

Isah, A., Jacob, P. A., Muhammed, J. O., Adign, G. O. & Aderinto, Q. O. (2023). Influence of Social Media Information on Fashion Preference among Undergraduates in University of Ilorin, Nigeria. *Journal of Library, Science Education and Learning Technology (JOLSELT)*, (4)2, 17-32

**INFLUENCE OF SOCIAL MEDIA INFORMATION ON FASHION PREFERENCE
AMONG UNDERGRADUATES IN UNIVERSITY OF ILORIN, NIGERIA**

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Abstract

The rise of social media and networking has made it faster and easier to access information around the globe, in multiple ways. Most recently the shift in the way information is disseminated is influencing the fashion industry is seeing a major shift in its inspiration of designed and trends, with the use of various social media, blogging sites like Facebook, twitter, Instagram, Pinterest etc. has been influencing the way we dress, our shopping ideas and what we feel is fashionable. The study therefore investigates the influence of social media on fashion preference among undergraduate students in the University of Ilorin. A descriptive survey research design was used for the study. The questionnaire was the main instrument for data collection. A sample of 377 respondents was drawn across three faculties in the University of Ilorin, Ilorin, Kwara State. The objectives of the research are to determine the influence of social media information on undergraduates' fashion preferences and shopping, to determine the usage of social media for fashion shopping by undergraduates, and to examine undergraduates' perception of social media use in their fashion choices. The findings of the study revealed that fashion and lifestyle bloggers today are highly reputable and influential individuals unlike before the magazines are people's bible on fashion, which they act on just every word of it. The findings also show that people no

Isah, A., Jacob, P. A., Muhammed, J. O., Adign, G. O. & Aderinto, Q. O. (2023). Influence of Social Media Information on Fashion Preference among Undergraduates in University of Ilorin, Nigeria. *Journal of Library, Science Education and Learning Technology (JOLSELT)*, (4)2, 17-32 *longer look up magazines as often as they have in the past. Today content is consumed online and people are not only reading through they are adopting it and also giving feedback through the comment section of any social media platform. The study concluded that social media has greatly influenced the undergraduate students of the University of Ilorin, in that it determines their clothing choices, makes them to be self-conscious of their fashion sense and it also creates competitiveness among them.*

Keywords: Social Media, Information, Fashion Preferences, Undergraduates

Introduction

The emergence of social media has transformed the world and its entire ways of functioning, bringing the world and its people closer. Social media has become an effective marketing tool; it has not only created a new dimension of marketing but also provided many opportunities to marketers to create brand awareness among consumers. It is now considered as the most transparent engaging and interactive form of public relations.

With the aid of internet accessibility, businesses including the fashion industry are utilizing social media platforms for advertisement campaigns which have been influencing the way we dress, our shopping ideas and what we feel is fashionable (Jan & Sultan, 2020). While some Fashion brands traditionally believed that social networking would have adverse effects on their businesses, for many it provided an excellent platform that strengthened relationships and credibility of brands and companies as it helped the companies to capture large markets and boost their businesses (Bansal & Singla, 2017).

Before the emergence of social media platforms, fashion was presented to us through magazines, newsletters and shows. Through these controlled channels, fashion was kept exclusive and was determined only by the designers of those styles and magazine editors. Nowadays, it became a different story, with social media platforms like facebook, tiktok, blogs and instagram, anyone can become a fashion newsletter or magazine editor. Different styles can also be shared with millions of people on the social media platform (Ahmad, Salman & Ashiq, 2015).

As asserted by Alyssa (2014) fashion and lifestyle bloggers today are highly reputable and influential individuals unlike before the magazines are people's bible on fashion, which they act on just every word of it. People are no longer picking up magazines as often as they have in the past. Today content is consumed online and people are not only reading through they are adopting it and also giving back feed through the comment section of any social media platform. We are constantly being introduced to trendy things, fashion ideas are being gotten from different social media platforms such as YouTube tutorials, instagram, pinterest, blogs, etc. Men and women get

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style tips from regular everyday people who are giving customers an inside look of what used to be an exclusive, fashion-expert-only industry. (Alyssa, 2014).The fashion Industry is now becoming more and easily accessible to the general public all thanks to social media which has massively grown in recent years and substantially transformed the environment that consumers operate in (Nash, 2019).

Statement of the Problem

The emergence of computers and the ubiquitous nature of varied social media platforms and sites have invariably influenced our day-to-day activities as well as influence our choice-making. Specifically, the popularity of social media in different parts of the country has affected people's fashion choices in one way or the other. Periodicals such as Magazines that used to be people's bible no longer serve that purpose rather blogs and different social media platforms are used by people whereby anyone can come up with a fashion trend and post it on their social media account. It is pertinent to state that this paradigm shift in the use of social media over the use of traditional means of fashion shopping came with it attendant effects. How its emergence has affected fashion and the level of its influence on fashion preferences remains under study, especially from the point of developing countries. It is in light of the gap that the present study was designed to investigate the influence of social media on fashion preference among undergraduate students at the University of Ilorin.

Objective of the Study

1. Identify social media use by undergraduate students of the University of Ilorin.
2. Examine the usage of social media for fashion shopping by undergraduate students.
3. Determine the effect of social media information on undergraduate's fashion preferences and shopping.
4. Examine undergraduate perception on social media use on their fashion choices.
5. Examine the challenges of social media usage by undergraduate students.

Literature Review

According to Kawamura (2014), fashion is a term that has been studied in two different ways; fashion is either studied as the study of the dress or as the added value. Kawamura (2014) describes the term fashion as “not the visual clothing but the invisible elements included in clothing”. Given this Kawamura fashion is the extra value added and not the clothes itself. With the value added Kawamura means that fashion is nothing but a symbolic cultural product that is in a way of expressing status, individuality, aesthetics, and a feeling of belongingness. Aspers and Godart (2013) view fashion as “an unplanned process of recurrent change against a backdrop of order in the public realm even if the physical production of fashion is a carefully and deeply planned activity”.

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Given the presence of a large number of audiences on a different social media platform and a shift in consumer behaviour, it is not surprising that various fashion brands have incorporated social media as a marketing and communications channel. Aided by the ease and cost-effectiveness of social media, increased visibility, the opportunity to reach and engage more frequently with potential consumers (Godey et al., 2016; Amed et al., 2018),

In a survey conducted by Statista (2020) using a sample of 150 companies from different industries, fashion brands emerged as one of the best-performing categories attracting the highest user engagement rate on Instagram, suggesting that fashion brands are prioritising the use of social media in their marketing activities. Agresta (2010) also noted that social media marketing includes understanding online consumer behavior. The print, radio, and television advertising is now replaced by social media advertising which has become an important channel of marketing campaigns. Today, people communicate via social networking websites, where peer reviews and opinions are of greater importance. Consumers are more expected to look for blog reviews and ratings and follow the likes and dislikes of their friends via facebook, tweeter, instagram, Blogs, pinterest, and many others.

Kang and Park (2018) believe that social media platforms can serve as satisfactory marketing platforms for small and medium enterprises by providing access to large audiences at low costs. Mintel (2019), reports that a third of British fashion consumers are influenced to purchase a product or participate in an activity based on influencers' recommendations on social media. Consumers satisfaction level with a product of a brand may not be the same with another product of the same brand. Gupta (2014) opines that traditionally, luxury brands were “much manicured” and prevented everyday consumers from getting an inside look at exclusive events and fashions.

However, a significant challenge with maintaining this buttoned-up image is consumers today have an “insatiable” appetite for content from the brands they love. “Brands need to produce more content and really draw consumers into their world.” Brands and retailers alike viewed Fashion Week as an opportunity to bring consumers behind the curtain, tapping Instagram for its simplicity and overall impact. Even the most high-end brands, such as Alexander Wang and Prada, took to social media to publish photos and videos of their fashion shows; they also streamed the fashion shows live on their websites. Designers Zac Posen and Tory Burch went the extra mile by publishing photos of the creative process, showing unfinished items and fittings with models before their fashion shows. Some brands and designers also partnered with solution providers to make their social feeds met to be shopped during Fashion Week. (Fiorletta, 2014).

Most studies on social media have shown that participation in social media activities improves one’s social development, especially students; others have shown to the contrary (Wickramanayake & Muhammad, 2018; Zamri, Zaihan & Samat, 2018; Yeboah & Ewur, 2014).

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Yeboah and Ewur's study (2014) found that social media such as whatsapp distracted students from completing their assignments, damaged their language skills such as spelling and grammar, and disturbed their concentration when in class. In addition, Sharma and Shukla (2016) also found that students' academic performance was adversely affected by social media. Students faced challenges arising from their frequent use of social media, which included the need to attend to messages immediately, the exposure to false or unregulated information or media contents, mobile connectivity and addictive-like behaviors that disturbed their studies (Ahad & Lim, 2014). Literature that supports the use of Social media reports that social media encourages effective communication offering real-time messaging, empowerment, a sense of belongingness and sociability, enjoyment, quick information-sharing and cost benefits (Plana, et al., 2014).

In view of Akakandelwa and Gabriel's (2018) study, students were found to be saying words such as "just a few more minutes" when using social media, checking their social media sites before doing something else, felt their productivity suffered because of social media, failing to cut down on time spent on social media, received negative comments from others about their use of social media and felt stressed out due to social media use. Although only 22.4% of sampled students felt addicted to social media, these observations among students were suggestive of internet addiction-related behaviors (Sultan, 2014). Therefore, students sampled in the study were addicted to social media. The finding is also in relation to the findings of Wolniczak et al. (2013), Ahad and Lim (2014), Sahin (2018), and Patel, Chaudhary, Kumar, Vasavada and Tiwari (2021) who noted that students had some level of addiction to various social media platforms. Other researchers have found evidence suggesting that addiction to social media has adverse effects (Moqbel & Kock, 2018; Kuss, & Griffiths, 2011).

Methodology

This study adopted a descriptive survey research design, the target population of this research includes both male and female undergraduate students at the University of Ilorin, Ilorin. There are 15 faculties in the University; in this research work the 15 faculties are categorized under three (3) major disciplines – Art and humanities, pure sciences, and applied sciences. Simple random sampling was used for this study, simple random sampling was used to give equal chances to all the respondents across faculties in the University of Ilorin. The selected faculties include Faculties of Arts, Pharmacy, and Engineering. The instruments used for data collection is questionnaire and descriptive statistics of percentage and frequency counts was used for the analysis. Results are presented on tables.

Results

Data Presentation and Analysis

Table 1 Bio-data information of respondents

Demographic variables	Freq.	%
Pharmaceutical Sciences	15	4.0%

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	Engineering and technology	155	41.6%
	Art	203	54.4%
	TOTAL	373	100.0%
DEPARTMENT	Chemical Engineering	21	5.6%
	Civil Engineering	38	10.2%
	Electrical Engineering	55	14.7%
	English	82	22.0%
	HIS	18	4.8%
	Linguistics	39	10.5%
	Material and metallurgical engineering	21	5.6%
	Mechanical Engineering	20	5.4%
	Performing arts	48	12.9%
	Pharmacy	15	4.0%
	Religion	16	4.3%
	TOTAL	373	100.0%
LEVEL	100	102	27.3%
	200	135	36.2%
	300	84	22.5%
	400	32	8.6%
	500	20	5.4%
	TOTAL	373	100.0%
GENDER	Female	188	50.4%
	Male	185	49.6%
	TOTAL	373	100.0%
AGE	16-20	164	44.0%
	21-25	208	55.8%
	26-30	1	0.3%
	> 31	0	0.0%
	TOTAL	373	100.0%

Table 1 presents the faculties, department, levels, gender, and age of the respondents.

The table shows that 164 (44.0%) respondents are within the range of 16-20yrs, 208 (55.8%) are within 21-25yrs which serve as the highest age range of the respondents, while 1 (0.3%) are within the age range of 26-30yrs and 0 (0.0%) are within the age range of 31 and above. The gender distribution indicates there is no much difference in the gender ratio where the female total population are 188 (50.4%) and male account for 185 (49.6%).

The table also shows that most of the respondents are 200level with a distribution of 135 (36.2%) while students in 100level are with the distribution of 102 (27.3), 300level with the distribution of 84 (22.5), 400level with the distribution of 32 (8.6%) and 500level with the distribution of 20 (5.4%). It is shown that students in 500level are not many because it is only Pharmaceutical Sciences and engineering and technology that have 500level students out of the respondents. While the 400level student's percentage was also low because the 400level student of engineering and

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technology are on IT training, so the few that responded to it were from faculty of Art and Pharmaceutical Sciences.

Table 2 Types of social media usage by undergraduate students

ITEMS	NO	YES
	Freq(%)	Freq(%)
Instagram	1 0.3%	372 99.7%
Facebook	6 1.6%	367 98.4%
Blogs	3 0.8%	370 99.2%
Twitter	3 0.8%	370 99.2%
LinkenedIn	131 35.1%	242 64.9%
Whatsapp	33 8.8%	340 91.2%
Wechat	39 10.5%	334 89.5%
Telegram	12 3.2%	361 96.8%
Pinterest	130 34.9%	243 65.1%
Youtube	6 1.6%	367 98.4%

Table 2 shows the various types of social media platforms that the majority of the respondents are familiar with, whereby using frequency and percentage the table shows that the respondents are familiar with all the social media platforms listed with a little difference which are; Instagram representing (99.7%), Facebook representing (98.4%), Blogs and Twitter representing (99.2%), Youtuberepresenting (98.4%), Telegram (96.8%), Whatsapp representing (91.2%) of respondents, while Wechat, Pinterest, and LinkendIn having the lowest percentage of respondents with (89.5%), (65.1%), (64.9%), respectively.

Table 3 Social media use by undergraduate students

ITEMS	SA	A	D	SD
I use social media for Assignment/ project	320 85.8%	36 9.7%	9 2.4%	8 2.1%
I use social media for shopping	360 96.5%	7 1.9%	1 0.3%	5 1.3%
I use social media for marketing	15 4.0%	344 92.2%	9 2.4%	5 1.3%

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I use social media to follow new trends on fashion	307	52	8	6
	82.3%	13.9%	2.1%	1.6%
I use social media to improve on my knowledge	285	67	15	6
	76.4%	18.0%	4.0%	1.6%
I use social media to keep in touch with friends and relatives	358	9	1	5
	96.0%	2.4%	0.3%	1.3%
I use social media for entrepreneur	59	226	78	10
	15.8%	60.6%	20.9%	2.7%
I use social media to dialogue with people around a given topic	50	314	4	5
	13.4%	84.2%	1.1%	1.3%
To share content and messages	359	7	1	6
	96.2%	1.9%	0.3%	1.6%
I use social media for tutorial	354	8	7	4
	94.9%	2.1%	1.9%	1.1%

Table 3 presents results on the general use of social media by undergraduates in the University of Ilorin at which their various uses of social media include; for assignments/project 356 (95.5%) , for shopping 367 (98.4%), for marketing 359 (96.2%), to follow new trends on fashion 359 (96.2%), to improve on their knowledge 352 (94.4), to keep in touch with friends and relatives 367 (98.4%), for entrepreneur 285 (76.4%), to dialogue with people around a given topic 364 (97.6%), to share content and messages 366 (103.2%), and also for tutorial representing 362 (97%) of the total respondents.

Table 4 Usage of Social media for fashion shopping and preference

ITEMS	SA	A	D	SD
I use social media to get information on fashion shopping	198	72	39	64
	53.1%	19.3%	10.5%	17.2%
I use social media as a guide on fashion shopping	176	111	50	36
	47.2%	29.8%	13.4%	9.7%
I use social media to get new trends on fashion shopping	203	88	46	36
	54.4%	23.6%	12.3%	9.7%
I shared a product through social media that I wanted to purchase	142	137	58	36
	38.1%	36.7%	15.5%	9.7%
I shared a product through social media that I actually purchased	212	52	62	47
	56.8%	13.9%	16.6%	12.6%
I use social media to know about the ongoing sales and promotions	223	58	51	41
	59.8%	15.5%	13.7%	11.0%
Social media makes fashion shopping easy	159	110	52	51
	42.7%	29.6%	14.0%	13.7%

Table 4 show results on the usage of social media for fashion shopping/preference 270 (72.4%) of the total respondents strongly affirm to use of social media to get information on fashion shopping,

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Table 5 Effect of social media usage for fashion preference

ITEMS	SA	A	D	SD
Social media determine my choice of cloth/fabric	179 48.0%	85 22.8%	57 15.3%	52 13.9%
Social media determine my choice of brand	192 51.5%	60 16.1%	64 17.2%	57 15.3%
Social media improves my fashion sense	174 46.6%	105 28.2%	54 14.5%	40 10.7%
Social media updates me on new trends	168 45.0%	112 30.0%	52 13.9%	41 11.0%
Social media improve the economic state of society through transaction	175 46.9%	112 30.0%	48 12.9%	38 10.2%
Social media improve the flow of funds through buying and selling	178 47.7%	118 31.6%	43 11.5%	34 9.1%
Social media lowers the opportunity cost of	182 48.8%	125 33.5%	40 10.7%	26 7.0%
Social Media create a brand new type of celebrity	180 48.4%	121 32.5%	45 12.1%	26 7.0%

Table 5 show results on the effect of social media usage on fashion preference where 179 (48.0%) strongly agree that social media determine their choice of cloth/fabric, 85 (22.8%) agree, 57 (15.3%) disagree, while 52 (13.9%) strongly disagree that Social media determine their choice of cloth/fabric, 192 (51.5%) strongly agree that social media determine their choice of brand, 60 (16.1%) agree, while 64 (17.2%) disagree, and 57 (15.3%) strongly disagree that Social media determine their choice of brand, 174 (46.6%) strongly agree to the fact that social media improve their fashion sense, 105 (28.2%) agree, while 54 (14.5%) disagree, and 40 (10.7%) strongly disagree to the fact that social media improve their fashion sense, 168 (45.0%) of the total respondents strongly agree that Social media update them on new trends, 112 (30.0%) agree, while 52 (13.9%) disagree, and 41 (11.0%) strongly disagree to the fact that social media update them on new trends. Also, 180 (48.4%) Strongly agree that social media create a brandnew type of

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 celebrity, 121 (32.5%) agree, 45 (12.1%) disagree and 26 (7.0%) strongly disagree that social media creates a brand new type of celebrity.

Table 6 Preferred social media use for Fashion preference

Item	Occasionally	Always	Rarely	Not At All
Instagram	142 38.1%	153 41.0%	61 16.4%	17 4.6%
Facebook	64 17.2%	143 38.3%	113 30.3%	53 14.2%
Twitter	63 16.9%	175 46.9%	61 16.4%	74 19.8%
Pinterest	36 9.7%	160 42.9%	106 28.4%	71 19.0%
YouTube	61 16.4%	167 44.8%	88 23.6%	57 15.3%
Blog	69 18.5%	151 40.5%	89 23.9%	64 17.2%
WhatsApp	48 12.9%	156 41.8%	66 17.7%	103 27.6%
Wechat	20 5.4%	13 3.5%	64 17.2%	276 74.0%
Telegram	20 5.4%	38 10.2%	92 24.7%	223 59.8%
LinkedIn	62 16.6%	12 3.2%	54 14.5%	245 65.7%

Table 6 show results on the preferred social media use for fashion preference, 142 (38.1%) occasionally use instagram, 153 (41.0%) always preferred to use instagram to evaluate their fashion preference while 61 (16.4%) rarely, and 17 (4.6%) did not use instagram at all for their fashion preference. In the same light, 64 (17.2) occasionally use Facebook to evaluate their fashion preference, 143 (38.3%) preferred to always use Facebook for their fashion preference, while 113 (30.3%) rarely use it and 53 (14.2%) do not use Facebook at all. 63 (16.9%) occasionally preferred to use Twitter for fashion preference, 175 (46.9%) Always preferred to use Twitter for fashion preference, while 61 (16.4%) rarely preferred to use Twitter for fashion preference and 74 (19.8%) total respondents did not use Twitter at all for fashion preference. 36 (9.7%) responded that preferred to use Pinterest for fashion preference occasionally, 160 (42.9%) of the total respondents always preferred to use Pinterest for fashion preference, while 106 (28.4%) and 71 (19.0%) rarely preferred to use or didn't prefer to use Pinterest at all for fashion preference respectively. 61 (16.4%) of the total respondents preferred to use Youtube occasionally, 167 (44.8%) of the total respondents preferred to always use Youtube for fashion preference, while 88 (23.6%) and 57 (15.3%) rarely and did not prefer to use Youtube at all for fashion preference respectively.

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Results on table 6 also reveal that 69 (18.5%) of the total respondents preferred to use Blogs occasionally, 151 (40.5%) preferred to use Blogs always for fashion preferences while 89 (23.9%) and 64 (17.2%) respectively rarely use and didn't prefer to use Blogs for fashion preference. 48 (12.9%) occasionally preferred to use Whatsapp for fashion preference, 156 (41.8%) always preferred to use WhatsApp for fashion preference, 66 (17.7%) rarely preferred to use WhatsApp for fashion preference and 103 (27.6%) didn't prefer to use WhatsApp at all for fashion preference. 20 (5.4%) of the total respondents preferred to use WeChat occasionally, 13 (3.5%) of the total respondents preferred to use WeChat always, while 64 (17.2%) of the total respondents rarely preferred to use WeChat and 276 (74.0%) didn't prefer to use Wechat for fashion preference. 20 (5.4%) of the total respondents preferred to use Telegram occasionally, 38 (10.2%) preferred to use Telegram always for fashion preference 92 (24.7%) and 223 (59.8%) respectively rarely use and didn't prefer to use Telegram for fashion preference. 62 (16.6%) occasionally preferred to use LinkedIn for fashion preference, 12 (3.2%) always preferred to use LinkedIn for fashion preference, while 54 (14.5%) rarely preferred to use LinkedIn for fashion preference and 245 (65.7%) didn't prefer to use LinkedIn at all for fashion preference.

Table 7 Undergraduate student's perception on the usage of social media

Items	SA	A	D	SD
Information on the use of social media influences fashion choice	196 52.5%	121 32.4%	25 6.7%	31 8.3%
Social media use improves my knowledge of fashion	180 48.3%	130 34.9%	39 10.5%	24 6.4%
Social media enables me to make the right decision on fashion choices	167 44.8%	131 35.1%	44 11.8%	31 8.3%
The use of social media for fashion influences competitive fashion choice	161 43.2%	145 38.9%	31 8.3%	36 9.7%
Social media use on fashion enables me to be self-conscious about fashion choice	180 48.3%	113 30.3%	54 14.5%	26 7.0%
Social media use in fashion makes purchases easy	150 40.2%	140 37.5%	48 12.9%	35 9.4%

Table 7 presents result on undergraduates perception of the usage of social media in fashion. The table shows 196 (52.5%) strongly agree that information on the use of social media influences their fashion choice, 121 (32.4%) agree, 25(6.7%), and only 31 (8.3) of the total sample size of respondents disagree and strongly disagree respectively. 161 (43.2%) of the total sample size of respondents strongly agree that the use of social media for fashion influences competitive fashion choice, 145 (38.9%) agree, while 31 (8.3%) and 36 (9.7%) disagree and strongly disagree respectively. 180 (48.3%) of the total sample size of respondents strongly agree that Social media use on fashion enables them to be self-conscious about their fashion choice, 113 (30.3%) agree, 54 (14.5%) disagree while 26 (7.0%) strongly disagree that social media use on fashion enables them to be self-conscious on fashion choice. 150 (40.2%) respondents strongly agree that social media

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 use on fashion makes purchases easy, 140 (37.5%) agree, 48 (12.9%) disagree and 35 (9.4%) strongly disagree.

Table 8 Challenges of social media usage by undergraduates

Items	SA	A	D	SD
Social media distract me from completing my assignments on time	167 44.8%	95 25.5%	72 19.3%	39 10.5%
Social media damage my language skill or spelling	150 40.2%	102 27.3%	65 17.4%	56 15.0%
Social media distract my concentration while in class on fashion choices	120 32.2%	119 31.9%	80 21.4%	54 14.5%
Social media affect my academic performance	158 42.4%	63 16.9%	57 15.3%	95 25.5%
Social media usage makes me less productive	153 41.0%	107 28.7%	50 13.4%	63 16.9%

Table 8 shows the challenges perceived by the respondents militating against effective social media use by undergraduate students. As regards social media distracting them from completing their assignments on time, majority of the respondents representing (70.3%) strongly affirms. While (67.5%) agrees that social media damages their language skill and spelling, (32.4%) have a contrary view. Similarly the percentage of respondents with the previous statement tally's with those that agree that social media distracts their concentration while in class. (64.1%) (35.9%) respectively. Hence 221 (59.3%) ascertained that social media affect their academic performance while 152 (40.8%) object and 260 (69.7%) agrees that social media makes them less productive.

Discussion of findings

Discussion of the findings of this study can be explored based on the data on undergraduate students' perceptions of social media usage in the fashion industry: The vast majority of respondents firmly concur that knowledge about social media usage affects their fashion decisions. This finding corroborated the research of Nash (2019), Nelson, Moore, and Swanson (2019), which found a positive relationship between fashion and social media, which eventually motivates college students as consumers. According to a study by Shafaat, Kishwa, and Alvi (2020), social media networking enhanced brand awareness and influenced customer fashion preferences. The study provided additional evidence for this discussion, showing that social media had a major influence on how people created their fashion choices.

Furthermore, along with this study, Alatawy, (2022) found that a sizable portion of respondents acknowledged the influence of social media on their fashion choices. According to a study by

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Sharma, Shail, Painuly, and Kumar (2023), a sizable percentage of respondents strongly think that using social media for fashion influences choices made by competitors in the fashion industry. This supports the idea that social media influences competition in fashion trends and implies that social media platforms help foster a competitive climate in the fashion business. Similar to the findings of Sharma et al., a sizable portion of respondents firmly agreed that using social media for fashion purchases made the process simple. This implies that social media platforms help to make shopping experiences easier by giving users access to trends and fashion items. Chun, Lim, Tan, and Teh (2018), however, found no link between social media use and purchasing of fashion accessories. The study also showed that there was no positive association between Instagram users' intention to purchase and their use of fashion. The author's discovery did not agree with the outcome of the discovery.

Overall, these results show a significant relationship between undergraduate students' use of social media and how it affects several facets of fashion. According to the research, social media is widely acknowledged to have an impact on fashion choices, encourage competition, increase self-consciousness, and make purchasing easier for the fashion business. Understanding the dynamic interaction between digital media platforms and consumer behavior in the context of fashion trends and preferences is made easier with the help of these insightful observations.

Conclusion

The study concluded that social media has a great influence on undergraduate students' fashion choices as it greatly influences their clothing choices, it also serves as a distraction to their academic performance and makes them less productive in their daily work as they tend to spend more time on social media. Therefore, it is concluded according to the result of the study that Social media is a compilation of online platforms and communication channels that are used by people to share information, profiles, assumptions, observations, apprehension, and media. It facilitates communication and interactions between different groups of people from all across the world. Fashion which was presented to us through glossy magazines and catwalk shows is now presented to people through various controlled channels; fashion was kept exclusive, determined by designers and magazine editors. In it became a different story entirely, with platforms like Instagram, facebook, Twitter, etc.; we can essentially become our magazine editors, sharing our style with potentially millions of users.

The influence of Social Media on human behavior is important as people tend to reach a level of life they see on Social Media, through the posting of influencer's figures. Despite the advantage of that kind of channel and influence, Social Media represents a tool hard to control for companies. The fact that a larger audience receives the message can bring a loss of control. In the course of the study, the following recommendations are proffered for consideration:

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- i. New innovative business models must incorporate social media to allow firms to build strong customer relationships encourage loyalty, and interact with customers through new channels because information on the internet travels faster.
 - ii. Librarians most especially those in libraries of higher institutions who have direct dealings with undergraduate students should use social media to promote the library services as it is seen from the findings that social media motivates and informs undergraduates' choice and use of social media to meet their information needs. Hence, librarians' adoption of social media in the marketing of library services and resources can thus enjoy great patronage.

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