

Influence of Celebrities Dressing on the Clothing Choice of Adolescents in Niger State, Nigeria

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Abstract

The study focused on the influence of celebrities dressing on the clothing choice of adolescents in Niger State, Nigeria. In the course of the study, two research questions and one null hypothesis were formulated to guide the study. The study adopted the descriptive survey research design and the population for this research study consists of Forty nine thousand and thirty one (49031) students in all senior secondary schools in Niger State. Simple random sampling and proportionate sampling were used to select the sample for this study, three hundred and eighty two (382) students in the randomly selected schools constituted the sample for this study. However, 350 respondents were used in the final analysis of the study. The instrument used for data collection was a researcher' developed instrument titled "Celebrities Dressing and Clothing Choice Questionnaire (CDCCQ)". To ascertain the validity of the instrument, a copy of the questionnaire was given to two experts from the department of Home Economics as well as Measurement and Evaluation respectively. Necessary corrections and amendments were properly effected. Pilot study was conducted in one school from a local Government in each of the three senatorial zones that were not part of the sample for the study to determine the reliability of the instrument, a reliability coefficient of 0.8028 was obtained. The data collected were analysed using mean scores and multiple regression analysis and the finding revealed that there is a significant collective influence of celebrities clothes/Apparels/Attires, hairstyles, shoes and bags on the clothing choice of adolescents in Niger State, Nigeria.

Keywords: Celebrities Dressing, Clothing, Choice Adolescents, Niger State

INTRODUCTION

Celebrities are well-known personalities who are famous as a result of their achievements; they are people who have high degree of recognition by the general public and are famous. Schlecht (2003) defines celebrities as people who enjoy public recognition by a large share of certain groups of people both locally and internationally. Lindsey (2014) remarked that dressing well is important to a person's self respect, confidence, empowerment, composure and also represent personality. The dressing patterns of celebrities are done in a manner that suits their personality and are usually that of the western wears, in most instances they unintentionally start trends, photographers snap hundreds of pictures which influences the clothing choice of general public most especially the adolescents (Norton, 2006). The Celebrities modes of dressing are an influence in many ways, Stone (2007) asserted that one major influence celebrities have is in the realm of the fashion industry which affects the clothing choice of adolescents.

Adolescents are boys and girls passing through the adolescence period which lies between the end of childhood and the beginning of adulthood usually between ages twelve through the late teens

(Anyakoha, 2015). Many adolescents are emulating celebrity idols like Misha Barton, Lindsay Lohan, Hilary Duff, Chris Martins, FunkeAkindele, Mercy Aigbe and a host of others to cultivate an impression of maturity (La Ferla, 2015). Celebrities are often photographed and videotaped and whatever they are wearing will be conveyed as images to the general public. The styles that they wear are being admired and worn by adolescents; this is evident in specific fashion replications manufactured by brand names like Marc by Marc Jacobs, Paul and Joe for Target, Gloria Baume. The fashion market director of Teen Vogue said there is no real delineation between male and female adolescent in relation to fashion styles (La Ferla, 2015).

Adolescents, typically copy celebrities styles when they feel they relate to a particular celebrity which justifies their reasoning to buy in on the fashion trends (Stone, 2007). Celebrities have always had an influence on the general public, in 1934, Clark Gable starred in a movie "It happened one night" where he did not wear an undershirt this made the sales of undershirt plummeted radically after the movie (Diamond, 2008). Adolescents look up to celebrities and use them as guides as to what is in and not in style, they seem to use the celebrities as an escape from everyday life because the lifestyles of the rich and famous seems much more interesting than the normal everyday life they are used to living.

Today's adolescents are heavily influenced by media and technology, they spend a lot of time with their peers shopping in malls and contemplating fashion. Undoubtedly, many adolescents are style-struck, with the computer and television where youth are bombarded with style images of celebrities. Adolescents are taking what they wear seriously since research has shown that fashion was part of the language of the body (Oliver, 1999). What people wear speaks of who they are trying to portray. Whether adolescents evaluate what their needs are or not, they certainly evaluate fashion and clothing style's which determine their clothing choice.

Clothing choice is the act of selecting clothes or any article placed on the body to protect, beautify or adorn it (Anyakoha, 2015). Adolescents clothing choice can be influence by their physical, intellectual, emotional and social needs as well as the activities, night club etc their personal preferences (likes and dislikes) family and friends also can influence the clothing choice of adolescents. Adolescents are mostly influenced by celebrities when they admire a certain celebrity they allow the dressing patterns to influence their clothing choice. Entertainers, movies, television and music celebrities influence clothing choice because adolescents look up and claim to relate with them. It is a clear fact that, not all outfit or dressing seen on celebrities are considered decent and modest and on this note, the adolescents need to be guided properly in their choice of clothing so as to protect our culture and embrace modesty (Ojene, 2017).

Statement of the problem

Celebrities are public figure and role model in the society with distinguished way of dressing and life style. Celebrities modes of dressing and life style are been admired by people irrespective of their age, sex, religion affiliation and cultural belief. Based on personal experience and observation of the researcher, majority of adolescents dressing are based on the fact that they admire the way a celebrity dresses without putting into consideration their body figures, complexion, religion affiliation and cultural belief, modesty, decency etc. Many of these adolescents do not consider these factors and as such most of them wear clothes that expose sensitive body parts like low neckline, skinny jeans trousers, T- shirts with jeans hanging below waist line and sometimes carrot trousers that put off the acceptable norms, customs and culture of the society. It is against this background that this study is carried out to examine the extent to which celebrities dressing influence the clothing choice of adolescents in Niger State.

Objectives of the Study

The major objective of this study is to examine the influence of celebrity dressing (clothes/Apparels/Attires, hairstyles, shoes and bags) on the clothing choice of adolescents in Niger State. The specific objectives include, To:

1. examine the concept of celebrities dressing and clothing choice of adolescents.
2. identify the various clothing styles/ forms of celebrities dressing.

Research Questions

The following questions were postulated to serve as a guide for the study:

1. what are the concept of celebrities dressing and clothing choice of adolescents?
2. what are the various clothing styles of celebrities dressing?

Statement of hypotheses

The single null hypothesis stipulated for this study was:

There is no significant collective influence of celebrities dressing in terms of clothes/Apparels/Attires, hairstyles, shoes and bags on the clothing choice of adolescents in Niger State.

LITERATURE REVIEW

Celebrities dressing

Celebrities are seen everywhere in movies, television, news, magazines, posters and many other places and are widely recognized as famous people who command high degree of public as well as media attention. Daniel Boorstin (1999) defines celebrity as a person who is known, identified, renowned and accepted by other people in the society. According to Morgan Simeon (2010) a celebrity is a person who is famous especially in the areas of entertainments such as films, music, writing or sport. Celebrities give pleasure, enjoyment, diversion, amusement or relaxation to an audience irrespective of whether the people participate passively or not.

The idea of celebrity is not new, it has its root in the 18th century (Marrow, 1997); according to Inglis (2012) celebrities are often placed on a higher platform which promotes both constant adoration and idolization by the adolescents. Inglis further remarked that celebrities exist in the present society as gods and goddesses to a large number of adolescents and are been worshipped, idolized, emulated and imitated by adolescents irrespective of whether they are wrong in some aspects of their life styles and dressings. Celebrities dressing are dream dress that makes celebrities feels as gorgeous as possible, their mode of dressing are usually that of the western wears that are used to start trends, photographers snap hundreds of pictures and after the photos have been published, a new fashion are born (Norton, 2006).

Adolescents clothing choice

Adolescent is a period of time a person gets mature and move from childhood to adulthood with greater desire and interest in current fashion clothing. Adolescents are taking what they wear seriously; Dedhia (2015) buttressed that most adolescents go through the entire fashion magazine, watch many fashion related television shows and admired clothing worn by each and every celebrity. Adolescents therefore see clothing as a factor in everyday human life and an interaction with others. Clothing is anything placed on the body to adorn or to motivate behaviour (John and Foster 2002). It includes all the different garments, accessories or ornament worn by people as well as their make-ups and hair-style. The term clothing according to Ozougwu (2004) embodies wearing of apparel and accessories such as garments, jewellerys, shoes, scarves, bags etc that human being places or put on the body. Clothing choice on the other hand, is the decision one makes about his or her clothing; it is the act of selecting clothes, articles, attires, accessories and adornment placed on the body to protect and beautify it.

Danielson (2013) stated that most adolescent seek to define themselves through their clothing and look up to celebrities for fashion ideas of what to wear in order to look sexy. Images from popular celebrities' mode of dressing are often said to provide the external basis from which adolescents benchmark their opinions and choice in relation to clothes (La Ferla, 2015).

Various Types (Modes) of Celebrities Dressing

Every celebrity has a particular ways or manners he/she dresses as well as specific styles of clothes, hairstyles, accessories and make-up (Brockes, 2010). Celebrities dressing can therefore be viewed as clothes/ apparels/ attires and accessories (such as shoes, handbag, earring etc) make-up and hairstyles.

1. Celebrity's Clothes/Apparels/Attires.

Clothes is a collective term worn on the body, made of textile, animal skin or other thin sheet of materials put together which are used to protect, beautify and adorn the body (Anyakoha, 2015). Celebrities' cloth is entirely unique and bursting with details that cannot be accurately reproduced. For many celebrities there is no price of clothes that is too high when it comes to looking the best. Buying most expensive dresses to the celebrities is just another day in their life (Brodsky, 2017). The type of clothes a celebrity chooses to wear tells a lot about whom they are their lifestyles and ways of life; they choose unique clothes and wear gorgeous clothes in other to stand out from others on the red carpets with no concern of weeding off. Every garment, attire or clothe of celebrities is a treasure to them (Ozuogwu, 2004). Ejila, (2014) also remarked that celebrities wear various styles of clothes such as spaghetti, mini skirt, off shoulder, sleeveless gown and a host of others to be a role model, look good and evoke memory.



Sleeveless gown



off shoulder gown



m Body hug gown

Hairstyle.

Hairstyle, hairdo or haircut according to Ejila (2014) refers to the styling of hair, usually on the human scalp; sometimes this could also mean an editing of facial or body hair. The fashioning of hair can be considered an aspect of personal grooming, fashion and cosmetics, although practical, cultural and popular considerations also influence some hairstyles. Hairstyles are a way of creating a statement and an essential part of first impression. A person's hairstyle can say a lot about their image and personality. In line with this Chappelle (2009) and Barbara (2011) stated that hairstyles give celebrities personality and character and to identify whether they are a rock star or a model. Hairstyles are one of the major factors

that enhance celebrities' physical appearance and one of the feature that fashion fan notices about celebrities. This is the major reason why celebrities worked hard on their hairstyles. Barbara remarked that a stylist hairstyle gives extra confidence that celebrities crave for.

Celebrities used haircut and style as an extension of themselves. The haircut and styles project celebrities image to the world that can say a lot about them, who they really are and what they are all about (Chappelle, 2009). Celebrity's hairstyles are great to look at and are useful source of inspiration; this is because celebrities are usually on the cutting edge. Celebrities used hairstyles as the best way of getting new season look. Examples of celebrities hairstyles are Afro, braiding, dreadlocks, Mohawk, undercut, waves etc. (See figure 2.2).



Fig 2.2: Dreadlocks

Waves

Braided Suku

2. Shoes

Shoes according to Jones (2005) is a clothing accessories that has an outer covering for the human foot with a thick or stiff sole, an attached heel and an upper part of lighter material such as leather. Shoes are usually the most expensive item in people's outfits and serve as non verbal cues with symbolic message and also review information about people sense of security or insecurity, political ideology, friendliness, intelligence, happiness or been outdoorsy (Schroedel and Snyder, 2009). Additionally, John (2018) stated that shoe plays a huge role in how an outfit is ultimately perceived and also helps depict an individual personality. Shoes are of great variety of styles, colour, shapes, brands, looks and functions which help to carry individual different information. Winget (2010) reiterated that celebrities wear different styles, colour and brand of shoes, those who are extra fatted wear more colourful shoes as an impression of their personality

while others with higher income wear shoes with high end brands to exhibit their social status and to impress their fashion fans (Godsling, 2002). (See figure 2.3).



Fig. 2.3: Examples of Shoes worn by Celebrities

Handbags

Handbag is a highly visible accessories used by celebrities to describe their social, economic and fashion status as well as an entrée to luxury and glamour. As the most visible fashion accessory, celebrities used handbag to display their status and to create a fashion image (Swati,2017).Handbag sends a strong message about celebrities; it serves as a unique outward statement of their status, fashion savvy and a form of expression of their personalities as well as earning power. The choice of handbag makes celebrities to stand out from the crowd and set trends worldwide to their fans, this is the major reason why celebrities choose a top quality and expensive handbag such as Gucci, Balenciaga (Nelson, 2017). (See Fig: 2.4)



Influence of Celebrities Dressing on Adolescents Clothing Choice

Adolescents seek to define themselves through their clothing, experiences, group associations as well as external stimuli rather than intrinsic. Accordingly, images from popular celebrities often provide the external basis from which adolescents will benchmark their opinions and choice in relation to clothes. Celebrities dressing affect the fashion industry and also the dress of adolescents in several ways (O' Donnel, 2007). Danielson (2007) reiterated that most adolescents look to celebrities for fashion ideas of what to wear and how to look sexy which invariably affects their clothing choice. Dedhiaand Heffa (2010) asserted that celebrities have one thing in common, other than their successful careers they all have the ability to influence adolescents clothing choice by subconsciously altering their thoughts and decisions, clothing apparels, hairstyles as well as accessories favoured by celebrities all create epidemics of societal acceptance among adolescents.

Correspondingly, Dedhia (2012) remarked that adolescents go through the entire fashion magazine and watch many fashion related television shows and admired the clothing worn by celebrities, when an adolescent sees her favourite celebrity wearing something they love, they will try to wear that same type of style just to be like them. Style is always changing and the adolescents want to make sure they are always up to date with it. Emphasizing on the influence of celebrities dressing on adolescents clothing choice, Roythman (2014) stated that celebrities greatly influence adolescents clothing choice because celebrities signify ideal beauty and are trendsetter, Diamond and Diamond (2014) stated that in 1984 Clark Gable starred in the movie "It happened one Night" without wearing an undershirt, the sales of undershirts plummeted radically after the movie. Adolescents get their clothing inspiration from celebrities who they look up to and desire to be, they make their clothing choice based on celebrities styles of clothes with beauty secret. Correspondingly, Clark (2015) remarked that majority of the adolescents spent a considerable amount of money to select and chose various types and styles of clothing worn by celebrities without putting into consideration other basic necessity of life such as food, shelter and health. When new styles are worn by celebrities on television or if they are photographed for a magazine then the general public especially the adolescents viewed their garment which makes it to gain attention.

RESEARCH METHODOLOGY

The study adopted the descriptive research design basically survey method for this study. Tabat and Tabat (2018) remarked that survey research design attempts to describe and explain conditions of the present by using many subjects and questionnaires to fully describe a phenomenon. The population for this research study consists of Forty nine thousand and thirty one (49031) students in all senior secondary schools in Niger State. Simple random sampling and proportionate sampling were used to select the sample for this study. Two local Government Areas were selected from each of the three senatorial zones in Niger State using hat- drawn method of random sampling technique. In each of the randomly selected local Government Areas, three public senior secondary schools were also randomly selected; three hundred and eighty two (382) students in these schools constituted the sample for this study based on Morgan and Krejcie (1970) recommendation. Proportionate sampling was used to determine number of students that were selected from the randomly selected public secondary schools in Niger State. The instrument used for this study was a researcher developed questionnaire titled Celebrities Dressing and Clothing Choice Questionnaire (CDCCQ), which was divided into two sections, section A comprised of questions related to personal data of the respondents while section B was drafted based on the focus of the research on a modified four point Likert scale format of strongly agreed, agreed, disagreed and strongly disagreed. To ascertain the validity of the instrument, a copy of the questionnaire was given to two experts from the department of Home Economics as well as Measurement and Evaluation respectively. Necessary corrections and amendments were properly effected. Pilot study was conducted in one school from a local Government in each of the three senatorial zones that were not part of the sample for the study to determine the reliability of the instrument. Ten (10) students were selected from each of the school to give a total of thirty students; a copy of questionnaire was given to each students. Data collected from the pilot study were subjected to reliability tests using cronbach alpha coefficient (α), and reliability coefficient of 0.8028 was obtained. When translated, it meant, there was a good measure of internal consistency amongst the items. This was in agreement with Rama (2007) which stated that a reliability coefficient of 0.70 or above is considered as reliable for reliability coefficient of an instrument. A total number of three hundred and eighty two questionnaires (382) were sent out; only three hundred and fifty (350) were successfully completed and returned. Data collected were subjected to statistical analysis using descriptive statistic basically mean scores for answering the research questions, the decision mean for the acceptance or rejection of a question item was 2.5 while the only null hypothesis was tested using multiple regression analysis as presented below.

RESULTS AND DISCUSSIONS

Research question 1: What are the concept of celebrities dressing and adolescents clothing choice?

Table 1 Concept of Celebrities Dressing.

S/No.	Concept of Celebrities Dressing include	SA	A	D	SD	Mean	Remark
1.	The ways and manner famous people who command high degree of public and media attention dresses.	95	162	48	45	2.88	Accepted
2.	The ways and manner famous people dress to distinguish them from every other person in the society.	105	187	45	13	3.1	Accepted
3.	The type and style of clothes worn, make-up, hairstyles, shoes and	108	157	45	40	2.95	Accepted

	accessories used by renowned and accepted person in the society.						
4.	Dressings that make a person famous and admirable to others.	65	75	135	75	2.37	Rejected
5.	The images conveyed by famous people to the general public which wins admiration of adolescents	100	160	55	35	2.93	Accepted

The analysis of the result in Table 1.on the concept of celebrities dressing reveals that item 1, 2, 3 and 5 recorded mean scores above the criterion level of acceptance while item 4 had a mean score below 2.5 and was therefore rejected. It can therefore be deduced that the concept of celebrities dressing can be viewed in various perspective and are diversified.

Table 2: Concept of Adolescents Clothing Choice.

S/No.	Concept of Adolescents Clothing Choice is:	SA	A	D	SD	Mean	Remark
1.	the act of going through all the fashion magazines by adolescents to admire and select clothes.	55	82	115	98	2.27	Rejected
2.	when celebrities dressing and styles guide the decision made by adolescents on the type of clothes to admire and select.	53	80	100	117	2.20	Rejected
3.	the act of selecting clothes, attires, accessories, hairstyles and adornment by adolescents which lies mostly on the trendy fashion of celebrities.	105	165	35	45	2.94	Accepted
4.	the ability of adolescents to admire and select various styles of clothes, accessories and adornment.	167	125	43	15	3.27	Accepted
5.	the way adolescents evaluate fashion and clothing styles, accessories and adornment to be selected.	95	177	45	33	2.95	Accepted

Table 4.2 showed the respondents opinion on the concept of adolescents clothing choice. Items 3, 4 and 5 had mean scores of 2.94, 3.27 and 2.95 respectively and were therefore accepted. The mean scores of items 1 and 2 were 2.27 and 2.20 which were below the decision mean of 2.5. This means that the concept of adolescents clothing choice deals with the act of selecting clothes, attires, accessories, hairstyles and adornment by adolescents, the ability of adolescents to admire and select various types of clothes, accessories and adornment as well as the way adolescents evaluate fashion and clothing styles, accessories and adornment to be selected.

Research Question 3:What are the various styles/forms of celebrities dressing?

Table 3: Various Styles/Forms of Celebrities Dressing

S/NO.	Styles of Celebrities Dressing	SA	A	D	SD	Mean	Remark
1.	Clothes/Apparels/Attires Expensive	135	147	40	28	3.11	Accepted

	Unique	137	125	53	35	3.04	Accepted
	Clothes that evoke memory	100	178	46	26	3.00	Accepted
	Clothes that give confidence	85	157	68	40	2.82	Accepted
	Decent clothes	55	85	105	95	2.22	Rejected
2.	Hairstyles						
	Are great to look at	55	65	127	103	2.21	Rejected
	Are stylish	125	147	28	50	2.99	Accepted
	Give new seasonal look	83	152	75	40	2.79	Accepted
	Give personality and character	128	120	60	42	2.95	Accepted
	Say a lot about them	127	145	28	50	3.00	Accepted
3.	Shoes						
	Which are colourful	125	145	35	45	3.00	Accepted
	With high end brand	115	117	75	43	2.87	Accepted
	That are most popular	127	100	73	50	2.87	Accepted
	With hottest foot wear	105	137	68	40	2.88	Accepted
	A good pair of sneaker	66	100	100	84	2.42	Rejected
4.	Handbags						
	Create a fashion image	100	150	55	45	2.87	Accepted
	Expresses their personalities	157	128	30	35	3.16	Accepted
	Are luxurious	95	167	60	28	2.94	Accepted
	Are expensive and top quality	135	112	58	45	2.96	Accepted
	Trendy and fashionable	110	140	55	45	2.90	Accepted

The analysis on Table 3 revealed the various forms/styles of celebrities dressing which were categorized into four units as clothes/apparels/attires, hairstyles, shoes and handbags. Unit 1 which deals with celebrities styles of clothes/apparels/attires, items 1 to 4 had mean scores above 2.5 and were therefore accepted, while item 5 which stated that celebrities styles of clothes are decent had mean score of 2.22. It can therefore be inferred that celebrities styles of clothes are expensive, unique, evoke memory and also give confidence but not decent. For unit 2 which highlights celebrities hairstyles, items 2 to 5 had mean scores of 2.99, 2.79, 2.95 and 3.00 respectively while the mean score of item 1 was 2.21. This means that celebrities hairstyles are stylish, give new seasonal look personality and character as well as say a lot about them. In the case of unit 3 which is on celebrities shoes items 1 to 4 had mean scores above the criterion level of 2.5 and were therefore accepted while item 5 had mean score below 2.5. It can therefore be deduced that celebrities wear shoes that are colourful, with high end brand, most popular and hottest. The fourth unit which covers items on celebrities' handbags showed that all the items had mean scores ranging from 2.87 to 3.16. This means that celebrities use handbags that create fashion image, expresses personality, luxurious, expensive, top quality, trendy and fashionable

TEST OF HYPOTHESIS

Hypothesis one

There is no significant collective influence of celebrities clothes/Apparels/Attires, hairstyles, shoes and bags on the clothing choice of adolescents in Niger State. The independent variables in this hypothesis are clothes/Apparels/Attires, hairstyles, shoes and bags, while the dependent variable in this study is clothing choice. To test the hypothesis, the independent variable has four dimensions on a dependent

continuous variable (clothing choice). Thus, Multiple Regression analysis was employed as presented in Table 4

TABLE 4
Results of multiple regression analysis with collective influence of celebrities clothes/Apparels/Attires, hairstyles, shoes and bags on the clothing choice of adolescents in Niger State

Levels of celebrities dressing		\bar{X}	SD	N
Clothes/Apparels/Attires		18.4380	2.87914	350
Hairstyles,		16.8147	4.34914	350
Shoes		17.4518	2.83161	350
Bags		14.4992	2.78560	350
Clothing choice		15.9801	3.53743	350

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig.
	.974 ^a	.949	.948	.65355	.949	2401.363	4	381	.000

Model	Sum of Squares	df	Mean Square	F	p-value
Regression	452.063	1	452.063	42.29	.000 ^b
Residual	4062.679	349	10.69		
Total	8158.741	350			

*P < 0.05

The first part of the result in Table 4 presents the descriptive analysis of the collective influence of celebrities clothes/Apparels/Attires, hairstyles, shoes and bags on the clothing choice of adolescents in Niger State, with a total respondents of 350. While Clothes/Apparels/Attires 18.4380 and the least was bags 14.4992. The Model Summary of the analysis in Table 4, provides the R of .974, R² of .949 and adjusted R² .948 and the standard error of the estimate of .65355, which is used to determine how well a regression model fits the data. Since the p-value of .010 was found to be less than the chosen alpha. Thus, there is a significant collective influence of celebrities clothes/Apparels/Attires, hairstyles, shoes and bags on the clothing choice of adolescents in Niger State. The model regression ANOVA has a p-value of .000 which is less than the chosen alpha of .05. Thus the null hypothesis is rejected. This implies that there is a significant collective influence of celebrities clothes/Apparels/Attires, hairstyles, shoes and bags on the clothing choice of adolescents in Niger State, Nigeria.

Discussion of Findings

This study was specifically carried out to examine the influence of celebrities dressing on the clothing choice of adolescents in Niger State, Nigeria. In order to achieve this, two (2) specific objectives were stated; objective one which is to examine the concept of celebrities dressing and adolescents clothing choice in Table 1, showed that items 1, 2, 3 and 5 had mean scores above the criterion level of acceptance while item 4 had mean score below 2.5. The concept of celebrities dressing can therefore be viewed as the way and manner famous people who command high degree of public and media attention dresses, the way famous people dress that distinguish them from every other person in the society, the type and styles of clothes worn, make-up, hairstyles, shoes and accessories used by renowned and accepted person in the society and the images conveyed by famous people to the general public which win admiration of adolescents. This finding agrees with the findings of Morad (2009) and La Ferla (2015) who described the concept of celebrities dressing in various ways. In the case of adolescents clothing choice on Table 2, items 3, 4 and 5 had mean scores of 2.94, 3.27 and 2.95 respectively and

were accepted while items 1 and 2 had 2.27 and 2.20 and were thus rejected. It can therefore be concluded that the concept of adolescents clothing choice is the act of selecting clothes, attires, accessories, hairstyles and adornment by adolescents, the ability of adolescents to admire and select various types of clothes, accessories and adornment as well as the way adolescents evaluates fashion and clothing styles, accessories and adornment to be selected. This finding concurred with the findings of John (2002), Ozougwu (2004) and Dedhia (2015).

The second specific objective is to identify the various form/styles of celebrities dressing in Table 3 which were sub divided into units as clothes/apparels/attires, hairstyles, shoes and handbags. For styles of clothes, majority of the respondents agreed that celebrities styles of clothes/apparels/attires are expensive, unique, evoke memory, give confidence but not decent. It is a known fact that most celebrities wear styles of clothes or attires that are not decent and unacceptable to the customs of the society which bear similar assertion with that of the respondents who are adolescents. It therefore become necessary that appropriate measures should be taken on the styles of clothes worn by celebrities. The finding is in line with the finding of Ojene (2017) which stated that most dressing or outfits of celebrities are not decent and modest. For hairstyles all items stated were accepted except item one (are great to look at). The finding disagrees with the finding of Chappelle (2014) which stated that celebrities' hairstyles are great to look at and are useful source of inspirations. For shoes, items 1 to 4 was accepted with item 5 rejected. The finding revealed that celebrities wear shoes that are colourful with high end brand, most popular and hottest. Winget (2010) stated that celebrities wear a good pair of sneaker for relaxation, the finding of this study therefore disagrees with Winget; this may be as a result of differences in geographical locations and weather condition. In the case of handbags, majority of the respondents agreed that celebrities use handbags that create fashion image, expresses personality, luxurious, expensive, top quality, trendy and fashionable. The finding is in line with Nelson (2017) who outlined different specification of handbags used by celebrities.

CONCLUSION

Effective selection and wearing of clothes is important to a person's self respect, confidence, empowerment and composure. Celebrities who are regarded as people with a high degree of recognition by the general public and very famous have major influence in the realm of fashion industry; the ways and manners celebrity's dresses persuade people especially the adolescents to dress in that form because they look up and claim to relate with them. Based on the findings of the study it can be inferred that celebrities clothes/Apparels/Attires, hairstyles, shoes and bags have collective influence on the clothing choice of adolescents in Niger State,

RECOMMENDATIONS

Based on the findings of this study, the researcher recommends that:

1. Enlightenment campaign should be organised by Home Economist Extension Workers on the guidelines for choosing clothes.
2. Government should enact dress code law on the ways and manners celebrities should dress.
3. Effective socialization and proper upbringing of children should be enhanced by parents.

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