

**INFLUENCE OF VEKEE JAMES AND PRUDENT GABRIEL'S INSTAGRAM AND
TIKTOK ACCOUNTS ON THE FASHION CHOICES OF FEMALE
UNDERGRADUATES OF GODFREY OKOYE UNIVERSITY ENUGU, NIGERIA**

BY

**NWAFOR MYSTERY-OF-GOD CHIKAODI
GOU/U22/MAS/494**

**DEPARTMENT OF MASS COMMUNICATION
FACULTY OF MANAGEMENT AND SOCIAL SCIENCES
GODFREY OKOYE UNIVERSITY**

SUPERVISOR: DR. OBIOMA OZIOKO

JULY, 2026

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**A PROJECT PRESENTED TO THE DEPARTMENT OF MASS COMMUNICATION
FACULTY OF MANAGEMENT AND SOCIAL SCIENCES ENUGU STATE
IN PARTIAL FULFILMENT OF REQUIRED FOR THE AWARD OF BACHELOR OF SCIENCE
DEGREE (B.Sc) IN MASS COMMUNICATION**

SUPERVISOR: DR. OBIOMA OZIOKO

JULY , 2026

DECLARATION

I hereby declare that this project presented by NWFOR MYSTERY-OF-GOD CHIKAODI GOU/U22/MAS/494 in partial fulfilment of the requirements for the award of Bachelors degree in the Department of Mass Communication, Faculty of Management & social Sciences, Godfrey Okoye University, Uguwuomu Nike, Enugu is my original work and has not been submitted either in part or full for any other degree or diploma either in this or any other tertiary institution.

Nwafor Mystery –of- God Chikaodi

Date

CERTIFICATION

This is to certify that this project, entitled Influence of vekee james and prudent gabriel's instagram and tiktok accounts on the fashion choices of female undergraduates of godfrey okoye university Enugu, Nigeria for its literary presentation and contribution to knowledge meet the requirements governing the award of Bachelor of Science(B.Sc) degree in Mass Communication of Godfrey Okoye University, Ugwuomu-Nike Enugu.

Dr. Obioma Ozioko
Project Supervisor

Date

Mr. Nnamdi Nzekwe
Head of Department of Mass Communication

Date

Dean's Name....
Prof. John Odo

Date

External Examiner

Date

DEDICATION

This work is dedicated to Almighty God, who has been my source of strength, wisdom, and guidance throughout the course of this study.

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TABLE OF CONTENTS

Title Page	i
Declaration	ii
Certification	iii
Dedication	iv
Acknowledgements	v
List of Table	vi
List of Figure	vii
Abstract	viii
 CHAPTER ONE: INTRODUCTION	
1.1 Background to the Study	1
1.2 Statement of the Problem	4
1.3 Objectives of the Study	5
1.4 Research Questions	5
1.5 Significance of the Study	6
1.6 Scope of the Study	6
1.7 Definition of Terms	7
 CHAPTER TWO: REVIEW OF RELATED LITERATURE	
2.1 Conceptual Review/ framework	8
2.1.1 Concept of Social Media	8
2.1.2 Concept of Fashion	9
2.1.3 Concept of Body Image	9
2.2 Empirical Review	10
2.3 Theoretical Review/framework	13
2.3.1 Symbolic Interactionism Theory	13
2.3.2 Social Comparison Theory	13
2.4 Summary of Reviewed Literature	14
 CHAPTER THREE: METHODOLOGY	
3.1 Research Design	16
3.2 Area of Study	16

3.-3 Sources of Data	16	
3.4 Population of the study	16	
3.5 Sampling Techniques	18	
3.6 Determination of sample size		
18		
3.7 Method of Data collection	18	
3.8 Validity of the instrument	18	
3.9 Reliability of the instrument	19	
3.10 Methods of Data Analysis	20	
 CHAPTER FOUR: PRESENTATION AND ANALYSIS OF DATA		
4.1 Presentation of Data	21	
4.2 Analysis of Data	21	
4.2.1 Analysis of Demographic Data		21
4.2 Analysis of Data	24	
4.3 Discussion of Findings	28	
 CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS		
5.1 Summary of Findings	31	
5.2 Implications of Findings		32
5.2 Conclusion	32	
5.3 Recommendations		33
5.4 Areas for Further Studies		34
Reference	35	

LIST OF TABLES

Table 1: Questionnaire Distribution Rate	21
Table 2: Age Bracket of Respondents	21
Table 3: Faculty Distribution of Respondents	22
Table 4: Academic Level of Respondents	22
Table 5: Department of Respondents	23
Table 6: Daily Usage of TikTok and Instagram	23
Table 7: Objective 1: To determine whether female undergraduate students of Godfrey Okoye University are exposed to selected TikTok and Instagram accounts, specifically @prudent_gabriel (Instagram) and @veekeejames (TikTok).	24
Table 8: Objective 2: To Identify whether these selected TikTok and Instagram accounts influence the fashion choices of female undergraduate students of Godfrey Okoye University.	25
Table 9: Objective 3: To Find out the type of fashion style adopted by female undergraduate students of Godfrey Okoye University.	26
Table 10: Objective 4: To Find out the influence these trends have on the perception of body image among female undergraduate students of Godfrey Okoye University.	27

ABSTRACT

This study sought to determine the influence of selected Instagram and TikTok accounts on the fashion choices of female undergraduate students of Godfrey Okoye University, Enugu State, Nigeria. The study focused specifically on the level of exposure of female undergraduate students to the Instagram account of Prudent Gabriel and the TikTok account of Veekee James; how the exposure to these social media accounts affects their fashion sense; what fashion styles they adopt; and the impact of these selected Instagram and TikTok accounts on their body image perception. The survey research design was employed in the study. The study population consisted of 415 female undergraduate students of Godfrey Okoye University, Enugu State. Using the multistage sampling method, four departments from two faculties were chosen, yielding an accessible population of 415 female undergraduate students. The structured questionnaire was used to collect data. The validity of the questionnaire was determined using face and content validity by the project supervisor. From the findings revealed that most female students are highly exposed to fashion-related content from the chosen Instagram and TikTok influencers with the overall mean score of 2.9. It has also been established that such exposure determines their fashion preferences and choices. The findings further reveal that the chosen Instagram and TikTok profiles have an influence on the fashion styles of female undergraduate students. In addition, the overall mean score of 2.9, which is above the criterion mean of 2.5, indicates that even though fashion content has an impact on the body image and beauty standards of the respondents, most of the respondents have never compared themselves with the influencers. In conclusion, this research proves that Instagram and TikTok have become very influential social media platforms which have shaped the fashion style and to some degree, the body images of female undergraduate students. This study recommends that universities adopt media literacy programmes that would promote critical use of fashion-related content on social media.



CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Recent analysis from 2024 and 2025 show a marked shift in the realm of social media in Nigeria where the growth of the user base of TikTok has been massive while Instagram retains its relevance. A report on Social Media Demographics in Nigeria (2025) provided by Krestel Digital shows that TikTok has become the fastest growing platform in Nigeria. Up until early 2025, TikTok had amassed around 37.4 million users aged 18 and above, gaining a yearly growth rate of more than 50%, which makes it the second most used platform after Facebook, mainly because of the demographic of younger people (DataReportal,2025).

Whereas TikTok reigns in numbers, Instagram is the dominant powerhouse for all things related to lifestyle and fashion. According to the Digital Nigeria (2024) report , the active user base of Instagram is estimated at 10 to 12 million users. Although it doesn't grow as rapidly as TikTok does, it holds high levels of engagement for brands where almost 97% of internet users in places like Nigeria use social media platforms to discover brands and their products.

These platforms have gone past the level of mere entertainment for the undergraduate students in Nigeria as they now have become vital for their social identities and economy. According to a research conducted by Wogu (2024), in Godfrey Okoye University, Nigerian students are found to be avid users of the social media applications, using the apps up to an hour or even five hours a day. As can be seen from the research findings, these platforms not only distract them from their studies but also provide them with avenues for social interaction.

The Culture of West Africa (2025) has indicated that the Nigerian youth utilizes Instagram to create their own brands as well as to run their own businesses, such as running their own businesses of selling "thrift wear" (okrika). On the other hand, Tiktok is employed for "radical realness" and "remix culture," wherein the young Nigerian

students remix world trends within a Nigerian context, such as changing fashion using Amapiano music.

The academic analysis offered by Fibre2Fashion suggests that Instagram is "visual-first social media platforms" that has "curated aesthetics." For students, it works as a digital catalog wherein the pressure to look refined or expensive influences the purchase of trendy clothes. The trends are usually stable and lasting.

According to the study conducted in the Mass Communication Journal (2025), TikTok has contributed to the acceleration of the fashion cycle by means of constantly changing trends, created through its "For You" algorithm. Trends, for instance, "Y2K" or "Mob Wife," can appear and disappear within a matter of weeks. The fast-changing nature of social media stimulates buying impulsively in people suffering from fear of missing out (FOMO) in relation to viral trends (Przybylski et al., 2013; Kaye, Chen, & Zeng, 2021).

As opposed to traditional media where fashion was dictated by magazines and fashion houses, on TikTok, regular people, including students, can dictate trends. Viral video can affect peers instantaneously without involving traditional gatekeepers of fashion (Cristófol-Rodríguez & Carrasco-Santos, 2023).

The "campus" environment of modern undergraduate is not restricted to lecture halls and hostels. Modern-day college students are very active in social media like Instagram, TikTok, X (formerly Twitter), and WhatsApp (DataReportal, 2024).

Undergraduates fall under the category of emerging adults whose main concern is self-identity and acceptance. Since the youths spend much time using social media, whatever they find there shapes their perception of themselves and how they define their identity (Arnett, 2015; Boyd, 2014).

Social media has become an essential part of the life-style of youngsters all over the world including fashion decisions, particularly in females. Fashion trends have been greatly influenced by social media platforms, leading to changes in the way young women dress (Djafarova & Rushworth, 2017; Fardouly & Vartanian, 2016).

Communication does not just involve words; it comprises body language, silence, gestures, facial expressions, and fashion as well. There are some forms of fashion communicated through social media, representing particular identity. This idea is based on the theory of Symbolic Interactionism, whereby people act in response to the meaning of things (Blumer, 1969).

The fashion showcased through such platforms usually entails tight and revealing clothes, which affect the fashion tastes of young girls. Besides fashion tastes, the effect goes further to body images, where most students are forced to attain specific body shapes to be able to wear the clothes. In most instances, the media is not only selling clothes but also selling a certain body shape (Perloff, 2014; Tiggemann & Slater, 2014).

According to Maslow's Hierarchy of Needs, the human being is motivated by various needs at different levels, which include basic needs such as food, water, air, sleep, clothes, and shelter. Clothes are thus basic needs of man (Maslow, 1943).

At first, clothes were used for protection purposes and to promote survival. The early human beings wore clothes made of animal skins and other materials that acted as barriers against unfavorable weather conditions. Through time, the clothes changed their use from mere protection to communication purposes (Hill & Bucknell, 2013).

In ancient Egypt, the clothing of the upper classes was distinguished by fancy linen clothes, jewelry and ornamented robes. Common people wore more modest dresses. In ancient Rome and Greece, as well, clothing had been an important sign of social status and culture (Laver, 2002).

Clothing in various African, Asian and aboriginal cultures played and continues to play an important role in expressing tribal belonging, age, marital status, religious convictions and other things. Color and material selection and decoration have special cultural importance (Laver, 2002).

During the medieval period that includes the 5th-15th centuries, fashion became much more organized with clothing style being greatly dependent on the social

stratification of the society and religion. Nobles dressed up in fancy and expensive clothes and peasants wore simple clothes (Hill & Bucknell, 2013).

In the 19th-20th centuries, fashion became much faster developing due to fashion houses, magazines and then television. Fashion designers and fashion shows ruled the world of fashion (Agins, 1999).

In today's world, the development of fashion trends has been greatly impacted by social media. Sites such as Instagram and TikTok have taken over the work of gatekeepers where anyone can start fashion trends within seconds.

They post various types of fashion contents including outfit inspiration (OOTD), styling videos, try-on hauls, fashion tips, do-it-yourself fashion and promotion of brands. This fashion content is very common among students and the algorithm never stops sending them trending clothes. Therefore, most students incorporate these trends to ensure that they are up to date and not left behind.

For this study, I will examine how particular social media accounts affect the choices of clothing among students of Godfrey Okoye University. The social media accounts chosen for the study are @veekeejames on TikTok and @prudent_gabriel on Instagram.

1.2 Statement of the Problem

Social media sites such as TikTok and Instagram are becoming very significant sources of fashion information and inspiration for the young people. In these social media sites, people are continually being introduced to various fashion trends, influencer posts, and beautification posts that can affect their dressing styles and preferences (Kaye, Chen, & Zeng, 2021; Djafarova & Rushworth, 2017).

Young female undergraduate students have been observed to embrace fashion trends embraced online, with most of these trends focusing on physical attractiveness. These have brought body image issues, self-comparison, and pressure to look appealing (Perloff, 2014; Fardouly & Vartanian, 2016).

However, despite the significance of social media sites in shaping fashion and physical

appearance of individuals, there is little research done on how particular TikTok and Instagram accounts influence fashion trends among female undergraduate students at Godfrey Okoye University.

Hence, this study attempts to find out the impact of certain TikTok and Instagram accounts on fashion choices of female undergraduate students within the university.

1.3 Objectives of the Study

The following objectives will guide the study to:

1. Determine whether female undergraduate students of Godfrey Okoye University are exposed to selected TikTok and Instagram accounts, specifically @prudent_gabriel (Instagram) and @veekeejames (TikTok).
2. Identify whether these selected TikTok and Instagram accounts influence the fashion choices of female undergraduate students of Godfrey Okoye University.
3. Find out the type of fashion style adopted by female undergraduate students due to exposure to the platforms and influencers understudy in Godfrey Okoye University.
4. Find out the influence these trends have on the perception of body image among female undergraduate students of Godfrey Okoye University.

1.4 Research Questions

The following research questions guides this study:

1. To what extent are female undergraduate students exposed to the selected TikTok and Instagram accounts, specifically @prudent_gabriel (Instagram) and @veekeejames (TikTok)?

2. To what extent do these selected TikTok and Instagram accounts influence the fashion choices of female undergraduate students of Godfrey Okoye University?
3. What type of fashion style is adopted by female undergraduate students of Godfrey Okoye University?
4. To what extent have these trends influenced the perception of body image among female undergraduate students of Godfrey Okoye University?

1.5 Scope of Study

This study targets the female undergraduate students of Godfrey Okoye University. The effect that social media has on the fashion decisions of the above-mentioned students will be investigated.

The study will be limited to two specific social media accounts; one Instagram account (@prudent_gabriel) and another TikTok account (@veekeejames). It will be determined how exposure to these social media pages impacts the fashion decisions of the targeted audience and their body image perception.

This research will target only female undergraduate students of Godfrey Okoye University. It excludes male students, students from other universities and colleges, as well as other social media networks except Instagram and TikTok.

1.6 Significance of the Study

This research is significant to female undergraduate students of Godfrey Okoye University, researchers, media practitioners, fashion influencers, and society in general.

For students, especially the female undergraduate students of Godfrey Okoye University,

this research is going to assist them in knowing the level at which social media applications like TikTok and Instagram influence their fashion sense. This will equally help them to make a conscious and informed decision regarding their fashion choices and body image.

For researchers, this research is going to contribute to the existing literature regarding social media influence and fashion. It is also going to be used as a reference material for future studies in related areas.

For media practitioners and fashion influencers, this research is going to give insights on how some of the social media accounts affect the fashion sense of the youth. Hence, helping them to make responsible contents.

Lastly, this research is going to be significant to society because it is going to create awareness on how social media affects the lifestyle of young women.

1.7 Definitions of Terms

These are the definitions of the key terminologies used in this research:

Social Media: Social media means Instagram (@prudent_gabriel) and TikTok (@veekeejames) that share fashion related contents which shape the fashion choices of female undergraduates of Godfrey Okoye University

Influence: The ability of contents in chosen Instagram (@prudent_gabriel) and TikTok (@veekeejames) pages to influence fashion choices, attitudes, preferences and behaviors of female undergraduate students in Godfrey Okoye University.

Fashion Choices: These refer to the clothes style, accessory, hairstyle and makeup preferences adopted by female undergraduate students in Godfrey Okoye University appearance due to the exposure to the selected @prudent_gabriel Instagram and @veekeejames TikTok accounts.

Exposure: This is the level and frequency at which the female undergraduate students of Godfrey Okoye University come into contact with the contents posted by @prudent_gabriel Instagram and @veekeejames TikTok accounts.

Body Image Perception: This involves the views, opinion, and feelings of female undergraduate students of Godfrey Okoye University about their physical appearance due to the exposure to the selected @prudent_gabriel Instagram and @veekeejames TikTok accounts.

Female Undergraduate Students: These are females who are pursuing undergraduate degrees in Godfrey Okoye University.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Conceptual Review/ framework

2.1.1 Concept of Social Media

Social media sites are internet-based sites that allow users to generate and exchange content with one another in real-time. The difference between social media and traditional media is that the former supports two-way communication.

As per Aichner et al. (2021), “social media are internet-based platforms where users can create their profiles, create and share content, connect with other people, and build communities.” In the same way, according to Bayer et al. (2020), “social media are digital technologies that enable social interaction, communication, and exchange of user-generated content.”

Social media has revolutionized the mode of communication by eliminating geographical limitations and providing a means through which people can communicate instantly throughout the world. Social media has been extensively utilized for education, entertainment, marketing, political campaigning, religious purposes, socializing, and doing business. Examples of social media include Facebook, Instagram, TikTok, X, Snapchat, LinkedIn, Pinterest, and YouTube.

Social media has become an influential tool of information, entertainment, and lifestyle formation among the youth and especially college students who spend most of their time interacting with peers, famous personalities, and social media stars whose contents impact their attitudes, behavior, and lifestyles. As reported by Kemp (2024), usage of social media continues to grow around the world and young adults form the largest group of social media users.

In the framework of this study, social media is used as the medium through which fashion influencers share their ideas about fashion that influence fashion preferences and body image perceptions among young women.

2.1.2 Concept of Fashion

Fashion entails the predominant style of dressing, accessories, hairstyles, makeup, and overall appearances that are acceptable and appreciated within a certain society at a certain period of time.

As explained by Kim & Kim (2021), fashion is an ever-changing mode of expression where people convey messages about themselves such as identity, values, and way of life. In a similar manner, according to McKinsey & Company (2024), fashion is an indicator of changing consumer preference, cultural trends, and social identity in the digital era, where social media is significantly instrumental in fashion decisions.

There are multiple purposes served by fashion. Fashion allows for self-expression, boosts one's self-confidence, fosters cultural identity, is an indicator of economic

standing, and allows people to blend or stand out from certain social groups.

Fashion is ever-changing since there are always new trends emerging owing to the advancement of technology, globalization, media, celebrity cultures, and social media.

In relation to this study, fashion can be understood as the style of dressing encouraged by social media celebrities that might influence the choice of clothes of female undergraduates.

2.1.3 Concept of Body Image

Body image can be defined as perceptions, attitudes, emotions and thoughts one has about his or her physical appearance.

According to Cohen, Newton-John, and Slater (2021), body image is a term that describes one's perception, thoughts, feelings and attitudes toward one's physical appearance and shape. These authors point out that one's body image can be affected by personal experiences as well as media and social environment. In the same way, Rodgers and Wertheim (2023) indicated that body image is formed due to exposure to social media, peers, family and cultural beauty standards especially among young women who are often exposed to image-based social media.

Positive body image exists where people accept and like their physical appearances, whereas negative body image comes where one becomes unhappy with his/her physical appearance or compares himself/herself with unrealistic beauty standards.

Use of image-based social media platforms has made body image issues common especially among young women since people are often exposed to edited pictures and beauty standards and feel the pressure to look fashionable, thin and attractive.

In this study, body image is about how exposure to fashion-based contents on TikTok and Instagram affect female undergraduate students' body images.

2.2 Empirical Review

Several empirical studies have been carried out on the impact of social media use on behavior, lifestyle, fashion trends, and body image among youth, especially undergraduates. The relevant studies that have been reviewed are presented below based on the objectives of the current study.

Isah et al. (2023) conducted an analysis of the impact of social media information on fashion trend selection among undergraduates at the University of Ilorin, Nigeria. Through the use of the survey research design, the study revealed that social media use had a significant effect on students' clothing choice and fashion awareness. The authors also noted that frequent exposure to fashion-related material made students more aware of their physical appearance. This study is relevant for the current research since it shows the impact of social media on fashion choices of Nigerian university students.

Likewise, the role of social media on the dressing patterns of undergraduate students of the University of Nigeria, Nsukka was explored by **Okeke, Tonga & Onyishi (2020)**. Using the questionnaire technique, it was established that many female students took up modernized and fitting dresses as promoted through Instagram. The result is consistent with that of **Isah et al. (2023)** since both studies established the fact that social media plays a key role in the dressing behavior of undergraduate students. However, whereas **Isah et al.** considered fashion preferences of undergraduate students, **Okeke et al.** considered dressing patterns only.

Also, the role of TikTok fashion influencers in determining the dressing behaviors of undergraduate students of Redeemer's University, Nigeria was studied by **Olanrewaju et al. (2024)**. Using quantitative survey methodology, it was revealed that students following TikTok fashion influencers were more influenced by them in terms of dressing styles and fashion trends.

Similarly, **Djafarova and Rushworth (2017)** studied the credibility of Instagram influencers amongst young women in the United Kingdom using qualitative interviews. The study found out that young women viewed Instagram influencers as credible and

relatable individuals, and hence followed their advice regarding fashion. Although the study was done in another country and used a qualitative methodology, its results have been corroborated by the studies in Nigeria showing how Instagram influencers influence fashion behavior.

In another study, **Perloff (2014)** studied the impact of social media on the body image of young women through a literature review. The study found out that repetitive exposure to ideal images on social media leads to body dissatisfaction and self-comparison in order to meet unrealistic standards of beauty. The above finding adds the psychological component of the influence of social media to the previous studies.

In addition, **Chae (2017)** conducted research on the link between exposure to social media influencers and body image of young women in South Korea through the use of a survey research design. The results revealed that unfavorable comparison to the influencers is detrimental to self-esteem and body satisfaction. In the same way, the study supports Perloff (2014) as it proves that exposure to online idealized images affects the perception of body image among young women.

On the same note, **Tiggemann and Slater (2014)** studied the link between image-based social networking sites and body image issues among teenage girls in Australia. With the aid of a quantitative survey, they established that high frequency of exposure to appearance-oriented content led to body shape dissatisfaction and physical appearance issues. Moreover, the researchers observed that peer pressure intensified the effect. Their results are similar to those by Perloff (2014) and Chae (2017).

Moreover, the relationship between image-based social media usage and appearance comparison was also investigated by **Fardouly and Vartanian (2016)**. Their survey showed that women who spend more time using visual social networking sites faced greater pressure to look attractive and fashionable. According to the researchers, frequent usage of such sites makes people monitor themselves and compare themselves with other people. These results support the conclusions made by Perloff (2014), Chae (2017), and Tiggemann and Slater (2014).

Finally, from the perspective of social media platform itself, **Kaye, Chen, and Zeng (2021)** studied the development of TikTok and its recommendation algorithm. As per their study, the personalized algorithm of TikTok constantly recommends similar content depending upon users' interaction, thus exposing them to more fashion-related content. In this regard, a study conducted by Boeker and Urman (2022) also proves that TikTok personalization algorithm keeps on exposing users to similar fashion-related content again and again.

In the same way, **Cristófol-Rodríguez and Carrasco-Santos (2023)** analyzed TikTok as a fashion communication medium through a case study of Zara. The authors came to the conclusion that the studied social media is an efficient promoter of fashion trends because of its high level of user engagement and short videos. These results are consistent with the results obtained by Kaye et al. (2021) and Boeker and Urman (2022). In other words, TikTok is a strong platform for disseminating contemporary fashion trends.

Lastly, **Etienne and Charton (2023)** conducted a survey-based research regarding social influence on Instagram among young people in France. It turned out that the factors such as visual appeal, trust, and audience engagement have played a crucial role in fashion decision-making of followers. While being done in a different culture, these results are compatible with the results obtained by Djafarova and Rushworth (2017).

There seems to be a general consensus in the reviewed studies that social media does have an impact on fashion trends, fashioning habits, and body image of young individuals. Most of the reviewed studies, however, did not focus on the impact of fashion influencers on fashion choices and habits. Instead, they were broadly based on social media platforms or general influencers. There were few studies which had focused on the impact of selected fashion influencers like @prudent_gabriel on Instagram and @veekeejames on TikTok amongst female undergraduate students of Godfrey Okoye University, Enugu. Furthermore, many of the Nigerian studies were centered on general fashion behavior rather than on all the four variables together.

2.3 Theoretical Framework

The research is underpinned by two theories, namely Symbolic Interactionism Theory and Social Comparison Theory.

2.3.1 Symbolic Interactionism Theory 13

Symbolic Interactionism Theory was formulated by George Herbert Mead and further explained by Herbert Blumer in 1969. According to the theory, the way people respond to things is determined by the meaning of things to them. Meaning is a construct developed through social interaction and defined by an individual (Blumer, 1969). In other words, people attribute meaning to things such as objects, actions, language, and appearance depending on how they interact in society. Meaning becomes a symbol or representation of something to individuals whenever they encounter such things.

In relation to the current study, female undergraduates do not make random choices concerning fashion items. Instead, they make fashion choices depending on the meanings that are assigned to the fashion items through social media sites such as TikTok and Instagram. For instance, fashion styles are expensive, classy, trendy or attractive based on how influencers present them. Social media influences fashion meaning of students' fashion choices.

2.3.2 Social Comparison Theory

Social Comparison Theory was developed by Leon Festinger in 1954. The theory indicates that individuals have the ability to evaluate themselves through comparison to others (Festinger, 1954).

The theory goes further to indicate that comparisons could either be upward or downward:

- **Upward comparison** is when individuals compare themselves to people whom they perceive as superior to them.

- **Downward comparison** is when individuals compare themselves to those they perceive as inferior to them.

Upward comparison usually results in admiration, pressure or even dissatisfaction.

With regard to this study, female university students who come into frequent contact with influencers on social media sites such as TikTok and Instagram may end up comparing their body shapes, beauty and fashion styles with that which they are seeing on social media. This may result in the pressure to imitate fashion trends and body shapes to get the feeling of acceptance or fitting in.

2.4 Summary of Reviewed Literature

The above-stated empirical literature review proves that social media networks, especially Instagram and TikTok, have become the main source of communication and lifestyle development for young adults. According to the literature review, the increased consumption of fashion-related content increases the level of appearance awareness, affects clothing style, and influences body image perception. Researchers state that image-based social media platforms stimulate young consumers to imitate fashion choices online and make them prefer modern and fitting clothes. Moreover, research indicates that algorithm-based personalization creates a continuous stream of appearance-related messages, making social media networks a powerful means of changing lifestyle behaviors of youths.

There is one important common point in all of these studies, which is the usage of quantitative survey research. All studies mentioned above apply the same approach to data collection based on the structured questionnaire. All studies use the same theoretical baseline, stating that Social Comparison Theory is the basis for peer pressure and identity tracking among young female users and lifestyle models online. Moreover, previous researchers claim that university undergraduates and young adults are the most likely to adopt the latest digital media trends.

Despite the extensive work that has been done in the past, there is still a significant gap

that exists in current communication research:

- **Lack of Local Context:** Current studies concentrate on western, Asian, or broader national settings; hence, there is a gap with regards to the private faith-based organizations of South-East Nigeria, for instance, Godfrey Okoye University in the Enugu Metropolis.
- **Lack of Study of Specific Accounts:** Most previous researches study social media sites as a whole without considering the impact of specific accounts. Currently, there are no studies that investigate the direct influence of specific top tier local fashion influencers like @veekee_james in TikTok and @prudent_gabriel in Instagram on the decision-making process of students.
- **Data Discrepancy Due To New Findings:** Although previous studies indicate that visual comparison brings about wide-spread body image dissatisfaction, data collected from undergraduate settings indicates a contradiction where students do not report direct physical self-comparison.

This research study addresses the aforementioned shortcomings through the provision of a more targeted analysis of the influence of digital feeds of Prudent Gabriel and Veekee James. Through the restriction of the study to the female undergraduate students at Godfrey Okoye University, local empirical evidence is provided on student populations in South East Nigeria. Finally, this research study contributes to previous literature through the use of four-point Likert scale analysis of the association between continuous exposure to influencers, the clothing choices made by students, and the construction of body image in the current digital era.

CHAPTER THREE

METHODOLOGY

3.1 Research Design

For conducting this research survey research method was adopted. Survey research method is the collection of data directly from individuals through questionnaires or interviews.

In this research survey research method was adopted because it allows the direct collection of data from female undergraduate students of Godfrey Okoye University regarding the influence of TikTok and Instagram accounts on their choice of clothing.

3.2 Area of Study

The study was conducted in Godfrey Okoye University. The University is a private Catholic institution located in Enugu State, Nigeria. The university has students from different parts of the country among which female undergraduate students belong that are actively engaged in using TikTok and Instagram social media.

3.3 Sources of Data

The primary data and secondary data were used for the research. Primary data was collected with the help of questionnaires distributed among female undergraduate students of Godfrey Okoye University. Secondary data was collected using journals, articles, online materials and past studies relevant to the research topic.

3.4 Population of the Study

The population of the study was gathered from the offices of the departmental

secretaries. Which was 415 female undergraduates in total.

These students formed the target population since they are regular users of Tiktok and Instagram platforms and are often exposed to fashion content by social media influencers.

3.5 Sampling Technique

Multi-stage sampling was employed in this research when choosing the participants of the research. According to Scribbr, multistage sampling is:

“A probability sampling method where researchers divide the population into groups and then take samples in stages from these groups.”

This means that sampling was done step by step, i.e., moving from bigger groups to smaller ones.

Multi-stage sampling technique was chosen because the process of sampling was done in stages. First, two faculties were sampled from Godfrey Okoye University. These faculties were the Faculty of Management and Social Sciences (FMSS) and Faculty of Computing and Information Technology (FACIT).

Secondly, two departments from each of these faculties were sampled. Departments sampled from FMSS were Mass Communication and International Relations while those from FACIT were Computer Science and Software Engineering.

The population for the departments was gathered from the offices of the departmental secretaries.

FACULTY OF MANAGEMENT AND SOCIAL SCIENCES	Population of Female Students
Departments	
Mass Communication	100
International Relations	231

FACULTY OF COMPUTING AND INFORMATION TECHNOLOGY	Population of Female Students
Departments	
Computer Science	64
Software Engineering	20
Total	415 Female Students

3.6 Determination of Sample Size

For this study, the census method was used in the process of determining the sample size. As per research methodology, census refers to the process of analyzing all members of the target population and not using a sample population. Census was deemed to be the most appropriate because the target population was not large at all.

In this particular study, the target population was made up of 415 female students who were selected from the four chosen departments: Mass Communication (100), International Relations (231), Computer Science (64), and Software Engineering (20). This being the case, where the whole population has been studied, the use of the sample size formula was not necessary. The sample size in this study was 415.

3.6 Method of Data Collection

For this study, the use of questionnaires technique was adopted as the key instrument used to collect data. The questionnaires were disseminated using links of Google forms and printed questionnaires to women undergraduate students using the help of dependable friends.

3.7 Validity of the Instrument

Validity refers to the degree to which an instrument of research measures what it should measure. In this study, the methods of face and content validity were employed. The questionnaire was submitted to the project supervisor at the Department of Mass

Communication, Godfrey Okoye University, for scrutiny and validation. The project supervisor evaluated the research instrument to ensure that the questions contained in the questionnaire were appropriate and in line with the objectives of the study.

3.8 Reliability of the Instrument

In order to measure the reliability of the instrument used in this study, a pilot test was undertaken by using ten (10) female undergraduate students who shared characteristics that were similar to the target group but did not participate in the actual study.

Analysis of their answers was done using Cronbach's Alpha. The Cronbach's Alpha result generated was 0.77. Because this is higher than the standard value of 0.70, it is safe to conclude that this instrument has high internal consistency and hence is reliable.

Cronbach's alpha formula can be written as:

$$\alpha = k/(k - 1) \times [1 - (\sum Si^2 / St^2)]$$

Where:

- α = Cronbach's Alpha coefficient
- k = Number of items in the questionnaire
- $\sum Si^2$ = Sum of the variance of individual items
- St^2 = Total variance of the test instrument

Given:

- $k = 20$
- $\sum Si^2 = 8.9$

- $St^2 = 18.6$

Calculation

$$\alpha = (20/19) \times [1 - (8.9/18.6)]$$

$$\alpha = 1.0526 \times (1 - 0.4785)$$

$$\alpha = 1.0526 \times 0.5215$$

$$\alpha = 0.77$$

The reliability coefficient found proved that the reliability of the questionnaire was adequate for the research.

3.9 Method of Data Analysis

Data analysis employed for this study entailed the use of descriptive statistics. The answers collected through the filled questionnaires were coded, organized and presented in frequency distribution tables.

For the demographic data, simple percentages were applied whereas the mean scores were used to provide answers to the research questions posed. Four point Likert scale including Strongly Disagree (SD), Disagree (D), Agree (A), and Strongly Agree (SA) were employed in the study.

In order to make decisions on whether to accept or reject items on the questionnaires, criterion mean of 2.50 was employed. The items having mean scores of 2.50 and above were accepted while those that were below 2.50 were rejected.

The use of frequency distribution table, percentages and mean scores made it possible to present the data in an orderly way and also provided easy ground for interpreting respondents' responses.

CHAPTER FOUR

PRESENTATION AND ANALYSIS OF DATA

4.1 Presentation of Data

Data was presented in quantitative terms. 204 questionnaires were issued out, 4 were incorrectly completed, and 200 were correctly filled and collected.

Table 1: Questionnaire Distribution Rate

Questionnaire Distributed	415
Questionnaire Collected	400
Questionnaire Wrongly Filled	15
Total of Questionnaire	415

4.2 Analysis of Data

4.2.1 Analysis of Demographic Data

Table 2: Age Bracket of Respondents

Option	Frequency	Percentage
18 - 20	290	73%
21 - 23	90	23%
24 - 26	14	4%
27 – 29	4	1%
30 – and above	2	1%
Total	400	100%

It is evident from the above table that the largest number of the respondents, (73%), fell within the age bracket of 18 to 20 years. This was followed by those in the age bracket of 21 to 23 years, (23%) in number. While those in the age bracket of 24 to 26 years were (4%); those aged 27 to 29 years and 30 and above were (1%) , respectively. This implies that majority of the respondents are young adults.

Table 3: Faculty Distribution of Respondents

Option	Frequency	Percentage
Faculty of Management and SocialSciences	278	70%
Faculty of Computing and InformationTechnology	122	30%
Total	400	100%

From the table above the findings show that the majority of the respondents, (70%), belonged to the Faculty of Management and Social Sciences, whereas (30%) of them belonged to the Faculty of Computing and Information Technology. It is clear from the

findings that the majority of the respondents belong to the Faculty of Management and Social Sciences.

Table 4: Academic Level of Respondents

Option	Frequency	Percentage
100 Level	82	21%
200 Level	76	19%
300 Level	102	26%
400 Level	140	35%
Total	400	100%

From the analysis, it is clear that (35%) respondents were at 400 Level; they comprised the largest proportion of the total number of respondents in this research. They were followed by 300 Level with (26%), 100 Level with (21%), and 200 Level with (19%). This shows that respondents at all levels took part in this research, but mainly final year students.

Table 5: Department of Respondents

Option	Frequency	Percentage
Mass Communication	122	31%
International Relations	148	37%
Computer Science	100	25%
Software Engineering	30	8%
Total	400	100%

The results indicate that International Relations had the maximum number of respondents, which is (37%), and then Mass Communication with (31%) respondents. Computer Science has (25%) respondents while Software Engineering has the lowest number of respondents, which is (8%). Thus, it can be concluded that the respondents

belong to different departments with International Relations having the maximum number.

Table 6: Daily Usage of TikTok and Instagram

Option	Frequency	Percentage
Less than 1 hour	100	25%
1 – 3 hours	146	37%
4 - 6 hours	92	23%
7 hours and above	62	16%
Total	400	100%

According to the results obtained, the highest percentage of the respondents (37%) uses TikTok and Instagram for 1 to 3 hours per day. The second largest group comprises of (25%) respondents using TikTok and Instagram less than one hour a day; (23%) use TikTok and Instagram from 4 to 6 hours and (16%) more than 7 hours per day.

4.2.2 Analysis of Data (Research Question)

Table 7: Objective 1: To determine whether female undergraduate students of Godfrey Okoye University are exposed to selected TikTok and Instagram accounts, specifically @prudent_gabriel (Instagram) and @veekeejames (TikTok).

Option	SA	A	D	SD	Total	Mean	Decision
I frequently use TikTok and Instagram.	164	150	64	22	400	3.1	Accepted
I follow fashion-related contents from influencers such as Veekee James	92	154	110	44	400	2.7	Accepted
I engage with fashion contents	72	140	144	44	400	2.6	Accepted

from influencers such as Prudent Gabriel.							
I often view fashion-related contents posted by these influencers.	100	190	90	20	400	2.9	Accepted
I admire the fashion sense of these influencers	144	174	58	24	400	3.1	Accepted
Average Mean						2.9	Accepted

Decision Rule: Criterion Mean of 2.5 was used in the study. In case an item had a mean score of 2.5 or higher, it was classified as Accepted, whereas in case an item had a mean score of less than 2.5, it was classified as Rejected.

Results Interpretation: As shown in Table 7 below, female undergraduates of Godfrey Okoye University have been exposed to selected TikTok and Instagram accounts, that is, @prudent_gabriel and @veekeejames. All the items had mean scores higher than 2.5 with a mean score of 2.9 on average.

Table 8: Objective 2: To Identify whether these selected TikTok and Instagram accounts influence the fashion choices of female undergraduate students of Godfrey Okoye University.

Option	SA	A	D	SD	Total	Mean	Decision
These fashion contents sometimes influence my dressing choices	90	210	36	64	400	2.8	Accepted
Their fashion contents contribute to my fashion preferences.	62	178	102	58	400	2.6	Accepted
I sometimes try fashion styles inspired by these influencers.	70	164	126	40	400	2.7	Accepted

I like some of the fashion styles promoted by these influencers.	110	232	38	20	400	3.1	Accepted
Average Mean						2.8	Accepted

Decision Rule: The criterion mean of 2.5 was set for the study. Any statement whose calculated mean score is 2.5 and above was marked as Accepted; and any statement with a calculated mean score less than 2.5 was marked as Rejected.

Explanation: From the results presented in Table 8, it can be noted that the selected TikTok and Instagram handles affect fashion selection among female undergraduate students of Godfrey Okoye University. All statements had mean scores above the criterion mean of 2.5, hence their acceptance. Moreover, the overall mean score of 2.8 implies that the fashion content of these social media influencers greatly affects the respondents' dressing styles and preferences.

Table 9: Objective 3: To Find out the type of fashion style adopted by female undergraduate students of Godfrey Okoye University.

Option	SA	A	D	SD	Total	Mean	Decision
In terms of clothing preference, I tend to like modern and body-fitted outfits	68	208	98	26	400	2.8	Accepted
The fashion contents created by these influencers sometimes	54	156	138	52	400	2.5	Accepted

affect my clothing preferences.							
Fashion contents online expose students to different fashion ideas and trends.	102	264	24	10	400	3.1	Accepted
Average Mean						2.8	Accepted

Decision Rule: Criterion Mean of 2.5 was considered in the study. If any item had an average score of 2.5 or higher, then it was marked as Accepted, while if any item had an average score lower than 2.5, then it was considered as Rejected.

Interpretation: From the results presented in Table 9, it is evident that the female undergraduates of Godfrey Okoye University usually opt for fashion styles driven by social media. It is clear that the respondents favored contemporary and body-fitting styles, as well as were of the view that fashion styles of the selected social media influencers introduce them to different fashion styles.

Table10: Objective 4: To Find out the influence these trends have on the perception of body image among female undergraduate students of Godfrey Okoye University.

Option	SA	A	D	SD	Total	Mean	Decision
Some fashion styles displayed online may not suit every body type.	194	140	46	20	400	3.3	Accepted

Fashion contents on social media can influence how people feel about their appearance.	150	184	44	24	400	3.2	Accepted
Some fashion styles displayed online may create pressure to meet certain beauty standards.	158	168	38	36	400	3.1	Accepted
I sometimes compare my appearance with fashion influencers online	30	128	146	96	400	2.2	Rejected
Average Mean						2.9	Accepted

Decision Rule: Criterion mean of 2.5 was chosen for the research. Items whose calculated mean scores were above the criterion mean of 2.5 were accepted whereas items whose calculated mean scores were below the criterion mean of 2.5 were rejected.

Interpretation: The results from Table 10 show that fashion-related contents on the selected TikTok and Instagram influence body image perception of female students at Godfrey Okoye University. All the four statements, except the statement “I sometimes compare my appearance with fashion influencers online”, had mean scores above the criterion mean of 2.5. While the latter recorded a mean score of 2.2 and was thus rejected, the former recorded an overall average mean score of 2.9 which is above the criterion mean of 2.5.

4.3 Discussion of Findings

This section provides the results of the study in reference to the four research objectives and makes comparison with other empirical studies carried out as part of Chapter Two literature review.

- **Research Objective One:** To ascertain whether female undergraduate students of Godfrey Okoye University are exposed to selected TikTok and Instagram accounts, specifically @prudent_gabriel (Instagram) and @veekeejames (TikTok).

The research objective aimed at establishing the level of exposure of fashion related content by the chosen Instagram and TikTok influencers among the female undergraduate students of Godfrey Okoye University. From the results, it is evident that the majority of the respondents use Instagram and TikTok often and are often exposed to fashion-related content from Veekee James and Prudent Gabriel. In addition, the respondents also showed appreciation of the fashion styles of these influencers. With an average mean score of 2.86, which is above the criterion mean of 2.50, there is a high exposure of Instagram and TikTok accounts by the respondents.

This result is in line with the study conducted by Isah et al. (2023), where they noted that undergraduate students of University of Ilorin often use social media platforms for fashion related information. This makes them aware of fashion trends and clothing styles. The current result also aligns with the explanation provided by Kaye, Chen & Zeng (2021). They explained that the recommendation algorithm of TikTok often exposes the users to similar content depending on the viewing behaviour of the users. In the same vein, Boeker and Urman (2022) established that the personalization algorithm of TikTok continues to recommend similar fashion posts, and hence makes it more possible for users to come across fashion influencers. It is evident from the findings that TikTok can be used for marketing fashion trends due to its visual and interactive nature as suggested by Cristófol-Rodríguez and Carrasco-Santos (2023).

In conclusion, the findings of the current study confirm previous empirical researches by indicating that the undergraduate females of Godfrey Okoye University are exposed to the fashion contents of @prudent_gabriel on Instagram and @veekeejames on TikTok.

- **Research Objective Two:** To Identify whether these selected TikTok and Instagram accounts influence the fashion choices of female undergraduate students of Godfrey Okoye University.

It was discovered that the fashion contents uploaded by the selected influencers influence the fashion choices of the female undergraduate students. The respondents were of the opinion that the fashion contents affect their dressing style, fashion tastes and make them adapt certain fashion styles. The mean average value of 2.8 suggests that the respondents accept the influence of these social media influencers on their fashion choices.

The above findings corroborate Isah et al.'s (2023) study that social media had a significant influence on the clothing choice, shopping behavior and fashion consciousness of students. They also support Okeke, Tonga & Onyishi (2020)'s study which indicated that the female undergraduate students copy the modern and fitted dressing style promoted on Instagram. Similar findings were revealed by Etienne & Charton (2023), who discovered that Instagram influencers determine the purchasing behavior and fashion choice of female followers due to visual and audience engagement aspects.

- **Research Objective Three: To Find out the type of fashion style adopted by female undergraduate students of Godfrey Okoye University.**

The results showed that the majority of respondents opted for contemporary fashion styles and admitted that contents about fashion on social media had exposed them to various fashion styles and trends. A mean average score of 2.8 indicates that fashion contents on TikTok and Instagram affect the type of fashion styles being embraced by the respondents.

This finding is consistent with the work of Okeke, Tonga and Onyishi (2020) where they observed that female students copied modern dressing styles which they constantly saw on Instagram. The results are consistent with the findings of Cristófol-Rodríguez and Carrasco-Santos (2023), whereby they observed that TikTok had become an effective tool for propagating current fashion trends among the youth. Similarly, Olaurewaju et al. (2024) discovered that the dressing styles of TikTok fashion influencers were adopted by students who followed them.

- **Research Objective Four: To Find out the influence these trends have on the**

perception of body image among female undergraduate students of Godfrey Okoye University.

The results showed that fashion contents on TikTok and Instagram impact the perception of respondents concerning body image. Respondents admitted that the fashion contents on social media impact people's perceptions regarding their appearance and create pressure to live up to particular beauty standards. However, the respondents do not agree that they compare themselves with fashion influencers online. The overall average mean score of 2.9 shows that fashion contents impact perception of body image among female undergraduate students.

The result agrees with Perloff (2014), who states that frequent exposure to idealized images on social media leads to body dissatisfaction and pressure to conform to unrealistic beauty standards. It is consistent with the results of Chae (2017), who found that comparison with social media influencers impacts body image and self-esteem among young females. In addition, Tiggemann and Slater (2014) found that constant exposure to appearance-based social media content raises body image concerns, and Fardouly and Vartanian (2016) proved that the heavy use of image-based social media platforms makes one feel pressured to be fashionable and attractive. Even though respondents in the current study did not agree to compare themselves with influencers, overall the results coincide with those of previous studies.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

This study sought to assess the impact of selected TikTok and Instagram profiles on the fashion trends among female undergraduate students of Godfrey Okoye University. The following were some of the results obtained from the study:

1. There was high exposure to fashion-related information and content among female undergraduate students of Godfrey Okoye University from the selected (@prudent_gabriel) and (@veekeejames) TikTok accounts. The respondents claimed that they regularly accessed both social media sites, followed fashion personalities like Veekee James and Prudent Gabriel, engaged with their posts and liked their sense of fashion. The average mean of 2.9 was above the criterion mean of 2.5 which indicates high exposure.
2. The selected (@prudent_gabriel) and (@veekeejames) TikTok profiles had significant influence on fashion choices of the female undergraduate students. They agreed that the posts of these social media personalities influenced their choice of clothes, fashion preferences and motivated them to copy certain fashion styles. The average mean of 2.8 indicates acceptance of the influence of the social media personalities.
3. It was also found out from the study that the students use fashion styles that are modern and body-friendly. The study results indicated that fashion content on (@prudent_gabriel) Instagram and (@veekeejames) TikTok page influence the kind of fashion styles that students use since fashion content is diverse and introduces students to different fashion concepts and trends. This is supported by the average mean score of 2.8, which is above the criterion mean.
4. Lastly, it was observed that fashion content on (@prudent_gabriel) Instagram and (@veekeejames) TikTok page influence the body image perception of female

undergraduate students. While most respondents did not agree that they compare themselves with the fashion models, they admitted that fashion content available on (@prudent_gabriel) Instagram and (@veekeejames) TikTok page influence how others perceive their appearance and how much pressure is exerted upon them. This is supported by the average mean score of 2.9, which is above the criterion mean.

5.2 Implications of Findings

The results of this research have various implications for students, teachers, parents, fashion influencers, and media professionals.

First, the high level of exposure to fashion-related contents on TikTok and Instagram implies that social media has become one of the primary sources of fashion information for female undergraduate students. It means that social media platforms now play a significant role in shaping the fashion consciousness and lifestyle choices of the target population.

Second, the results imply that fashion influencers wield a great deal of influence over fashion choices of young adults. It means that influencers have the duty to promote responsible, decent, and culturally appropriate fashion styles and encourage young people to make responsible fashion choices.

Third, the result showing that students copy fashion styles popular on social media means that online fashion trends affect dressing habits of students at universities. In this regard, universities and other relevant stakeholders have the obligation to help students balance the latest fashion trends with cultural values, decency, and personal style.

Lastly, the result regarding the influence of social media on the body image perception of students shows the need for greater awareness about the psychological impact of online fashion contents.

5.3 Conclusion

In this study, the effect of selected TikTok and Instagram profiles on fashion selection behavior among female undergraduate students of Godfrey Okoye University has been studied. It was observed that there is a high exposure of fashion contents among female undergraduate students on TikTok and Instagram and the exposure of such content is significantly affecting their fashion selection behavior, dressing pattern, and body image perception.

In conclusion, it can be said that TikTok and Instagram have become powerful communicative tools for fashion behavior selection among female undergraduate students. While these platforms are a source of inspiration for fashion behavior, they are also playing a vital role in creating beauty standards and fashion behavior among young females.

5.4 Recommendations

The recommendations from this research include the following:

1. Godfrey Okoye University, should engage female students in offline activities such as morning exercise routines and other events that promote healthy living positive social interaction. For those who have an interest and passion for fashion design the university should organize practical fashion design entrepreneurship training to help them develop their skills creatively and professionally rather than relying solely on social media for fashion inspiration.
2. The fashion influencers (@prudent_gabriel) Instagram and (@veekeejames) TikTok should advocate and promote decent and socially-acceptable fashions that will inspire and positively influence the youth. Instead of copying and emulating social media influencers, female students should make fashion choices that are in line with their personal values, economic status, and culture.
3. Female undergraduate students of Godfrey Okoy University should dress fashionably and decently. They should emulate the fashion style that reflects their personality and self-respect instead of just copying the latest fashion trend

from (@prudent_gabriel) Instagram and (@veekeejames) TikTok pages. Female undergraduates should also take it upon themselves to learn positive self-expression and proper dressing habits or the university administration should support programs that instill positive self-expression and proper dressing habits among students.

4. Parents, lecturers, counselors, and all relevant bodies should teach and mentor the female students about developing high self-respect and body image. Female undergraduates should be enlightened that many of the fashion images posted on social media are carefully selected or modified.

5.5 Areas for Further Studies

The following aspects have been suggested for future research:

1. Influence of Denola Grey's and Akin Faminu's Instagram and TikTok Accounts on the Fashion Choices of Male Undergraduates of Godfrey Okoye University, Enugu, Nigeria
2. Influence of Veekee James' and Prudent Gabriel's Instagram and TikTok Accounts on the Fashion Choices of Female Undergraduates of Enugu State University of Science and Technology (ESUT), Enugu, Nigeria

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