TAKING ADVANTAGE OF SOCIAL MEDIA AND ONLINE HOME MOVIES MARKETING TO INFLUENCE THE DRESSING PATTERNS OF STUDENTS OF TERTIARY INSTITUTIONS IN ABIA STATE

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Abstract

This study examined the influence of Social Media and Home Movies on the Dressing Patterns of Students of Tertiary Institutions in Abia state. The survey research method was adopted, with a sample size of 150. The questionnaire was the research instrument for the collection of data. Findings showed that social media marketing and home movies have influence on the pattern of dressing of students of tertiary institutions in Abia State. The research discovered that social media marketing and home movies mediate in the culture of students of tertiary institutions in Abia state especially as it relates to their dressing patterns. This research has shown that, Television, Face Book, U-Tube and Twitter, as dimensions of watching Home Movies like books, are important medium of cultural transmission and socialization. The study recommends among other things that social media users and the home movies industry should use their media to promote and influence the very dressing patterns of students of tertiary institutions in Abia State, Nigeria.

Keywords: Social media, Home movies, dressing pattern, marketing

INTRODUCTION

Social media marketing is the use of social media platforms and websites to promote a product or service. Most of these social media platforms have their own built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing including current and potential customers, current and potential employees, journalists, bloggers, and the general public(Bampo, Michael & Dineli (2008). On a strategic level, social media marketing includes the management of the implementation of a marketing campaign, governance, setting the scope (e.g. more active or passive use) and the establishment of a firm's desired social media "culture" and "tone".

While social media marketing is often associated with companies, as of 2016, a range of not-for-profit organizations and government organizations are engaging in social media marketing of their programs or services (Bourkas, Savvi and Feng, 2008). This will integrate the social dimension of home movie itself as a catch-all term for sites that may provide radically different social actions with the social media. For instance, Twitter is a social site designed to let people share short messages or "updates" with others. Facebook, in contrast is a full-blown social networking site that allows for sharing updates, photos, joining events and a variety of other activities. Social media often feeds into the discovery of new content such as news stories, and "discovery" is a search activity. Social media can also help build links that in turn support into SEO efforts. Many people also perform searches at social media sites to find social media content. Social connections may also

impact the relevancy of some search results, either within a social media network or at a 'mainstream' search engine (Campell, Leyland and Pierre, 2011).

Home movies also play a role in the daily lives of people, especially in the way they perceive and conceive themselves and in the way they conduct their own lives (Aldana, 2014). The value of home movies as a medium of social influence is esteemed all over the world. In Nigeria there are over one million audiences of home movies films who are affected in one way or another, by the subjects treated in Nigerian home movies. These home movies are using social media to portray messages that have influence on the viewers (audience), mostly the youths and undergraduates, their mode of dressing. O'Rork (2006) and Wogu (2008) argue that undergraduates in tertiary institutions are more likely to emulate models of behavior seen on the media if they expect to receive gratification from emulating another person. Such behaviour is influenced not only by personal or live models but by those presented in the social media" (O' Rork, 2006). Analyses on media Influence continue to show that the media have Influence on the pattern of behaviour of its audience. (Uwakwe, 2010; Okunna, 2009).

Okunna, (2009) opines that because of their special power to affect the way people think, feel and behave, the mass media have been credited with incredible persuasive ability to change attitude and behaviour. Studies show that, the home movie, living in bondage, released in 1992, set the stage for the Nigerian indigenous home movie, popularly known as Nollywood. This industry has continued to grow and explode to greater proportion such that it has pushed foreign media off the shelves of movie rental shops across Nigeria and other parts of Africa (Uwakwe, 2010). Thus, Nollywood is the household name for Nigerian movie industry and which by definition, means Nigeria's movie industry by Nigerian production team for the Nigerian audience. Against this backdrop, the study seeks to examine the influence of home movies on the dressing pattern of youths with special reference to undergraduate students of tertiary institutions in Abia State.

Statement of Problem

Home movies are veritable tools of mass communication, which cut across national and cultural boundaries with wide and fast distributing networks internationally. Home movies are seen as source of entertainment and education, as well as conduit for promoting Nigerian culture. Thus cultural transmission is a major role of the home movies. In the face of media imperialism by foreign media and the over shadowing of Nigeria's cultural values and manifests, it becomes important to examine the home movies to ascertain if it is influencing the dressing pattern of these students of tertiary institution in Abia State. An examination of some of the home movies will reveal that they portray nudity while some of the movies portray costumes that reflect the rich Nigerian culture, manifest in her traditional mode of dressing. Media and cultural researchers have noted that dressing is a manifest reflection of a people's culture. In the face of these challenges, it becomes necessary to examine how the home movies Influence the dressing pattern of students of tertiary institutions in Abia State. Such discovery is imperative since it will guide the policy makers where necessary especially if it is found that the Influence is negative and detrimental to Nigerian's cultural objective and values. Positive Influence however, will be such that promotes pride in Nigeria's values and seeks to retain her rich culture as against preference for western pattern of dressing and nudity or indecent dressing.

Objectives of Study

This major objective of the study was to discover the influence of home movies on the dressing pattern of students in tertiary institutions in Abia State. The specific objectives include:

i.   Examine effect of television on influencing the dressing pattern of students in tertiary institutions in Abia State.

ii. Determine the effect of Face Book on influencing the dressing pattern of students in tertiary institutions in Abia State.

iii. Analyze the effect of U-Tube on influencing the dressing pattern of students in tertiary institutions in Abia State.

iv. Determine the effect of Twitter on influencing the dressing pattern of students in tertiary institutions in Abia State.

Research Hypotheses

The study will be guided by the following research questions.

Ho_1: Television has no significant influencing o the dressing pattern of students in tertiary institutions in Abia State.

Ho_2: Face Book has no significant influencing o the dressing pattern of students in tertiary institutions in Abia State.

Ho_3: U-Tube has no significant influencing o the dressing pattern of students in tertiary institutions in Abia State.

Ho_4: Twitter has no significant influencing o the dressing pattern of students in tertiary institutions in Abia State.

Significance of Study

This study is relevant for the following reasons. It will determine the type of Influence that home social media have on the dressing pattern of students in tertiary institutions and thus guide policy makers and regulatory agencies in providing protection against the production and exposure to movies that negate Nigeria's cultural values. The study will provide a framework for the fight against media and cultural imperialism where it is discovered that the home movie industry is serving as a stooge. Finally, the study will be beneficial to students and mass media students because it will expose them to the theory on the Influences that could be exerted via the media.

Scope of the Study

This study restricts itself to the Influence on patterns of dressing on of students of tertiary institution in Abia State. The home movies channel or variables of the study will include television, face book, u-tube and twitter.

LITERATURE REVIEW

Literature review provides a close examination of literature related to the topic of study. The review provides information about what other people have done and what result it generated. One of the main purposes of employing social media and home movies in marketing is as a communications tool that makes the companies accessible to those interested in their product and makes them visible to those who have no knowledge of their products. These companies use social media to create buzz, and learn from and target

customers. It's the only form of marketing that can finger consumers at each and every stage of the consumer decision journey. Marketing through social media has other benefits as well. Of the top 10 factors that correlate with a strong Google organic search, seven are social media dependent. This means that if brands are less or non-active on social media, they tend to show up less on Google searches (Casaló, Flavián & Miguel, 2008).

While platforms such as Twitter, Facebook, and Google+ have a larger amount of monthly users, the visual media sharing based mobile platforms, however, garner a higher interaction rate in comparison and have registered the fastest growth and have changed the ways in which consumers engage with brand content. To this end, companies make use of platforms such as Facebook, Twitter, YouTube, and Instagram to reach audiences much wider than through the use of traditional print/TV/radio advertisements alone at a fraction of the cost, as most social networking sites can be used at little or no cost (however, some websites charge companies for premium services). This has changed the ways that companies approach to interact with customers, as a substantial percentage of consumer interactions are now being carried out over online platforms with much higher visibility. Customers can now post reviews of products and services, rate customer service, and ask questions or voice concerns directly to companies through social media platforms (Chu, 2011).

Thus social media marketing is also used by businesses in order to build relationships of trust with consumers. To this aim, companies may also hire personnel to specifically handle these social media interactions, who usually report under the title of online community managers. Handling these interactions in a satisfactory manner can result in an increase of consumer trust. To both this aim and to fix the public's perception of a company, 3 steps are taken in order to address consumer concerns, identifying the extent of the social chatter, engaging the influencers to help, and developing a proportional response (Curran, Kevin, Sarah and Temple, 2011).

YouTube: YouTube is another popular avenue; advertisements are done in a way to suit the target audience. The type of language used in the commercials and the ideas used to promote the product reflect the audience's style and taste. Also, the ads on this platform are usually in sync with the content of the video requested; this is another advantage YouTube brings for advertisers. Certain ads are presented with certain videos since the content is relevant. Promotional opportunities such as sponsoring a video is also possible on YouTube, "for example, a user who searches for a YouTube video on dog training may be presented with a sponsored video from a dog toy company in results along with other videos." YouTube also enable publishers to earn money through its YouTube Partner Program. Companies can pay YouTube for a special "channel" which promotes the company's products or services (Georgi, Dominik & Moritz, 2012).

Twitter: Twitter allows companies to promote their products in short messages known as tweets limited to 140 characters which appear on followers' Home timelines. Tweets can contain text, Hashtag, photo, video, Animated GIF, Emoji, or links to the product's website and other social media profiles, etc. Twitter is also used by companies to provide customer service. Some companies make support available 24/7 and answer promptly, thus improving brand loyalty and appreciation (Curran, Kevin, Sarah and Temple, 2011).

Facebook: Facebook pages are far more detailed than Twitter accounts. They allow a product to provide videos, photos, and longer descriptions, and testimonials as other

followers can comment on the product pages for others to see. Facebook can link back to the product's Twitter page as well as send out event reminders. As of May 2015, 93% of businesses marketers use Facebook to promote their brand. A study from 2011 attributed 84% of "engagement" or clicks to Likes that link back to Facebook advertising. By 2010, Facebook had restricted the content published from businesses' and brands' pages. Adjustments in Facebook algorithms have reduced the audience for non-paying business pages (that have at least 500,000 "Likes") from 16% in 2012 down to 2% in February 2010 (Curran, Kevin, Sarah Graham and Temple, 2011).

Google+: Google+, in addition to providing pages and some features of Facebook, is also able to integrate with the Google search engine. Other Google products are also integrated, such as Google Adwords and Google Maps. With the development of Google Personalized Search and other location-based search services, Google+ allows for targeted advertising methods, navigation services, and other forms of location-based marketing and promotion. Google+ can also be beneficial for other digital marketing campaigns, as well as social media marketing. Google+ authorship was known to have a significant benefit on a website's search engine optimization, before the relationship was removed by Google. Google+ is one of the fastest growing social media networks and can benefit almost any business (Chu, 2011).

Whatsapp: WhatsApp was founded by Jan Koum and Brian Acton. WhatsApp joined Facebook in 2014, but continues to operate as a separate app with a laser focus on building a messaging service that works fast and reliably anywhere in the world. WhatsApp started as an alternative to SMS. Whatsapp now supports sending and receiving a variety of media including text, photos, videos, documents, and location, as well as voice calls. Whatsapp messages and calls are secured with end-to-end encryption, meaning that no third party including WhatsApp can read or listen to them. Whatsapp has a customer base of 1 billion people in over 180 countries. It is used to send personalised promotional messages to individual customers. It has plenty of advantages over SMS that includes ability to track how Message Broadcast Performs using blue tick option in Whatsapp. It allows sending messages to Do Not Disturb DND) customers. Whatsapp is also used to send a series of bulk messages to their targeted customers using broadcast option. Companies started using this to a large extent because it is a cost effective promotional option and quick to spread a message. Still, Whatsapp doesn't allow businesses to place ads in their app (Cheong & Morrison, 2008).

THEORETICAL REVIEW

The theories relevant to this study are cultivation theory, social cognitive theory, selective exposure, selection attention, retention theory, etc.

Cultivation theory: This theory was proposed by Gerbner and his associates in 1976 (Asemah, 2011). The Cultivation theory (sometimes referred to as the cultivation analysis) was used to study whether and how watching television may affect viewers' ideas of what everyday world is like. Cultivation theorists argue that television (movies) have long term Influences which are small, gradual, indirect but cumulative and significant (Baran, 2009). This theory argues that the mass media cultivate attitudes and values which are already present in a culture: the media maintain and propagate these values amongst members of a culture, thus, binding it together.

Social cognitive theory: From the angle of the social cognitive theory, it is observed that people learn through observation especially through television when applied to mass

media. The conceptual roots for social cognitive theory came from Edwin B Holt and Harold Chapman Brown in 1931. Social cognitive theory argues that people model (copy) the behaviour they see and this occurs in two ways: through imitation and identification. Baran, (2009) sees it as imitation- the direct replication of an observed behaviour.

Mass communication theory: This concerns the study television impact find value in the idea of identification. Every one admits that people can imitate what they see on television, but not all. Social cognitive theorists demonstrated that imitation and identification are products of three processes: observational learning, inhibitory influences and disinhibitory influences (Baran, 2009). By observational learning, social cognitive theorists posit that observers can acquire (learn) new behaviours simply by seeing those behaviours performed. This involves the Inhibitory influences, which entails seeing a model, a movie character for example punished for a behavior, and this reduces the likelihood that the observer will perform that behaviour. In the media we see good Samaritans sued for trying to help someone, and it reduces our willingness to help, in similar situations that behaviour is inhibit by what we have seen (Baran, 2009). Disinhibitory, seeing a model rewarded for inhibited or threatening behaviour, increase the likelihood that the observer will perform that behaviour. This is the complaint against the glorification of crime and drug in movies for instance (Baran, 2009).

This study was supported by the **selective perception theory**. The theory dwells on the process through which mass media audience decide to expose themselves to a particular mass media content in preference to another or even one mass media instead of another. The theory was propounded by Hastorf and Cantril 1954. The basic assumption of this theory is that people expose themselves to external stimuli in a selective way. This means that people chose certain types of media content and avoid other types. For instance, a particular audience member of the broadcast media in Nigeria might decide to listen to news on the world services of the BBC than listen to Radio Nigeria news, or a viewing audience in Nigeria might decide to settle for foreign movies than home movies. This selective process is adopted by the audience in their exposure to the media by their active nature which is manifest in their personal taste, need, desire, expectations and judgment.

Empirical Studies

Saodah and Mohd. (2013) carried out a study on the impact of television (TV) and magazine on fashion and dressing of Malaysian women of various ages is called for. The study was conducted among 639 urban Malaysian women using a survey design. Data were collected using questionnaires and the data were analyzed using SPSS WIN 12. Both descriptive statistics and inferential statistics were employed in the study. Results revealed TV influence has an impact on urban Malaysian women's fashion and dressing. Magazine use is associated with young adult's fashion and dressing while magazine influence is associated with adolescent's fashion and dressing.

Ezichi (2010) carried out a study to probes the impact which TV has on the cultural values of the Nigeria youths. It specifically tackles the impact of TV programes on Nigeria University students. The research posits that the current trends in cultural behaviour of youths in Nigeria as observed among Caritas student Enugu is significantly associated with their perception of western culture and exposure to western TV programmes.

Okeoma (2012) carried out a similar study, on the influence of Home Movies on the Dressing Patterns of Students of Tertiary Institutions in Abia state**,** notes that home movies

mediate in the culture of students of tertiary institutions in Abia state. Especially as it relates to their dressing patterns. The survey research method was adopted, with a sample size of 400. The questionnaire was the research instrument for the collection of data. Findings showed that home movies celebrate African values in their dress patterns. This is in contrast with the obvious practice in Western and foreign movies where the contemporary trend is in the swap of roles between the male and the female gender as manifested in the swap of dress culture. This shows that home movies have influence on the pattern of dressing of students of tertiary institutions.

RESEARCH METHODOLOGY

The study adopted survey design research. The opinions of the respondents were elicited in the research process. Questionnaire was used for data collection which was analyzed using multiple regression. The study adopted a non-probability sampling method for sample size determination. However, 50 respondents were selected from each of the three (3) High Institutions in Abia State. Thus 50 respondents were selected from ABSU, Abia Poly and ACETA; making up a total sample size of 150 respondents. In the course of the study, 10 questionnaires were distributed to my colleagues to elicit the capacity of the questionnaire collect data for the study.

DATA ANALYSIS, TEST OF HYPOTHESES AND RESULT DISCUSSIONS

The primary data (survey) from the respondents were analyzed with percentage (%). While multiple regression models was for testing the hypotheses stated in chapter one. This can be stated thus: $Y = f(X_1, X_2, X_3, X_4, e_i)$. Where:

Y	=	(Dressing Pattern (Yes =1; No=0)
X_1	=	Television
X_2	=	Face Book
X_3	=	U-Tube
X_4	=	Twitter

Measurement of Variables

The variables of the study were measured using the behavioural influence index. This was adopted and modified to be used for data collection. Thus, respondents were instructed to indicate by ticking to the extent they agreed or disagreed to statements that were stated in the questionnaire. Their responses were rated by means of a four (4) point rating system as follows: SA – 4 (Strongly Agree); A-3 (Agree); D-2 (Disagree); SD-1(Strongly Disagree). Efforts were made to ensure clarity and brevity in item construction. This removed all uncertainties that the respondents may come across.

Test of Hypothesis

The four null hypotheses stated in the study were tested with multiple regression model and the result was stated below.

Table 1: The Influence of Home Movies on the Dressing Pattern of Students of Tertiary Institutions in Abia State, Nigeria

Variables	Linear function	+Exponential Function	Semi-log Function	Double-Log Function
Constant	8.491	2.323	2.092	6.101
	(3.031)***	(3.798)***	(4.125)	(1.392)*
X1= Wasap	223.720	168.290	1.047	1.315
	(3.358)	(4.736)	(1.038)	(2.119)

X2= Face Book	0.011	4.976	2.352	2.418
	(2.750)***	(2.882)***	(4.030)***	(5.420)***
X3= U-Tube	0.025	0.007	0.558	0.252
	(1.827)**	(2.33) **	(0.954)	(1.869)**
X4= Twitter	0.001	0.000	-0.579	0.317
	(2.523)**	(2.939)**	(1.178)	(2.805)***
R^2	0.6987	0.536	0.646	0.781
F-ratio	42.208	2.742***	11.054***	32.554***

Source: Computed from field survey data, 2022.
Figures in parenthesis are t-value
+ = Lead equation was the Exponential Function
*** = Significant at 1% probability level*
*** = Significant at 5% probability level*
** = Significant at 10% probability level*

Discussion and Summary of Findings

The R^2 (coefficient of multiple determination) which is 0.6987 shows that the model is 69.87% variation in sales performance were accounted for by the independent variables included in the model and it indicates goodness of fit. About 30.13% can be attributed to error and omitted variables in the model. However, the exponential function was chosen as the lead equation.

Wasap influence as a means of influencing the dressing pattern of the students in the selected high institutions in Abia State was significant at 1% level of probability and positively affects the dressing pattern of the students in the study area. This implies that increase in exposure to WhatsApp leads to increase in change in dressing pattern which then leads to increase in sales on the reigning dressing among the students in the study area.

Face Book as one of the means of influencing dressing pattern among the students in higher institutions in Abia State was significant at 5% level of probability and positively affects the dressing pattern of the students in the study area. This implies that improvement in fashion design, quality etc. strategies leads to change in the dressing pattern of the students in the study area. Hence positive attraction in the dressing pattern of the students was recorded by the researcher in the study area, and sales in the reigning pattern increased.

U-Tube as one of the means of influencing dressing pattern among the students in higher institutions in Abia State was significant at 5% level of probability; and positively affects the dressing pattern of the students in the study area. This implies that improvement in fashion design, quality etc. as demonstrated in the video of the celebrities captured or posted in U-Tube Channels leads to change in the dressing pattern of the students in the study area. Hence positive attraction in the dressing pattern of the students was recorded by the researcher in the study area.

Twitter as one of the social media and home movie marketing to influence the dressing pattern of the students in higher institutions in Abia State was significant at 1% level of probability; and positively affects the dressing pattern of the students in the study area. This implies that improvement in fashion design, quality etc. as demonstrated in the video of the celebrities captured or posted in Twitter leads to change in the dressing pattern of the students in the study area. Hence positive attraction in the dressing pattern of the students was recorded by the researcher in the study area.

SUMMARY CONCLUSION AND RECOMMENDATIONS

Conclusions

The study established that television influence as a means of influencing the dressing pattern of the students in the selected high institutions in Abia State was significant at 1% level of probability and positively affects the dressing pattern of the students in the study area.

Face Book as one of the means of influencing dressing pattern among the students in higher institutions in Abia State was significant at 5% level of probability and positively affects the dressing pattern of the students in the study area.

U-Tube as one of the means of influencing dressing pattern among the students in higher institutions in Abia State was significant at 5% level of probability; and positively affects the dressing pattern of the students in the study area.

Twitter as one of the means of influencing dressing pattern among the students in higher institutions in Abia State was significant at 1% level of probability; and positively affects the dressing pattern of the students in the study area.

Recommendations

Taking cognizance of the results of the analysis, the research suggests the following recommendations:

i.   To enhance and consolidate on the gains of influencing the dressing pattern of students in high institutions in Abia State, Fashion and Design Firms should manage their use of social media as marketing and communication strategy effectively by making their product available to WhatsApp, Facebook, twitter, u-tube and at online television programmes. This will influence the dressing pattern of the viewers, and finally lead to sales of the reigning fashion.

ii.   There should be improvement in picture quality of Face Book posts and updates. Such will stimulate efforts to make create new "fashion parade" for the students and the youths in in the long-run.

iii.   There in the need to channel some resources to the social media platforms. This will influence the audience; especially the youths who are much exposed to this channel for target on preference for varieties.

iv.   Finally the study recommends that those on fashion should embark on fashion improvement and design enhancements. To use social media and home movies as marketing tools effectively, firms should learn to allow customers and Internet users to post user-generated content (e.g., online comments, product reviews, etc.), also known as "earned media", rather than use marketer-prepared advertising copy.

Suggestions for Further Research

From the general objective of the study and the research findings, the researcher suggests further studies to be done on the very same topic, but to cover a wider scope such as the larger firms, in order to confirm if the research findings of this study will be the same.

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