INFLUENCE OF CELEBRITIES' DRESSING STYLES ON STUDENTS' CHOICE OF CLOTHING AND SOCIALIZATION IN TERTIARY INSTITUTIONS IN KADUNA STATE, NIGERIA

BY

Abigail HARUNA
(M.ED/EDUC/04037/2010-2011)

HOME ECONOMICS SECTION, DEPARTMENT OF VOCATIONAL AND TECHNICAL EDUCATION, FACULTY OF EDUCATION, AHMADU BELLO UNIVERSITY, ZARIA, NIGERIA

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A DISSERTATION SUBMITTED TO THE SCHOOL OF POSTGRADUATE STUDIES, AHMADU BELLO UNIVERSITY, ZARIA. IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR AWARD OF A MASTERS DEGREE IN HOME ECONOMICS (CLOTHING AND TEXTILE).

DEPARTMENT OF VOCATIONAL AND TECHNICAL EDUCATION, FACULTY OF EDUCATION, AHMADU BELLO UNIVERSITY, ZARIA, NIGERIA

OCTOBER, 2016

DECLARATION

I hereby declare that this Dissertation titled "Influence of Celebrities' Dressing Styles on Students' Choice of Clothing and Socialization in Tertiary Institutions of Kaduna State, Nigeria" was written by me in the Department of Vocational and Technical Education under the Supervision of Dr. M. F. Ahuwan and Prof P.E. Onuigbo. The information derived from the literature has been cited in the text and duly acknowledged by means of references. There is no part of this work that has been previously presented for award of any degree at any institution.

---------- ----------

Abigail HARUNA Date

CERTIFICATION

This Dissertation titled ***Influence of Celebrities' Dressing Styles on Students' Choice of Clothing and Socialization in Tertiary Institutions of Kaduna State, Nigeria*** by Abigail HARUNA meet the regulations governing the award of the degree of Masters of Education in Home Economics (Clothing and Textiles) of Ahmadu Bello University, Zaria and is approved for its contribution to knowledge and literary presentation.

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Dr. M.F. Ahuwan Date
Chairman, Supervisory Committee

---------- ----------
Prof. P.E. Onuigbo Date
Member, Supervisory Committee

---------- ----------
Prof. E. E. Adamu Date
Head of Department
Vocational and Technical Education

---------- ----------
Prof. K. Bala Date
Dean, School of Postgraduate Studies

DEDICATION

This work is dedicated to God Almighty for giving me grace and finances to making this study a success.

ACKNOWLEDGEMENTS

The Lord has been good and gracious all these years, which has made the researcher ascribe all the glory and honour to His name for successfully completing this study. Special appreciation goes to Dr. M. F Ahuwan and Prof. P. E Onuigbo the researcher's able supervisors who gave both motherly advice as well as relevant contributions to make this work of great value. The researcher acknowledges Prof. E E Adamu HOD Vocations and Technical Education Department and Dr. Adisa who were the internal examiners assigned to this work for carefully reading and offering guidance where necessary towards the success of this study. The researcher's profound gratitude goes to her able lecturers in the department for being accommodating and encouraging.

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ABIGAIL HARUNA.

ABSTRACT

This study was carried out to investigate the influence of Celebrities' Dressing Styles on Students' Choice of Clothing and Socialization in tertiary institutions in Kaduna state, Nigeria. Four objectives, four research question and four null hypotheses were formulated as well as review of relevant literatures to the study. The study was a survey research design having Five thousand and thirty students as the target population while five hundred and three students served as samples for the study across three tertiary institutions in Kaduna State, Nigeria. The Sampling technique used was systematic sampling. The instrument used for data collection was questionnaire. The method of data analysis for bio data and research questions was by frequency counts, and percentages. Regression Analysis was used to test all the null-hypotheses at 0.05 level of significance. Results of the null-hypotheses showed that Null hypotheses one, two, three and four were rejected. Among the findings of the study were: celebrities' dressing styles have significant influence on students' socialization in tertiary institutions; celebrities' dressing styles have significant influence on clothing utilization of students' in tertiary institutions; celebrities' dressing styles have significant influence on fashion trend of students' in tertiary institutions; celebrities' dressing styles have significant influence on clothing accessories of students' in tertiary institutions. It was concluded that: Students' of tertiary institutions tend to socialize based on their peers who conform to celebrities' dressing styles. The researcher recommended among others that students should have good relationship with each other irrespective of individual outfits and clothing should not be the bases of determining social status of their fellow students.

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OPERATIONAL DEFINITION OF TERMS

Dressing Styles: This refers to the celebrities' mode of dressing.

Choice of Clothing: This is the clothing practices of students in terms of clothing selection and utilization.

Socialization: Referring to the level of interaction among students based on their clothing pattern.

Accessories: These are items that complement outfits e.g. sunglasses, earrings, rings, bracelet, shoes, belts, bags

Celebrities': Personalities' who are famous as a result of their achievements.

Styles: This is the manner in which people personalize their clothing.

Sagging: This is a manner of wearing trousers or jeans below the waist to expose one's underwear.

Dress Code: Stipulated guidelines on students dressing within campus environment

Tertiary Institutions: Referring to Federal University, Federal College of Education and Federal Polytechnic in Kaduna State.

CHAPTER ONE
INTRODUCTION

1.1 Background to the Study

Clothing is anything that is worn on the body which includes garments, jewelry, cosmetics, tattooing, shoes and others. Clothing is also a form of artistic expression that reflects the cognitive, moral and social aspects of human life (Kiran, Malik, Riaz, 2002). Humans expressed that during the present dynamic age, there was probably no other sphere of human activity being important to such an extent, in which values and life styles are reflected more than they are in the clothes that we choose to wear. An individual's dress is a kind of "sign language" that communicates a complete set of information and is usually the basis on which immediate impressions are formed. Style of clothing that people wear, the fabrics, designs and colours can speak a lot about the way an individual thinks and live. Erwin et al (1979) recognized that no single conceptual framework was adequate in interpreting the significance of dress. Rather conceptual network of information that assists in apprehending the importance of clothing.

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

Celebrities are well-known personalities who are famous as a result of their achievements. According to Schlecht (2003), Celebrities are people who enjoy public recognition by a large share of certain groups of people. These recognition and achievements are usually known both locally and internationally. The Celebrities take different forms ranging from actors like Julie Robert, Rihanna, Beyonce, Morgan

Freeman, models like Naomi Campbell, Agbani Darego, Genevieve Nnaji, sports like Tiger Woods, Venesa and Serina Williams, Raphael Nadal entertainers like Oprah Winfrey, Toke Makinwa, Amber Rose, Kim Kadashian, and musicians like Tuface Idibia, Di'ja, P-Square, Nicky Minaj, Omawunmi, Davido, Tiwa Savage etc. These celebrities and their visual fashion statements affect dresses of youth and also the fashion industry which is evident in specific fashion replications (La Ferla, 2006).

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

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

common; they want to look nice, they want to be aware of the current trends and their appearance to be appreciated.

1.2 Statement of the Problem

The practical function of clothing is to protect the body from dangers in the environment. Clothing protects against many things that can injure the naked human body but today, humans have shown extreme inventiveness in devising clothing. Strange appearance has come to characterize the dress pattern of students on the campuses of tertiary institutions in Nigeria. Fayeye (2008) opined that clothing, dress pattern or adornment is an aspect of human physical appearance which has social significance apart from food and shelter, clothing is listed as one of the basic physiological human needs. This most essential need of man has now posed a great deal of problem to people especially the students of tertiary institutions who dress indecently against the acceptable norms of the society. Omede (2011) stated that there is hardly any tertiary institution in this country that is not faced with this nauseating problem and further stressed that ways students on campuses particularly, the females dress seductively leaves much to be desired.

In Nigeria, tertiary institutions have been battling with this serious challenge of how students appear on campus and attend school functions. Many institutions tried adopting measures such as dressing code in order to curtail such dresses which institution feel is absolutely inappropriate to wear in public but these measures has not solved the problem because student still look strange in some of their outfits and even accessories which they use to compliment the outfits. These dress sense gives the authority a source of concern. These students attend lectures with garments that expose sensitive body parts likes low necklines showing their burst, skinny jeans trousers below waistline which is tight-fitting down to the ankle and skimpy tops revealing their pants. The male students wear T-shirts with jeans hanging below waist line (sagging) due to short crotch of trousers

and fastened tightly at the middle of the two bottom lobes revealing their boxers and sometimes they could also have what is known as “carrot trousers” (pencil cuts) which takes the same form with that of the ladies (very tight from waist to their ankle). This pattern of dressing has made some students never to be seen as responsible due to the fact that it reveals their body contours which are provocative. Students dresses most times, expose a lot of figure faults which hardly makes them look appreciable there by defeating the essence of clothing (concealing figure faults).

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

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

Use of time is also an issue of concern to the study because students so much engaged with beauty and fashion hardly have good time management, most times their so much engrossed in what is trending and social activities in institutions at the expense of their studies.

It is on this note that the researcher intends to investigate on the extent to which celebrities influence the clothing choices of students within tertiary institutions of Kaduna state.

1.3 Objectives of the Study

The main objective of this study was to ascertain the influence of celebrities' dressing styles on students' choice of clothing and socialization in tertiary institutions in Kaduna state. **The specific objectives were to:**

1) ascertain the influence of celebrities' dressing styles on students' socialization in tertiary institutions.
2) ascertain the influence of celebrities' dressing styles on clothing utilization of students' in tertiary institutions
3) ascertain the influence of celebrities' dressing styles on fashion trend of students' in tertiary institutions.
4) ascertain the influence of celebrities' dressing styles on clothing accessories of students' within tertiary institutions.

1.4 Research Questions

The following research questions were raised to guide the study:

1) What influence do celebrities' dressing styles have on students' socialization in tertiary institutions?
2) What influence do celebrities' dressing styles have on clothing utilization of students' in tertiary institutions?
3) What influence do celebrities' dressing styles have on fashion trend of students' in tertiary institutions?
4) What influence do celebrities' dressing styles have on clothing accessories of students' in tertiary institutions?

1.5 Research Hypotheses

The following Null Hypotheses were formulated for the study:

H_{01} Celebrities' dressing styles have no significant influence on students' socialization in tertiary institutions.

H_{02} Celebrities' dressing styles have no significant influence on clothing utilization of students' in tertiary institutions

H_{03} Celebrities' dressing styles have no significant influence on fashion trend of students' in tertiary institutions.

H_{04} Celebrities' dressing styles have no significant influence on clothing accessories of students' in tertiary institutions.

1.6 Significance of the Study

This research will be of immense relevance to parents/families, students, tertiary institutions and to the society at large on issues regarding people's appearance and outfits.

This study is beneficial to parents/families to ensure that children from an early stage should be disciplined on how to dress properly and not exposing their bodies unnecessarily, while they become students on campus they should also be cautioned not to confirm to ungodly pattern of dressing and to help them to be conscious of their figure and find what really fits them.

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

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

The society is also benefitting from this study because it has every tendency to improve patronage of local productions of clothing and not clothing's of celebrities thereby improving the Nigerian economy. Challenges and cases of rape and sexual harassment in the society will be highly reduced thereby coping issues of crime in the society.

1.7 Basic Assumptions of the study

This study was based on the following assumptions that students:

1) are influenced by celebrities mode of dressing.
2) dressings are not in conformity with culture or religion
3) derive psychological satisfaction when dressed like celebrities.

1.8 Delimitations of the Study

The study was delimited to celebrities (actors, actresses and musicians) dressing styles and their influence on students choice of clothing and socialization in tertiary institutions in kaduna state. The state is considered an educational state as various institutions are situated in major cities of kaduna and Zaria. It has attracted people from all parts of the country and internationally making the state a cosmopolitan state and relevant to be used for this study. The tertiary institutions were Ahmadu Bello University, Zaria (200 and 300 level students of Faculty of Social Science), Federal College of Education, Zaria (NCE 2 and NCE 3 students, School of Art and Social Sciences) and Federal Polytechnic, Kaduna (OND 1and OND 2 students of Faculty of Social Development).the study area These students were mostly young adults whose mode of

dressing are assumed to be highly influenced by current trends which formed bases for delimiting the study to these group of students.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

The review of the related literature of the study was discussed under the following sub-headings:

2.1 Theoretical Frame Work

2.2 Definition of Clothing

2.3 Concept of Celebrities

2.4 Dressing Styles of Celebrities

2.5 Clothing and Students socialization

2.6 Clothing Utilization of Students

2.7 Trend in Fashion

2.8 Clothing Accessories

2.9 Psychology of Clothing

2.10 Figures and Figures Types

2.11 Influence of Mass Media

2.12 Wardrobe Planning

2.13 Purchasing Behaviours

2.14 Empirical Studies

2.15 Summary of Reviewed Literature

2.1 Theoretical Framework

Clothing is the term for the various covering designed to protect or adore the human body (Roger, 1983).These sub-headings looked at the earliest theories on influence and clothing.

2.1.1 Maslow Hierarchy of Needs

This theory was developed by Abraham Maslow in 1943 in U.S.A. In Maslow hierarchy of needs we must satisfy each need in turns, starting with the first, which deals with the most obvious needs for survival: only when the lower needs of physical and emotional well-being are satisfied are we concerned with the higher order needs of influence and personal development. Conversely, if the things that satisfy our lower order needs are swept away, we are no longer concerned about the maintenance of our higher order needs. The hierarchy of needs model comprised five needs:

1. biological and physiological needs: air, food, drink, shelter, warmth, sex, sleep and others
2. Safety needs: protection from elements, security, stability and others.
3. Belongingness and love needs: workgroup, family, affection, relationships and others.
4. Esteem needs: self- esteem, achievement, mastery, independence, status, prestige and others
5. Self-Actualization needs: raising personal potentials, self-fulfillment, seeking, personal growth and peak experiences.

This theory or model is linked to celebrities dressing styles and choice of students clothing because the third level which is belonging and love needs; is linked to reasons for students' choice of clothing on what celebrities are using in order to gain social belongness and love. These students want to belong and also want to be loved or appreciated. As a result imitate virtually everything celebrities use as a dressing style. This is possible for our students because the first and second Maslow's needs have been met. The students feel odd and out of circle when they are not going with the trend and this is the model on which this work is based.

2.1.2 Theory of Social Influence

Herbert Kelman in 1958 developed the theory on Social influence which occurs when ones emotions, opinions or behaviors are affected by others which can be seen in conformity, socialization, peer pressure, leadership and marketing. He further identified three broad areas of social influence;

1. Compliance; which is when people appear to agree with others, but actually keep their dissenting opinions private.
2. Identification; is when people are influenced by someone who is liked and respected, such as a famous celebrity.
3. Internationalization; is when people accept a belief or behavior and agree both publicly and privately.

Sturm and Edwin (1973) affirmed that some individual especially ladies want to grow towards independence and strive to express it in their clothing. Others have a strong desire to confirm to group dress code. Clothing is important for the social and emotional development of young ladies as the ideas about what will be worn appear mostly during this stage and these ideas are usually related to what their mates wear. Kefgen et al, (1971) explained that there is a strong desire for young women to dress like their group. The going is a signing count part of their lives and the feeling of belonging is usually strong. One of their greatest fears is that of being ridiculed by their peer group when clothing differs from what friends are wearing which may give rise to feeling of inferiority and insecurity as well (Elagwe, 1989). An open desire to dress like others is often strongest during the teen years and continues to early adulthood.

2.1.3 Distinguishing Theory

Clothing also viewed as a means of distinguishing man from the lower animal (Morton 1972). This was also affirmed by Craig (1973) that some primitive men have

approximated certain characteristics of lower animals for decorative purpose. Adam (1993) saw clothes as a sort of protection against both animal and human enemies as well as weather. This was confirmed by Craig (1973) that protection is one way of being motivated to wear clothes as man is one of the weakest animals in term of physical strength as he lacks the natural protection which other animals have.

2.1.4 Impressive Theory

Many women wear a particular type of garment or the other in order to create an impression encyclopedia America (1988) defined clothing as a great range of material that man wears or applied to his body. David (1980) said any coverage that adds value to human structure is clothing. Encyclopedia Britannica of (1994) noted that people can identify some famous individual by just a glance of a person's cloths as clothing may reveal such facts as occupation, status, appropriate age and sex posted workers, nurses, police and priest just to mention a few, wear special clothing to help people know what they do. This occupational dress or uniforms may simply be necessary for routine work. Most people want to wear clothing that makes them look attractive, this was asserted by Malina (1992) that even if the chief purpose is protection or communication, clothes generally come in bright colours and bold patterns some people wear expensive furs, more for beauty than for warmth, while some uniforms are designed to improve the appearance of those wearing it, many people accept change in clothing styles because they want to appear attractive by wearing the latest fashion.

2.1.5 Symbolic Theory

Lure (1982) stated that clothes are worn by some people to reinforce the power of prayers. Clothes as religious symbols are also used in initiation, especially uniform, traditional rulers outfits and marriage gowns (Craig, 1973) clothing often communicate the mood of a person, your mood may affect your clothing choice for the day. Weber

(1990) said if you are happy and cheerful, you may reach for bright bold colours that reflect the way that you feel, you may unconsciously select a darker colour. Weber further stressed that you may even choose a favorite article of clothing that gives you a sense of comfort and security.

In order to conclude, there are two theories the research has adopted to guide the study. The theory of social influence and Maslow hierarchy of needs. The underlying factor for the choice of the theory of social influence is that our teenagers and youths on tertiary institution campuses are being influenced with a desire to dress like celebrities.

2.2 Definition of Clothing

Clothes are anything that we put on our body's that makes use look different from the way we were born. Horn (2006) defined clothing as "any bodily adornment or appearance modification made of the human form, this include the use of clothes, and tattoo, make-up, and hair do. Hwang (1996) also stated that "clothing is an important part of our image. The clothes that we wear reflect our personalities, our character, and help to make up our image". Clothing also means covering, dressing and accessories for the human body. The variety of clothing is immense, varying with different sexes, cultures, geographic areas and historic eras. The word encompasses not only such familiar garments as shirts, skirts, trousers, jackets, and coats but also footwear, caps and hats, sleepwear, sport clothes, corsets and gloves. Hairstyles and the wearing of beards moustaches and wigs at different times and in various forms are all linked to clothing. The same is true of the use of cosmetics and jewelry and other forms of body decoration. Encarta (2009) said that "decoration seems to satisfy a fundamental human need. Other animals groom themselves, but only human beings have ornamented themselves.

Clothing is garments made from different materials and taking different forms used by man to protect him from the weather and to adorn him. Clothing is the general and

inclusive term for all the various coverings and articles of dress designed to be worn on the human body. Clothing may be made of woven natural or manmade fiber. Each geographical region had its distinctive fiber for the manufacture of clothing. The ancient Egyptians wove their clothing of linen, and the Mesopotamians used wool. The people of India, West Africa and those of middle America raised cotton for textiles. In japan and the Philippines other plant fibers were used, while the Chinese used silk for luxury garments.

In South-East Asia and the Islands of the Pacific, as well as in Central and Eastern parts of Africa, the traditional fabric was bark cloth, made by pounding and felting the bark of certain trees. Bark cloth was usually worn as a loin cloth or a short wrap-around skirt (Weber, 1990).

According to Bill (1991), "clothing provided a mark of identity and a means of non-verbal communication, and that in traditional societies; clothing functions almost as a language that can indicate a person's age, gender, material status, place of origin, religious, social status or occupation. But in modern industrialization societies, clothing is not so rigidly regulated and people have more freedom to choose which messages they wish to convey". Cloth serves many purposes, however it is not defined solely by such straightforward and practical roles. Indeed throughout the history of costume, many styles of clothing have been worn that do not satisfy any one of these functions. For example, even though women in other parts of the world had been wearing trousers for centuries, in Europe and North America parts were considered inappropriate and unattractive wear for women until the 20th century.

One of the western clothes used up to the modern era was the fashion that functions as a reflection of social and economic standing. Thus in relatively static societies with limited movement between classes, as in many parts of Asia until modern times, styles generally did not undergo major or rapid change. In contrast when lower classes have the

ability to copy the upper classes, the later quickly instigate fashion changes that demonstrate their authority and high social position during the 20th century, improved communication and manufacturing technologies enable new styles to trickle down from the elite to the general population at ever faster speed, with the result that more styles were introduced at any other time. Fashion changes from time to time it may be from season to season or year to year. These trends influence the shape of clothes. Styles are designed or arrangement of fabrics it also means elegance. (English Mini Dictionary, 2009).

Changes in clothing come as a result of high technology in textiles. Changes in styles determine fashion in some, required a particular style of clothing continued for more than a lifetime, while in other regions, the people might be able to afford new styles. Therefore styles reflect a blend of many different cultures and highly industrial society. Draped clothing according to encyclopedia Americana (2006) "is characteristically made of one piece of material instead of several pieces cut and stitched together". "It is draped tailored composite, loosely around the body, giving protection from the sun or from chill, but allowing a cooling flow of air". The form of draped clothing varies according to regional tradition. In an area extending from New Mexico to southern Peru, the garment was woven in one piece with a slit for the neck and there was no fitting the lower garment consisted of a single piece of fabric wrapped around the middle of the body as a loincloth. Among the women of Pueblo India, 2 strips of cloth were sewed together to form a tube, and the garment was fastened over one shoulder.

2.3 Concept of Celebrities

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 (2000), 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 (1999) 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 teen'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 (Oliver,1999). 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).

Nothing is more embarrassing and disappointing in Nigeria today than a sight of a young woman who claims to be knowledgeable but abandon culture for alien value that neither fit nor accord her respect (Fayeye, 2010). This is the decadence so called celebrity has brought upon us. Heiman (1995) aired out that the most disturbing aspect of the influence of celebrity is the clear fact that the students refuse to accept the devastating effects of wearing indecent dresses which expose them to object of canal desires e.g. rape, prostitution, HIV/AIDS, sexually transmitted disease and unwanted pregnancies which could lead to abortion and eventually sudden deaths. The celebrities you imitate will never dress half naked to a press conference or a live talk show the way the teenagers and youths dress to lectures or even church today. The researcher wishes our youths will take to the

opinion of most celebrated designer Gianni Versace "the key to proper collection of clothing is to be yourself" in his words , do not be in to trends and do not make fashion own you.

2.4 Dressing Styles of Celebrities

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 extend their relationship with each other.

2.5 Clothing and Students Socialization

The selection, purchase, construction and care of clothing involves decision. Clothing selection of students are based on their level of socialization and what their peer groups approve. Wilcox (2012) advanced reasons why people select certain clothes. Some of the most important factors are their tendencies towards conformity or individuality, and their personalities

(a) **Values and Attitudes**: values are the ideals and beliefs important to individuals. They are the underlying motivations for a person's actions. They are the basis of a person's decisions, lifestyle and personal code of ethics.

(b) **Conformity versus Individuality**: pressure from other people has a great influence on how individuals dress. Conformity means obeying, or agreeing with, some given standard or authority. Humans learn early in life what others expect them to wear. Parent, teachers, celebrities and other authority figures, set some of the rules of dress. Individuality is self-expression. It is the quality that distinguishes one person from another.

(c) **Personality**: personality can be defined as the total unique characteristics that distinguish an individual, especially his or her behavioral and emotional tendencies. A person's basic personality might be happy or sad, shy or outgoing, warm or aloof, kind or mean, relaxed or stiff, or something else. Personalities are influenced by inborn characteristics as well as people's experience.

Colours are considered in clothing selection as it conveys many messages. They act as symbols and communicate feelings. They can affect our mood and influence our appearance. Our language is rich in expression about colours (Weber, 1990).“colours of clothing as well as design can signify the ease or seriousness with which one takes one self. Most of us have colour preference and colour dislikes. Much of culture has been rich in colour associated”. It affects every moment of our lives although our colour choices are mostly unconscious. Colours have a great emotional impact on a person that comes out via the clothes we choose to wear and personality. The feeling and qualities of colours are important when planning colours for clothing. It should be chosen to create a positive, healthy looks because colours can also make a person look larger or smaller. White reflects light and makes objects look larger.

Mohammad and Mohammad (2011) advanced many influences that affect the decision of consumers, and these are the three major influences:

1. Situational influences

2. Psychological influences

3. Social influences, includes: roles family, social classes, culture and sub cultures and reference groups and opinion leaders.

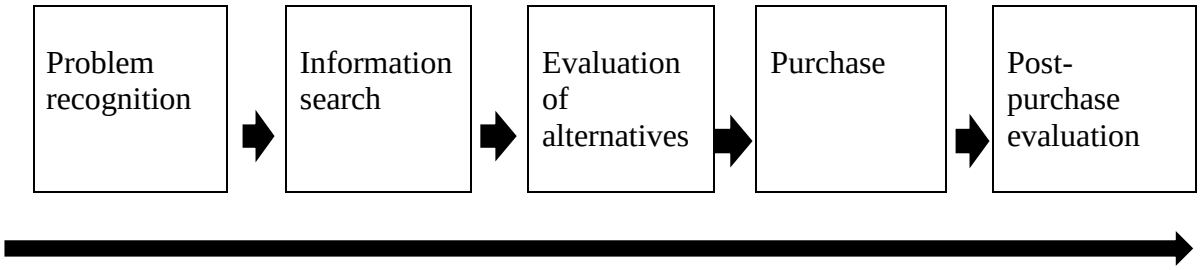
The buying behavior is the decision process and acts of people involved in buying and using products. The consumer buying decision is the buying behavior of people who purchase products for personal or household use and not for business purpose" (Mohammad & Mohammad, 2011).Brown (2011) noted that in some cases, some of these steps below of buying decisions may be bypassed. This will essentially depend on issues including

(a) The purchase price of the good or services being purchased

(b) The relative degree of product technicality,

(c) The frequency of purchase.

CONSUMER BUYING DECISION PROCESS



Source: *Brown (2011) Research Method in Human Development*

Brown (2011) further explained the diagram of consumer buying decision process as;

1. **Problems Recognition (Awareness of Need):** Difference between the desired state and the actual condition. Deficit in assortment of products, hunger, food. Hunger stimulates your need to eat.

2. Information Search:

i. Internal search, memory.

ii. External search, if you need more information.

iii. A successful information search leaves a buyer with possible alternatives.

1. **Evaluation of Alternatives**: need to establish criteria for evaluation, features the buyers wants or does not want. Rank/weight alternatives or resume search.
2. **Purchase**: many differ from decision time lapse between 4 & 5, product availability.
3. **Post-Purchase Evaluation**: Out-come; satisfaction or dissatisfaction. Cognitive dissonance, have you made the right decision. This can be reduced by warranties, after sales communication e.t.c.

According to the importance of the purchase, the amount of money that is involved and the social needs that the purchase may satisfy, consumer buying decision may be a (high involvement decision) or (low involvement decision).

High involvement decisions usually go through the process mentioned above. But there are two (2) types of low involvement decisions namely:

1. **Intertia**: when there are few differences between brands and a little risk associated with making a decision, consumer may buy brands randomly, or buy the same brand repetitively to avoid making a decision.
2. **Impulse Purchase and Variety Seeking**: when consumers impulsively decide to purchase a different brand from the customary choice or some new variety of product.

2.6 Clothing Utilization by Students

Clothing does much more than just covers the body. Your appreciation of clothing will be broadened as you become more aware of the influence clothing has on you (Omede, 2011). Clothing utilization simply put, is the use of fashion. According to Wilcox (2012), the use of clothing is based on needs such as physical need (protection), psychological needs (adornment and identification) and social needs (modesty and status).

(a) **Physical Need (Protection)**: unlike other animals, the human body needs protection, or physical safeguards. Protection can be from weather, environmental dangers, and occupational hazards and from enemies.

(b) **Psychological Needs (Adornment & Identification**)

i. Adornment: clothing can affect a person's mental attitude or morale in a good way. This is done through adornment or decoration. Adornment provides a psychological feeling of well-being through beauty. Sometimes

people adorn themselves in a way that is different from their usual style for change or adventure. This gives relief from boredom.

ii. Identification: identification is the process of establishing or describing who someone is or what someone does. Clothing can identify employees of restaurants, hotels, hospitals, or stores, and people of many other professions.

(c) Social Needs (Modesty and Status)

i. Modesty: modesty is the covering of a person's body according to the code of decency of that person's society. Standards of modesty differ among various cultures and situations, and they change over time; by wearing appropriate or inappropriate clothing, people show their acceptance rejection of their social environment.

ii. Status: A person's status is his or her position or rank compared with that of others. Good or high status is usually associated with recognition, prestige, and social acceptance. Clothing is sometimes used to gain a higher rank in society, along with achievement and peer approval.

2.7. Trend in Fashion

Fashion concerns not only clothes; but also hair style, make-up and accessories, such as shoes, handbags, gloves, belts, hats, scarfs or jewelry and glasses (O'Donnell, 2007). These items are on clothing racks in both high and low end retail stores, in fashion magazines, run ways and even tabloid magazines (Heiman, 1995). Heiman (1995) said, men in Hollywood left the baggy jeans and oversized shirts behind and began wearing fitting pants with high top sneakers. He also said the hair styles became more unique featuring different length cuts and facial hair changes. Ladies flock to hair saloons asking

for what a certain celebrity now has, magazine picture in hand while man trade in the cargo pants for skinny jeans and tight fitting tops (Heiman, 1995). Norton (2006) opined that, the biggest reason for the fashion influence take over is that celebrities show the solid confidence and their refusal to follow the current trends. Norton said people young and old want to break mould and stand out away from peers and are willingly to take the fashion and style risk to do so.

Celebrities may not realize the influence but the trend setting power is huge among shoppers (Khidekel, 2008). According to Khedikel, after famous people make appearances the jewelry worn in pictures is searched out the internet and either purchased at full price to ensure the consumer has exactly what the celebrity was wearing or the buyer embarks on a search to find the cheapest look alike in order to stay within their means. Celebrities and average people will always have one thing in common: they want look nice, they want to be aware of the current trends and they want their appearance to be appreciated (Heiman 1995).

It's not completely clear as to why celebrities have such a massive influence on trends in fashion? The influence is only possible when people have the same financial access, even though we all strive to have the admiration that celebrities have.

2.8 Clothing Accessories

Clothing accessories are items which are used to contribute in a secondary manner to the wearer's outfit. The terms came into use in the 19th century and are often used to complete an outfit which is chosen to specifically compliment the wearer's look. (free online encyclopedia, 2013). These include items such as scares, shoes, ties; handbags etc. according to Jones (2005), fashion accessories include hand fans, handbags, and umbrellas while those worn include jacket, boots and shoes, ties, hats, sunglasses, belt, jewelries, wrist watches etc. In addition, these accessories are small items that add polish to an outfit.

The fact that they are small does not mean that they are always in expensive. Free encyclopedia (2013) stated that "the beauty of a garment could be destroyed completely if it is combined with accessories that either lacks beauty in them or are incompatible with basic garment. Jewelry is the most common accessories that ladies can hardly do without which comes in two forms: the fine jewelry and the costume jewelry. Fine jewelry is usually made from gold, silver and platinum and may contain precious semi-precious stones. Diamond and emeralds are examples of these stones. Fine jewelry is expensive because the design is usually very classic. Costume jewelry can be made from anything. Plastic, metal, feather, leather and other unusual materials can be used. Some costume jewelry is designed to look like fine jewelry. Instead of fine gold or silver it is made from metals that is plated or coated with gold or silver. Jones (2005) expressed that fashionable clothes, accessories and body adornment are easy for others to observe at a glance. Certain items of clothing such as hat, sun glasses, jewelry are particularly important, sending instant signals or ascribed as social status. Most Nigerian students prefer the western style of dressing by dressing like celebrities through the use of accessories common or initiated by celebrities.

2.9 Psychology of Clothing

The APA dictionary of psychology (Vandenzos, 2007) defines fashion: The style of artistic and cultural expression, garments, manners, and customs prevalent in a particular time and place. Theorists often use such terms as dress', 'clothing', 'costume', 'style and decoration as synonyms. Psychology of clothing is the general science of how to live in clothing. Psychologies of clothing speaks of human behavior in fashion. These behaviors are quite noticeable in our motives, choices, background and current trends Omede (2011) opined that this behavior (psychology of clothing) is of a hydra-headed origin. Omede advanced reason why people choose to dress indecently:

(a) **Poor Parenting**: the home is every child's first window to the outside world. What the parents do with the child at this in terms of training and orientation go a long way to determining what the child becomes tomorrow.

(b) **The Society:** the child leaves in a community and so is influenced by what goes on in the community either directly or indirectly. The arrant display of moral decadence in the forms of corruption, indiscipline, prostitution bribery and other forms of devices in the community at the full glare of youths and children call for great concern.

(c) **Wrong Use of the Internet**: In as much as information and communication technology is helpful, consequential to human and societal developments, the rate of abuse and the irregular ways they are used call for great concern. Most of the youths and children that are exposed to some of their contents that most time are negative so quickly fall vulnerable. The parents of these children and their senior sibling in Diasporas are the ones promoting indecent and immoral practices and are relayed through videos, pornography and music as well as advertisement and fashion parades.

(d) **Peer Pressure**: peer pressure is a force that gravitate friends together and most times for evil or negative tendencies. The desire to belong and the fear of rejection have led many youths into evil or immoral acts sometimes against their will.

(e) **Fading Value**: Africa has a very rich cultural value that she needs to be proud of and reserve for posterity. But the unfortunate situation is that most cherished African values are fast fading due to non-patronage and modernization, or acculturation. Today's youths cannot tell very well what values are. For instance the hair braiding typical African ladies are being

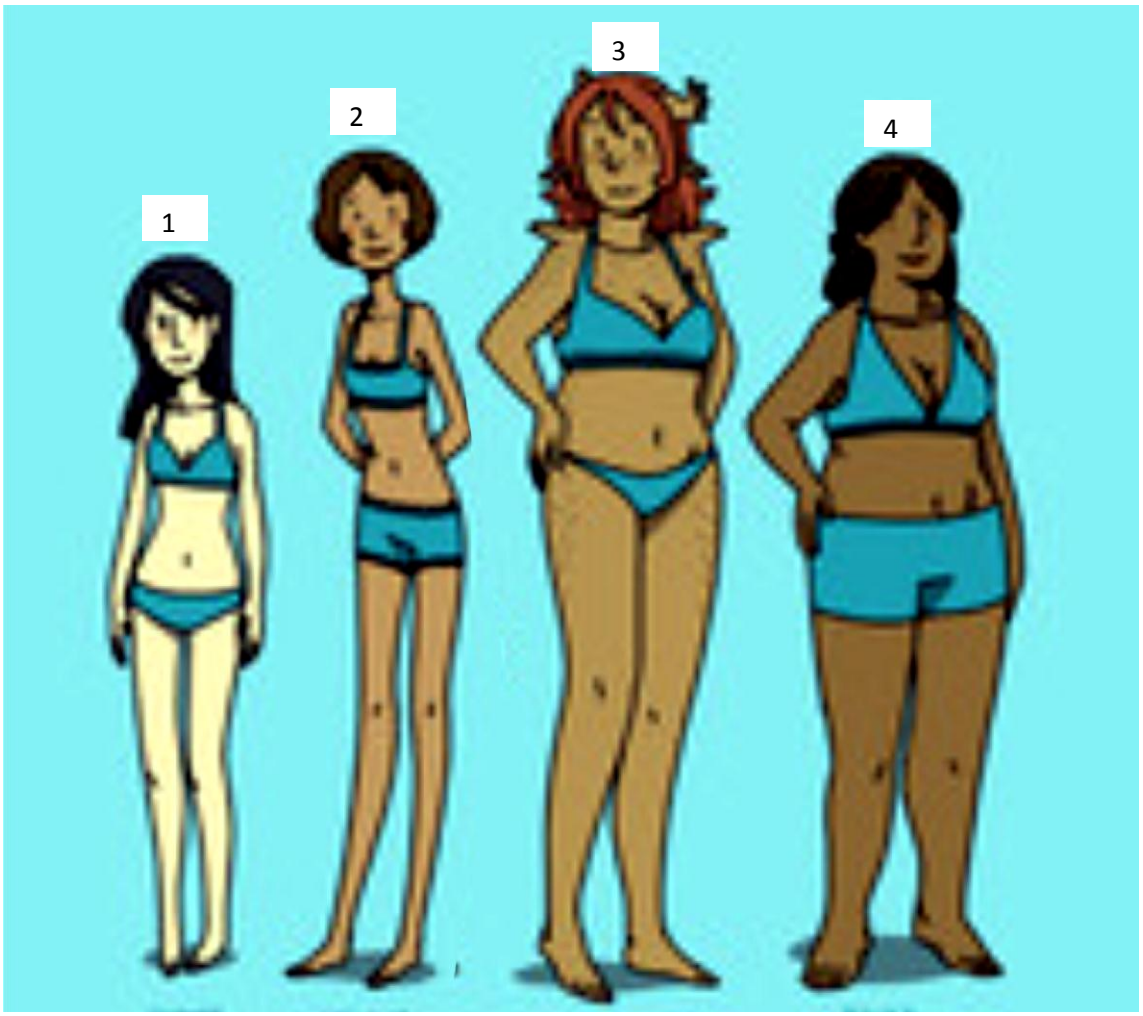
traded for hair ‘roasting’ in saloons, modern dignifying dress patterns are giving ways to the skimpy, transparent and provocative dresses found all around today.

(f) **Demonization**: This is a strong factor accounts for the stimulating and provocative ways that some youths dress on campus today. Some of these youths particularly the female ones, are agents of the devil on a mission to lure many men into immorality and away from God (Craik , 1993). The theorist pointed out motives for conforming to reigning fashion standards are the people’s gender social class and occupation. Traditionally people signaled their gender, social class and occupation by the fashion choices they made.

2.10. Figures and Figures Types

Figure in clothing is referring to the structural outline of a person or physical nature of an individual. Differences exist in the figure types which is entirely due to nature and this is why the physical condition must be considered when trying to be stylish or replicate a garment style. Igbo and IIeoje (2012) indicated these figure types as

1. Short, slim/petite
2. Tall, slim/thin
3. Tall, heavy build/plump
4. Short, plump



Some students could have figure faults (knocked knees, large burst, wide hips, bow legs, drooping shoulders) that needs to be concealed in dressing. Dressing for good fitting requires that students have proper understanding of their figure types to know exactly what fits them ,putting into consideration fabric designs and weight, colours and garment styles

Powers (2000) pointed out that individuals may possess a variety of motives for dressing; which are to:

1) assert their individuality
2) attract attention
3) express themselves
4) rebel against society and
5) play, among others.

2.11 Influence of Mass Media

Mass media is a significant force in modern culture. Sociologists refer to this as a mediated culture where media reflects and create the culture. Communities and individuals are bombarded constantly with message from a multitude of sources including TV, Billboards, and magazines, to name a few. Arnett (2008) expressed that these message promote not only problems not only products, but moods, attitude and a sense of what is and not important. Mass media makes possible the concept of celebrity: without the ability of movie, magazines and news media to reach across thousands of miles, people could become famous. In fact, only political and business leaders, as well as the few notorious outlaws, were famous in the past. Only in recent times have actors, singers and, other social elites become celebrities or stars".

The current level of media saturation has not always existed. As recently as the 1960s and 1970s, television, for example, consisted of primarily three networks, public broadcasting, and a few local independent stations. These channels aimed their programming primarily at two-parent, middle-class families. Even so, some middle-class households did not even own a television. Today, one can find a television in the poorest of homes, and multiple TVs in most middle-class homes. Not only has availability increased, but programming is increasing diverse with shows aimed to please all ages, incomes, backgrounds, and attitudes (Jack et al, 2003). This widespread availability and exposure makes television the primary focus of most mass-media discussions. More recently, the internet has increased its role exponentially as more businesses and households "sign on". Although TV and the internet have dominated the mass media, movies and magazines – particularly those lining the aisles at grocery checkout stands - also play a powerful role in culture, as do other forms of media (Levy, 2009).

What role does mass media? Legislators, media executives, local school officials and sociologists have all debated this controversial question. While opinions vary as to the extent and type of influence the mass media wields, all sides agree that the mass media is a permanent part of modern culture. Three main sociological perspectives on d role of media exist: the limited effect theory, the class dominant theory and the culturist theory (Arnett, 2008).

According to Block (2009), the exposure to media has increased over the past decade, adolescents' utilization of computers, cell phones, stereos and television to gain access to various medium of popular culture has also increased. Almost all American households have at least one television, more than three-quarters of all adolescent' homes have access to the internet, and more than 90% of American adolescents use the internet at least occasionally. As a result of the amount of time adolescent spend using these devices; their total media exposure is high. In the last decade, the amount of time that adolescent spend on the computer has greatly increased and this exposure has contributed in modernization, clothing, fashion trend of adolescents.

2.12. Wardrobe Planning

The concept of a coordinated wardrobe implies a collection of clothes that fit one's life style from which one can assemble a complete outfit for each of one's occasion. A wardrobe plan is a guideline for the clothes and accessories that are appropriate for the lifestyle of the wearer. Wardrobe on the other hand, is defined by Soanes (2001) as "a stock of clothing or costumes belonging to a person. These stocks of clothing, in most cases, are accumulated over a long period of time and consist of wearable's, and non-wearable's. Some garments are worn frequently, some are saved for special occasion and some are pushed to the back of the closet and ignored. Many people keep a neat closet or at least clean it up once in a while, but very few have a wardrobe, coordinated wardrobe

that completely suit their life style. Most of us go on adding and subtracting from our personal stock of clothing and costumers with little fore thought or planning. Wardrobe planning entails exploring all available resources.

The existing wardrobe contains items on which to build home sewing is a resource if one has developed the skills and has the time to sew. It is estimated that 50% of clothing costs can be saved by sewing clothes, another resource is the resourceful shoppers who have found a valuable source for garments is the used clothing market. There are discount houses/stores that sell factor samples and factory reflects. A good wardrobe saver is also the recycling of one's own clothing.

According to Weber (1990) "a wardrobe is a gridline for the clothes and accessories that are appropriate for you and your lifestyle". Further stated that the plan should be reviewed each season, therefore, should be flexible enough to change needs, wants, and lifestyle changed in life. A planned wardrobe can work very much like a planned budget, by careful wardrobe analysis; groups of clothing can be organized and coordinated so that they can be worn for a variety of needs and occasion. Sasser (1997) said "the only clothing plan that can work for you is one that fits you particular needs of lifestyle, it will carry the owner through any activity at any time or place. There are times when new garments are added for special occasions.

Wardrobe plan has several purposes as stated by Weber (1990)

a. It will help one make better use of items that is already owned;
b. Wardrobe plan will help one decide what she needs to add to her wardrobe;
c. It will serve as a guide for future addition. It gives a head start on knowing what one will need to add next season or next year.

A planned wardrobe starts with analyzing needs, evaluating present clothing, examining available, and developing a clothing collection plan.

Step One: Start the plan by evaluating ones stock of clothing. Redistribute the garment in the closet, into sections. In the first group, place all the garments that are worn frequently. In the second section, place all the garments that are worn occasionally. In the third group, place all the garments that need repairing or updating. In the last section, place all the garments which have not been worn in the past year, for this activity weber(1990) lamented that " set aside a day when you will have enough time to take everything out of your closet and drawers, and then put all of the items back again. Before evaluating, one should create a wardrobe chart, this will make better use of what is owned, it will help to determine if one owns too many of one type of clothes and not enough of another, it will also show what is needed, so that one can plan for clothing purchase.

Step Two: Carefully analyze each of the separate groups of clothing; determine the characteristics of the garments placed in each group.

Step Three: Develop a criterion for selecting new garments to complete your wardrobe. The kinds of garments that need to be added to the existing wardrobe are the one required to meet personal needs which are dictated by one's lifestyle. This includes all the things you do, the entire place you go, you social activities, your employment, you sports, you are travelling, your friends and all other facts of our life that demand certain kinds of clothing (www.proximagroup.com 2010).

Changes in lifestyle often bring about changes in wardrobe needs. Most new endeavor whether a new location, or a new social responsibility, have new clothing requirement. These needs to be anticipated and planned for as they often represent significant changes in lifestyle and wardrobe. In adequate wardrobe for every family member is possible only by intelligent management.

2.13 Purchasing Behaviors

There are several buying behaviors Ukpore (1993) grouped them into three namely impulse buying credit buying and planned buying. However Ronald (2006) identified four typical types of buying behaviors based on types of products that intend to be purchased. These are:

a. Impulsive buying where the individual purchase article on the spur of the moment.
b. Complex planned buying behaviour where the individual purchases a high value brand and seeks a lot of information before the purchase is made.
c. Habitual buying behaviour is where the individual buys a product out of habit.
d. Variety seeking buying behaviour is where the individual likes to shop around and experiment different products in different shopping centers.

Impulse Purchase

It is buying on a whim which is buying suddenly without a thought. Ligali (2007) defined it as unplanned buying of unintended items impulse purchase is an act of buying a good article on the spur of the moment without thinking if one really needs it shopping as a major leisure and lifestyle activity suggests the increasing importance and frequency of unplanned non purchases. Indeed there is emerging evidence that impulse buying constitution a substantial 'non-rational' segment of purchasing behaviour which is present in normal consumer behaviour, but which can assume such excessive proportions that individuals find themselves in considerable financial debt and psychological distree. Fashionable clothes, jewelries and cosmetics are discovered to be more susceptible to impulse buying that other items by women (Ezine,2010). On Dittimar, et al (1995) study

on gender identity impulse buying, men tend to impulsively buy instrumental and leisure items projecting independence and activity, while women tend to buy symbolic and self-expressive goods concerned with appearance and emotional aspect. Dittimar et al expressed self-expressive symbolic goods such as expensive clothes, shoes, and Jewries as fashionable dressing.

Four common life styles or personality types have been identified with individual's financial behavior:

a. Superiority
b. Control
c. Pleasing
d. comfort seeking.

The person whose life style is based on the superiority feels is better than others, may seek superiority through status symbol such as expensive clothing, Brand names, expensive cars, even if she cannot afford it. A control based person seeks control in three areas; other situations. This person spends only on his needs not wants. Individuals who lived pleasing life style is focused on pleasing others to avoid rejected, he can buy gift on credit for others to accept and love him. He is easily persuaded to buy goods on advertisements, window shopping and store display.

Credit Purchase

Credit buying has produced a new way of life during the last several decades. Consumers credit has been an active force in the rise of clothing consumption and many cloth have been made accessible to those who do not have ready cash. This new way of life "buying today and paying tomorrow" suggested certain modification of the traditional attitude towards the use of money. Weber (1990) stated that "when stores allow one to buy on credit, they are making one borrow money against one's ability to pay in the future".

Weber identified two disadvantages of credit purchase as:

a. Credit purchase attracts extra charges.

b. It encourages and increases spending more than income earned.

Credit advertising tends to emphasize how easy it is to borrow, but glosses over the true cost. The proportion of consumers credit used for clothing is not known, but indications are that, it is sizeable.

Planned Purchase

Planned buying refers to rational consumer decision making, The traditional economic and consumer behavior models assume a rational, discerning, thoughtful consumer, who gathers information strategically and buys goods according to functional cost benefit considerations. Consumers must think carefully about every items bought in order to avoid.

2.14 Empirical Studies

Some empirical studies related to the present study were reviewed.

Ibrahim (2013) conducted a research on "Influence of Social and Economic factors on the clothing practices of Government Employed Women in Kaduna State. The main objectives of the study were to find the relationship between social / economics factors and clothing practices of Government employed women. A sample size of 550 government employed women was used for the study and questionnaire was the instrument for data collection. The data were analyzed using frequency and percentage tables with Statistical Package for Social Sciences (SPSS) used to run analyses of Pearson Product Moment Correlation Coefficient (PPMC) for null hypothesis at 0.05 level of significance. It was found that employed women purchased clothing in shopping centers both at home and abroad but mostly imported. They women utilized clothing based on their work, social

engagement, fashion, culture and status. Also employed women valued their clothing because it shows their rank and social status. They women appeared beautiful, elegant and confident which boost their morals and made them enjoy their work. Previous and present study showed a number of similarities because both studies were survey in nature and the method used for data collection was questionnaire which was employed by present research. Both studies examined clothing practices in terms of utilization of clothing. The difference between the past and present study was that the past worked with government employed women, while the present study made use of undergraduate students at tertiary institutions in Kaduna State. Past study used PPMC as statistical tool while the present study analysed using regression analysis.

Mohammed and Mohammed (2011) carried out a study titled "The Effect of using celebrities in Advertising on the Buying Decision of students in Jarash Private University Jordan. The purpose of the study was to find the relationship between the celebrities on advertising and the buying decision of consumers. Data collected were analyzed using frequencies and percentage tables and t – test statistic. The following were the findings of the study:

1) The television advertising, which used celebrities were attractive, this means the null hypothesis one was accepted, This indicated that the Television advertising, which used celebrities was attractive.
2) There was no effect of using the celebrities on the buying decision, this means the null hypothesis two was rejected, This indicated that using celebrities had no significant effect on the buying decision
3) Using celebrities had no great effect than no-celebrity on consumer buying decision. This means the null hypothesis three was rejected. This indicated that using the celebrities had no significant effect on consumer buying

decision. The past study is different from the present study in that there was a specific sampling procedure from the total population. The sample size for the past work was infinitely small compared with the present study.

The present and previous studies were similar because questionnaire was used as data collecting instrument, survey research as type of Research Design, celebrities served as one of the variable in consideration.

Danielsson (2010) embarked on a research titled "The impact of celebrities on Adolescent clothing choices". The purpose of the study was to evaluate the clothing choices of Adolescent. The survey instrument was used in the study to evaluate the clothing choices of Adolescents.

STATPAK was employed to analyze the data, the desired scale of measurement was interval, "a scale of measurement in which the intervals between numbers on the scale are all equal in size". The target population was 174 students, which served as the sample for the study. Questionnaire was used as survey instrument for data collection. The one dimensional chi – square test was used to test the null hypotheses at 0.05 level of significance to test the results of the study. It was found out that: Adolescents among the selected schools sampled for this study were not turning to celebrities for the fashion role models. Also celebrities were not impacting the clothing choices available for Adolescents among the selected schools sampled for this study. The past study is similar because the current work made use of two of the variables. Celebrities and clothing choices for the study. The present study used survey research and Questionnaire as an instrument for data collection but the present study was different from past because it took place in Nigeria, used Regression Analysis instead of chi – square to test null hypotheses, and made use of sampling technique to select samples for the study.

Kiran, Malik, Riaz (2002), carried out a research titled Factors Affecting change in clothing patterns of the Adolescent Girls. The study aimed at the determination of factors affecting the change in the clothing patterns of adolescent girls. The study was conducted at the University of Agriculture Faisalabad. The study used research survey design as its research design. The population of the study was 102 students of B.Sc. Home Economics during the year 2000 – 2001. The target population served as sample size for the study. The data were collected with the help of a questionnaire and then analyzed using simple frequency percentage tables to draw conclusions. The findings were: friends, family's socio – economic status, changing trends and Education were the most important responsible factors; it was also revealed that the adolescent girls were more impressed by the T.V., fashions shows and Magazines, while bringing change in the clothing patterns.

The past study is different from the present study due to location of study, statistics for data analysis and sampling technique. The past study took place in Faisalabad, while the on going was conducted in Nigeria. The past study used frequency and percentage table, while the present study used regression analysis. The past study did not make use of sampling technique while the present used systematic sampling technique, to take samples.

The present study is similar to the past study because the present study used the same research design and questionnaire as instrument for data collection

Regan, Llamas (2002) Carried out a study to determine the relationship between dress of students and their participation in class. The main objective of the study was to find out the relationship between clothing and the academic performance of students. The population for the study comprised of undergraduate students of general education requirement class for Literature. The sample consisted of 92 students assigned to one of two groups (n=1) for 35 students dressed up and (n=2) for 57 students dressed down. Dressed up was operationally defined as a student wearing dress pants, khakis, suits,

sweaters and no sneakers. Dressed down was operationally defined as jeans, sweets, t-shirt. During the naturalistic observational study, each researcher recorded how many students there were, how many times they raised their hand to answer a question and how many times the Professor called on them to answer.

Present study is similar to past studied undergraduate students, both studies examined clothing practices of students and their socialization in school, while the previous study used observational design to collect data, the present research used descriptive design and questionnaire to collect data.

Kuria (1995) Embarked on a research on "Factors that influence clothing preference and buying practices among the elderly in korogocho sub location in Nairobi". The main objective of the study was to determine factors that affected clothing preferences and buying practices of the elderly. A sample of 60 elderly were randomly selected, interview was used to collect data. According to the findings, the physiological factor in form of weight decreased in the elderly influenced their clothing practices. Whereas, psychological factors that influenced the elderly consumer preferences and buying practice included cost of items, colors, attractive dresses and suitable clothes for occasion. The socio-economic factors that influenced their clothing preferences were their social activities, money available, religious beliefs or norms, and what was accepted by age mates, children and the society. They expressed the need to have clothing items that were designed for the elderly, to cater for their comfort, colour preferences, fabric texture and designs. Lastly, he expressed the need for improvement on styles for ease of wearing.

Previous study made use of the elderly, while the present study used the youths (students), both studies employed frequency distribution and percentage to analyze the data and examine clothing practices. Previous study had a small sample size of 60

respondents and was conducted in Nairobi, while the present study had larger sample size of 503 and was conducted in Nigeria

2.15 Summary of Reviewed Literature

Reviewed literature on this chapter had highlighted relevance and reasons for clothing choices of students and how it affected their psychological and social life. Researches were documented from various parts of the world concerning students and their clothing choices and practices which were relevant materials. This study was to improve the appearance of students on campus by making them conscious of their figure type, having the right clothing's that made them look decent and provide general information on clothing practices of students in Kaduna State, Nigeria. A lot of reasons were discovered contributed to students seeing celebrities as role models in dressing on campus thereby giving some psychological satisfaction from the literature reviewed, It had indicated that the media had a great influence on students clothing because they easily used the media as a source through which they got to see most celebrities latest fashion, and were able to move in the recent clothing trend which celebrities were major inventors. Colours also were shown to affect utilization of outfits. The present study was expected to fill the gap of not having any Local based literature on students clothing choices and practices in Nigeria and provide literature for further research work.

CHAPTER THREE
RESEARCH METHODOLOGY

This chapter describes the procedure to be used for the study under the following sub-headinds.

3.1 Research Design

3.2 Population for the Study

3.3 Sampling and Sampling Procedure

3.4 Instrument for Data Collection

3.4.1 Validity of the Instrument

3.4.2 Pilot Study

3.4.3 Reliability of the Instrument

3.5 Procedure for Data Collection

3.6 Procedure for Data Analysis

3.1 Research Design

The study was descriptive survey design. Descriptive research attempts to examine situations in order to establish what the norm is by collecting data either through interviews, questionnaire and visual records among others. A survey design method was used to obtain information concerning the current position of a phenomenon. Therefore the design was considered suitable because the study sought to get information from a sample that was drawn from a population using a questionnaire.

3.2 Population for the Study

The target population was five thousand and thirty (5030) students from the various departments of the tertiary institutions in Kaduna state. The tertiary institutions consisted of Ahmadu Bello University, Zaria (200 and 300 level students of Social Sciences), Federal College of Education, Zaria (NCE 2 and NCE 3 students of Art and Social

Sciences) and Federal Polytechnic, Kaduna (ND 1 and ND 2 students of Social Development).The population was preferred due to the fact that they were dominated by adolescents/young adults whose mode of dressing were assumed to be mostly influenced by current trends.

Table 3.1: Population for the Study

S/N	NAMES OF INSTITUTIONS	FACULTY/SCHOOL	NO. OF DEPARTMENTS	POPULATION
1	A.B.U. Zaria	Social Sciences	4	1580
2	Fed. Poly, Kaduna.	Social Development	4	1440
3	Fed. College of Education, Zaria.	Art and Social Science	8	2010
	Total		16	5030

SOURCE: *Field work.*

3.3 Sampling Size and Sampling Procedure

Three tertiary institutions in Kaduna state were selected, from which the sample size of 503 students for the study was drawn. The sampling technique was proportionate sampling. This method was based on 10% of overall populations of each tertiary institution chosen for this study. The population of each institution was multiplied by 10 and divided by 100 (population……).

Table 3.2: Sample Size for the study

S/N	NAMES OF INSTITUTIONS	FACULTY/SCHOOL	NO. OF DEPARTMENT	POPULATION	SAMPLE SIZE
1	A.B.U. Zaria	Social Sciences	4	1580	158
2	Fed. Poly, Kaduna.	Social Development	4	1440	144
3	Fed. College of Education, Zaria.	Art and Social Science	8	2010	201
	Total		16	5030	503

SOURCE: *Field Work.*

3.4 Instrument for Data Collection

The instrument for this research was a set of *influence of Celebrities Dressing Styles on Students Choices of Clothing and Socialization questionnaire.* The questionnaire was divided into five sections A, B, C, D, and E. Section "A" contained bio-data of the respondents such as age, marital status, tertiary institution and academic level. Section "B" consisted of nine (9) questions which was in line with specific objectives one on influence of celebrities dressing style on students socialization. Section "C" consisted of seven (7) questions and was in line with specific objectives two on influence of celebrities dressing styles on clothing utilization of students. Section "D" consisted of eight (8) questions which was in line with specific objectives three on influence of celebrities dressing styles on clothing fashion of students. Section "E" contained four (4) questions in line with specific objectives four on influence of celebrities dressing style on clothing accessories specific objectives four on influence of celebrities dressing styles on clothing accessories of students. The response was based on a four-point rating of SA- Strongly Agree

(4points), A-Agree (3points), DA-Disagree (2points), SD-Strongly Disagree (1point). In addition some pictures of students were also attached to the appendices.

3.4.1 Validity of the Instrument

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

3.4.2 Pilot Study

The objective of the pilot study was to get data to help determine the reliability coefficient of the designed questionnaire, assess the ease with which the respondents will respond to the questions and to evaluate its ability to fulfill the objectives of the study. The pilot study took place at College of Education, Zuba FCT Abuja, which is outside the study area. A total of fifty (50) respondents made up of students outside the population (10% of the total population) were involved in responding to the instrument. This was filled, after which they were collected and subjected to statistical analysis in order to determine the reliability coefficient of the instrument as well as appropriateness of questionnaire items.

3.4.3 Reliability of the Instrument

The data collected from the pilot study were statistically analyzed to find out the reliability of the instrument. The Guttmann option of the split-half and Spearman rank reliability was used. Consequently, reliability coefficient of alpha level of 0.79 and standard alpha level of 0.88 were obtained. These reliability coefficient were considered adequate for internal consistencies of the instrument. This was a conformation of test

reliability according to Spiegel and Stevens (2009) who said that an instrument is considered reliable if it lies between 0.6 and 1; the more reliable is the instrument.

3.5 Procedure for Data Collection

The researcher obtained a letter of introduction from the Head of Department of Vocational and Technical Education, Faculty of Education, Ahmadu Bello University, Zaria, to the selected tertiary institutions in Kaduna State. Students list from departmental secretaries was used to select systematically the needed samples as stated in the sampling procedure before administering the questionnaires in their lecture classes. Five hundred and three (503) copies of the constructed questionnaire were distributed by the researcher, and a research assistant. The research assistant was instructed on how to administer and collect the questionnaire. The respondents were given a day to two days (21st and 22nd April, 2015) to complete and supply needed information by ticking the options provided on the Influence of Celebrities Dressing Styles on Students' Choice of Clothing and Socialization in Tertiary Institutions of Kaduna State. The completed questionnaires were then retrieved.

3.6 Procedure for Data Analysis

The data were statistically analyzed with the use of Statistical Package for Social Sciences (SPSS). Frequencies and percentage were used for the bio-data variables and to analyze the research questions. "Strongly Agreed" and "Agree" were considered as "Agreed", while "Strongly Disagreed" and "Disagree" were considered as "Disagreed". The rating scale of less than 2.5 was considered "Disagreed" while greater than or equal to 2.5 was considered as "Agreed".

Regression statistics was used to test the four null hypotheses at 0.05 level of significance. This was used to determine the influence of celebrities' on students' clothing choices.

Decision Rule

If the computed value is greater than its critical value, the null hypothesis (HO) was retained and the alternative hypothesis rejected (Hi) and vice versa.

CHAPTER FOUR

PRESENTATION AND DATA ANALYSES

The research work was on Influence of Celebrities Dressing Styles on Students Choice of Clothing and Socialization in Tertiary Institutions of Kaduna State. The data obtained using the 503 copies of questionnaire were organized using frequency, percentage and mean. The frequency and percentage analysis were performed on the personal data of the respondents as well as the research questions. In addition, regression analysis was used to test the four Null hypotheses of this research at 0.05 level of significance. Furthermore, the Predictive Analytical Software (PASW) also known as SPSS version 22 was used as statistical analysis software to generate the results of the analyses. This chapter was therefore organized under the following sub-headings:

4.1 Analysis of Personal Data

4.2 Answers to Research Questions

4.3 Testing Null Hypotheses

4.4 Summary of Major Findings

4.5 Discussion of the Major Findings

4.1 Analysis of Personal Data

Table 4.1.1:Distribution of the respondents by Age

	Frequency	Percent
16-20 Years	157	31.2
21-25 Years	253	50.3
26-30 Years	79	15.7
31-35 Years	14	2.8
Total	503	100.0

Table 4.1.1.shows that students age range of 16-20 years were31.2%. 21-25 years were 50.3% while 26-30 years had (15.7%). 31 to 35 age group were 2.8%. Hence, it can be concluded that a larger percentage (50.3%) of the respondents were between 21 to 25 ages.

Table 4.1.2: Distribution of the respondents by sex

	Frequency	Percent
Male	225	44.7
Female	278	55.3
Total	503	100.0

Table 4.1.2 shows that 225 respondents that is 44.7% were male students, while 278 respondents that is 55.3% were female students. Hence, it can be concluded that a larger percentage 55.3% of the respondents were females.

Table 4.1.3: Distribution of the respondents by Tertiary Institution type

	Frequency	Percent
A.B.U Zaria	158	31.4
F.C.E Zaria	201	40
Kaduna Polytechnic	144	28.6
Total	503	100.0

Table 4.1.3 reveals that A.B.U. Zaria students had 158 respondents that is 31.4%, F.C.E. Zaria students had 201 respondents that is 40%, while 144 respondents that is 28.6% were students of Federal Polytechnic Kaduna. Hence, it was concluded that

a larger percentage 40% of the participants were from F.C.E Zaria followed by A.B.U Zaria.

Table 4.1.4: Distribution of the respondents by Academic Levels

	Frequency	Percent
1st Year	110	21.87
2nd Year	201	39.96
3rd Year	192	38.17
Total	503	100.0

Table 4.1.4.shows that 110 respondents with 21.87% were in first year, 201 respondants were in their second year with 39.96% while 192 respondents were in their third year. Therefore, it was concluded that the larger percentage 39.96% of the respondents were in their 2nd year of studies.

4.2 Answers to Research Questions

4.2.1 Research Question One

What influence do celebrities' dressing styles have on students' socialization in tertiary institutions?

Table 4.2.1: Celebrities' Dressing and Socialization of Students'

	Frequency	Percent
Agree	329	65.4
Disagree	174	34.6
Total	503	100.0

Table 4.2.1 indicates that 65% of respondents agreed while 34% disagree. This implies that a larger percentage of the population mingle and associate with each other based on the kinds of wears which their fellow mates have that conform to celebrities dressings which could look provocative and this results shows that there is a negative influence on students socialization in tertiary institutions.

4.2.2 Research Question Two

What influence do celebrities' dressing styles have on clothing utilization of students in tertiary institutions?

Table 4.2.2: Celebrities' and Clothing Utilization of Students'

	Frequency	Percentage
Agree	303	60.2
Disagree	200	39.8
Total	503	100.0

Table 4.2.2 indicates that 60.2% agreed while 39.8% disagreed on clothing utilization of students. The manner in which students use their like sagging trousers, exposing necklines etc reflects celebrities dressing which most respondents agreed indicating negative influence on clothing utilization of students.

4.2.3. Research Question Three

What influence do celebrities' dressing styles have on fashion trend of students' in tertiary institutions?

Table 4.2.3: Celebrities' Dressing Styles and Fashion Trends of Students'

	Frequency	Percentage
Agree	274	54.5
Disagree	229	45.5
Total	503	100.0

Table 4.2.3, reflected that 54.5% agreed while 45.5% disagreed on fashion trend of students. This implies that students dressing usually has to do with what is trending among celebrities and not mindful of what really fits their structures which makes the celebrities dressing styles have a negative influence on fashion trends of students in tertiary institutions.

4.2.4. Research Question Four

What influence do celebrities' dressing styles have on clothing accessories of students in tertiary institutions?

Table 4.2.4 Celebrities' Dressing Styles and Clothing Accessories of Students'

	Frequency	Percentage
Agree	280	55.7
Disagree	223	44.3
Total	503	100.0

Table 4.2.4 reveals that 55.7% of the respondents agreed and 44.7%. This means

That majority of the respondents shows that their clothing accessories were imitations to that of celebrities dressing styles and some of these celebrities accessories (dark sunglasses, bougous jewelry/belts) are prohibited in institutions which shows negative influence on students dressing.

4.3 Testing Null Hypotheses

For the purpose of this study, four null hypotheses were formulated. These null hypotheses were tested at 0.05 level of significance which were presented below

4.3.1. Null Hypothesis One

Celebrities' dressing styles have no significant influence on students' socialization in tertiary institutions.

Table 4.3.1: Showing regression analysis coefficients result.

	Coefficients			
Model	B	Std. Error	T	Sig.
(Constant)	**5.892**	**.549**	**10.728**	**.000**
Students Socialization	**8.964**	**.319**	**28.093**	**.000**

From Table 4.3.1, the regression coefficient (8.964) and P value (0.00) are less than 0.05 of critical value. Therefore the null hypothesis is rejected. Therefore it can be concluded that there is a significant influence of celebrities' dressing styles on students' socialization in tertiary institutions.

4.3.2. Null Hypothesis Two

Celebrities dressing styles have no significant influence on students clothing utilization of students in tertiary institutions.

Table4.3.2: Showing regression analysis coefficients result.

	Unstandardized Coefficients			
Model	B	Std. Error	T	Sig.
(Constant)	**3.456**	**.450**	**7.671**	**.000**
Clothing Utilization	**7.724**	**.269**	**28.728**	**.000**

From Table 4.3.2, the regression coefficient (7.724) and P value (0.00) is less than 0.05 of critical value. Therefore the null hypothesis is rejected, and it can be concluded

that there is a significant influence of celebrities' dressing styles on clothing utilization of students in tertiary institutions.

4.3.3 Null Hypothesis Three

Celebrities' dressing styles have no significant influence on fashion trends of students' in tertiary institutions.

Table 4.3.3: Showing regression analysis coefficients result.

	Unstandardized Coefficients			
Model	B	Std. Error	T	Sig.
(Constant)	**4.501**	**.463**	**9.717**	**.000**
Fashion trend	**7.601**	**.301**	**25.237**	**.000**

From Table 4.3.3, the regression coefficient (7.601) and P value (0.00) are less than 0.05 of critical value. Therefore the null hypothesis is rejected, and it can be concluded that there is a significant influence of celebrities' dressing styles and fashion trend of students' in tertiary institutions.

4.3.4. Null Hypothesis Four

Celebrities dressing styles have no significant influence on clothing accessories of students in tertiary institutions.

Table 4.3.4: Showing regression analysis coefficients result.

	Unstandardized Coefficients			
Model	B	Std. Error	T	Sig.
(Constant)	1.139	.274	4.157	.000
Clothing Accessories	4.801	.179	26.751	.000

From Table 4.3.4, the regression coefficient (4.801) and P value (0.00) are less than 0.05 of critical value. Therefore the null hypothesis is rejected and it can be concluded

that there is a significant influence of celebrities dressing styles on clothing accessories of students in tertiary institutions.

4.4 Summary of Major Findings

Major findings of this work are summarized below:

1. Celebrities' dressing styles have significant influence on students' socialization in tertiary institutions.
2. Celebrities' dressing styles have significant influence on clothing utilization of students' in tertiary institutions.
3. Celebrities dressing styles have significant influence on fashion trends of students' in tertiary institutions.
4. Celebrities' dressing styles have significant influence on clothing accessories of students' in tertiary institutions.

4.5 Discussion of the Major Findings

In this section of this chapter the results of analyses presented, interpreted and explained were discussed.

The null hypothesis one was rejected because; p-cal was greater than table value. This means that, celebrities' dressing styles have significant influence on students socialization in tertiary institutions. This implies that, students dressing were based on celebrities dressing styles which also determines the level of socialization among students. Students consciously or unconsciously begin to form clicks or groups which they enjoy interacting with and these associations are usually on the bases of their clothing styles thereby seeing other students as being anti-social. It can be concluded that students of

tertiary institutions selected what they wore from celebrities dressing styles that could even have celebrities' names and pictures as shown on specimen outfits.



Plate 1 (Sagging with Accessories)



Plate 2 (Celebrity Image on T-Shirt)

ıe of the students in their outfit that have names and pictures of celebrities. The student dress in this form to show they are identifying with some celebrities either male or female. Kiran et al (2002) revealed that, the adolescents were more impressed by the television shows, fashions shows and Magazines while bringing change in the clothing patterns. This agrees with the result of this study. The researcher is of the opinion that students' socialization and selection of clothing should be based on values and rich religious culture, rather than majorly celebrities dressing styles.

The null hypothesis two was rejected because; p-cal was greater than table value. This means that, celebrities' dressing styles have significant influence on clothing utilization of students' in tertiary institutions. This implies that the use of clothing by

students of tertiary institutions cannot be separated from the available celebrities dressing styles on plates 3 & 4.



Plate 3 (Sagging and Transparent Top) **Plate 4 (Micro-Mini Expose and Cleavage)**

Plate 3 and 4 reveals how some students dress with tight and below waist trousers (Sagging) that exposes their buttocks and underwears, they also appear in transparent clothes that expose their Breast and cleavage which could easily make them objects of canal desires. Celebrities bring innovations in fashion but students must conform to it with caution.

Omede (2011) expressed that appreciation of clothing will be broadened as you become more aware of the influence clothing has on a person. According to Wilcox (2012), the use of clothing ought to be based on needs such as physical need (protection), psychological needs (adornment and identification) and social needs (modesty and status). The use of fashion by students in our tertiary institutions is a thing of concern, because of alarming influence of celebrities dressing styles on youths; and this has led to apparent dressing code for students on campuses today. The researcher strongly agrees that celebrities dressing styles are based on the usage of fashion in tertiary institutions. The

researcher considered this as abnormal because usage of clothing should emanate from our African tradition and religious belief just like outfits found on recommended outfits plates on appendix.

The null hypothesis three was rejected because p-cal was greater than table value. This means that celebrities' dressing styles have significant influence on fashion trend of students in tertiary institutions. This implied that celebrities dressing styles were responsible for setting fashion trends for youths, including students of tertiary institutions. Students flock hair saloons asking for what a certain celebrity now has, using magazines/pictures for latest designs and having skinny jeans and tight fitting tops which is evident on plate 5, 6, and 7. Norton (2006) opined that, the biggest reason for the fashion influence take over is that celebrities show solid confidence and their refusal to follow the current trends.



Plate 5 (Skinny Jean)



Plate 6 (Mini with exposed neckline)



Plate 7 (Skinny/Skimpy Outfit)

Plate 6 and 7 indicates how some of the skinny jeans worn by students. The very tight outfit exposes their body contours and due to how the cling to their skin, makes their body to keep vibrating as they walk and they appear too sexy to the opposite sex.

Celebrities may not realize the influence but the trend setting power is huge among young adults. According to Khedikel, after famous people make appearances the jacket worn in pictures is searched out the internet and either purchased at full price to ensure the consumer has exactly what the celebrity was wearing or the buyer embarks on a search to find the cheapest look alike in order to stay within their means. Celebrities and average people will always have one thing in common: they want to look nice, they want to be aware of the current trends and they want their appearance to be appreciated (Heiman, 1995).It is not completely clear as to why celebrities have such a massive influence on trends in fashion? The influence is only possible when people have the same financial access, even though we all strive to have the admiration that celebrities have. This ugly incidence has led youths especially female students to source for fund anywhere and

anyhow to beat the trend of fashion, even to the extent of selling their bodies. Researcher agrees with this outcome, even though is not comfortable. However families and religious bodies must step in for timely intervention.

The null hypothesis four was rejected, because p-cal was greater than table value. This means that, celebrities' dressing styles have significant influence on clothing accessories of students' in tertiary institutions. This implied that celebrities dressing styles resulted in clothing accessories. The terms came into use in the 19th century and are often used to complete an outfit which is chosen to specifically compliment the wearer's look. (Free Online Encyclopedia, 2013). According to Jones (2005), fashion accessories include hand fans, handbags, and umbrellas while those worn include jacket, boots and shoes, ties, hats, sunglasses, belt, jewelries, wrist watches and others on plates 8, 9 and 10).



Plate 8 (Sleeveless T-Shirt)



Plate 9 (Dark glasses)



Plate10 (Micro-mini with open Neckline)

Plate 8, 9 and 10 presents students using some accessories that complement their outfits. Right accessories must be used within campus environment. Dark glasses such as these are not accepted within the academic environment because every teacher/lecturer ought to see and know his or her student but due to celebrities influence on youth, some appear to lecture halls with very dark sunglasses.

Jones (2005) also expressed that fashionable clothes, accessories and body adornment are easy for others to observe at a glance. Certain items of clothing such as hat, sun glasses, jewelry are particularly important, sending instant signals or ascribed as social status but must not be misused.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

This chapter entails the summary, conclusion as well as recommendation; under the following sub-headings:

5.1 Summary

5.2 Contribution to knowledge

5.3 Conclusion

5.4 Recommendations

5.5 Suggestion for further studies

5.1 Summary

The study was carried out to determine Influence of Celebrities' Dressing Styles on Students Choice of Clothing and Socialization in tertiary institutions in Kaduna State, Nigeria. Descriptive survey research design was used and the population for the study was 5030 students of tertiary institutions in Kaduna State, Nigeria. The Sampling technique used was systematic sampling purposive sampling to select 503 students from the three institutions. Tertiary institutions involved were Ahmadu Bello University, Zaria (200 and 300 level students of Social Science), Federal College of Education, Zaria(NCE 2 and NCE 3 students of School of Art and Social Sciences) and Federal Polytechnic, Kaduna (OND 1 and OND 2 students of Faculty of Social Development). Structured questionnaire was used to collect data from the respondents. Four research questions and four null-hypotheses were formulated for the study. Regression Analysis statistic was used to test the four null-Hypothesesat0.05 level of significance.

Hypothesis one, two, three, four were rejected because significant (P) value of 0.00 was less than 0.05 level of significance and a regression index value of 8.9, 7.7, 7.6, 4.8 were obtained respectively. It was found out that celebrities' dressing styles have significant influence on students' socialization in tertiary institutions; celebrities' dressing styles have significant influence on clothing utilization of students' in tertiary institutions; celebrities dressing styles have significant influence on fashion trend of students' in tertiary institutions; celebrities' dressing styles have significant influence on clothing accessories of students' in tertiary institutions. It was concluded that students of tertiary institutions selected what they were from celebrities dressing styles available around and in social media; celebrities dressing styles inform the usage of fashion among students in tertiary institutions, and Celebrities dressing styles are responsible for setting fashion trends for youths, including students of tertiary institutions.

5.2 Contribution to Knowledge

This work when published will contribute to knowledge through ;

1. Improving the minds of young Nigerians towards having the right attitude in clothing because clothing communicates a complete set of information and good clothing reflects good morals
2. Bringing awareness to young people to be conscious of their structures while conforming to what is trending.
3. Making them know that exposing sensitive parts of their bodies will only make them victims/objects of canal desires.
4. Reducing societal ills and make young people responsible citizens.

5.3 Conclusion

It was concluded that celebrities' dressing styles influenced students' choice of clothing in tertiary institutions in kaduna state. Despite the fact that celebrities' to a certain extend introduced new ways of modernizing our clothing/appearance, students need to curtail their ways of conforming to celebrities dressing styles and make use of clothing in an appreciable manner.

5.4 Recommendations

The following recommendations were made based on the findings:

1. Students should have good relationship with each other irrespective of individual outfits and clothing should not be bases of determining the social status of their fellow students.
2. The Student Affairs Unit of various institutions should reorient students on good clothing practices to discourage using controversial, confused and uncultured clothing within the campus environment to avoid provocation, harassment, and distractions of all sorts.
3. Students should practice good dress sense irrespective of fashion trend which can be achieved when they are conscious of their structures and dress to conceal their figure faults.
4. There should be moderations towards clothing/accessories of celebrities and make use of clothing in a manner that accords them dignity and respect.

5.5 Suggestions for Further Studies

The researcher put forward the following as Further Studies in the related area:

1. Influence of Celebrities' Dressing Styles on Social Economic Status of Employed Women in Federal Capital Territory Abuja.
2. Effect of social media on academic performance of students in tertiary institutions in Kaduna state.

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APPENDIXES

APPENDIX I

DEPARTMENT OF VOCATIONAL & TECHNICAL EDUCATION

AHMADU BELLO UNIVERSITY, ZARIA NIGERIA

FACULTY OF EDUCATION

Telephone: ***069-51755, 50692***
Vice Chancellor: **Professor. Abdullahi Mustapha** B.Sc. (Hons) Pharm(ABU), Ph.D (London) FPSN
Head of Department : **Professor A.A Udoh** B.Ed. (Hons) Nsukka M.Ed. & Ph.D Bus Edu. (ABU)

*Your Ref:*_____ 17th April, 2015

M.Ed/Educ/04037/2010-2011

*Our Ref:*_____ *Date:*_____

Letter of Introduction

ABIGAIL HARUNA – M.ED/EDUC/04037/2010-2011

This is to certify that the above mentioned name is a Postgraduate student (M.Ed Home Economics) in the Department of Vocational and Technical Education, Ahmadu Bello University, Zaria carrying out a research topic: ***Influence of Celebrities Dressing Styles on Students Choice of Clothing in Tertiary Institutions of Kaduna State, Nigeria.***

Please, kindly give her every assistance she may require.

Professor A.A. Udoh
HEAD OF DEPARTMENT

APPENDIX II

Department Of Vocational and Technical education,
Faculty of Education,
Ahmadu Bello University,
Zaria.
20th-April-2015

Dear sir/ma

Request To Respond To A Questionnaire

I am a Postgraduate student of the above named institution, conducting a research study on the *"Influence of celebrities' dressing style on students' choices of clothing in tertiary institutions in Kaduna State"*. Kindly respond to the attached questionnaire objectively .The information will be treated confidentially and mainly used for the research purpose.

Yours faithfully

Abigail Haruna
M.ED/EDU/4037/2010-2011

SECTION A (BIO-DATA)

1. **AGE:**
   a) 16 – 20 YEARS ☐
   b) 21 – 25 YEARS ☐
   c) 26 – 30 YEARS ☐
   d) 31 – 35 YEARS ☐
2. **SEX**
   a) Male ☐
   b) Female ☐
3. **TERTIARY INSTITUTION:**
   a) A.B.U. ZARIA ☐
   b) F.C.E ZARIA ☐
   c) KADUNA POLYTHECNIC ☐
   ☐
4. **LEVELS:**
   a) 1st YEAR ☐
   b) 2nd YEAR ☐
   c) 3rd YEAR ☐

INTRUCTIONS: Please tick under the column that tally with your opinion on each of the following items using the following keys: SA (STRONGLY AGREE), A (AGREE), DA (DISAGREE), SD (STRONGLY DISAGREE).

SECTION B

INFLUENCE OF CELEBRITIES' DRESSING STYLES ON STUDENTS' SOCIALIZATION

SN	QUESTIONS	SA	A	DA	SD
1	Clothing enhances my level of socializing on campus.				
2	Celebrities dressing styles make students appreciable and sociable				
3	Love clothes with wide cleavage like that of celebrities dressing styles.				
4	Sleeveless dresses are part of my clothes in order to be like that of celebrities dressing styles.				
5	Socializing makes new clothing of Celebrities known to students.				
6	Figure type is not usually considered when conforming to celebrities dressing styles.				
7	Selection of clothing is mostly based on celebrities out-fits for social belonging.				
8	Programs / events of celebrities on social media determine my selection of clothes.				
9	Clothing with celebrities names, pictures and logos enhances my social status.				

SECTION C

INFLUENCE OF CELEBRITIES' DRESSING STYLES ON STUDENTS

CLOTHING UTILIZATION

SN	QUESTIONS	SA	A	DA	SD
1	Social environment of the institution influences me towards celebrities dressing styles.				
2	Academic level on campus has influenced my use and level of conformity to celebrities dressing styles.				
3	Associations influence use of students clothing to that of celebrities.				
4	Using similar clothing to celebrities gives psychological satisfaction.				
5	Wearing skimpy tops and low waist trousers (sagging) to lectures and school functions are well appreciated when associated with celebrities dressing styles.				
6	Dressing like celebrities gives a sense of identification.				
7	Using tight fitting outfits makes me look sexy/stylize like celebrities dressing styles				

SECTION D

INFLUENCE OF CELEBRITIES' DRESSING SYLES ON FASHION TRENDS OF STUDENTS'

SN	QUESTIONS	SA	A	DA	SD
1	Prefer to dress in the latest fashion introduced by celebrities.				
2	Fashion trends are set by celebrities who change existing styles for students.				
3	Dress styles of celebrities are produced by fashion designers.				
4	Students wardrobes are improved as celebrities dressing bring changes in fashion.				
5	When dressed like celebrities, it shows how sociable I am.				
6	Haircuts and hair styles are also introduced by celebrities as latest fashion.				
7	Having short gowns and skinny jeans are part of latest fashion				
8	Purchases are made in boutiques to get latest fashion design				

SECTION E

INFLUENCE OF CELEBRITIES' DRESSING STYLES ON STUDENTS' CLOTHING ACCESSORIES

SN	QUESTIONS	SA	A	DA	SD
1	Accessories make me look classy and unique like celebrities.				
2	Love celebrities' accessories because they are very conspicuous.				
3	Shoes, earrings similar to that of celebrities make me appear elegant.				
4	Using sunglasses, belts, chains etc. improve dressing to be like celebrities.				

Appendix III
Specimen of Outfit



Plate 11 (Spaghetti Top)



Plate 12 (Sagged Jean)



Plate 13 (Sagged Jean and sleeveless shirt)



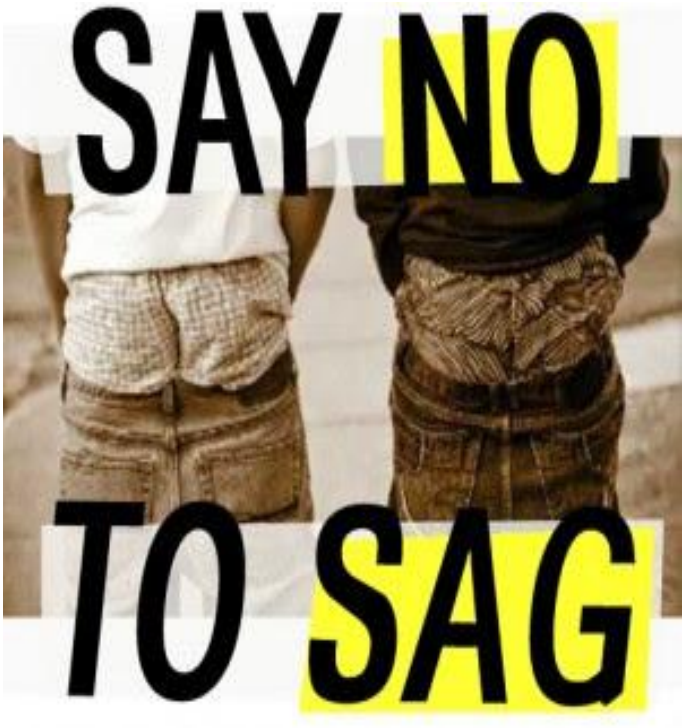
Plate 14 (Sagged Jean and sleeveless shirt)



Plate 15 (Transparent Outfit)



Plate 16 (Sagged Jean)





Sleeveless Top

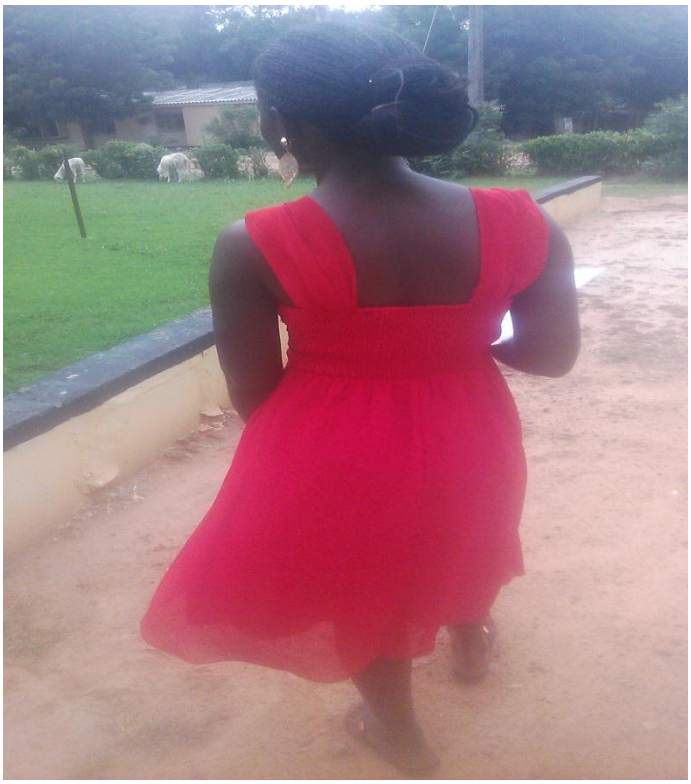


Plate 17 (Exposed Neckline)

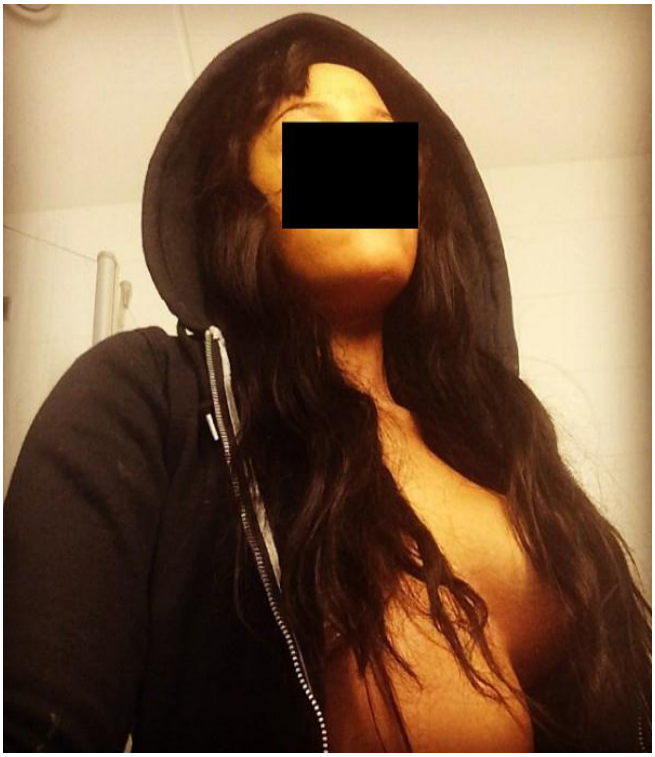


Plate 18 (Transparent Top)



Plate 19 (Accessories)



Plate 20 (Casual Dressing)

APPENDIX IV

SPECIMEN OF RECOMMENDED OUTFIT



Plate 1 (Modest Western outfit)



Plate 2 (Traditional outfit)



Plate 3 (Modest Western outfit)



Plate 4 (Traditional outfit)



Plate 5 (Western outfit)



Plate 6 (Cross Section of Students)



Plate 7 (Modest Western outfit)



Plate 8 (Traditional outfit)

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Plate 9 (Traditional outfit)



Plate 10 (Traditional outfit)



Plate 11 (Cross Section of Students)