



Comparative Analysis of the Effectiveness of Fashion Trends Set by Hollywood and Nollywood Stars on Students

Omolara Akin-Odukoya¹, Funmi Falobi², Omotola Ogunbola³, Balogun Oluwapelumi Kafayat⁴, Muhammad Ridwan⁵

^{1,2,3,4}Department of Mass Communication, Caleb University, Imota, Lagos

⁵Universitas Islam Negeri Sumatera Utara, Indonesia

Abstract: *The studies delve into the Comparative Effectiveness of Fashion Trends set by Hollywood and Nollywood stars on Students. Its objective is to analyze how Hollywood and Nollywood Fashion trends affect students' purchasing choices and Personal styles. The Magic Bullet Theory and Social Learning Theory were employed for this project. Data from this study was obtained through a questionnaire distributed among 200 students from different departments at the University of Lagos. The findings reveal that Hollywood fashion trends significantly influence students' daily attire and personal style, with a notable portion of respondents incorporating these trends into their wardrobe. The study recommends that schools and universities encourage discussion around the psychological and social aspects of fashion consumption, fostering a balanced and healthy approach to fashion among students.*

Keywords: *Comparative, Effectiveness, Fashion, Hollywood and Nollywood*

I. Introduction

According to sociologists Lang and Lang in Abba et al. (2021), fashion is considered a primary form of collective behavior appealing due to an anonymous group's implied opinions. The term "fashion" denotes a prevailing style or custom in clothing, footwear, accessories, makeup, body piercing, and furniture. Fashion has undergone numerous transformations since its inception in history, and it is an ever-evolving phenomenon. Home economist Horn in Andover et al. (2022) posit that fashion is a manifestation of social behavior and reflects the prevailing and acknowledged trend during a specific period. This definition demonstrates that fashion encompasses both contemporary behavioral inclinations and a distinct and often profoundly rooted pattern in one's style of attire. Celebrities' attire acts as a means to endorse fashion as a whole. These individuals may include renowned musicians, film celebrities, or professional athletes. Typically, individuals emulate the latest fashion trends adopted by these celebrities.

The concept of fashion is not novel, yet it has experienced substantial transformation in recent years, along with its corresponding definition. A lot has been added to fashion recently, and it is changing swiftly like the wind. In fashion, accessories held less significance in the past compared to their current prominence. Instead, we wear bracelets, stud earrings, and exquisite watches every day, and sometimes they cost as much as our gowns (Andover et al., 2023). Fashion increases the quality of life since it not only helps people dress attractively but also offers the ability to think independently, encourages the maintenance of positive self-esteem, and brings delight (Aliyu et al., 2023).

Since Hollywood started creating films in the early 1920s, cinema stars have hooked society, particularly with their stylish choices on and off-screen. Early in the film industry,

outfits were picked to resemble the prevalent fashions. To make the costumes for their actors, the "big 5" film studios, RKO Radio Pictures, 20th Century Fox, Paramount Pictures, Warner Bros., and Metro-Goldwyn-Mayer rapidly realized how crucial it was to hire fashion and costume designers (Hile et al., 2023). By the 1920s and 1930s, movie idols were widely regarded as public role models thanks to the ideal combination of attire, haircuts, and cosmetics. Hubert de Givenchy (1927-2018), another well-known designer in Hollywood, was a favorite of the iconic actress Audrey Hepburn (Idris&Msughter, 2022).

He gave her outfits for films like *Funny Face* (1957), *Sabrina* (1954), and *Breakfast at Tiffany's* (1961). The Little Black Dress (LBD), which Chanel is credited with inventing, was recreated in *Breakfast at Tiffany's* by Givenchy and Hepburn. At every price level, from couture to mass market, the LBD is a staple in every woman's wardrobe (Maikaba & Msughter, 2019). At a time when women were supposed to exhibit their femininity by donning dresses and skirts, cinema stars like Katharine Hepburn, Greta Garbo, and Marlene Dietrich helped to popularise wearing trousers in the 1930s. Society was shown by these Hollywood giants that women could be just as alluring and feminine in pants as they were in dresses and skirts.

The Nigerian film industry, known as Nollywood, created some stylish films throughout the 1990s and the early 2000s. Big, bold prints, bandanas, halter tops, crop tops, miniskirts, low-riding jeans, boots, statement earrings, sunglasses, and belts were all important fashion trends during this decade. The global impact of Nigerian fashion, which was on the rise, was clear. The impact of Nollywood fashion has never been more obvious (Mojaye&Aondover, 2022). The introduction of Lagos Fashion Week in 2005 greatly boosted the Nigerian fashion market. Since then, Nigerian designers have continued to push the frontiers of African fashion by blending traditional fabrics with new trends (Obasi&Msughter, 2023).

Designers and influencers are adopting the bright style of early Nollywood, and the Nigerian fashion sector is booming. They are giving Nigerian fashion a fresh, exhilarating edge by going back in time and reimagining Nollywood's style with a contemporary twist. Hollywood and Nollywood celebs are still setting the trend till date as people occasionally emulate their fashion sense and wear outfits similar to what they have seen them put on (Obasi&Msughter, 2023). Students often try to establish their own sense of style while sticking to current fashion trends as they go through their formative years. Understanding the impact of Hollywood fashion trends and Hollywood celebrities on people, especially students become a crucial subject of interest in this study.

The aim of this research is to investigate the impact of fashion trends established by prominent Hollywood and Nollywood actors on students. Specifically, the study aims to assess how these trends influence students' sartorial preferences, behavioral patterns, and their adoption of these trends. By examining the influence of celebrities from both Hollywood and Nollywood, the research intends to understand the extent to which these stars shape students' fashion choices and the cultural implications of their influence. In essence, the research aims to evaluate and compare the influence of Hollywood and Nollywood stars on students' fashion preferences and behaviors, exploring how these influences manifest culturally and socially.

Objectives of the Study

1. To examine the influence of Hollywood fashion trends on students' clothing choices and personal style.
2. To analyze the extent to which Hollywood and Nollywood fashion trends affect students' purchasing decisions.
3. To assess the perception of students towards Hollywood and Nollywood fashion trends and their perceived relevance to their own lives.

II. Review of Literature

2.1 Conceptualising Hollywood

Hollywood, commonly referred to as the entertainment capital of the world, is an area located in the city of Los Angeles, California. However, beyond its geographical location, "Hollywood" also represents a global symbol of the American film industry and the broader entertainment economy (Oreoluwa et al., 2024). Emerging in the early 20th century, Hollywood swiftly became the epicenter of the American film industry. It is home to major film studios, production businesses, and renowned landmarks such as the Hollywood Sign and the Hollywood Walk of Fame. This district has long been identified with the glamor, elegance, and distinction of the silver screen.

Hollywood is recognized for its effect on global popular culture through the creation of high-quality films. The industry creates a varied range of movies, encompassing many genres and narratives. Hollywood films are characterized by their high production values, star-studded ensembles, and engaging plot, adding to their global appeal. The concept of Hollywood extends beyond its physical boundaries (Vitalis et al., 2024). It represents a powerful cultural force that shapes global entertainment trends, influencing fashion, music, and popular culture. Hollywood movies often set standards for cinematic excellence and storytelling innovation, and the industry serves as a breeding ground for creativity and talent.

The Hollywood studio system, where major film studios dominate the production and distribution of films, has played a crucial role in shaping the industry's structure. Red carpet events, award ceremonies such as the Oscars, and celebrity culture are integral components of Hollywood's allure, reinforcing the industry's image as a beacon of glamour and success. While Hollywood has faced critiques related to diversity and representation, it remains a dynamic force that continually evolves to reflect societal changes and technological advancements (Obi-Ani et al., 2024). Hollywood's storytelling prowess, combined with its global reach, ensures its enduring significance as a cultural powerhouse that transcends borders and connects people worldwide through the universal language of cinema (Msughter&Aondover, 2023).

2.2 Understanding Nollywood

The Nigerian Film Industry (Nollywood) is generally acknowledged as the second largest film producer in the world. The industry is an important sector of the Arts, Entertainment and Recreation Sector which. Nollywood is a phrase used to refer to the Nigerian film industry, which is acknowledged as one of the most productive and active film businesses in the world. The name "Nollywood" is a combination of "Nigeria" and "Hollywood," reflecting the industry's Nigerian origin and its connection to the renowned American film industry (Apuke, 2017).

Nollywood, a dynamic force in the global film landscape, is the colloquial term for the Nigerian film industry. Born in the early 1990s, the name "Nollywood" is a fusion of "Nigeria" and "Hollywood," signifying its Nigerian roots and connection to the renowned American film industry (Msughter et al., 2023). Recognized for its prolific output, Nollywood is a powerhouse that produces a vast number of films each year. These films vary widely in budget, from low-cost, direct-to-video releases to higher-budget productions. At the core of Nollywood is its diverse storytelling, often drawing inspiration from Nigerian literature, folklore, and contemporary social issues (Apuke, 2017). Known for its quick and cost-effective production methods, Nollywood filmmakers often work on tight schedules, resulting in a rapid turnaround from script to screen. The industry embraces authenticity in storytelling, offering narratives that delve into cultural, social, and economic themes, resonating with both local and international audiences (Apuke, 2017).

Despite varying budget constraints, Nollywood's films showcase a unique charm and cultural richness. The industry's impact extends beyond the screen, influencing Nigerian and African culture, shaping societal narratives, and even impacting fashion trends. Nollywood's international recognition has grown steadily over the years. While initially catering primarily to African audiences, its films are now distributed globally, reaching viewers around the world (Apuke, 2017). The industry's agility and adaptability are evident in its embrace of digital platforms for distribution, making its content more accessible than ever. Though Nollywood faces challenges such as piracy and issues related to quality control, its resilience and ability to adapt to changing technologies have contributed to its continued growth and global influence. Nollywood stands as a testament to the power of storytelling, fostering cultural understanding and appreciation on a global scale (Aondover et al., 2022).

2.3 Perspectives on Fashion Trends

Fashion trends, the ever-changing expressions of style, serve as dynamic reflections of societal tastes and preferences at a given moment. They go beyond mere clothing choices, influencing various facets of lifestyle and self-expression. To grasp the intricacies of fashion trends, one must explore their origins, evolution, and the intricate web of influences that shape them. These trends find their roots in a mix of cultural, social, economic, and artistic influences. Creative minds, including designers, cultural movements, and subcultures, contribute to their emergence. As societal values evolve, so do the preferences expressed through fashion. These trends follow cyclical patterns, often experiencing revivals after periods of dormancy. Nostalgia, combined with global connectivity and technological advancements, fuels a continuous cycle of innovation and reinterpretation.

Several factors contribute to the establishment and spread of fashion trends. Renowned designers and brands set the tone for fashion through runway shows, seasonal collections, and collaborations. The choices of celebrities and social media influencers wield significant influence, rapidly propelling specific styles into the mainstream. Social and cultural movements inspire trends, with styles reflecting the ethos of particular eras or countercultures. Digital media and technology accelerate trend diffusion, making fashion accessible through live-streamed shows, influencer content, and online retail. Fashion trends have a profound impact on society, serving as a form of non-verbal communication for individuals to express identity, affiliations, and socio-political beliefs (Apuke, 2017). They influence not only personal style but also broader cultural narratives. The cyclical nature of trends fosters nostalgia and excitement, connecting individuals to the past while encouraging continuous experimentation. In conclusion, the concept of fashion trends is a dynamic and multifaceted aspect of contemporary culture. Originating from diverse influences, these trends play a

pivotal role in shaping the visual landscape of our lives. Understanding their evolution and impact provides valuable insights into the intricate relationship between style, culture, and self-expression.

2.4 Empirical Review

Shittu et al., in Ikuomola (2018) focused on the influence of celebrity attire on the clothing choice of adolescents in Niger State, Nigeria. In the course of the investigation, two research questions and one null hypothesis were established to lead the study. The study employed the descriptive survey research design and the population for this research study comprises of Forty-nine thousand and thirty-one (49,031) students in all senior secondary schools in Niger State. Simple random sampling and proportionate sampling were employed to pick the sample for this study, three hundred and eighty-two (382) students in the randomly selected schools constituted the sample for this investigation. However, 350 respondents were used in the final analysis of the study. The instrument utilized for data collection was a researcher' produced instrument titled "Celebrities Dressing and Clothing Choice Questionnaire (CDCCQ)".

To assess the validity of the instrument, a copy of the questionnaire was handed to two specialists from the department of Home Economics as well as Measurement and Evaluation respectively. Necessary adjustments and amendments were properly affected. Pilot study was undertaken 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 test the reliability of the instrument, a reliability coefficient of 0.8028 was obtained. The data gathered were evaluated using mean scores and multiple regression analysis and the finding revealed that there is a strong collective influence of celebrity clothes/Apparels/Attires, hairstyles, shoes and bags on the clothing choice of adolescents in Niger State, Nigeria.

Taiwo et al., (2024) attempted to evaluate the influence of celebrity wearing styles on the dressing habits of Nigerian undergraduates. The sample population consists of undergraduates between the ages of 17 and 26 from Delta State University, Abraka and the data are gathered through the use of questionnaire and observation methods. The findings, among others, reveal that the phenomena of celebrity culture has become a reality in Nigeria and that students' dressing patterns are highly influenced by imitation of western celebrity dress trends. The study also found that students receive psychological joy utilizing apparel similar to those of celebrities and dressed like celebrities makes them appear social. This has detrimental impacts on their academics as it leads to lack of attention, lack of concentration which in turns leads to high failure rate, high carry over rate and high drop-out rate. The report concluded by advising that all hands be on deck to stop this menace that has eaten deep into our culture. Parents, religions, university authorities, media houses should make joint efforts to overcome this problem.

Ikuomola (2018) studied the impact of exposure to foreign mass media content on clothing culture among students of University of Maiduguri. The study aims to determine the amount of consumption of foreign mass media contents among the pupils. The Cultural Imperialism theoretical framework was employed to interpret the results. Using a quantitative survey research strategy and purposive sampling technique, a sample of 200 respondents was collected from the population of 37,943 undergraduate students of the university. The study reveals the existence of a high levels of the students' exposure to foreign movie contents. Therefore, this study shows that students' exposure to foreign media content could have an impact on their dress habits on campus. Hence, the study recommends that a course on

Nigerian movie industry (e.g., Kannywood and Nollywood) focusing on the use of Nigerian local attire should be introduced into advanced level educational curriculums, the University management should include African dress patterns in the syllabus for the General Studies.

Ibrahim in Maku and Ohaja (2024) evaluated the impact of social media on wearing patterns of female undergraduate students at the University of Ilorin, Nigeria. A structured questionnaire including a 4-point scale was the tool utilized for data collection. A population of 16,391 female undergraduates was obtained from the university. Sample size of 300 female undergraduate students was randomly selected for the study using multi-stage and simple random sampling but only 280 respondents filled and returned their questionnaires. The data collected were statistically evaluated using basic percentages. The findings of the study among others revealed that the female undergraduate students dressing patterns are strongly impacted by imitation of celebrities, western dress trends, peer influence, mass media and fashion in vogue. The findings of the study also demonstrated, among others, that female students were exposed to rape/sexual harassments; the image of such students/family were viewed as tarnished; they are also addressed as prostitutes and they are connected with bad academic performance. The report suggests, among others, that parents, school administrators, lecturers, media houses, etc., should make both individual and cooperative effort to reduce indecent dressing in the institutions of higher learning in Nigeria.

Maku and Ohaja (2024) focused on the influence of western films on adolescents wearing pattern in Taraba State University, Jalingo. The study argued that it is possible for youngsters to be dissuaded from indecent dressing presented by western cinema. The survey design was utilized to obtain the data for the study in which 220 questionnaires were delivered among students of Taraba State University, Jalingo and 200 was retrieved and used for the analysis. Findings showed that hip hop/hippies, corporate/cocktail and make up/hairstyle are the most mimicked forms/styles of dressings by youths in American films and that such forms of dressing to a considerable extent influences youths' choice of dressing. Some of the recommendations suggested for reversing the trend are: effective parenting and counseling, rigorous religious teaching and development of clothing code by academic institutions. Parents and children should embrace the principles and values of the school in order for the children to discover the sociolinguistic rules necessary for second language comprehension (Gadour, 2010).

2.5 Theoretical Framework

This study is anchored on the Social Learning Theory, which was propounded by Albert Bandura who was a psychologist at Stanford University. The hypothesis indicates that much learning takes place through witnessing the behavior of others. Bandura in 1986 claimed that individuals learn general behavior and attitudes by modeling the behavior of others. Individuals learn or model behavior, values, attitudes, and abilities through the observation of other individuals, or through observations of electronic or print media. This aligns with the effect of mass media on its audience, not merely confined to the behavior of those in the area.

The hypothesis argues that a lot of learning takes place through observation initially, prior to implementing it personally. Observing the behaviour of others impact their behaviour especially children's behaviour. Children with emotional and behavioural difficulties are faced with interpersonal relationships, and their maladjusted behaviours are only a way of coping with difficult situations (Gadour, 2009). Therefore, by exposure to films, youths tend to acquire knowledge on fashion/styles worn by actors and actress in films which some youths chose as role model, the role models then affect their consumption, attitude and behavioral

patterns wanted in terms of clothing. Taiwo et al., (2024) revealed that teens purchase of product has some impact from the performers. Therefore, entertainers are viewed as crucial roles to our kids today, and women as a whole.

Social Learning Theory argues that much of human behaviours are learnt from watching other people. The strategy workshops typically involve an initial explanation of the strategies to be learned, followed by extensive practice sessions (Gadour, 2013). Film provides such paradigm through the actors who demonstrate such behaviour. This does apply to teens and adults. Omoera (2024) thinks that youths are affected by films after they are exposed to the media. Such exposure leads to change in knowledge, attitude and behaviour. As they watch and see the fashion inside, they will finally obtain the understanding on the new fads and trends on the dressing that is modern and popular. There is likely that they may modify their attitude about such fashion and probably change their manner of clothing as well as they fancy such costume. Consequently, exposure to foreign cultures by Nigerian youths through western films will indirectly alter their attitudes, thoughts, belief system, lifestyles, cultural affiliation and general worldview most significantly their way of attire.

III. Research Methods

The research design used for this study is the positivist paradigm which informed the choice of the quantitative research. Quantitative research is a systematic approach used in research to quantify variables and analyze numerical data to understand patterns, relationships, and generalizations across a population. The population of this study is made up of undergraduate students of the University of Lagos and the total population of this study is 62,215. Through cluster sampling, the population of the study was clustered into the following:

Stage 1: Break down the University of Lagos into faculties

Stage 2: Break down faculties into departments.

Stage 3: Selection of students within these departments.

Table 1. Selection of Respondents

Faculty	Departments	Respondents	Total
Management Sciences	Finance	20	40
	Accounting	20	
Education	Arts & Social Sciences	20	40
	Sciences & Technology	20	
Environmental Science	Urban & regional planning	20	40
	Building	20	
Social Science	Psychology	20	40
	Sociology	20	
Engineering	Chemical	20	40
	Mechanical	20	
Total			200

Thus, the sample size for this study is 200 respondents. The instrument of data collection is the questionnaire. For the method of data analysis, tables, simple percentages and frequency was used.

IV. Results and Discussion

Table 2. Questionnaire Administered and Response Rate

	Questionnaire	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Returned Questionnaire	187	93.5	93.5	93.5
	Non-returned Questionnaire	13	6.5	6.5	100.0
	Total	200	100.0	100.0	

Source: Field Survey, 2024.

Table 2 above shows questionnaire administered and response rate, 187 questionnaires which is (94%) were duly completed and returned. The generalization of the outcome of this study was based on the returned questionnaires.

Table 3. Bio-data Characteristics of Respondents

	Frequency	Percentage
Gender		
Male	65	29.9
Female	122	65.1
Total	187	100.0
Age		
18-30	130	70
31-45	27	14
46-60	20	11
61 & Above	10	5
Total	187	100
Marital Status		
Single	165	88
Married	22	12
Other	0	0
Total	187	100.0
Fan of Movies?		
Yes	187	100
No	0	0
Total	187	100
Movie Industry Preference		
Hollywood	103	55
Nollywood	84	45
Total	187	100

Source: Field Survey, 2024.

Table 3 above shows the demographic characteristics of the respondents. The majority of the respondents were Females (65.1%), majority of the respondents are single (88%), majority of the respondents are fan of movies(100%). Lastly, 55% of the respondents are a fan of Hollywood movies.

Table 4. The extent students actively incorporate Hollywood fashion trends into their daily clothing choices and personal style

Issues	SA%	A%	N%	D%	SD%
I actively incorporate Hollywood fashion trends into my daily clothing choices and personal style	34.5	30.5	4.5	15.0	15.5
I can provide examples of specific Hollywood fashion trends I have adopted in the past year.	31.0	32.5	13.0	12.5	11.0
Celebrities have a significant influence on my fashion choices	44.0	30.5	5.5	12.0	8.0
I frequently follow social media accounts or websites dedicated to Hollywood fashion trends	35.0	34.5	10.0	11.0	9.5
Hollywood fashion trends have played a substantial role in shaping my personal style evolution.	20.5	37.5	18.0	11.5	12.5

Source: Field Survey, 2024.

Table 4 shows that 34.5% of the respondents strongly agree that they actively incorporate Hollywood fashion trends into their daily clothing choices and personal style, 32.5% of respondents agreed they can provide examples of specific Hollywood fashion trends they have adopted in the past year, 44.0% of respondents strongly agreed celebrities have a significant influence on their fashion choices, 35.0% strongly agreed that they frequently follow social media accounts or websites dedicated to Hollywood fashion trends and 37.5% agreed that Hollywood fashion trend have played a substantial role in shaping their personal style evolution.

Table 5. Factors that influence students to purchase clothing items inspired by Hollywood or Nollywood fashion trends

Issues	SA%	A%	N%	D%	SD%
Celebrity endorsements or collaborations significantly influence my purchase of clothing items inspired by Hollywood or Nollywood fashion trends.	31.5	27.5	13.0	20.5	7.5
I feel pressured to conform to current fashion trends inspired by Hollywood or Nollywood.	21.0	35.5	20.5	14.5	8.5
I have purchased clothing solely because of its association with a celebrity or character in a movie.	24.5	33.5	21.0	13.5	7.5

A significant portion of my clothing budget is allocated to items inspired by Hollywood or Nollywood fashion trends.	24.5	40.5	13.5	8.0	13.5
I actively seek out clothing items that align with current Hollywood or Nollywood fashion trends.	34.5	30.5	9.0	10.5	15.5

Source: Field Survey, 2024.

Table 5 shows that 31.5% of the respondents strongly agree that celebrity endorsements or collaborations significantly influence their purchase of clothing items inspired by Hollywood or Nollywood fashion trends, 35.5% of the respondents agree that they feel pressured to conform to current fashion trends inspired by Hollywood or Nollywood, 33.5% of respondents agreed that they have purchased clothing solely because of its association with a celebrity or character in a movie, 40.5% of respondents agreed that a significant portion of their clothing budget is allocated to items inspired by Hollywood or Nollywood fashion trends and 34.5% of respondents strongly agreed that they seek out clothing items that align with current Hollywood or Nollywood fashion trends.

Table 6. Reasons students are drawn to Hollywood and Nollywood fashion trends

Issues	SA%	A%	N%	D%	SD%
Following Hollywood and Nollywood fashion trends enhances my social status or sense of belonging.	34.5	30.5	4.5	15.0	15.5
Hollywood and Nollywood fashion trends significantly influence societal perceptions of beauty and style.	26.5	32.5	13.0	17.0	11.0
Media exposure is a stronger driver of the popularity of Hollywood and Nollywood fashion trends compared to personal preference.	44.0	30.5	5.5	12.0	8.0
Media exposure is a stronger driver of the popularity of Hollywood and Nollywood fashion trends compared to personal preference.	36.0	21.0	15.0	13.5	14.5
Cultural and societal factors contribute significantly to the allure of Hollywood and Nollywood fashion trends.	44.0	26.0	10.0	12.0	8.0

Source: Field Survey, 2024.

Table 6 shows that 34.5% of respondents strongly agreed following Hollywood and Nollywood fashion trends enhances their social status or sense of belonging, 32.5% agreed that Hollywood and Nollywood fashion trends significantly influence societal perceptions of beauty and style, 44.0% strongly agreed that they have consciously attempted to emulate a celebrity's style or appearance., 36.0% of respondents strongly agreed that Media exposure is a stronger driver of the popularity of Hollywood and Nollywood fashion trends compared to personal preference and 44.0% strongly agreed that cultural and societal factors contribute significantly to the allure of Hollywood and Nollywood fashion trends.

Discussion of Findings

From the objective one, the findings reveal that Hollywood fashion trends significantly impact students' clothing choices and personal style. Specifically, 34.5% of respondents strongly agree that they actively incorporate these trends into their daily attire. This aligns with previous research indicating the pervasive influence of media and celebrity culture on fashion choices. The fact that 32.5% of respondents provided specific examples of adopted trends further underscores this influence. Moreover, 44.0% of respondents strongly agreed that celebrities have a significant influence on their fashion choices. This highlights the role of celebrities as trendsetters and their ability to shape consumer behaviour through their public appearances and endorsements.

Additionally, the findings indicate that 35.0% of respondents frequently follow social media accounts or websites dedicated to Hollywood fashion, suggesting that digital media plays a crucial role in disseminating fashion trends and influencing personal style. The implications of these findings are multifaceted. Understanding the significant influence of celebrities and social media can inform targeted marketing strategies. Brands can leverage celebrity endorsements and social media campaigns to enhance their appeal among student populations. Furthermore, these insights can be used to develop educational programs that critically examine the impact of media and celebrity culture on fashion choices, fostering a more informed and critical consumer base.

Based on the objective two, the analysis indicates that celebrity endorsements and collaborations are powerful motivators for purchasing clothing items inspired by Hollywood or Nollywood trends, with 31.5% of respondents strongly agreeing on this point. This finding is consistent with studies that highlight the impact of celebrity endorsements on consumer purchasing behaviour.. Furthermore, 35.5% of respondents feel pressured to conform to current fashion trends, reflecting the social pressures and norms that drive fashion consumption. The data also show that 33.5% of respondents have purchased clothing solely due to its association with a celebrity or character, illustrating the aspirational aspect of celebrity culture (Schroeder, 2005).

The fact that 40.5% of respondents allocate a significant portion of their clothing budget to items inspired by these trends underscores the economic impact of Hollywood and Nollywood fashion on consumer spending. These findings suggest that celebrity endorsements and collaborations are effective strategies for driving sales. Brands should consider partnerships with high-profile celebrities and influencers to capitalize on this trend. Moreover, understanding the pressures students feel to conform to fashion trends can inform the development of programs that address consumer behavior, peer pressure, and the psychological aspects of fashion consumption.

Objectives three reveals that following Hollywood and Nollywood fashion trends enhances social status and a sense of belonging for 34.5% of respondents, highlighting the social capital associated with being fashion-forward. The influence of these trends on societal perceptions of beauty and style, agreed upon by 32.5% of respondents, underscores the cultural power of the fashion industry. A significant 44.0% of respondents strongly agree that they have consciously attempted to emulate a celebrity's style, indicating the aspirational nature of fashion and the role of celebrities as style icons. Additionally, 36.0% of respondents recognize that media exposure is a stronger driver of fashion trend popularity than personal preference, reflecting the media's role in shaping public taste and trends. Finally, the strong agreement (44.0%) that cultural and societal factors significantly contribute to the allure of these fashion trends highlights the intersection of fashion with broader cultural narratives and identities. Recognizing the social and cultural factors that drive fashion adoption can help brands tailor their marketing messages to emphasize social status and belonging. Highlighting the aspirational aspects of fashion can enhance brand appeal. In addition, these findings suggest the need for educational programs that explore the cultural and societal impacts of fashion, helping students understand the broader implications of their fashion choices.

V. Conclusion

This study delved into the significant impact of Hollywood and Nollywood fashion trends on students' clothing choices, purchasing behavior, and the underlying social and cultural factors driving these trends. Through comprehensive analysis, it has been established that Hollywood fashion trends notably influence students' daily attire and personal style, with a significant portion of respondents actively incorporating these trends into their wardrobe. The influence of celebrities as trendsetters and the pivotal role of social media in disseminating fashion trends were highlighted, suggesting that brands can effectively leverage these channels for targeted marketing strategies. The findings also underscore the powerful role of celebrity endorsements and collaborations in motivating students to purchase fashion items inspired by Hollywood and Nollywood trends. The pressure to conform to these trends reflects broader social norms and consumer behavior patterns.

These insights are crucial for brands aiming to capitalize on the aspirational aspects of celebrity culture, and for developing educational programs that address the psychological aspects of fashion consumption. Furthermore, the study revealed that following these fashion trends enhances students' social status and sense of belonging, highlighting the social capital associated with being fashion-forward. The influence of media exposure over personal preference in shaping fashion trend popularity underscores the media's role in public taste and trends. Recognizing the cultural and societal factors driving fashion adoption can help brands tailor their marketing messages to emphasize social status and belonging, enhancing brand appeal.

References

- Abba, A. A., Abbas, A. A., & Msughter, A. E. (2021). Comparative content analysis of press coverage of kidnapping cases in Nigeria. *Comunicación & Métodos*, 3(1), 84-99.
- Aliyu, M. A., Msughter, A. E., & Nneka, A. Q. (2023). Comparative Study of National Development Plans in Nigeria and India: Media Dimension. *SLASAT*, 8(4), 202-212.
- Aondover, E. M., Maradun, L. U., & Yar'Adua, S. M. (2022). Mediatization of the net and internetization of the print media in Northern Nigeria. *Unisia*, 40(2), 335-356.
- Aondover, E. M., Oyeleye, S. A., & Aondover, P. P. (2022). Analysis of Iconographic Effect of Visual Communication Genre on Covid-19 in Nigeria. *Journal of Gynaecology and women's health*, 23(3), 1-10.
- Aondover, E.M., Oyeleye, S.A., & Aliyu, M.A. (2023). New World Information and Communication Order and its changing role in Nigerian Television Authority (NTA) Kano. *Unisia*, 41(1), 17-38. <https://doi.org/10.20885/unisia.vol41.iss1.art2>
- Gadour, A. (2009). The Techniques/Methods Used by School Psychologists to Assess Children with Emotional and Behavioural Difficulties. *Britain International of Linguistics, Arts and Education (BIO LAE) Journal*. Pp. 1-8
- Gadour, A. (2010). An Investigation Into Students' Approaches To Learning in Higher Education. *Budapest International Research and Critics in Linguistics and Education (BirLE) Journal*. P. 9-17
- Gadour, A. (2010). The Techniques/Methods Used by School Psychologists to Assess Children with Emotional and Behavioural Difficulties. *Britain International of Linguistics, Arts and Education (BIO LAE) Journal*. Pp. 1-15.
- Hile, M. M., Msughter, A. E., & Aliyu, M. A. (2023). Secularism and Ethical Issues in Media Practice as a Bane for National Development. *SLASAT*, 8(3), 166-177.
- Idris, M. K., & Msughter, A. E. (2022). Sources of Information on National Issues among Border Communities in Yobe State, Nigeria. *ASEAN Journal of Community Engagement*, 6(1), 22-47.
- Ikuomola, A. D. (2018). The Stars Must Shine: Nollywood Talent Scouts' Influence on Theatre Arts Students' Body Image in Nigerian Universities. *Africa Development*, 43(1), 139-156.
- Maikaba, B., & Msughter, A. E. (2019). Digital Media and Cultural Globalisation: The Fate of African Value System. *Humanities and Social Sciences*, 12(1), 214-220.
- Maku, B. S., & Ohaja, E. U. (2024). Adoption Of Foreign Production Aesthetics In Nigerian Films As A Form Of Cultural Imperialism: Evidences From Three Select Nollywood Movies. *International Journal of Sub-Saharan African Research*, 2(2), 223-237.
- Mojaye, E. M. & Aondover, E. M. (2022). Theoretical perspectives in world information systems: A propositional appraisal of new media-communication imperatives. *Journal of Communication and Media Research*, 14(1), 100-106.
- Msughter, A. E., & Aondover, P. O. (2023). Nollywood Offering and Nigeria People and Culture: Reflections and Projection. *Unisia*, 41(1).
- Msughter, A. E., Perpetua, A. O., & Itiafa, A. L. (2023). Artificial Intelligence and the Media: Revisiting Digital Dichotomy Theory. In *Information Systems Management*. IntechOpen.
- Msughter, A. E., Yar'Adua, S. M., & Ogechi, A. P. (2022). Information seeking behavior on Covid-19 vaccine among residents of Fagge Local Government Area of Kano, Nigeria. *Journal of Positive School Psychology*, 6(9), 2526-2541.
- Obasi, M. C., & Aondover, E. M. (2023). Representation of African Values in Selected Nigerian Popular Music. *Popular Music*, 3(1), 57-73.

- Obasi, M. C., & Msughter, A. E. (2023). Assessment of media coverage of environmental hazards in mining communities in Ebonyi State. *Nigeria Environmental Challenges*, 13, 100758.
- Obi-Ani, N. A., Ezeugwu, C. A., & Anikwenze, C. (2024). Assessing the Misrepresentation of Igbo Cultural Values in Nollywood Films. *Nsukka Journal of the Humanities*, 32(1).
- Omoera, O. S. (2024). *Audience reception of Benin cinema in Nigeria: Empirical findings and implications for Nollywood*. Cambridge Scholars Publishing.
- Oreluwa, P. A., Vitalis, P. O., Nneka, A. Q., Collins-Dike, J., & Ridwan, M. (2024). Online Harassment of Female Journalist in Lagos State. *Polit Journal Scientific Journal of Politics*, 4(3), 162-174.
- Taiwo, M., Jaiyesimi, B. J., & Aondover, E. M. (2024). Product placement in Namaste Wahala in the global film industry and brand recall in Nigeria. *Journal of Media and Communication Studies*, 16(1), 9-19.
- Vitalis, P. O., Onyejelem, T. E., & Okuneye, A. P. (2023). Understanding advertising in the era of social media. *Information System and Smart City*, 3(1), 502-502.