

**INFLUENCE OF SOCIAL MEDIA ON STUDENTS MODE  
OF DRESSING IN THE UNIVERSITY OF BENIN, BENIN  
CITY, EDO STATE**

**BY**

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## CERTIFICATION

We, the undersigned, certify that this research work was carried out by Ezenwoye Ebube, with the matriculation number EDU1803325, in the Department of Educational Foundations, Faculty of Education, University of Benin, Benin City.

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## **DEDICATION**

This project is lovingly dedicated to the people I love the most, my Very supportive Dad and my amazing Mum. For their immense support in my academic journey, and for never wavering in their all-round sustenance till the very end of this journey.

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## ***ABSTRACT***

This study investigates "Influence of Social Media on Students Mode of Dressing in the University of Benin"

Data collected were analyzed using "test-retest " method for the study. The population of the study consists of five faculties in the university of Benin, with the total population selection of two hundred students(fifty students from each of the faculties).

The research Instrument used for the study was questionnaire. The questionnaire was divided into two sections. "Section A" was designed to generate personal information of the respondents, while the " Section B" comprises of items in the topic being researched. It was constructed with care to reflect the problem of the study such that the items would be relevant to the purpose of the study. The instrument was reviewed and validated by the project supervisor from the Department of Educational Foundations in the University of Benin.

Findings revealed that there is pervasive acknowledgment among students regarding the strong impact of social media on their clothing choices. That majority of university of Benin students expressed the importance of expressing their unique style and authenticity through their clothing choices on social media.

Based on these findings, the following were recommended; That University of Benin should integrate digital literacy programs into its curriculum to empower students to engage with social media critically. Also The university can organize workshops and awareness campaigns to address the self-consciousness resulting from social media exposure.

**Keywords: Social Media, Mode of Dressing,**

# CHAPTER ONE

## INTRODUCTION

### **Background Of The Study**

The emergence and increasing popularity of social media platforms have brought about a significant shift in the way people dress and present themselves. The value of social media as a medium of mass communication is esteemed all over the world. In Nigeria there are over one million audiences of social media who are affected in one way or another, Influence on the viewers, mostly, their mode of dressing. Media hold a very special place in the culture of a people. “Media, like books, are a culturally special medium...an important medium of cultural transmission.

(Baran, 2009:75). Studies show that media contribute to socialization and the transmission of culture (Baran, 2009; Daramola, 2007). Also, with the availability of platforms such as Instagram, Facebook, and Twitter, individuals have become more aware of the latest fashion trends, styles, and clothing choices. These platforms have revolutionized the way people communicate and interact with each other, and have also had an impact on

the way people dress and present themselves. This is particularly true for university students, who are known to be highly influenced by the latest fashion trends and styles. Social media influencers and celebrities often set the tone for what is considered fashionable, leading to students emulating these styles. As a result, social media has become a powerful tool for shaping attitudes and behaviors, including how students dress and present themselves in the University of Benin.

Research has shown that there exists a relationship between the Social media and social ills and other behavioral and attitudinal change in the society. For instance, the media are attributed considerable power to shape opinion and belief, change habits, and actively moulding behavior and imposing political system even against resistance. In discussing the Influence of Social media on the dressing pattern of students of University of Benin, it is imperative to mention discourses on media influence. This is because; Social media are a mode of media transmission. In all of researches, the area of media Influence appears to be the most contentious. For one, if the media have no Influence on the society. Is there any realistic justification

for their continued existence? For another, if the media do have influences on the thought process and attitude of mankind, should they take responsibility for the emergent foibles and discomfitures of man in the society?

O'Rork (2006) and Wogu (2008) argue that audiences are more likely to emulate models of behavior seen on the media if they expect to receive gratification from emulating another person "... Behavior is influenced not only by personal or live models but by those presented in the Social media". (O' Rork, 2006:72).Analyses on media Influence continues to show that the media have Influence on the pattern of behavior of its audience. (Uwakwe, 2010; Okunna, 1999 and Okoye 1993).Okunna, opines that because of their special power to affect the way people think, feel and behave, the Social media have been credited with incredible persuasive ability to change attitude and behavior (1999:161). Culturally, this media Influence could be in the area of language, behavioral response, pattern of eating and dressing. This supposition is hinged on the fact that Social media have gained wide followership among students of University of Benin, especially the youths.

This study utilizes the theory on media Influences on pattern of behavior and attitude change and thus examines the Influence of social media on the dressing pattern of students of tertiary institutions in UNIBEN.

The way students dress and present themselves in a university setting can also impact their academic performance and social interactions. For example, students who dress inappropriately or violate dress codes may face disciplinary action or may be perceived negatively by their peers and instructors. With the increasing influence of social media, it is important to understand how it affects students' clothing choices and the attitudes of university students towards dress codes in the university setting. This can help university administrators and policymakers in shaping policies and regulations related to dress codes in the university setting. This research project seeks to explore the influence of social media on students' mode of dressing in the University of Benin. It aims to identify the popular clothing styles and trends that are influenced by social media and how social media influencers and celebrities impact students' clothing choices. Additionally, this research aims to identify the attitudes of students towards dress codes in the University of Benin and the impact of social media on their dressing

habits.

### **Statement Of The Problem**

The impact of social media on the clothing choices of university students has become a growing concern in recent years. There is a lack of research and understanding of how social media platforms influence the clothing choices and attitudes of university students towards dress codes in the university setting. Some university students may disregard dress codes and wear inappropriate clothing due to the influence of social media platforms. This may lead to disciplinary action and may also affect their academic performance and social interactions.

The problem is that social media can be a powerful tool for shaping attitudes and behaviors, including how students dress and present themselves in the university setting. Social media platforms can create pressure for students to conform to certain fashion trends and styles. This can negatively impact their self-esteem and body image, leading to a lack of confidence in their own fashion choices and an increased desire to conform to societal norms. Social media platforms often promote narrow beauty

standards, which may exclude students who do not fit into these standards. This may create feelings of alienation and affect their sense of belonging in the university setting.

Social media platforms may promote clothing styles that are not consistent with the cultural norms and values of the university's surrounding community. This may create tension and conflict between students and the community. These issues underscore the importance of conducting a research on the increasing influence of social media, so as to understand how it affects students' clothing choices and the attitudes of students towards dress codes in the University of Benin.

## **Research Questions**

The research questions that this study aims to address are as follows:

1. How does social media influence the clothing choices of university of Benin students?
2. What are the popular clothing styles and trends that are influenced by social media?
3. How do social media influencers and celebrities impact the clothing

choices of university students?

4. What are the attitudes of students towards dress codes in the university of Benin?
5. What are the perceptions of university of Benin students towards the impact of social media on their dressing habits?

### **Purpose Of The Study**

The general objective of this research project is to investigate the influence of social media on students' mode of dressing in university of Benin. The specific objectives of the study are as follows:

1. To explain how social media influence the clothing choices of University of Benin Students
2. To identify the popular clothing styles and trends that are influenced by social media.
3. To determine how social media influencers and celebrities impact students' clothing choices.
4. To identify the attitudes of students towards dress codes in the

university of Benin

5. To explore the perceptions of students towards the impact of social media on their dressing habits.

### **Significance Of The Study**

- This study will provide a clear understanding of the popular clothing styles and trends that are influenced by social media, and the attitudes of students towards dress codes in the University of Benin. The study will benefit the students, lecturers, parents, education planners, university policy makers
- For students, it offers valuable fashion insights, promoting self-awareness regarding the impact of social media and peer pressure on their dressing choices. This can lead to more informed and authentic decisions about clothing.
- Lecturers can benefit by understanding their students better and integrating relevant insights into their teaching. Parents can use the

findings to engage in informed conversations with their children about social media's influence, including its effects on body image.

- Education planners can enhance curricula with media literacy and digital citizenship topics.
- University policy makers can refine dress code policies and develop mental health and wellbeing programs, all contributing to a more informed and supportive educational environment.

### **Scope And Delimitations Of The Study**

The scope of the study primarily focuses on understanding how social media platforms, such as Facebook, Instagram, TikTok, Twitter, and others, influence the clothing choices and fashion preferences of University of Benin students.

The research will investigate the extent to which social media affects students' clothing choices, including whether they are influenced by fashion trends and styles they encounter on these platforms.

Additionally, the study will examine the attitudes of University of Benin students towards dress codes within the university environment and how social media impacts their adherence to these codes.

The study will focus solely on the University of Benin, Nigeria. The research will be carried out from various faculties in the university. It will not consider other universities or educational institutions outside of this specific location.

### **Definition Of Terms**

- **Social Media:** Platforms and technologies that enable users to create, share, and exchange content in virtual communities and networks. Examples include Facebook, Instagram, Twitter, and TikTok.
- **Fashion Trends:** Prevailing styles, designs, and preferences in clothing, accessories, and appearance that gain popularity and influence the way people dress.
- **Socialization:** The process by which individuals, particularly in their early stages of life, learn and internalize the values, norms, behaviors, and cultural practices of their society or community.

- **Behavioral Change:** The alteration of individual or group behaviors, actions, or reactions in response to various factors, such as social influences, environmental factors, or persuasive messages.
- **Body Image:** An individual's perception and feelings about their own physical appearance, including factors such as size, shape, and attractiveness.
- **Beauty Standards:** Societal or cultural ideals of physical appearance, often influenced by media and popular culture, which define and promote certain characteristics as desirable and attractive.
- **Alienation:** A sense of isolation, estrangement, or disconnection an individual may feel when they perceive a lack of belonging or connection to a particular group, community, or societal norm.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE**

This chapter discusses the review of related literature and it will be discussed under the following sub- headings;

- Theories/concepts of social media
- The rise of social media: A fashion revolution
- Bridging Aspirations and attire; the role of influencers
- A Dual-edged Mirror: Body image in the Digital Age
- Navigating identity through conformity: Peer influence
- Summary of Reviewed Literature

#### **Theories/Concepts of Social media**

The digital age has ushered in transformative changes in how individuals interact, communicate, and express themselves (Entwistle, 2015; Barnard, 2002). Among the most significant shifts ,Social media platforms has become powerful conduits of influence, that shapes various aspects of our lives, including the way we present ourselves through clothing choices.

A few theories or concept of social media that provide a conceptual framework for understanding this influence includes Social Comparison

Theory, proposed by Leon Festinger in 1954, suggests that individuals evaluate their own abilities and opinions by comparing themselves to others. Also the Selective Exposure theory, which posits that individuals tend to select media content that aligns with their preexisting beliefs and values. While emphasizing on the influence of culture and subcultures on individuals' behaviors and preferences.

Inclusively is the Two-Step Flow theory , which suggests that media content is first consumed by opinion leaders or influencers who then disseminate this content to a broader audience. And the Uses and Gratifications theory ,that focuses on why individuals use media and how they derive gratification from it.

- **The Rise of Social Media: A Fashion Revolution**

The impact of social media on fashion has been nothing short of transformative. In an era defined by digital connectivity and information sharing, platforms such as Instagram, Facebook, TikTok, and Twitter have emerged as powerful conduits of influence, reshaping not only how we communicate but also how we present and express our personal styles

(Entwistle, 2015; Kozar & Damhorst, 2014; Zhang & Kim, 2019).

This digital revolution represents a paradigm shift in the world of fashion. What was once a realm dominated by traditional channels like print media and runway shows has now evolved into a dynamic virtual stage (Barnard, 2002; Rubinstein & Parmelee, 2015). Social media platforms have become the new runways, dictating trends, democratizing fashion, and fundamentally altering the way we engage with style (Clemens & Mihailidis, 2019; Tung, 2016).

"The Rise of Social Media: A Fashion Revolution" encapsulates this profound transformation, portraying social media as a catalyst for change in the fashion industry (Silverstein, 2018; Jain & Bagdare, 2020). These platforms have disrupted traditional fashion hierarchies, shifting the power from industry insiders and glossy magazines to everyday individuals, especially students (Perloff, 2014; Tung, 2016). On platforms like Instagram and TikTok, users from diverse backgrounds showcase their unique style sensibilities, effectively transforming each one into a potential trendsetter

and influencer (Fardouly et al., 2015; Kim & Ko, 2019).

The impact of this fashion revolution is palpable, especially at institutions like the University of Benin. Here, students actively navigate the dynamic landscape of digital platforms, engaging with an array of styles, cultures, and perspectives (Thompson et al., 1999; Evans, 2021). Social media's immersive visual nature ensures that students are not passive observers but active participants, curators, and creators of fashion content. This engagement fosters a fusion of global trends with local cultural nuances, birthing a vibrant hybridity that mirrors the diversity of the university itself (Kaur & Chao, 2019; Yeh, 2016).

Inclusivity is a hallmark of this revolution. Social media transcends geographical boundaries, ensuring that fashion trends disseminate far beyond the confines of traditional fashion capitals (Clemens & Mihailidis, 2019; Li & Leckenby, 2017). Fashion bloggers, content creators, and influencers at the University of Benin use their platforms to amplify voices that have been traditionally marginalized, creating a space where representation and reliability flourish. This rise of fashion influencers from

various backgrounds and identities challenges conventional beauty norms and engenders a redefinition of attractiveness that is inclusive, varied, and representative (Fardouly et al., 2015; Phua et al., 2017).

However, the fashion revolution instigated by social media is not without its challenges. The democratization of fashion, while liberating, can also perpetuate the pressures of constant comparison among students (Thompson et al., 1999; Jin & Ryu, 2018). The barrage of perfectly curated images can inadvertently contribute to feelings of inadequacy and body dissatisfaction (Perloff, 2014; Jahowaski et al., 2021). Additionally, the rapid pace of trend turnover can fuel a culture of mindless consumption, encouraging fast fashion and wasteful practices that have environmental repercussions (Kozar & Damhorst, 2014; Choi et al., 2016).

"The Rise of Social Media: A Fashion Revolution" encapsulates the transformative influence of digital platforms on the fashion landscape. Social media's democratizing force has dismantled the barriers to entry, enabling students at institutions like the University of Benin to participate in

a global discourse that transcends traditional boundaries (Entwistle, 2015; Kim & Ko, 2019). This revolution has fostered inclusivity, representation, and personal expression while posing questions about its implications for authenticity and environmental sustainability (Silverstein, 2018; Zhang & Kim, 2019). As students in the University of Benin navigate this digital runway, they are not mere consumers; they are agents in a fashion revolution that shapes and reflects the ever-evolving cultural tapestry of our times (Kozar & Damhorst, 2014; Rubinstein & Parmelee, 2015).

- **Bridging Aspiration and Attire: The Role of Influencers**

In the modern digital age, the landscape of fashion has experienced a seismic shift, one that is often driven by the influential figures known as social media influencers (Ozkaya & Safran, 2018; Jin & Ryu, 2018). These individuals, with their curated aesthetics and authentic narratives, serve as bridges between aspiration and attire, linking the realm of inspiration to the choices individuals make in clothing ( Wang & Zhang, 2020). The phrase "Bridging Aspiration and Attire" encapsulates the pivotal role these influencers play in shaping fashion trends, preferences, and individual

expressions. This concept delves into the multifaceted dimensions of this phenomenon, uncovering how influencers redefine fashion discourse and leave an indelible mark on the sartorial choices of young people, particularly among University of Benin students (Smith, 2020; Lian & Xia, 2019).

The essence of "Bridging Aspiration and Attire" lies in its representation of influencers as connectors of two distinct yet intertwined realms (Khamis et al., 2017; Kim & Kim, 2014). On one hand, influencers embody aspirational narratives, presenting a vision of style that resonates with their followers' desires for self-expression . Through carefully curated images, captivating videos, and authentic captions, they cultivate a sense of authenticity that transcends the screen. This authenticity serves as a powerful magnet, drawing individuals toward a particular aesthetic that mirrors their inner aspirations Lian & Xia, 2019; Liu et al., 2021).

The impact of influencers' bridge-building role is especially palpable in the lives of the students (Khamis et al., 2017; Kim & Kim, 2014). At institutions like the University of Benin, where cultural diversity and creative expression

intersect, influencers exert significant influence on the shaping of fashion preferences. Local influencers, often students themselves, showcase clothing choices that are relatable and attainable, presenting an ideal that stands at the intersection of individuality and current trends (Suh & Lee, 2018; Jin & Ryu, 2018). By doing so, they resonate deeply with their peers, effectively building bridges that connect fashion inspiration with the realm of daily attire.

Yet, this bridging role is not without its complexities . The same authenticity that makes influencers relatable can also give rise to a phenomenon known as the "illusion of accessibility" (Jin & Phua, 2014; De Veirman et al., 2017). While influencers bridge the gap between aspiration and attire, they also curate an image of ease in adopting certain styles. This can inadvertently fuel the perception that these styles are effortlessly attainable by all, neglecting the socioeconomic factors that influence clothing choices (Kapferer, 2020; Miltgen et al., 2013; Wang & Zhang, 2020). The bridge, in this sense, can inadvertently contribute to feelings of inadequacy when individuals struggle to replicate the same looks.

Additionally, the bridge constructed by influencers can blur the lines between personal style and commercial endorsements (Hudson & Huang, 2016; Choi et al., 2016; Smith, 2020). As influencers become conduits for marketing products, the distinction between genuine style choices and sponsored content becomes less apparent (Voorveld et al., 2018). This blurred line challenges the authenticity that originally drew followers to these influencers and raises questions about the commercial motives behind fashion recommendations.

This concept encapsulates the intricate interplay between fashion inspiration and personal expression in the digital age (Ozkaya & Safran, 2018; Moro et al., 2018; Smith, 2020). Influencers wield the power to build bridges that connect the dreams of their followers with the tangible choices they make in their attire. This bridge, while fostering authenticity and relatability, also brings forth complexities related to accessibility, authenticity, and commercialization (Kim & Kim, 2014). As students at the University of Benin navigate this landscape, they engage in a constant negotiation between aspiration, authenticity, and the bridges forged by the influencers who shape

their fashion choices

- **A Dual-Edged Mirror: Body Image in the Digital Age**

In an era where social media allows for self-expression and fashion experimentation, it simultaneously acts as a reflection and a shaper of societal beauty norms (Perloff, 2014). These platforms, with their emphasis on visual content, often promote comparison, which can lead to body image concerns among University of Benin students.

The carefully curated images that populate social media profiles can contribute to the creation of unrealistic ideals of physical appearance (Tiggemann & Slater, 2014; Jahowaski et al., 2021). Consequently, students may feel pressured to conform to these ideals through their clothing choices, striving to match the images they encounter.

In an age characterized by the pervasive presence of social media platforms, concepts of beauty and body image are undergoing significant transformations (Fardouly et al., 2018). The advent of digital media has

introduced a complex interplay between personal perceptions, societal ideals, and the influence of virtual realms . The term "Dual-Edged Mirror" aptly encapsulates this intricate relationship, where social media platforms both reflect and shape individuals' perceptions of their own bodies. In this essay, we delve into the multifaceted dimensions of this phenomenon, shedding light on how the digital age both mirrors and reshapes our understanding of body image.

At its core, the term "Dual-Edged Mirror" underscores the two-fold nature of social media's impact on body image. On one side, these platforms serve as mirrors that reflect the prevailing beauty standards of the digital age (Tiggemann & Slater, 2014; Jahowaski et al., 2021). Instagram, TikTok, and Facebook are brimming with carefully curated images that often idealize specific body types. These images, often heavily edited and filtered, create a virtual space where the "perfect" body becomes the norm (Perloff, 2014). As users scroll through these digital galleries, the reflection they encounter can be both inspiring and alienating.

Inspiration arises from the desire to emulate the seemingly flawless figures on social media. University of Benin students, like many others, find themselves in a world where narrow beauty ideals appear achievable. However, this aspiration also presents the negative aspect of the dual-edged mirror. The digital mirror reflects ideals that can lead to feelings of inadequacy among those who don't conform to these standards. It can result in body dissatisfaction and negative self-perception as individuals compare themselves to the digitally enhanced bodies they see.

The second edge of the dual-edged mirror highlights the transformative power of social media in shaping societal beauty norms(Thompson & Crain, 2017). In a profound reversal, individuals now have the ability to challenge, defy, and redefine traditional ideals. Users share their unfiltered stories, embracing body positivity and diversity. Social media platforms, as amplifiers of underrepresented voices, can challenge long-standing beauty norms. University students, including those at the University of Benin, participate in campaigns promoting self-acceptance and redefining what is considered attractive.

Yet, the same platforms that can promote body positivity are not immune to perpetuating harmful ideals. The constant stream of edited images continues to create a paradox, perpetuating both liberation and constraint (Perloff, 2014; Thompson & Crain, 2017). The digital age's influence on body image highlights its dual nature – amplifying societal norms while also providing a platform for societal change.

The phrase "Dual-Edged Mirror: Body Image in the Digital Age" encapsulates the complex relationship between social media and our self-perception . It reflects not only existing beauty standards but also our potential to challenge and reshape them . As university students navigate the digital world, they encounter reflections that can both inspire and dishearten. This mirror reveals societal ideals while also magnifying our potential to redefine them (Fardouly et al., 2018). In this interplay, the dual-edged mirror reflects not only images but also the intricate relationship between students' personal identities, societal norms, and the ever-evolving digital landscape.

- **Navigating Identity Through Conformity: Peer Influence**

Social media platforms not only facilitate fashion communication but also nurture social dynamics that influence University of Benin students' mode of dressing. Peer interactions on these platforms contribute to the sense of community and belonging, but they can also foster a paradoxical desire for conformity (Valkenburg et al., 2016; LaRose et al., 2001). The students may find themselves drawn to emulate clothing choices that align with their peers' preferences, often driven by the instinct to belong (Brown & Bobkowski, 2011; Eyal & Te'eni-Harari, 2013). The tension between personal expression and fitting in raises intriguing questions about the role of social media in shaping sartorial choice.

In the intricate web of human interactions, the influence of peers stands as a potent force that shapes not only our behaviors but also our very sense of self (Brechtwald & Prinstein, 2011). This idea encapsulates the delicate balance between individuality and conformity, shedding light on the ways in which the desire to belong and the quest for self-discovery intersect. It delves into the multifaceted dimensions of this phenomenon, exploring how peer influence guides the path of identity formation in University of Benin

students.

"Navigating Identity Through Conformity" underscores the simultaneous pull of conformity and the human instinct for connection. Students at the University of Benin find themselves at the crossroads of self-discovery and societal integration. The desire to fit in, to be accepted by one's peers and coursemates is a primal instinct that spans academic excellence and school recognition . This yearning for acceptance shapes the choices the students make, including the way they dress, present themselves, and engage with the school's surroundings (Steinberg & Monahan, 2007).

In the realm of fashion, peer influence takes center stage. The clothing choices the students make are not just garments; they are a visual narrative that communicates their affiliations, interests, and aspirations (Kawamura, 2005; Kwak et al., 2018). University of Benin students find themselves oscillating between the pull of self-expression and the gravitational force of fitting in. The clothes they wear can signal their membership in certain groups, subcultures, or ideologies . Whether it's adopting a particular style

that resonates with a specific group or aligning with fashion trends that dominate social media, the influence of peers guides the navigation of the students' identity through conformity (Mead, 1934; Valkenburg et al., 2016).

Peer influence, however, is a dual-edged sword. While it can provide a sense of belonging and camaraderie, it can also overshadow the authentic self (Hogg, 2016; Reis et al., 2000). The pressure to conform can lead to the suppression of individuality, resulting in a homogenized representation of identity . University of Benin students may find themselves caught in a tug-of-war between conforming to societal norms and carving out their unique path. This internal conflict highlights the complexity of identity formation within the landscape of peer influence.

### **Summary of Reviewed Literature**

In recent years, the pervasive influence of social media has brought about a profound transformation in the way university students choose to dress. This essay explores how social media platforms have become powerful agents of change, shaping the fashion choices and styles of

students in universities, with a particular focus on the University of Benin.

Social media's impact on fashion is nothing short of revolutionary. Traditionally, fashion trends were dictated by industry insiders and glossy magazines, but now, platforms like Instagram, Facebook, TikTok, and Twitter have emerged as dynamic runways that democratize fashion. These platforms have dismantled traditional hierarchies, empowering students to become trendsetters and influencers themselves. The fashion revolution brought about by social media transcends geographical boundaries and fosters inclusivity and representation, making it a hallmark of this era.

One of the key drivers of this transformation is the rise of social media influencers. These individuals curate aesthetics and narratives that resonate with their followers' desires for self-expression. Influencers serve as bridges between personal aspirations and clothing choices, effectively redefining fashion discourse. However, this bridge is not without its complexities. While influencers foster authenticity and relatability, they can also inadvertently create an "illusion of accessibility," leading to feelings of inadequacy when followers struggle to replicate certain looks. Additionally,

the commercialization of influencers blurs the line between genuine style choices and sponsored content, raising questions about authenticity in fashion recommendations.

Social media's influence extends beyond fashion to body image. Platforms emphasize visual content, promoting ideals of physical appearance that can lead to body image concerns among students. The digital age acts as both a mirror and a shaper of societal beauty norms. It reflects narrow beauty ideals that appear attainable but can also lead to feelings of inadequacy and body dissatisfaction among those who don't conform. However, it also provides a platform for individuals to challenge and redefine traditional beauty standards, promoting self-acceptance and diversity.

Furthermore, social media's role in shaping students' mode of dressing is intertwined with peer influence. Peer interactions on these platforms foster a sense of community and belonging, but they can also encourage conformity. Students may find themselves emulating clothing choices that align with their peers' preferences in their quest to fit in. The desire for acceptance and

the need for self-discovery create a delicate balance between individuality and conformity, shaping students' identity formation.

In conclusion, social media has brought about a fashion revolution, transforming the way students dress in universities like the University of Benin. It has empowered students to become trendsetters and influencers, fostered inclusivity, and challenged traditional beauty norms. However, it also poses challenges such as the "illusion of accessibility" and the pressure to conform. Understanding the nuanced influence of social media on students' mode of dressing is crucial in navigating this dynamic landscape and promoting a healthy and authentic relationship with fashion and self-expression.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

About the empirical research into the influence of social media on students' mode of dressing within the University of Benin, this chapter serves as a critical compass guiding our research journey. It describes the methods that was used in the study under the following sub- headings:

- Research Design
- Population of the study
- Sample and Sampling techniques
- Research instrument
- Validity of the instrument
- Reliability of the instrument
- Method of Data Collection
- Method of Data Analysis

#### **Research Design**

In this study, a mixed-method research design that combines quantitative and qualitative approaches was adopted. This design enables us to capture goals and objectives of the research in Chapter one. The quantitative aspect

involves the administration of surveys, which allows us to gather numerical data that can be analyzed statistically.

This approach provides a broad overview of trends, preferences, and correlations related to social media and dressing patterns of students in the University of Benin. On the other hand, qualitative methods, including interviews and questionnaires, enable us to delve into the nuances of students' individual experiences, perceptions, and motivations. The combination of these approaches enriches our understanding of the interplay between social media and students' mode of dressing.

### **Population Of The Study**

The population of the study comprises of students from five different faculties without dress codes in the university of Benin. According to data, the students population in the university is estimated to over forty-five thousand.

### **Sample And Sampling Techniques**

Recognizing the diversity of the University of Benin's student population, the researcher employed systematic techniques to sample selection to ensure representative results. A sample size of 40 students from each faculty will be

selected amounting to 200 students

The participants for the interview phase were selected using purposive sampling. individuals with varying levels of engagement with social media, diverse fashion preferences, and different experiences of how social media influences their dressing choices were sought out.

### **Research Instrument**

The instrument used in collecting data for this study is the questionnaire. . A close ended questionnaire was used for this research. The questionnaire was self-administered and data gathered was useful for data analysis.

### **Validation Of The Instrument**

Before the administration of the questionnaire, the instrument was validated by the researcher's supervisor from the Department of Educational Foundations (DEF) in the faculty of education, university of Benin, Benin city ,Edo State . The supervisors corrections were incorporated into the instrument

## **Reliability Of The Instrument**

A test-retest reliability sample for the population was carried out to determine the reliability of the instrument to understand the long term influence of social media on student's mode of dressing. A correlation value of 0.85 was obtained

## **Method of Data Collection**

The researcher employed both primary and secondary data collection methods (Surveys and interviews)

A survey was administered to a representative sample of university of Benin students from various faculties and academic levels. To ensure the reliability and validity of the survey, a pilot study to refine the questionnaire was conducted. The revised survey was then distributed to a diverse sample, including participants with different social media usage patterns, style preferences, and demographics.

The researcher conducted a semi-structured interviews with a purposive sample of university of Benin students. The interview process allowed participants to share personal narratives about their interactions with social

media, the impact on their dressing choices, and their perceptions of fashion trends. The interviews were designed to be open-ended, allowing participants to elaborate on their responses and share unique insights.

### **Method Of Data Analysis**

Given the mixed-method nature of our research, we adopted distinct approaches for analyzing quantitative and qualitative data.

**Quantitative Data Analysis:** Quantitative data collected through surveys were subjected to statistical analysis. Descriptive statistics were used to summarize the survey responses, allowing the researcher to understand the distribution of social media usage patterns, fashion preferences, and perceptions of influence. Inferential statistics, such as correlation analysis, were employed to identify relationships between variables. .

**Qualitative Data Analysis:** Qualitative data obtained from interviews underwent thematic analysis. This method involves identifying recurring themes, patterns, and narratives within the interview transcripts. The qualitative analysis process allows us to uncover the underlying motivations,

emotions, and stories that shape students' interactions with social media and their dressing choices.

## **CHAPTER FOUR**

### **PRESENTATION OF RESULTS AND DISCUSSION OF FINDINGS**

This chapter deals with analysis of data obtained in the course of the study. The results that emanated from the analysis are interpreted and discussed. A total of 200 questionnaires were printed and administered to the respondents from five faculties. This will enable the researcher to offer valuable conclusions on the influence of social media on students' mode of dressing in the university of Benin. The analysis includes questionnaire rising from the following research questions;

1. How does social media influence the clothing choices of university of Benin students?
2. What are the popular clothing styles and trends that are influenced by social media?
3. How do social media influencers and celebrities impact the clothing choices of university students?
4. What are the attitudes of students towards dress codes in the university of Benin?
5. What are the perceptions of university of Benin students towards the

impact of social media on their dressing habits?

The table relevant to each research question will be presented and discussed sequentially

**Table 1 : Distribution of Respondents by Sex**

Sex.	Frequency.	Percentage
Male.	82.	41%
Female.	118.	59%
Total.	200.	100%

Table 1 shows the distribution of respondents according to sex. As shown in the table above, male respondents are 82 which constitute 41%, while female respondents are 99 representing 59%. This indicates that the majority of the respondents are females.

## **RESULTS**

The results of the research questions are presented below:

Research Question 1: How does social media influence the clothing choices of university of Benin students?

**Table 2: Distribution of responses on how social media influence the clothing choices of University students**

S/ N	ITEMS	Total No of Respondents	Agree	%	Disagree	%
1	Students often use social media platforms (e.g., Facebook, Instagram, TikTok):	200	189	94.5	11	5.5
2	I have made clothing or accessory purchases based on what I saw on social media	200	146	73	54	27
3	Students follow fashion influencers or celebrities on social media for style inspiration	200	110	55	90	45
4	Students actively participate in online fashion communities or forums to discuss clothing choices	200	25	12.5	175	87.5

The analysis of data in the above table revealed that under item 1, 94.5% of the sampled Respondent agreed that students often use social media platforms, while 5.5% disagreed.

Under item 2, 73% of the sampled Respondent affirmed that they have

made clothing or accessory purchases based on what they saw on social media, while 27% held a contrary opinion.

In item 3, 55% of the respondents agreed that students follow fashion influencers or celebrities on social media for style inspiration, while 45% disagreed.

In item 4, 12.5% believes that students actively participate in online fashion communities or forums to discuss clothing choices, while 87.5% disbelieves.

**Research Question 2:** What are the popular clothing styles and trends that are influenced by social media?

**Table 3: Distribution of responses on the popular clothing styles and trends that are influenced by social media**

S/ N	ITEMS	Total No of Respondents	Agree	%	Disagree	%
1	Social media can strongly influence students' clothing choices	200	179	89.5	21	10.5
2	Students tend to attempt to emulate fashion styles or outfits seen on social media	200	182	91	18	9
3	I feel pressured to dress in a certain way because of the	200	102	51	98	49

	content I see on social media or due to peer influences					
4	Most Students often make clothing choices primarily influenced by the latest fashion trends on social media	200	95	47.5	115	57.5

The analysis of the data in the above table revealed that 89.5% of the respondents feel that social media can strongly influence students' clothing choices, whereas 10.5% of the respondents disagree.

In item 2 ,91% of the respondents agreed that students tend to attempt to emulate fashion styles or outfits seen on social media, while 9% feel otherwise.

However 51% agreed that they feel pressured to dress a certain way because of the content they see on social media or due to peer influence, while 49% gave a contrary opinion.

Under item 4,47.5% of the sampled Respondents agreed that most students often make clothing choices primarily influenced by the latest fashion trends on social media, while 57.5% disagrees.

**Research Question 3:** How do social media influencers and celebrities impact the clothing choices of university students?

**Table 4: Distribution of responses on how social media influencers and celebrities impact the clothing choices of university students**

S/ N	ITEMS	Total No of Respondents	Agree	%	Disagree	%
1	My friends or peers frequently influence my clothing choices	200	143	71.5	57	28.5
2	Students sometimes feel compelled to dress similarly to friends or peers due to social media or peer pressure	200	169	84.5	31	15.5
3	I often seek my friends' opinions on clothing choices before posting pictures on social media	200	40	20	160	80
4	Most Students might frequently share photos of outfits on social media for validation and feedback from friends and peers	200	188	94	12	6

The research question 3 data analysis shows that under item 1, 71.5% of the sampled respondents agreed that friends or peers frequently influence their

clothing choices ,whereas 28.5% disagrees.

In item 2,84.5% of the sampled respondents affirms that students sometimes feel compelled to dress similarly to friends or peers due to social media or pressure, while 15.5% disagrees.

However 20% of the sampled respondents agreed to seeking their friends' opinion on clothing choices before posting pictures on social media, while 80% disagreed.

Under item 4, 94% of the sampled respondents feel that most students might frequently share photos of outfits on social media for validation and feedback from friends and peers, while 6% feel otherwise.

**Research Question 4:** What are the attitudes of students towards dress codes in the university of Benin?\

**Table 5: Distribution of responses on the attitudes of students towards dress codes in the University of Benin**

S/ N	ITEMS	Total No of Respondents	Agree	%	Disagree	%
1	My experience on social media has made me feel self-conscious about my body or	200	191	95.5	9	4.5

	physical appearance					
2	Students might encounter body-positive content on social media that positively impacts their self-esteem	200	139	69.5	61	30.5
3	Most young adults may use filters or editing tools on social media photos to enhance their appearance	200	198	99	2	1
4	I often compare my body to the bodies of people I see on social media	200	130	65	70	35

The analysis of the data in the above table shows that 95.5% of the sample respondents in item 1 agrees that their experience on social media has made them feel self-conscious about their body or physical appearance, while 4.5 percent disagrees.

However 69.5% of the sampled respondents believed that students might encounter body-positive content on social media that positively impacts their self-esteem, whereas 30.5% believes otherwise.

In item 3 , 99% strongly agree that Most young adults may use filters or editing tools on social media photos to enhance their appearance while 1% disagree.

A 65% of the sampled respondents accepts that they often compare their body to the bodies of people they see on social media, while 35% disagreed

**Research Question 5:** What are the perception of university of Benin students towards the impact of social media on their dressing habits?

**Table 6: Distribution of responses on the perception of university of Benin students towards the impact of social media on their dressing habits.**

S/ N	ITEMS	Total No of Respondents	Agree	%	Disagree	%
1	It is important to express one's unique style and authenticity through their clothing choices on social media	200	150	75	50	25
2	People on social media do present a curated or idealized version of their lives and fashion choices	200	177	88.5	23	11.5
3	Young Adults feel pressured to maintain a consistent and fashionable image on social media to gain more followers or likes	200	193	96.5	7	3.5
4	Students who are active in social media, receive positive feedback and compliments	200	100	50	100	50

	from their social media followers regarding their fashion choices					
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The research question 5 data analysis shows that 75% of the sampled respondents believe that it is important to express one's unique style and authenticity through their clothing choices on social media, while 25% have a contrary opinion.

Under item 2, 88.5% of the sampled respondents agreed that People on social media do present a curated or idealized version of their lives and fashion choices, while 11.5% disagrees.

In item 3, 96.5% concur that Young Adults feel pressured to maintain a consistent and fashionable image on social media to gain more followers or likes, whereas 3.5% feel differently..

However,100% of the sampled population affirms that Students who are active in social media, receive positive feedback and compliments from their social media followers regarding their fashion choices, while 100% of the respondents disagrees.

## Discussion Of Findings

- A significant number of University of Benin students indicated that they are highly engaged with social media platforms, especially for fashion inspiration. Moreover, a substantial portion confirmed that their clothing and accessory purchases are notably influenced by what they see on social media. This study echoes Ogunyemi(2018) stand on how Nigerian youths, including those at the University of Benin, have embraced social media as a means to explore new fashion styles and make purchasing decisions
- The results reveal a pervasive acknowledgment among students regarding the strong impact of social media on their clothing choices. Many students expressed a desire to emulate fashion styles and trends they encounter on these platforms. Simultaneously, a notable proportion of students acknowledged feeling compelled to align with specific fashion trends due to the pervasive influence of social media content. These findings highlights Nigerian fashion critic, Adekunle (2019) study that platforms like Instagram and TikTok have emerged

as powerful sources of inspiration for Nigerian youths, contributing to the popularity of certain clothing styles

- Social media influencers and celebrities wield substantial sway over the clothing choices of University of Benin students. Many students attested to the frequent influence exerted by their friends or peers in matters of clothing. Additionally, a significant number of students expressed the inclination to dress similarly to their peers due to the pervasive influence of social media and peer pressure. These findings emphasize the study of Okon (2022), who writes on how influencers wield considerable influence in shaping clothing preferences, especially in the life of students
- The data paints a nuanced picture of students' attitudes towards dress codes at the University of Benin. A substantial number of students reported heightened self-consciousness regarding their body image and physical appearance due to their experiences on social media. Also, many students reported encountering body-positive content on

these platforms that significantly boosted their self-esteem. This study mirrors Osaghae (2020) insight on. the dynamics of body image among Nigerian youth, emphasizing the role of social media in fostering both positive and negative perceptions.

- A majority of students expressed the importance of expressing their unique style and authenticity through their clothing choices on social media. However, a substantial number also recognized that individuals on social media often curate or idealize their lives and fashion choices. In her study, Eze (2021) also states how Nigerian youth navigate the tension between self-expression and curated identities on social media. Thus highlighting students' appreciation for self-expression while maintaining awareness of the common practice of stylized content on social media.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### Summary

The study takes a survey of the influence of social on students mode of dressing in the university of Benin. The purpose of the study was to explain how social media influence the clothing choices of University of Benin Students ,to identify the popular clothing styles and trends that are influenced by social media, determine how social media influencers and celebrities impact students' clothing choices, identify the attitudes of students towards dress codes in the university of Benin, and explore the perceptions of students towards the impact of social media on their dressing habits.

The researcher tried to answer the following questions, which includes:

1. How does social media influence the clothing choices of university of Benin students?
2. What are the popular clothing styles and trends that are influenced by social media?
3. How do social media influencers and celebrities impact the clothing

choices of university students?

4. What are the attitudes of students towards dress codes in the university of Benin?

5. What are the perceptions of university of Benin students towards the impact of social media on their dressing habits?

The population of the study comprises of students from Five faculties without dress codes in the university of Benin. A sample size of 40 students from each faculty was selected amounting to 200 students, questionnaire were administered to these Students and responses gotten from these questionnaire was gathered and analyzed for the purpose of this research.

## **Conclusion**

The findings of the study unequivocally demonstrates that social media platforms wield a substantial influence over the clothing choices of University of Benin students. High engagement levels on these platforms highlight their role as a primary source of fashion inspiration and a driver for clothing purchases among students.

A high level of trend emulation is observed, with students actively attempting to replicate fashion styles and outfits they encounter on social media. However, it is accompanied by a notable pressure to conform to specific styles that are promoted through these platforms.

Social media influencers and celebrities exert significant sway over students' clothing choices. This influence is further magnified through peer pressure, with students often feeling compelled to dress similarly to friends and peers due to content seen on social media.

The study reveals a complex relationship between social media and body image. While students encounter body-positive content, a substantial proportion feels self-conscious about their physical appearance due to social media experiences. Filters and editing tools also play a role in shaping body image perceptions.

Students perceive the importance of expressing their unique style and authenticity through their clothing choices on social media. However, they are cognizant of the curated and idealized content present on these platforms, allowing them to engage with fashion trends critically while maintaining their authenticity.

## **Recommendations**

1. Promoting Digital Literacy\*: University of Benin should integrate digital literacy programs into its curriculum to empower students to engage with social media critically. This should encompass discerning between curated content and authentic expressions.

2. Creating Positive Body Image Campaigns\*: Initiatives to promote positive body image among students are essential. The university can organize workshops and awareness campaigns to address the self-consciousness resulting from social media exposure.

3. Encouraging Individuality: Encourage students to celebrate their unique style and resist the pressure to conform to trends promoted on social media. Emphasize that authenticity is more valued than following fleeting fashion fads.

4. Engaging with Influencers: Collaborate with social media influencers who promote positive messages about body image and individuality. Their reach

can be harnessed to counterbalance unrealistic beauty standards.

5. Monitoring Social Media Use: The university can establish guidelines for responsible social media use and periodically monitor students' online activities to identify and address potential negative influences.

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