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Abstract

Instagram celebrities are famous individuals who have attained or developed their fame and notability online. Therefore, their lifestyles have influenced the attitudes and behaviours of their fans or followers in many aspects of life. This study was conducted to examine the extent to which Instagram celebrities can influence the attitudes and behaviours of their followers regarding fashion lifestyles. Social Learning Theory was utilized to anchor the study while a quantitative approach was used to carry out the investigation with questionnaire as the research instrument to collect data from 120 estimated female respondents who were randomly sampled. The findings of the study revealed that Instagram celebrities influenced the behaviours and attitudes of their followers about fashion lifestyle to a very large extent and revealed Toke Makinwa, Tiwa savage, Osas Ighodaro, Sharon Ooja, Lily Afe, Mercy Eke, Liquorose, Ini Edo, Tems and Chioma Good Hair as celebrities. The research also revealed that the challenges people face in keeping up with Instagram's Celebrity fashion lifestyle include lack of finance, designers, proximity to the designers and location. The study recommended that celebrities should dress more decently, influence their followers positively, and embrace home-made fabrics to promote locally produced fabrics.

Keywords: Instagram, Celebrity, Fashion Lifestyle, Influence, Nile University.



Introduction

Instagram Celebrities are those who have acquired or developed their fame and notability on the internet. According to Ang and Chan (2018) as cited by Chin-Sang and Nee Nee (2018) "Celebrity worship is linked to personal role modelling, empathy, interpersonal interactions, and identity development. Thus, we can conclude that empathy and borderline obsessive celebrity love are positively connected." Instagram Celebrities are individuals who are popular because of their wins and attainments. This is in line with the findings of Chikezie (2017) which showed that Nigerian youths are affected by the way their favorite social media celebrities dress, talk, and handle issues about relationships, marriage and sex. They influence brands and produce or act movies, journals and printed paper. Some of them include Toke Makinwa, Tiwa Savage, Osas Ighodaro, Sharon Ooja, Lily Afe, Mercy Eke, Liquorose, Ini Edo, Tems, and Chioma Good Hair amongst many others. Youths, especially those who are university students, admire and learn about these celebrities for several distinct seasons. For ladies, it is commonly for elegance and lavish and exorbitant fashions that popular females have. Yearly Award shows such as Fashions Finest Africa and the Headies Award can also influence the dress sense of students. After these concerts, entertainment news, celebrity blogs, and journals publish reviews on whose 'dress fed

was unparalleled' and whose 'dressing was worst'. According to Ativie (2020), students see these reports and incorporate them with what they may and may not put on the fashion industry in Nigeria is estimated to be worth over \$2billion and is expected to continue to grow. According to the National Bureau of Statistics (NBS), the "textile, apparel, and footwear" sector has averaged a growth of 17% since 2010. As for the entertainment industry in Nigeria, as of 2019, the Nigerian entertainment and media sector generated over \$5.5 billion, and it is estimated that this value could double by 2023. The influence of Instagram celebrities on Nigerian youths has contributed to a departure from traditional and cultural ways of dressing, leading to moral implications. This shift is evident in the increasing popularity of western-inspired fashion trends and the adoption of more revealing clothing styles. The moral implications include loss of cultural identity, increased objectification, moral decay, negative impact on youth and lack of empowerment.

Sutton (2014) asserts that the era's Hollywood celebrities, who also served as fashion symbols, thoroughly enraged the public. Bob Hope, Bette Davis, Jean Harlow, Clark Gable, Greta Garbo, Shirley Temple, the Marx Brothers, Fred Astaire, and Ginger Rogers are among the most well-known figures from that time. Others include the Marx Brothers. According to Tortora and Eubank's argument (2014), the characters in films and television



shows started to inspire distinctive or original aesthetics. Some movies brought back old fashions which resulted in the production of brand-new pieces of clothing and accessories. Fans and followers of rock music artists from the 1970s through the 1990s, including Michael Jackson, Annie Lennox, Grace Jones, and Madonna, amongst others, emulated the singers' dressing style. The music industry provides the majority of the Teen fashion trends. The teens would adopt their dress sense from music videos and then portray them to the general public. They look through the pictures of celebrities who are mostly their role models, and age mates who put on designer wear, the students often want to look like them on Social media platforms such as Instagram and Twitter. Dorking (2017) talked about a celebrity who used his Instagram account as a medium to de-star another celebrity who happened to be his fiancée.

Statement of the Problem

Studies show that celebrities have a dominant influence on youths. According to Yuanhong (2023) and Taiwo (2022), one serious control celebrities may have in the fashion space is the influence they have on fashion lifestyle of their fans. Instagram Celebrities usually take pictures and make videos of their dressing, and hairstyles (among others). Society sees this as a way of life. The dress sense of the celebrities can influence their fans as students in the universities and teenagers copy the styles.

Consumers and fans mostly copy specific Instagram celebrities who they relate or connect to, and in so doing, exonerates their resolve to buy in the fashion trends of their celebrities. Similarly, research has been carried out in other parts of the country and globally regarding the influence of celebrities on the attitudes of students and youths. Some of the researches are: "The impact of celebrity culture on the self-concept of Nigerian youths," "celebrity influence on Nigerian youths: an examination of the role of media in shaping youth culture".) but little has been done in Abuja which is the entertainment hub of Nigeria (Newbert,2020) Hence, this study is designed to assess the influence of Instagram celebrity fashion lifestyle on the attitude of female mass communication students of Nile University towards their fashion lifestyle.

Objectives of the Study

The study's main objective is to examine the influence of Instagram celebrities' fashion lifestyle on the female mass communication students of Nile University, Abuja. The specific objectives are to:

- i. determine the level of awareness of the female students of Nile University about Instagram celebrities' fashion lifestyle
- ii. examine how Instagram celebrities' fashion lifestyle influences the attitudes and behaviour of students at Nile University of Nigeria;



- iii. determine the challenges faced with exposure to Instagram celebrities' fashion lifestyles.

Research Questions

The following research questions were posed to lead the study:

- i. what is the level of awareness of the female students of Nile University about Instagram celebrities' fashion lifestyle?
- ii. how Instagram celebrities' fashion lifestyle, influence the attitudes and behaviour of students at Nile University of Nigeria
- iii. what are the challenges faced with exposure to Instagram celebrities' fashion lifestyles?

Conceptual Clarifications

Many scholars have different points of view concerning the meaning or definition of conceptual framework. Bas and Tegan (2022) state that conceptual framework illustrates the expected relationships between variables. It explains the important objectives for your research process and shows how they fit together to produce coherent results.

Theoretical Framework

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Social Learning Theory

Albert Bandura propounded the Social Learning Theory in 1977. Bandura felt that learning was impossible without external reinforcements such as interpersonal connections, the immediate environment, and

behaviour or attitude. Social learning theory can emphasize the significance of a person's observation and imitation of the people shown in the media, and how this might result in a shift in the reception's manner, enlightenment, sentiments, and moral or ethical standards, it allows for different ways of learning. However, the theory does not account for how we develop a wide range of behavior based on thoughts and feelings. It influences the choices individuals make and their perseverance in the face of challenges. The social learning theory is based on four assumptions:

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

According to Alice, (2014) the imitated behavior is gradually reinforced and the individual identifies with the model and gradually tries out the behavior. The theory affirms that Nigerian youths are exposed to the contents posed on social media and they and they are able to identify with the celebrities.

McLeod, (2016) stresses that noticing or observing, shaping, and imitating the manners, attitudes, and emotional responses of others are



vital factors that can chip into an individual's lifestyle preferences.

Literature Review

Celebrities

According to Chikezie (2017) or Flora Carlin celebrities are without doubt ordinary folks, just like us, but such thinking seems to be more logical than is the case in real life. This is because, since the emergence of popular culture at the turn of the century, celebrities have taken on a godlike role in society. They are objects of fascination and wonder. They are idolized and looked up to by society. Human beings have an instinct to look to someone for reflection affirmation and authority; whether as a hero, mentor, protector or higher power. Mell (2019) placed a lot of attention on celebrity habits or lifestyles while he was talking about the American media in the lines that followed his discussion on those topics, the foundation on which we have put motion picture stars, athletes, and famous individuals can give some people neck anxiety or stress. We glorify them, heed their every step, and also consider them as contemporary gods. There exists a colossus media subculture surrounding the clique of personality. Tattle, rumors and news about the wealthy and famous is a great business. Journals or Magazines such as *People* and *US Weekly*, TV shows such as "Entertainment Tonight", and "Access Hollywood", and a long list of blogs. The trend toward trivializing the news is something that several social critics and

academics have lamented. Omenugha et al (2016) indicated that Nigerian university students were heavy users of social media and this suggests that the higher the intensity of young adults' media usage, the higher their acquisition of material goods and the desire to showcase them to boost their sense of selves. Ellen. S (2022) claim that celebrities influence behaviour via social media by promoting both healthy and unhealthy products, impacting followers' choices and engagement levels, as shown in the study. celebrities of social media include individuals who became well-known via their social media presence, contrasted with traditional celebrities who are well-known from film, music and TV shows (Khamis et al., 2017). Celebrities' mode of dressing makes celebrities feel as gorgeous as possible, as these are usually western wears that are used to start trends, photographers snap hundreds of pictures and after the photos have been published, a new fashion are born (Norton, 2006). Adolescents go through the entire fashion magazine, watch many fashion related television show and admired clothing worn by each and every celebrity. Adolescents therefore see clothing as a factor in everyday human life and an interaction with others. Clothing is anything placed on the body to adorn or to motivate behavior (John and Foster 2002).

Fashion and Lifestyle

According to Atabi and Rajeev (2022), fashion is a kind of self-



expression. Clothing and fashion enable the incorporation of different personalities into a single human being. The desire to be someone different, even if simply in terms of clothing, stems from the individual's ability to transform. Lindsey (2014) stated that wearing correctly is crucial for a person's self-esteem, confidence, empowerment, and composure, as well as representing their individuality. Adolescents are mostly influenced by celebrities when they admire a certain celebrity they allow the dressing patterns to influence their clothing choice. Entertainers, movies, television and music celebrities influence clothing choices because adolescents look up and claim to relate to them. It is a clear fact that not all outfits or dresses seen by celebrities are considered decent and modest and on this note, adolescents need to be guided properly in their choice of clothing to protect our culture and embrace modesty (Ojene, 2017). Clothes is a collective term worn on the body, made of textile, animal skin or other thin sheet of materials put together which are used to protect, beautify and adorn the body (Anyakoha, 2015). Celebrities wear various styles of clothes such as spaghetti, mini skirt, off shoulder, sleeveless gown and a host of others to be a role model, look good and evoke memory.

Attitudes and Practice

According to Sean (2024) consumer behaviour comprises the actions and decisions individuals make when purchasing specific products or supporting certain brands.

The following three categories have a big impact on how customers respond to marketing efforts and why they buy what they do.

- i. **Social factors:** A person's social groups affect how they shop; their income, education level and social class influence their buying behaviours.
- ii. **Psychological factors:** How a person responds to advertising, marketing or PR campaigns depends largely on their perceptions, attitudes and general view of life.
- iii. **Personal factors:** Audience demographics, such as age, culture, profession and background, play a significant role in forming consumers' interests and opinions.

Ashima (2023) noted a remarkable fusion of psychology, cognition, and cultural factors can be seen in consumer behaviour. Among the many factors that influence customer decisions, attitudes and branding are key influences that shape perceptions, preferences, and purchasing decisions. Consumer's responses to stimuli are governed by attitudes, which are created through the complex interaction of cognitive, affective, and behavioural stages.

First, the fashion sector has undergone systematic changes (Joo & Ha, 2016), including the emergence of fast fashion brands, the quick development of smartphone users, the expansion of



the mobile market, and the establishment of interrelationships between producers and consumers.

Second, the Internet has shrunk the distance between fashion manufacturers and consumers, with consumers now playing a central role in the production process. Steve Jobs, the creator and former CEO of Apple Inc., was known to "Think Differently." His whimsical approach to invention influenced his wardrobe style. He set himself apart from his formal and stiff competition by wearing sneakers and turtleneck sweaters to the company's major product demonstrations. According to Tomovska (2020), fashion opinion leaders play a significant role in the diffusion of fashion. Opinion leadership has been characterized in a variety of ways, but it is generally related with influence and information sharing. With that in mind, opinion leaders are individuals who are seen by a group or by others as possessing skill and knowledge, as well as being appropriate sources of information and guidance, yet wielding unequal influence over the decisions of others. In the world of social media, opinion leaders' influence manifests itself in a variety of ways, all under the umbrella term "influencer". Tomovska (2020) also noted that celebrities are the traditional opinion leaders, Social media has transformed the celebrity's ability to manage their images online and to connect directly with their consumers, producing human brands valuable in product endorsement.

Instagram as a Social Media Platform

According to Hope (2023), Instagram is a photo-sharing and social networking service that allows users to take photos or short videos and share them with their followers. Instagram posts can also be shared on other networks, such as Facebook, flicks, and Twitter. Tomovska (2020) defines Instagram as a fun and quirky way to share your life with friends through a series of pictures. Snap a photo with your mobile phone, and then choose a filter to transform the image memory to keep it around forever. Dan (2024) wrote that the story of Instagram's explosive rise reads like a Silicon Valley fairy tale, with the company gaining staggering momentum within just a few months. The photo and video-sharing social media application took only eight weeks for software engineers to develop before it was launched on Apple's mobile operating system in October 2010. In less than two years, Facebook (META) bought the company for \$1 billion in cash and stock. This is because Instagram allows users to share photos and videos directly to their followers' feeds. Businesses can advertise their goods and services to a sizable and potentially international audience of clients by utilizing the social media platform, Instagram (Aaker, 1999). In a study conducted by Phua et al. (2017), the authors found that businesses that showcased their brand identities on Instagram were able to dramatically boost the number of clients they served. Over



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

Influence of Instagram Celebrity Fashion Lifestyle on Undergraduates

According to De Veirman et al. (2017), celebrities' Instagram profiles also have a major influence on the public's perception of them. Celebrities are actors, actresses, athletes, singers, dancers, and authors who have established a distinct and unique personality around the world. Celebrities are recognized as being well-known and liked by the general public. According to Ding et al. (2011), these are the famous people whose appearances are universally admired and recognized by the general public. As a direct result of this, millions of

undergraduates from all over the world follow the individual Instagram accounts of millions of individuals. Carroll (2009) proved that celebrities have a significant influence on students' choices concerning their fashion lifestyle and practice. According to Escalas and Bettman (2015), fashion corporations encourage celebrities to be "faces" for their products by hiring them to endorse and promote their brands. Consumers are widely believed to have a high level of trust in high-quality products. Individuals believe that celebrities use or consume products and services of a very high grade and that their endorsements of particular companies reflect this calibre, as found by De Veirman et al. (2017). According to Avis (2012), in this situation, celebrities should publish or share their endorsements of a certain company on their personal Instagram accounts so that their followers may learn more about the brand and visit their page. Aggarwal and McGill (2011) argue that because celebrities are adored and revered by everyone, they can offer new products to their fans and increase awareness of those products through effective advertising. In addition, they believe that celebrities can make money off of the sale of those products. Customers are more likely to have positive feelings toward brands sponsored by their favorite celebrities, which influences their purchasing decisions. Ambrose et al. (2014) showed that leveraging celebrities to advocate a company's products and highlighting those



celebrities on the company's official Instagram site can attract a sizeable number of people who may be interested in purchasing those products. As a result, businesses have the opportunity to improve sales and reach a larger audience.

Research Methodology

Population of the Study

The population of the study area (University of Nile Nigeria) consist of over 315 female students of the Mass Communication Department Nile University, Abuja (2024). The respondents were drawn from female mass communication students of the Nile University of Nigeria. Making use of the online format of the Taro Ya-mane formula, the sample size for this study was one hundred and twenty (120). The researcher selected participants' undergraduates from the classrooms, in the Nile University of Nigeria (NUN). This study did adopt a random and purposive sampling from the non-probability sampling. The main reason for selecting the specific study approach is to highlight the most vital data, given that the subject or area of research is evenly important, the selection of these associations will try to "get the broadest variety of data, information and opinions on the subject of research" from participants who are willing (Kuzel, 1992). Field observation and questionnaires were the instruments used to gather data for this study. The questionnaires were designed as close-ended questions; these were used to make the feedback easier for

the researcher by making the responses measurable.

Demographic Data

Table 1: Levels of Respondents

Levels	Frequency
Undergraduate	102
Postgraduate	18
Total	120

Source: Field Survey, 2024

From Table 1, the demographic and personal data of the respondents as shown by level revealed that 102 of the respondents were undergraduates, while 18 were PG students. This shows that more undergraduate students participated in the study than postgraduate students did. This also shows that the representation of the respondents in this study was fair.

The research was carried out to discover whether or not religion will affect the way the respondents copy the celebrities' fashion lifestyle. The findings are represented in Table 2 below.

Table 2: Religious Influence of Respondents.

Religion	Frequency
Affects	38
No Effects	82
Total	120

Source: Field Survey, 2024



From Table 2, the faith of respondents shows that 38 of the respondents surveyed are influenced by religious belief, while 82 are not.

Table 3: Frequency of Instagram Celebrity Fashion Lifestyle Influence

Response	Frequency
Never	20
Sometimes	29
Very often	71
Total	120

Source: Field survey, 2024.

Table 3, Instagram celebrity fashion lifestyle sometimes influence 29 respondents, 71 very often and 20 respondents were not.

Table 4: School environment influence my dress style.

Response	Frequency
Strongly Agree	35
Agree	47
Neutral	12
Strongly Disagree	18
Disagree	8

Source: field survey, 2024.

From table 4, school environments influence the dress style of 35 and 47 respondents surveyed, 12 respondents were neutral while 18 and 8 were not.

Table 5: using similar clothing to celebrities gives a sense of belonging

Response	Frequency
Strongly Agree	50
Agree	32
Neutral	8
Strongly disagree	21
Disagree	9
Total	120

Source: field survey, 2024.

From table 5, using similar clothing to celebrity gives 50 and 32 respondents a sense of belonging, 8 were neutral while 21 and 9 were not.

Table 6: using fitted tight wears makes me look stylish like the celebrities

Response	Frequency
Strongly Agree	5
Agree	12
Neutral	12
Strongly Disagree	70
Disagree	21
Total	120

Source: field survey, 2024.

From table 6 using fitted tight wears makes 70 and 21 respondents not to look stylish like the celebrities, 12 were neutral while 5 and 12 were.



Table 7: Society perception wouldn't allow me dress like the celebrities

Response	Frequency
Strongly Agree	18
Agree	60
Strongly Disagree	15
Disagree	14
Neutral	13
Total	120

Source: field survey, 2024.

From table 7 society perception wouldn't allow 18 and 60 respondents dress like the celebrities, 13 were neutral while 15 and 14 respondents dress like the celebrities not minding the society perception.

This study made emphasis on the influence of Instagram Celebrity Fashion Lifestyle on The Attitude and Practice among Undergraduates of Nile University, Nigeria. The descriptive survey research tool was utilized to gather quantitative data for the study. Statistical Product and Service Solution (SPSS) was used to observe and analyze the data acquired from the field. The beginning of the study kicked off with a detailed introduction into the background of the study, celebrities, and the problem was clearly stated; objectives and research questions were raised for the study. The Social Learning Theory was researched in order to create a theoretical

framework. Important literature from different communication academicians and researchers was also considered and analyzed. The questionnaires issued were 120 in total to students of the University of Nile Nigeria. Phase four emphasized on interpretation, analysis, and discussion of data collected in the course of this study. This was achieved by highlighting data gathered in the form of tables and charts. Each research question was answered using the analyzed data.

Discussions of Findings

The first objective of the study is to examine how Instagram celebrities influence the attitudes and behaviour of students at Nile University of Nigeria. The major finding of the study reveals that the Instagram celebrities fashion lifestyle influenced the attitude and behaviours of Mass Communication Female Students of Nile University of Nigeria. This is because the analysis shows that those who strongly agree and agree that the Instagram celebrities fashion lifestyle influence their attitude and behaviours towards their fashion are 69.6% (sometimes) and 19.3% (very often). This finding corroborates the position of De Veirman et al. (2017) that "celebrities' Instagram profiles also have a major influence on the public's perception of them". This finding also agrees with one of the main assumptions of the social learning theory that "Individuals can learn via attention or observation".

Furthermore, online MSW Programs (2022) states that social media space



makes available plenty of social learning examples with individuals mirroring others; be it acting screenplay scene, or imitating dance steps from a music visual, students can mirror fellow students, celebrities and role models as a way of fitting in. Also, positive attitudes are mirrored and difficult attitudes and behaviours are adopted as well. Similarly, McLeod (2016) stresses that noticing or observing, shaping, and imitating the manners, attitudes, and emotional responses of others are vital factors that can chip into an individual's lifestyle preferences. The implication of this finding is that policymakers should endeavor to make policies that will model the lifestyle of celebrities in a positive light so as to influence the youth in the society positively.

The second objective of the study is to highlight the attitudes the students portray as a result of the Instagram celebrity fashion lifestyle that they have been exposed to. The result of the analysis indicates that fifty per cent (50%) of the students find Instagram celebrities' fashion lifestyles very attractive. This implies that the students find Instagram's celebrity fashion lifestyle attractive and has influenced the attitude of the students towards their fashion lifestyle. This finding is in line with one of the tenets of the social learning theory, which emphasizes the significance of a person's observation and imitation of other people or celebrities shown in the media, and how this might result in a shift in the perception, manner,

enlightenment, attitudes, and moral or ethical standards.

The third objective of the study is to ascertain the challenges associated with exposure to the fashion lifestyle of Instagram celebrities. Among others, most of the students affirm that lack of finance and lack of good designers are some of the challenges they face in trying to imitates or copy the fashion lifestyle of Instagram celebrities. A good number of the respondents agree that they rate Instagram Celebrity Fashion Lifestyle to be very attractive. This finding is in line with Bandura (1977), who propounded the Social Learning Theory. Bandura believed learning could not take place without external reinforcements such as the interaction between individuals, the immediate environment and behaviours or attitudes.

Conclusion

Based on the study, Instagram Celebrity Fashion Lifestyle is eye-catching and has greatly influenced the fashion lifestyle of the female mass communication students of Nile University of Nigeria, Abuja. External Backups such as associations with the immediate environment, individuals and their behaviour or attitude influence learning.

The social learning theory based on its main assumptions that individuals can learn via attention, observation, and meditational approaches, has been affirmed by the outcome of this investigation.



Recommendations

- i. The following recommendations were made based on the findings and conclusions above: Instagram celebrities should promote local clothing made in Nigeria and Africa such as *Asoeke* and *Ankara* fabrics.
- ii. Negative effects like distraction, false information, cyberbullying and addiction come with copying the celebrity's lifestyle, students should reduce the way they copy celebrities.
- iii. Instagram celebrities should focus more on dressing decently. Shows like the African Fashion Week should be encouraged on all African TV platforms thereby making a positive impact on their fans/followers.

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