethical standards. 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.

According to Online MSW Programs, (2022) Social media space makes available plenty social learning examples with individuals mirroring others be it acting screen play scene, imitating dance steps from a music visual. Students can mirror fellow students, celebrities and role models as a way of fitting-in. While positive attitudes are mirrored, difficult attitudes and behaviours are adopted as well.

McLeod, (2016) stresses that noticing or observing, shaping, and imitating the manners, attitudes, and emotional responses of others are vital factors that can chip in to an individual's lifestyle preferences.

## **2.7 EMPIRICAL REVIEW**

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. According to the findings of the study, 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. When assessing whether or not the responders are young consumers, the minimum age requirement is an extremely important factor to consider. There were 177 female participants and 105 male participants, with female respondents accounting for 61.8% of the total and male respondents accounting for 37.2% of the total. It was discovered through Ohanian's (1990) research, which divides elegance into five physical categories, including charm, handsome or gorgeous, sophisticated, elegant, and sexy, that an endorser or celebrity with good looks has a greater ability to influence others than one with a less attractive appearance. This was found to be the case even when comparing endorsers or celebrities with similar levels of success (Syed Mat Dom et al., 2016).

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.

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.

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. This individual represented 1.19 percent of the total sample. Beyoncé was discussed as one of



the famous people in this article. The remaining 4.76 percent of respondents said that the only reason they bought her products was because they appreciated the pricing, quality, or style.

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.

Tsetsegsaikhan and Anastasija 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).

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.

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.

Chukwurere & Chukwurere (2017) investigated the impact of Instagram on social lifestyle adopting a quantitative variant involving questionnaire, 69 female students in the North-West University, South Africa and revealed that 67 (63.7%) respondents agreed that social media advocates female students borrowing foreign culture and traditions in the manner for which they dress.

Fakhar, et al., (2015) investigated Instagram celebrity endorsement as a real instrument to attract consumer(youths) purchase intention in Pakistan. Using, a quantitative variant and questionnaire, the study revealed that celebrity endorsement is a strong tool that is utilised to change or alter the purchase decision of consumers(youths) in Pakistan and can have a great positive relationship with the purchase intention.

## **CHAPTER 3**

### **METHODOLOGY AND PROCEDURE**

#### **3.0 INTRODUCTION**

Haralambos et al. (2008) refer to research approach or method as a systematic form of producing facts through which results and feedbacks of a study are either acceptable or casted aside.

This chapter covered the various tools which the researcher used for data gathering and analysis for the study. Afterwards, this chapter made provision on data about the population and sample size of the study.

#### **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 Instagram Celebrity Fashion Lifestyle on the attitude and practice of undergraduate student of Unilag. 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 (University of Lagos Nigeria) consist of over 40,000 people including staff and students. University of Lagos, (2022). The respondent will be drawn from undergraduate students of University of Lagos Nigeria.

### **3.3 SAMPLE SIZE DETERMINATION**

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 Three hundred (300). The researcher selected participants' undergraduates from the market place, School halls, Religious Institutions, social centres in the University of Lagos.

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### **3.4 SAMPLING 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 University of Lagos 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 INSTRUMENTS FOR DATA COLLECTION**

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 three hundred (300) questionnaires were issued out.

### **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 PROCEDURE FOR DATA COLLECTION**

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.

Statistical product and service solution (SPSS) 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 4**

### **DATA PRESENTATION, ANALYSIS AND DISCUSSION**

This chapter was utilised to show the analysis and findings of the study as highlighted in the research methodology. The study findings are presented to examine ‘the influence of Instagram Celebrity Fashion Lifestyle on The Attitude and Practice among Undergraduates of University of Lagos Nigeria. As the research instrument stated, data was gathered by means of questionnaire. The respondents' sociological data was analysed to gather insights on respondents who participated in the study. The data analysis was completed in conformity with the research aims.

#### **4.1 DATA PRESENTATION**

##### **4.1.1 RESPONSE RATE**

The study focused on 300 respondents to gather data for the study ‘the influence of Instagram Celebrity Fashion Lifestyle on The Attitude and Practice Among Undergraduates of University of Lagos Nigeria’. For this research, 300 respondents answered the questionnaires and prompted a 100% response rate.



#### 4.1.2. ANALYSIS OF SECTION A (DEMOGRAPHIC DATA)

The study looked to ascertain the demographic chart of the respondents by constituting the gender of the respondents, religion and academic qualification. The findings were discussed in the preceding findings below.

**Table 1: Gender of Respondents**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	126	42%
Female	174	58%
<b>Total</b>	<b>300</b>	<b>100%</b>

**From table 1,** demographic and personal data of the respondents as shown by gender revealed that 126 (42%) of respondents were male, while 174 (58%) were female. This shows that female respondents took part more in the study than male respondents did. This also shows that the representation of the respondents in this study was fair.

#### 4.1.2.2 Religion of Respondents

The researcher made effort to ascertain the religion of the respondents. The findings are represented in table 2 below;

**Table 2: Religion of Respondents**

<b>Religion</b>	<b>Frequency</b>	<b>Percentage</b>
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Christian	138	46%
Muslim	162	54%
<b>Total</b>	<b>300</b>	<b>100%</b>

From table 2, the religion or faith of respondents shows that 138 (46%) of the respondent surveyed were Christian, while 162 (54%) were Muslim.

#### 4.1.2.3 Academic Qualification of Respondents

The researcher made effort to ascertain the academic qualification of the respondents. The findings are represented in table 3 below;

**Table 3: Academic qualification of Respondents**

Academic qualification	Frequency	Percentage
BSc	172	57.3%
HND	20	6.6%
MSc	55	18.3%
PHD	9	0.3%
SSCE	44	14.6%
<b>Total</b>	<b>300</b>	<b>100%</b>

From table 3, demographic data for academic qualification shows that 172 (57.3%) of the respondents have a Bachelor's degree, 20 (6.6%) have a Higher National Diploma, 55 (18.3%), have a Master's degree, 9 (0.3%) have a Doctorate degree and 44 (14.6%) have a Secondary School Leaving Certificate.

#### **4.1.2. Analysis of Section B**

##### **RESEARCH QUESTION**

**1: What are the effects of celebrity on the attitudes or behaviour of students in the university of Lagos?**

To answer this question, items 1, 2, 3 and 4 of the questionnaire were examined.

**Item 1: Do you like any Instagram celebrity fashion lifestyle?**

**Table 4: fondness for Instagram celebrity fashion style.**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	243	81%
No	57	19%
<b>Total</b>	<b>300</b>	<b>100%</b>

Table 4 reveals that 243 (81%) respondents indicated that they like Instagram Celebrity Fashion Lifestyle while 57(19%) indicated they do not like celebrity fashion lifestyle.

**Item 2: Do you follow the fashion trend of any particular celebrity?**

**Table 5: Follow up on trending Instagram celebrity fashion lifestyle.**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	227	75.6%

No	73	24.3%
<b>Total</b>	<b>300</b>	<b>100%</b>

Table 5 reveals that 227 (75.6%) respondents indicated that they follow the trends in Instagram Celebrity Fashion Lifestyle while 73 (24.3%) indicated that they did not follow up on trends in celebrity fashion lifestyles.

**Item 3: If yes, can you mention their name(s)?**

**Table 6: Instagram celebrities whose style are followed**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Beyonce	12	4%
Davido and Tiwa Savage	20	6.6%
Denrele	9	3%
Drake	15	5%
Ebuka	18	6%
Justin Bieber	32	10.6%
Nil	57	19%
Olamide	16	5.3%
Rihanna	17	5.6%
Toke makinwa, Burna boy	54	18%
Veekee James	35	11.6%
Wizkid	15	5%
<b>Total</b>	<b>300</b>	<b>100%</b>

Table 6 reveals that 12 (4%) respondents indicated that they follow Beyonce, 20(6.6%) indicated that they follow Davido and Tiwa Savage, 9(3%) indicated that they follow Denrele,15 (5%) indicated that they follow Drake, 18 (6%) indicated that they follow Ebuka, 32 (10.6%) indicated that they follow Justin Bieber, 57 (19%) didn't specify, 16 (5.3%) indicated that they follow Olamide, 54 (18%) indicated that they follow Toke Makinwa and Burna boy, 35 (11.6%) while 15 (5%) indicated that they follow Wizkid.

**Item 4: How often do you follow Instagram celebrities fashion lifestyle?**

**Table 7: frequency of following Instagram celebrity fashion lifestyle**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Never 66	66	22% 22
Sometimes 53	53	17.6% 17.6
Very often 181	181	60.3%
<b>Total</b>	<b>300</b>	<b>100%</b>

Table 7 reveals that 66 (22%) respondents indicated that they never follow any celebrity fashion lifestyle, 53(17.6%) indicated that they sometimes follow celebrity fashion lifestyle, 1181 (60.3%) indicated that they very often follow Instagram celebrity fashion lifestyle.

**Research question 2: What is the general perception of Instagram celebrity fashion style on students?**

To answer this question, items 5, 6, 7 and 8 of the questionnaire were examined.

**Item 5: How often do Instagram celebrity fashion lifestyles influence your fashion lifestyle?**

**Table 8: frequency of Instagram Celebrity Fashion Lifestyle influence**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Never 66	33	11% 22
Sometimes 53	209	69.6% 17.6
Very often 181	58	19.3%
<b>Total</b>	<b>300</b>	<b>100%</b>

Table 8 reveals that 33 (11%) respondents indicated that they are never influenced by celebrity fashion lifestyle, 209(69.6%) indicated that they are sometimes influenced by Instagram Celebrity Fashion Lifestyle while 58 (19.3%) indicated that they are often influenced by celebrity fashion lifestyle.

**Item 6: How often do you rate the Instagram celebrities fashion lifestyle?**

**Table 9: Rating of Instagram Celebrity Fashion Lifestyle**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Extremely attractive 66 69	69	23% 22
Minimally attractive 53 57	57	19% 17.6
Not attractive 181 24	24	8%
Very attractive 150	150	50%
<b>Total</b>	<b>300</b>	<b>100%</b>

Table 9 reveals that 69 (23%) respondents indicated that they find Instagram Celebrity Fashion Lifestyle extremely attractive, 57(19%) indicated that they find Instagram Celebrity Fashion

Lifestyle minimally attractive, 24 (8%) indicated that they do not find Instagram Celebrity Fashion Lifestyle attractive while 150 (50%) indicated that they find Instagram Celebrity Fashion Lifestyle very attractive.

**Item 6: I consider Instagram Celebrity Fashion Lifestyle before going for an event**

**Table 10: consideration for Instagram Celebrity Fashion Lifestyle before attending an event**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Agree 66 669	64	21.3% 22
Disagree 53 537	54	18% 17.6
Neutral 181 984	96	32%
Strongly agree	29	9.6%
Strongly disagree	57	19%
<b>Total</b>	<b>300</b>	<b>100%</b>

Table 10 reveals that 64(21.3%) respondents agree that they consider Instagram Celebrity Fashion Lifestyle before going for an event, 54 (18%) respondents disagree that they consider Instagram Celebrity Fashion Lifestyle before going for an event, 96 (32%) respondents strongly agree that they consider Instagram Celebrity Fashion Lifestyle before going for an event while 57 (19%) respondents strongly disagree that they consider Instagram Celebrity Fashion Lifestyle before going for an event.

**Research Question 3: What are the challenges associated with exposure to celebrity influence on the students of university of Lagos Nigeria?**

To answer this question, item 7 the questionnaire was examined.

**Item 1: Having been exposed to Instagram celebrity lifestyle, can you provide from the following items the challenges associated with keeping up with the celebrity lifestyle?**

**Table 11: Challenges associated with keeping up Instagram celebrity lifestyle**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
All the above	32	10.6%
Lack of celebrity fashion market	18	6%
Lack of designers	44	14.6%
Lack of designers, Location	9	3%
Lack of finance	50	15.6%
Lack of finance, Lack of celebrity fashion market	57	19%
Lack of finance, Lack of designers	20	6.6%
Lack of finance, Lack of designers, Lack of celebrity fashion market	16	5.3%
Lack of finance, Location	54	18%
<b>Total</b>	<b>300</b>	<b>100%</b>

Table 11 reveals that 32(10.6%) respondents agree that all the listed variables are challenges they encounter when keeping up with celebrity fashion lifestyle, 18 (6%) respondents cite Lack of celebrity fashion market as a challenge, 44(14.6%) respondents cite Lack of designers as a challenge, 9 (3%) respondents cite Lack of designers, Location as a challenge, 50 (15.6%) cite Lack of finance as a challenge, 57(19%) respondents cite Lack of finance, Lack of celebrity



fashion market as a challenge, 20 (6.6%) respondents cite Lack of finance, Lack of designers as a challenge, 16 (5.3%) respondents cite Lack of finance, Lack of designers, Lack of celebrity fashion market as a challenge while 54 (18%) cite Lack of finance, Lack of designers, Lack of celebrity fashion market as a challenge in keeping up with celebrity fashion lifestyle.

#### **4.3 DISCUSSIONS OF FINDINGS**

This section was used mainly to discuss the findings of the fieldwork and the findings of the three research questions highlighted in this study. Each research question was described in this section based on the results of the quantitative data analysis. The following are the results of the analysis and interpretation:

##### **What are the effects of celebrity on the attitudes or behaviour of students in the university of Lagos?**

Table 4,5,6 and 7 were used to answer this question about the effects of celebrities on the attitudes or behaviour of students in the university of Lagos.

Table 4 reveals that 243 (81%) respondents indicated that they like Instagram Celebrity Fashion Lifestyle while 57(19%) indicated they do not like celebrity fashion lifestyle.

Table 5 reveals that 227 (75.6%) respondents indicated that they follow the trends in Instagram Celebrity Fashion Lifestyle while 73 (24.3%) indicated that they did not follow up on trends in celebrity fashion lifestyles.

Table 6 reveals that 12 (4%) respondents indicated that they follow Beyonce, 20(6.6%) indicated that they follow Davido and Tiwa Savage, 9(3%) indicated that they follow Denrele,15 (5%) indicated that they follow Drake, 18 (6%) indicated that they follow Ebuka, 32 (10.6%) indicated that they follow Justin Bieber, 57 (19%) didn't specify, 16 (5.3%) indicated that they

follow Olamide, 54 (18%) indicated that they follow Toke Makinwa and Burna boy, 35 (11.6%) while 15 (5%) indicated that they follow Wizkid.

Table 7 reveals that 66 (22%) respondents indicated that they never follow any celebrity fashion lifestyle, 53(17.6%) indicated that they sometimes follow celebrity fashion lifestyle, 1181 (60.3%) indicated that they very often follow celebrity fashion lifestyle.

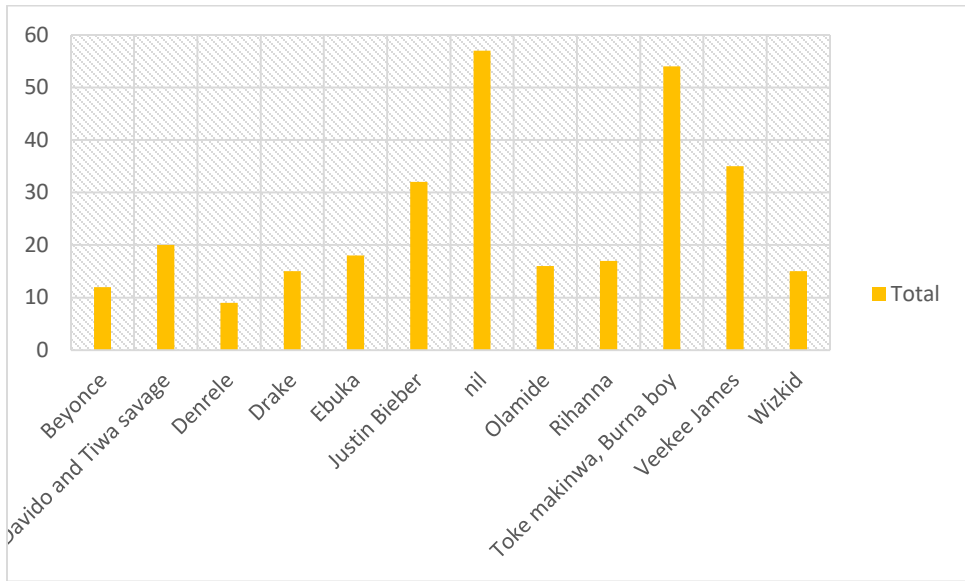


fig 2: Bar chart showing the frequency of celebrity influence

**Research question 2: What is the general perception of Instagram celebrity fashion style on students?**

Table 8,9 and 10 was used to answer what the general perception of celebrity fashion style on students were. Table 8 reveals that 33 (11%) respondents indicated that they are never influenced by celebrity fashion lifestyle, 209(69.6%) indicated that they are sometimes influenced by Instagram Celebrity Fashion Lifestyle while 58 (19.3%) indicated that they are often influenced by celebrity fashion lifestyle.

Table 9 reveals that 69 (23%) respondents indicated that they find Instagram Celebrity Fashion Lifestyle extremely attractive, 57(19%) indicated that they find Instagram Celebrity Fashion Lifestyle minimally attractive, 24 (8%) indicated that they do not find Instagram Celebrity Fashion Lifestyle attractive while 150 (50%) indicated that they find Instagram Celebrity Fashion Lifestyle very attractive.

Table 10 reveals that 64(21.3%) respondents agree that they consider Instagram Celebrity Fashion Lifestyle before going for an event, 54 (18%) respondents disagree that they consider Instagram Celebrity Fashion Lifestyle before going for an event, 96 (32%) respondents strongly agree that they consider Instagram Celebrity Fashion Lifestyle before going for an event while 57 (19%) respondents strongly disagree that they consider Instagram Celebrity Fashion Lifestyle before going for an event.

**Research Question 3: What are the challenges associated with exposure to Instagram celebrity influence on the students of university of Lagos Nigeria?**

Table 11 was used to answer the challenges associated with exposure to celebrity influence on the students of university of Lagos Nigeria.

Table 11 reveals that 32(10.6%) respondents agree that all the listed variables are challenges they encounter when keeping up with celebrity fashion lifestyle,18 (6%) respondents cite Lack of celebrity fashion market as a challenge, 44(14.6%) respondents cite Lack of designers as a challenge,9 (3%) respondents cite Lack of designers, Location as a challenge, 50 (15.6%) cite Lack of finance as a challenge, 57(19%) respondents cite Lack of finance, Lack of celebrity fashion market as a challenge, 20 (6.6%) respondents cite Lack of finance, Lack of designers as a challenge, 16 (5.3%) respondents cite Lack of finance, Lack of designers, Lack of celebrity

fashion market as a challenge while 54 (18%) cite Lack of finance, Lack of designers, Lack of celebrity fashion market as a challenge in keeping up with celebrity fashion lifestyle.

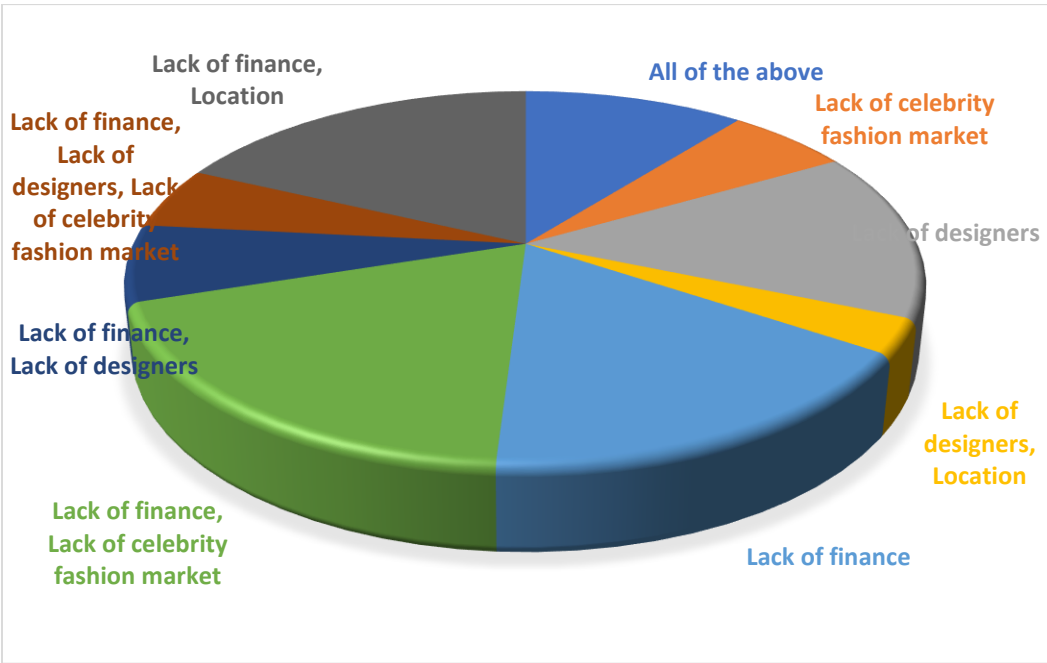


Fig 3: Pie chart displaying the frequency distribution of challenges of keeping up with celebrity fashion lifestyle.

## **CHAPTER 5**

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

#### **5.1 SUMMARY**

This study made emphasis on the influence of Instagram Celebrity Fashion Lifestyle on The Attitude and Practice among Undergraduates of University of Lagos Nigeria.

. 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, attitude and practice, undergraduates, University of Lagos Nigeria. 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. The sample size was 57 000. The questionnaires were issued out were 300 in total to students of the university of Lagos Nigeria.

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.

## **5.2 CONCLUSION**

To conclude this research, the findings from the quantitative data reveal that the majority of the students are influenced by the celebrities they follow. 69.6 % agree that Instagram celebrities sometimes influence their fashion lifestyle while 19.6% agree that celebrities influence their fashion lifestyle very often.

In addition to the above, 50% respondents agree that they rate Instagram Celebrity Fashion Lifestyle to be very attractive.

This finding is on par with Bandura, (1977) who propounded the Social Learning Theory. Bandura believed learning could not take place without external reinforcements such as interaction between individuals, immediate environment and behaviour or attitude. Social learning theory can emphasize the importance of examination and imitation that takes place from a person's point of view through the personalities depicted via mass media, and how it can bring a change in the manner, enlightenment, attitudes and moral or standards of the reception. 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.

### **5.3 RECOMMENDATIONS**

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

1. The celebrities should use the influence they have on their followers by dressing more decently and positively to impact positivity.
2. The Instagram 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 Instagram celebrity fashion lifestyle.

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