

Influence of Social Media on Clothing Selection among Households in Enugu State, Nigeria

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Abstract

This study focused on influence of social media on clothing selection among urban and semi-urban households in Enugu State, Nigeria. Specifically, it determined: social media platforms used by the households for clothing selection; ways social media influence their clothing selection; factors influencing their engagement in social media; and measures that could improve the households' engagement in social media for clothing selection. Survey research design was adopted. Population comprised 725,767 households in the area of study. Data was collected using questionnaire. Data were analyzed using mean, standard deviation and t-test. Findings reveal 12 social media platforms used by households for selecting clothing including: twitter (X) ($\bar{X}_g = 3.27$), Facebook ($\bar{X}_g = 3.10$) and others. Other findings are 10 regular ways social media influence clothing selection, including among others, social media advertisements influence the selection of trending clothing styles ($\bar{X}_g = 2.76$). Further findings are 13 factors that influence engagement in social media for clothing selection among households. These include peer recommendations on social media influence decisions concerning clothing styles ($\bar{X}_g = 3.58$) and so on. More findings 15 measures that could improve the households' engagement in social media for clothing selection. These including collaboration with trusted fashion brands would improve content reliability ($\bar{X}_g = 3.17$); monitoring of online reviews would improve trust in vendors ($\bar{X}_g = 3.24$).

Keywords: Clothing, Selection, Consumer, Behavior, Household, Practices, Social Media

Introduction

Clothing selection is increasingly being mediated by social media exposure and digital interactions rather than solely by traditional interpersonal influence or physical retail experience. Rapid advances in digital communication have altered how individuals source fashion information, make style decisions, and purchase clothing items (Appel et al., 2020). Social media refers to internet-

based and computer-mediated platforms that enable the creation, sharing, and exchange of user-generated content, such as photos, videos, messages, reviews, and advertisements (Cash et al 2022). Social media involve digital platforms enabled through smartphones and computers, where households encounter clothing-related content that can inform or alter their clothing preferences and purchasing decisions.

Globally, social media has evolved from being primarily a communication channel into a powerful space that shapes tastes, consumption culture, and lifestyle orientations across diverse demographic groups (Appel et al., 2020). Platforms such as Facebook, Instagram, TikTok, Twitter among others, play distinctive roles in driving fashion choices and clothing decisions. For instance, Facebook supports personal networks, branded pages, marketplace advertising, and influencer-generated content, all of which allow fashion ideas and trends to circulate widely among consumers (Wójcik-Czerniawska, & Grzymała, 2025; Adelabu et al, 2024). Unlike Facebook, Twitter (currently X) drives real-time conversations and rapid diffusion of trend-based content, enabling immediate circulation of fashion imagery and styling cues that affect consumer decision-making at large scale (Kent et al., 2025). The cumulative effect of these platforms is that households are increasingly exposed to curated fashion images, commercial advertisements, peer-recommendations and influencer content that may shape their selection behaviours.

Clothing extends beyond bodily protection. Clothing embodies aesthetic preferences, identity expression, social signalling, and cultural belonging (Safdar et al, 2020; Ekpo et al., 2025). Within households, clothing selection is often negotiated and shaped by multiple factors which may include economic capacity, self-image needs, event requirements, socio-cultural expectations and style validation from peers or online communities (Nwonye et al, 2024; Temitope 2025). In Nigeria, social media influencers, online fashion entrepreneurs and digital advertising have become

significant drivers of contemporary fashion aspiration and purchase intent. This increasing online mediation of clothing purchase decisions suggests that households may rely on social media impressions to validate specific brands, designs, colour combinations, fabrics, or price worthiness. Also, clothing selection is a collaborative process, often influenced by shared values, budget constraints, and the needs of multiple family members (Riedl, & Raffetseder, 2025). Many factor such as physical, psychological, aesthetic desire, psycho-social, status and economy influences clothing selection practices. Social media also introduces new dynamics into this process, as it provides a constant stream of external input that can challenge or reinforce traditional household norms regarding dress by households.

In Enugu State specifically, household clothing decisions are made within a socio-economic context where residents continue to navigate constraints associated with market search costs, clothing price volatility, fraudulent online vendors, uncertainty about clothing quality, and limited capacity to physically inspect garments before purchase. Consequently, social media are being used by many households within Enugu state and function as both an information source and decision support system for households, offering comparative options, exposing users to trending styles, and influencing what households perceive as fashionable or acceptable (Nash, 2019; Djafarova & Rushworth, 2017). Also, Ogbonnaya (2021), finds out that adults in university of Nigeria, Nsukka, Enugu state see dresses styles form television advisement. However, despite widespread usage of platforms such as

Facebook, WhatsApp, Instagram, TikTok, and Twitter among digitally active Nigerians, platforms influence collective household clothing selection rather than individual youth fashion choices. Although, there has been existing evidence on digital consumer behaviour in Nigeria and has focused on online shopping adoption, youth fashion culture, and general consumer attitudes, with insufficient attention to how social media shapes household-level clothing decision processes (Adeola, et al 2024; Olaitan, 2021).

Traditionally, clothing choices were guided by cultural values, family influence, economic considerations, and access to local markets, where households depended on physical inspection of fabrics and long-standing relationships with tailors. However, the emergence of social media has significantly transformed this pattern, exposing households – especially younger members to global fashion trends, celebrity lifestyles, and influencer-driven content. This exposure has contributed to a shift from need-based clothing decisions to more trend-driven and aesthetically motivated choices (McNeill & Moore, 2015; Djafarova & Rushworth, 2017). The increasing influence of digital platforms often creates a generational divide, as younger individuals tend to embrace modern styles and brand consciousness promoted online, while older household members maintain more conservative and culturally rooted preferences (Casaló, et al, 2018; Nicolaou 2022).

Moreover, social media advertising and influencer marketing have introduced new consumption behaviours, including impulse buying, brand switching, and a preference for imported or ready-made

clothing over locally produced options (Lou & Yuan, 2019; Taneja, et al 2021) This results in increased financial strain as they attempt to keep up with constantly evolving trends, while others utilize social media more strategically for information gathering, price comparison, and style verification prior to purchase decisions (Kapitan & Silvera, 2016; Chopra et al 2020). In Enugu State, the rapid growth of social media has influenced household clothing selection by exposing consumers to online fashion trends, influencer marketing, and digital vendors, while simultaneously increasing concerns about fraudulent sellers, misleading product advertisements, poor product quality, and online shopping risks. Despite these observable dynamics, there remains empirical evidence gap regarding how social media influence clothing selection practices of households in Enugu State. Hence the need for this study.

Objectives of the Study

The general purpose of this study was to investigate the influence of social media on clothing selection practices among households in Enugu State, Nigeria. Specifically, the study determined:

1. social media platforms used by households for clothing selection in Enugu State
2. ways social media influence clothing selection practices among households in Enugu State.
3. factors that influence engagement in social media for clothing selection among the households
4. measures that could improve the households' engagement in social media for clothing selection by households in Enugu State

Hypotheses

The following hypotheses were tested at significant level of 0.05: There are no significant differences in mean responses of semi-urban and urban households on:

H0₁: social media platforms used by households for clothing selection in Enugu State

H0₂: ways social media influence on clothing selection practices of households in Enugu State

H0₃: factors influencing households' engagement in social media for clothing selection in Enugu State.

H0₄: measures that could improve households' engagement in social media for clothing selection.

Methodology

Design of the study: This study adopted survey research design.

Area of the Study: This study was conducted in Enugu State, located in southeastern region of Nigeria. The state has rural, urban and semi-urban areas. The study however focused on semi-urban and urban areas of the state. These areas exhibit a high level of urbanization, characterized by improved access to digital infrastructure, internet connectivity, and widespread use of smartphones, which facilitates active engagement with various social media platforms. The state is known for its vibrant commercial activities, including a growing fashion and clothing sector.

Population for the Study: The population comprised of 725,767 households in Enugu State (National Bureau of Statistics [NBS], 2012). However, the accessible population consisted of households located in urban and semi-urban communities with access to digital technologies and internet services.

Eligible households were those with at least one literate adult (18 years and above) who owned or had regular access to an internet-enabled device, actively used social media platforms, and participated in household clothing selection and purchase decisions.

Sample for the Study: Purposive sampling was used to select 11 communities, six from urban and five semi-urban communities with adequate internet connectivity and high social media usage. Simple random sampling was used to select 66 households from each of the 11 communities, giving a total of 396 households. In each selected household, one literate adult who actively used social media and participated in clothing selection decisions was selected as the respondent. This yielded a sample of 396 respondents for the study.

Instrument for Data Collection: Instrument for data collection was a questionnaire. It was developed based on literature review and specific objectives. The questionnaire was validated by three experts in Home Economics Hospitality Management Education. The instrument was trial tested on twenty (20) people representing twenty households in Imo state which was not part of the sample for the study. The reason for using Imo state for trial testing is to ensure that respondents used for the reliability test were excluded from the study sample. Cronbach Alpha reliability test of the overall reliability coefficient of 0.77 was accepted as reliable for all the study.

Method of Data Collection: A total of 396 copies of questionnaire (198 copies to each group; semi-urban and urban) were distributed to respondents by hand with the help of three research assistants. (168

from semi urban areas and 160 from urban areas) were retrieved.

Data Analysis: Mean and standard deviation were used for data analysis. Any item that has a mean score above 2.50 was taken as agreed, while, any item that

falls below 2.50 was regarded as disagreed. Also t-test was used to test the hypotheses at 0.05 level of significance.

Results

Table 1: Mean responses, Standard Deviation and t-test Results on Social Media Platforms by Semi-Urban and Urban Households for Clothing Selection in Enugu State

S/N	Media Platforms Used	$\bar{X}_1$	SD_1	$\bar{X}_2$	SD_2	$\bar{X}_g$	t	R
1	Facebook is frequently used for accessing clothing information and updates.	3.05	.70	3.15	.66	3.10	1.21	AU
2	Instagram is actively used to follow fashion and clothing pages.	2.30	.50	2.36	.48	2.33	.98	SU
3	WhatsApp is popularly used to receive clothing advertisements from vendors.	2.95	1.05	3.05	.99	3.00	1.10	AU
4	TikTok is used to view trending fashion videos.	2.70	.95	2.86	.88	2.78	1.45	AU
5	Twitter (X) is used to follow fashion news and style inspiration.	3.20	.92	3.34	.88	3.27	1.33	AU
6	YouTube is a preferred platform for watching clothing and styling.	2.50	1.05	2.64	.95	2.57	1.20	AU
7	Pinterest is used to explore clothing designs and style ideas.	2.55	1.25	2.67	1.17	2.61	1.05	AU
8	Telegram channels are frequently used for clothing sales and product displays.	3.00	.95	3.18	.85	3.09	1.50	AU
9	Snapchat is occasionally used to view clothing and fashion stories.	2.10	1.00	2.26	.96	2.18	1.22	SU
10	Online clothing browsing is commonly accessed through multiple social media platforms	2.90	.98	3.02	.92	2.96	1.18	AU
11	LinkedIn is used for fashion-related business updates.	2.35	.90	2.45	.86	2.40	.89	SU
12	Fashion blogs shared on social media platforms are frequently accessed.	2.90	.80	3.00	.72	2.95	1.02	AU

N_1 = Number of Semi-urban Respondents (168) =; N_2 = Number of Urban Respondents (160); $\bar{X}_1$ = Mean of Semi-urban Respondents; SD_1 = Standard Deviation of Semi-urban; $\bar{X}_2$ = Mean of Urban Respondents; SD_2 =Standard Deviation of Urban Respondents; $\bar{X}_g$ = Grand Mean; t = t-test Results; R = Remarks AU = Always used SU = Sometimes used.

Table 1 shows that the grand mean ratings of 12 platforms range from $\bar{X}_g = 2.18$ -3.27, showing that various social media platforms are actively used for clothing-related purposes. The t-test results show

no significant difference between semi-urban and urban households on the social media platforms used for clothing selection, indicating similar patterns of platform usage across both groups.

Table 2: Mean responses, Standard Deviation and t-test Results on Ways Social Media Influence on Clothing Selection Practices among Semi-Urban and Urban Households in Enugu State

S/N	Ways of Influence	$\bar{X}_1$	SD ₁	$\bar{X}_2$	SD ₂	$\bar{X}_g$	t	R
1	Social media fashion content determines the type of clothing preferred.	1.85	.06	1.93	.05	1.89	1.10	R
2	Social media advertisements influence the selection of trending clothing styles.	2.70	.15	2.82	.10	2.76	1.30	RW
3	Influencer posts contribute to decisions concerning clothing purchases.	3.90	.15	4.02	.10	3.96	1.40	RW
4	Celebrity fashion images on social media affect clothing preference.	3.05	.30	3.15	.20	3.10	1.22	RW
5	Social media reviews influence confidence in selecting clothing items.	2.95	.20	3.09	.18	3.02	1.25	RW
6	Social media exposure increases the desire to buy new clothing more often.	2.70	.10	2.84	.05	2.77	1.38	RW
7	Trend-based clothing images on social media affect colour choices in clothing selection.	2.95	1.15	3.07	1.07	3.01	1.05	RW
8	Social media fashion videos help in deciding suitable styles for occasions.	2.90	.12	3.06	.10	2.98	1.33	RW
9	Social media price information influences decisions before buying clothing.	3.00	1.20	3.10	1.16	3.05	1.08	RW
10	Frequent viewing of clothing posts encourages imitation of online fashion trends	2.40	.05	2.50	.03	2.45	1.15	S
11	Social media promotions influence preference for branded clothing.	3.02	.22	3.14	.18	3.08	1.20	RW
12	Social media comparison of styles affects clothing decisions.	2.88	.20	2.96	.16	2.92	1.10	RW

N_1 = Number of Semi-urban Respondents (168) =; N_2 = Number of Urban Respondents (160); $\bar{X}_1$ = Mean of Semi-urban Respondents; SD₁ = Standard Deviation of Semi-urban; $\bar{X}_2$ = Mean of Urban Respondents; SD₂ =Standard Deviation of Urban Respondents; $\bar{X}_g$ = Grand Mean; t = t-test Results; R = Remarks AU = Always used SU = Sometimes used.

Table 2 shows 10 regular ways of influence ($\bar{X}_g \geq 2.50$), one way which is sometime ($\bar{X}_g \geq 2.45$), and a rarely way with $\bar{X}_g = 1.89$. The t-test results show no significant difference between semi-urban and urban households on the ways social media influences clothing selection at 0.05 level of significances, suggest that both groups experience similar levels of social media influence.

Table 3: Mean responses, Standard Deviation and t-test Results on Factors Influencing Engagement of Social Media Clothing Selection in Enugu State

S/N	Semi-Urban and Urban Household on Factors Influencing Engagement	$\bar{X}_1$	SD ₁	$\bar{X}_2$	SD ₂	$\bar{X}_g$	t	R
1	Availability of low-cost internet data encourages more engagement on social media.	3.40	.85	3.55	.78	3.48	1.12	VSW

Table 3 Continues

2	Attractive fashion images increase attention to clothing-related content on social media.	3.60	.72	3.70	.68	3.65	.95	VSW
3	Availability of free browsing time encourages exposure to clothing posts on social media.	3.20	.90	3.45	.80	3.33	2.10	VSW
4	Peer recommendations on social media influence decisions concerning clothing styles.	3.50	.76	3.65	.70	3.58	1.45	VSW
5	Promotions and discounts advertised on social media increase interest in clothing content.	3.70	.65	3.80	.60	3.75	1.30	VSW
6	Live-streamed clothing sales sessions increase engagement in clothing decisions.	3.10	.95	3.50	.82	3.30	2.25	VSW
7	Social validation through likes and comments affects interest in social media fashion posts.	3.45	.80	3.60	.75	3.53	1.40	VSW
8	Trust in online fashion vendors encourages more attention to social media clothing content.	3.55	.78	3.75	.70	3.65	1.85	VSW
9	Emotional attachment to favourite influencers encourages engagement in fashion content online.	3.30	.88	3.65	.74	3.48	.05	VSW
10	Ease of accessing vendors through direct messaging influences engagement in clothing posts	3.50	.77	3.70	.69	3.60	1.90	VSW
11	Availability of smartphones increases engagement in fashion content.	3.75	.60	3.85	.55	3.80	1.25	VSW
12	Ease of navigation on social media platforms encourages clothing searches	3.60	.70	3.78	.65	3.69	1.88	VSW
13	Exposure to global fashion trends increases engagement.	3.65	.68	3.90	.60	3.78	.04	VSW

N_1 = Number of Semi-urban Respondents (168) =; N_2 = Number of Urban Respondents (160); $\bar{X}_1$ = Mean of Semi-urban Respondents; SD_1 = Standard Deviation of Semi-urban; $\bar{X}_2$ = Mean of Urban Respondents; SD_2 =Standard Deviation of Urban Respondents; $\bar{X}_g$ = Grand Mean; t = t -test Results; R = Remarks AU = Always used SU = Sometimes used.

Table 3 shows that the grand mean ratings of respondents on 13 items ranged from 3.30-3.80 ($\bar{X}_g \geq 3.50$). These are therefore 13 factors which influence engagement with social media for clothing selection. The t -test results show no significant difference in mean responses semi-urban and urban households on most of the factors influencing engagement at 0.05 level of significance, except for emotional attachment to favourite influencers and exposure to global fashion trends, where significant difference were observed between the two groups.

Table 4: Mean responses, Standard Deviation and t-test Results on Measures that Could Improve Household Engagement in social media for Clothing Selection in Enugu State

S/N	Measures that Could Improve Household Engagement	$\bar{X}_1$	SD ₁	$\bar{X}_2$	SD ₂	$\bar{X}_g$	t	R
1	Proper regulation of online advertising would improve safe clothing selection practices.	3.08	.81	3.16	0.77	3.12	.84	VSM
2	Verification of online fashion vendors would reduce risks in social media clothing purchases.	3.12	.75	3.43	0.70	3.28	1.54	VSM
3	Sensitization programs on safe online shopping would improve informed clothing decisions.	3.04	.83	3.29	0.76	3.17	1.32	VSM
4	Training on how to identify genuine fashion products online would enhance clothing selection practices.	3.17	.74	3.31	0.71	3.24	.81	VSM
5	Government consumer protection policies on online fashion sales would improve trust in social media clothing content.	3.10	.79	3.28	0.74	3.19	.95	VSM
6	Encouraging originality among online fashion vendors would improve clothing selection decisions.	2.64	.88	2.96	0.81	2.80	1.63	VSM
7	Establishing secure payment channels for online clothing purchases would encourage better selection practices.	3.18	.72	3.26	0.68	3.22	.56	VSM
8	Provision of accurate sizing charts online would improve informed clothing choices.	3.11	.76	3.30	0.73	3.21	.98	VSM
9	Encouraging online consumer feedback systems would improve accountability in clothing-related posts.	2.39	.91	2.79	0.84	2.59	1.89	VSM
10	Creating awareness on impostor online pages would help reduce fraudulent influence on clothing selection practices.	3.12	.78	3.27	0.72	3.20	.79	VSM
11	Introduction of digital literacy programs would improve clothing selection.	3.13	.75	3.32	0.70	3.23	.97	VSM
12	Monitoring of online reviews would improve trust in vendors.	3.19	.73	3.28	0.69	3.24	.61	VSM
13	Improved internet security would encourage online clothing purchases.	3.06	.81	3.16	0.77	3.12	.84	VSM
14	Standardization of online product descriptions would improve decisions.	3.15	.75	3.43	0.70	3.28	1.54	VSM
15	Collaboration with trusted fashion brands would improve content reliability.	3.02	.83	3.29	0.76	3.17	1.32	VSM

N₁= Number of Semi-urban Respondents (168) =; *N₂* = Number of Urban Respondents (160); $\bar{X}_1$ = Mean of Semi-urban Respondents; SD₁ = Standard Deviation of Semi-urban; $\bar{X}_2$ = Mean of Urban Respondents; SD₂ =Standard Deviation of Urban Respondents; $\bar{X}_g$ = Grand Mean; t = t-test Results; R = Remarks AU = Always used SU = Sometimes used.

Table 4 shows that the grand mean ratings of respondents on the 15 items ranged from 2.59-3.28 ($\bar{X}_g \geq 5.50$). This indicates the 15 measures could improve household engagement in social media for clothing selection. The t-test results show no significant difference between mean responses of semi-urban and urban households on the measures for improving engagement at 0.05 level of significance. So, the H_{04} is accepted at this.

Discussion

The findings revealed that households in Enugu State utilize various social media platforms, including Facebook, WhatsApp, Twitter (X), Telegram, fashion blogs, and online clothing platforms, to obtain clothing-related information and inspiration. This finding supports those of Amelia, & Balqis, (2023); Agbaka, (2025) that social media platforms have transformed communication by enabling users to create, share, and exchange information within online communities. Similarly, Uzodinma, (2022) noted that social media provides interactive spaces where consumers engage with brands, products, and other users, thereby influencing consumption decisions. The lower utilization of Instagram and Snapchat among respondents may appear inconsistent with global fashion marketing trends, where Instagram is widely recognized as a major fashion communication platform. Therefore, the preference for Facebook, WhatsApp, and Twitter (X) among households in Enugu State reflects the local digital environment rather than a lack of awareness of other platforms. The finding shows that there was no significant difference between semi-urban and urban households

regarding social media usage for clothing selection indicates that digital platforms have become widely accessible across residential locations. This supports the view of Correa, Pavez, & Contreras, (2021); Amelia, & Balqis, (2023) that although digital inequalities still exist, increased access to mobile technologies has contributed to greater participation among previously disadvantaged groups. Overall, the findings demonstrate that social media has become an essential tool for clothing selection among households in Enugu State

The findings revealed that social media significantly influences clothing selection practices among households in Enugu State. Respondents indicated that influencer posts, celebrity fashion images, advertisements, online reviews, fashion videos, price information, promotional messages, and style comparisons contribute to their clothing decisions. This finding confirms the increasing role of social media as a powerful marketing and information channel in shaping consumer attitudes and purchasing behaviour. According to AlShawabkeh, et al (2021); Okeke, (2025), social media creates electronic social environments where consumer interactions and shared experiences influence trust and purchasing behaviour. Although social media influenced clothing selection, the findings showed lower agreement that households completely imitate online fashion trends. This supports the argument of Kozinets (2015) that consumers actively interpret and negotiate marketing messages rather than simply accepting them. The hypothesis shows that there were no significant differences between semi-urban and urban households regarding the influence

of social media suggests that digital fashion communication affects consumers across locations in similar ways. The increasing availability of mobile internet and social networking applications has created opportunities for households in different communities to access similar fashion content. Consequently, social media has become a common platform for fashion awareness, product evaluation, and consumer interaction.

The findings revealed that households in Enugu State engage with social media for clothing selection due to a combination of technological, economic, social, and psychological factors. Respondents agreed that affordable internet data, smartphone accessibility, attractive fashion images, promotional discounts, peer recommendations, and exposure to global fashion trends encourage their interaction with clothing-related content. This finding indicates that social media has become an important platform through which households obtain fashion information, evaluate alternatives, and make clothing decisions. The result supports Chopra, et al (2020) that social media platforms create interactive environments where users exchange information and influence consumer behaviour. Similarly, Adejuwon, & Buttle, (2022) reported that social media marketing activities, including entertainment, interaction, and customization, enhance consumer relationships with fashion brands. The finding that promotional discounts and advertising incentives strongly influenced household engagement agrees with Abbas, et al (2021); Ezennia, & Marimuthu (2022) who found that social media marketing activities significantly affect consumer brand equity and purchase

intentions in the luxury fashion sector. This suggests that clothing vendors who use social media promotions, price incentives, and attractive marketing campaigns are more likely to attract household attention and encourage purchasing decisions. However, the t-test result showed no significant difference between semi-urban and urban households regarding most influencing factors, suggesting that social media usage has become widespread across locations.

Findings on measures suggest that households recognize the need for a reliable, transparent, and consumer-friendly digital fashion environment where users can access accurate information and make informed clothing decisions. This supports the view of Horvath, et al (2021); Handoyo (2024) that trust, perceived security, and reduced uncertainty are essential factors influencing consumers' willingness to participate in electronic commerce. The finding that verification of online fashion vendors was among the highly rated measures indicates that consumers consider seller credibility a major requirement for successful online clothing selection. This finding agrees with Ezimmuo, & Keikhosrokiani, (2022), who established that trust and perceived risk significantly influence consumers' online purchasing decisions. Similarly, Akinola, & Asaolu, (2023) reported that lack of trust, security concerns, and uncertainty remain major barriers to electronic commerce adoption in Nigeria. Ghare, & Kastikar (2024) studies shows that digital literacy improves individuals' ability to critically evaluate online information and participate effectively in digital markets. The t-test result revealed no significant difference between semi-urban and urban

households regarding the proposed improvement measures, indicating that consumers across locations share similar expectations for safer online clothing transactions.

Conclusion

The findings of this study show that social media is an important tool influencing clothing selection among households in Enugu State. Households utilize platforms such as Facebook, Twitter (X), WhatsApp, Telegram, fashion blogs, and other online clothing platforms to access fashion information, advertisements, product displays, and style inspirations. Social media influences clothing choices through influencers, celebrity endorsements, reviews, fashion videos, and exposure to emerging trends. The findings revealed no significant difference between semi-urban and urban households in social media usage patterns and its influence on clothing selection, except for emotional attachment to influencers and exposure to global fashion trends. The study further concluded that improved regulation, vendor verification, digital literacy, secure payment systems, and accurate product information are necessary to promote safe, informed, and satisfactory clothing decisions among households.

Recommendations

The following recommendations were made

1. Digital literacy programs should be implemented to educate households on safe online shopping practices.
2. Social media users should be encouraged to develop digital literacy skills to enable them make informed clothing purchase decisions.

3. Online fashion vendors should adopt transparent business practices by providing accurate product descriptions to improve consumer trust.
4. Government and relevant consumer protection agencies should establish stronger regulations for online fashion marketing to minimize fraudulent advertisements.
5. Fashion businesses should utilize social media responsibly by providing authentic and creative content among households.

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