

ACCESSING THE ROLE OF YOUTUBE IN DETERMINING CLOTHING SELECTION PRACTICES AMONG HOUSEHOLDS IN ENUGU STATE

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Abstract

This study examined the role of YouTube in shaping of clothing practices among households in Enugu State. Two research questions and two null hypotheses were formulated and tested at the 0.05 level of significance. The study was conducted in Enugu State. The study adopted an Ex-post facto design. The population of the study consisted of 725,767 households from the three zones of Enugu State, while 396 households were used as the sample for the study. The researcher designed and administered a 20-item questionnaire for data collection. Five experts from the Faculty of Vocational and Technical Education, University of Nigeria, Nsukka, validated the questionnaire. Their feedback was incorporated to improve the instrument's validity. To establish reliability, 20 copies of the questionnaire were administered to 20 households in Imo State who were not part of the main study. The Cronbach Alpha method was used to determine internal consistency, yielding an overall reliability coefficient of 0.77, which confirmed the instrument's reliability. Data analysis employed mean ($\bar{X}$) and standard deviation (SD) to address the research questions, while t-test statistics tested the hypotheses at a 0.05 significance level. Generally, the study found that three items on YouTube influence households' clothing selection practices in Enugu state, while nine out of ten challenges are experienced by households when using the YouTube for clothing selection practices. Ten strategies for improving the positive use of social media were identified. It was recommended among others that household members, especially the youth and young adults, should be encouraged by parents, guardians, and various Stakeholders should select and wear appropriate attire that embodies Nigerian cultural values, with emphasis on modesty.

Key word: Clothing, Household, Practices, Selection, YouTube,

Introduction

The rise of search engines and online shopping has revolutionized consumer behavior by enabling easy product comparison and creating new digital empowerment tools. YouTube, as a video-sharing platform and social media community, has particularly transformed the fashion industry by providing a space for fashion enthusiasts to share knowledge, inspire others, and connect with like-minded individuals.

Established in 2005 by Chad Hurley, Steve Chen, and Jawed Karim, YouTube has grown to reach over 2.53 billion monthly users and approximately 122 million daily users as of 2025,

positioning it as a powerful channel for marketers to connect with consumers (Global Media Insight, 2025). The platform's exponential expansion, particularly among younger demographics, has transformed it into a central destination for user-generated content spanning films, television programs, news segments, and advertisements. Through interactive capabilities such as likes, real-time commenting, and video sharing, YouTube empowers creators to build their channels while fostering dynamic conversations among audiences with shared interests.

The platform's free accessibility distinguishes it from other video platforms. The beauty and fashion sector on YouTube has experienced substantial growth, with beauty influencer content in 2024 seeing makeup views increase by 42%, skincare by 49%, and hair care by 37% (Cosmetics Design, 2025). This growth has disrupted traditional brand-consumer pathways, with thousands of "beauty gurus" showcasing products and teaching trends, often leading to collaborations with cosmetic companies. The influencer marketing industry has grown from \$1.7 billion in 2016 to \$24 billion in 2024, with projections reaching \$32.55 billion in 2025 (Influencer Marketing Hub, 2025).

YouTube employs various advertising formats including bumper ads, TrueView discovery ads, and TrueView in-stream ads, alongside increasing brand-YouTuber collaborations. According to internal YouTube data, 87% of viewers have purchased from a brand after seeing it on YouTube (Sprout Social, 2025). These advertisements influence consumer decisions as viewers form brand preferences through video content, consciously or unconsciously following trends to connect with the fashion world.

Clothing selection is a sophisticated process that contains various shopping motives and complex shopping experiences (Zhou & Liu, 2017), encompassing decisions about what to wear, how to acquire garments, and when to wear them for different occasions. Research reveals that 92.5% of participants actively used social media for information before making purchase decisions, with Instagram, YouTube, and Facebook as preferred platforms (Macías Urrego, García Pineda, & Montoya Restrepo, 2024) and 70% of consumers are influenced by social media when making purchasing choices (SCIRP, 2025). A 2024 survey found that three out of four shoppers have purchased a product or service because an influencer recommended it, demonstrating media's powerful influence on clothing decisions (GRIN, 2024).

Park and Cho (2012) noted that online community members are more likely to use these platforms to influence clothing demand and search for fashion information and shopping advice. In Enugu state, households are particularly concerned about clothing values that reflect their personality and influence their selection from both conventional markets and online platforms, seeking not just affordable options but reliable customer support from online shopping sites.

With the growing demand of consumers and hustling and bustling associated with the present age where people have become so occupied with jobs and occupations due to economic challenges, it is becoming impossible for members of households to satisfy their clothing growing needs and keep pace with fashion trends. The traditional shopping method for clothing is becoming less appealing, more time-consuming, stressful, and frustrating. Post-pandemic consumer behavior research indicates that more than half of consumers (58%) continue to avoid crowds, 52% avoid unnecessary travel, and 46% spend less time inside stores (Sinch, 2024). Research reveals that 96% of consumers consider delivery an essential factor when

making online purchases, with 60% of consumers having abandoned shopping carts because delivery time was too long (MetaPack, 2020; Baymard Institute, 2021) The traditional market is characterized by limited selection, time restrictions, short store hours, crowding, and long queues at checkout. All these and other factors have become challenging for household members, especially the working class who have little or no time out of their work schedules to visit conventional markets to shop for their clothing. Hence, many rely on clothing merchants and friends to provide for their clothing needs, which may not really satisfy their physical and psychological clothing desires but temporarily meet their needs and thereby discarding the clothing after a few wear that leads to wastage.

As shopping decisions change and people move with the advent of technology, it is important to know how YouTube influences the clothing selection practices of households in Enugu State. Research by *retaildive.com* indicates that 38% of Gen Z consumers name YouTube as a top platform influencing their purchasing decisions. Arnold (2017) found that 72% of Instagram users purchased beauty and fashion brands based on Instagram posts, and 71% of social media users accepted peer recommendations for fashion brands. Research shows that platforms like YouTube have become primary places for discovering new fashion trends, with fashion influencers and bloggers playing a crucial role through product endorsements and fashion inspiration. Are they fully utilizing YouTube for their clothing selection? What areas of clothing selection do they utilize YouTube for? Are there any challenges in utilizing YouTube for clothing selection? These are the areas this paper intends to address.

Objectives of the Study

This research aims to examine how social media platforms affect clothing purchasing decisions among households in Enugu State. In particular, the study intends to:

1. assess the impact of YouTube on household clothing selection behaviors within Enugu State
2. identify the challenges experienced by Enugu households in using YouTube for their clothing selection practices.

Research Questions

1. How does YouTube influence clothing selection practices of household in Enugu State?
2. What barriers impede households' use of YouTube for clothing choice practices?

Statement of Hypotheses

The following hypotheses were formulated to guide the study:

H₀₁: No significant difference exists between semi-urban and urban households in Enugu State regarding YouTube's influence on clothing selection practices.

H₀₂: No significant difference exists between semi-urban and urban households in Enugu State regarding the challenges encountered when using YouTube for clothing selection.

Materials and Method

Material and Methods

Descriptive survey design was adopted to collect data to describe and interpret existing conditions

Population

A total of 725,767 households constituted the population, which was made up of the following members of the households (adolescents and middle aged adults) from the three senatorial zones of Enugu state (National Bureau of Statistics, 2012).

Using the Taro Yamane formula, a sample of 396 households with youths and middle-aged adults from semi-urban and urban areas of Enugu State was determined. Respondents were selected through a multi-stage sampling technique: first, purposive sampling was employed to select one local government area from each of the three senatorial zones; second, purposive sampling was again used to select two communities from each local government area, yielding six communities with access to global telecommunication networks, a criterion essential for inclusion in the study; finally, random sampling was applied to select sixty six respondents from each of the six communities, producing the total sample of 396 households for the study.

A structured, validated questionnaire served as the primary data collection instrument for this study. The questionnaire items were developed in alignment with the research questions and organized into two parts: Part 1 contained demographic variables, while Part 2 consisted of three sections (A, B, and C), each corresponding to one research question. A four-point Likert scale was employed to measure respondents' ratings.

Reliability

The instrument underwent pilot testing with 20 households in Imo State to ensure the trial sample remained separate from the study's target population in Enugu State. Cronbach's Alpha was used to determine internal consistency, yielding a reliability coefficient of 0.50 α , which was accepted as adequate for the study.

Data collection

Four research assistants, trained in questionnaire administration procedures, distributed and collected completed instruments from the respondents.

Results and Discussion

Data Analysis

The study employed both descriptive and inferential statistical techniques for data analysis. Mean scores and standard deviations were computed to address the research questions and assess response variability, respectively. Independent samples t-test was conducted to test the null hypotheses at a significance level of 0.05. A benchmark mean of 2.50 was adopted for interpreting research question responses: mean values below 2.50 indicated disagreement, whereas values of 2.50 or higher indicated agreement. Regarding hypothesis testing, null hypotheses were accepted when the calculated p-value was ≥ 0.05 and rejected when $p < 0.05$.

Result discussion One

How does the YouTube influence the clothing selection practices of households?

Table 1: Rating households on influence of YouTube on Clothing Selection

n=396					
SN	Item Statement	X	SD	Rmks	
1.	Video clips from the YouTube helps me to select trendy Clothing and follow trendy fashion		2.65	1.16	A
2.	Always view ads on clothing and accessories	2.24	0.97		
3.	Pay attention to clothing worn by others	2.24	1.05		4.
	Select clothing design with ease	2.39	1.12		
5.	See videos of fashionable clothing	2.46	1.16		
6.	Seek out complementary accessories to my clothing	2.28	1.15		

7.	access clothing for different occasions	2.29	1.11	
8.	Select styles and designs when sewing my clothes	2.54	1.15	A
9.	Personalize my clothing designs	2.38	1.16	
10.	Celebrity fashion shows on YouTube influence my clothing	1.16	2.50	
Overall		2.40	1.11	D

Key: X = Mean; SD = Standard Deviation

The data presented shows that items 1 and 8 with mean scores 2.65 and 2.54 pointed that YouTube influences clothing selection practice while the remaining eight items (items 2, 3, 4, 5, 6, 7, 9, and 10) fell below the benchmark, with mean scores ranging from 1.16 to 2.46. Item 10, regarding celebrity fashion shows' influence on clothing selection, recorded the lowest mean of 1.16 indicating minimal influence. Items related to viewing clothing advertisements (2.24), paying attention to others' clothing (2.24), accessing clothing for different occasions (2.29), and seeking complementary accessories (2.28) all demonstrated below-benchmark influence levels.

Two

Household experience on the use of YouTube for clothing selection practices

Table 2: Household experience on the use of YouTube for clothing selection practices

n (396)				
SN	Item Statement	X	SD	Rmks
1.	I don't know how to operate different media platforms	2.21	1.16	D
2.	High cost of accessing the social media in subscribing		2.82	0.95
	For data			A
3.	Little knowledge on YouTube platforms in showcasing	2.80	0.89	A
	clothing			
4.	I fear my account can be hacked	2.60	0.93	A
5.	I lack trust on clothing information displayed on the YouTube			
	platforms	2.73	1.02	A
6.	No provision to try on clothes before ordering for it		3.11	0.96
7.	I don't have money to buy data	2.62	1.5	A
8.	At times what I receive might not be exactly what it			
	look like on the platform.		3.14	1.09
9.	Little knowledge on site that provides proper information			
	on clothing design		3.04	0.98
10.	Delivering low quality brands for the cost of a high			
	quality brand showcased	3.03	0.98	A
Overall		2.81	0.98	A

Key: X = Mean; SD = Standard Deviation

The data shows that items 2, 3, 4, 5, 6, 7, 8, 9, and 10 with mean scores ranging from 2.60 to 3.14 exceeded the benchmark, indicating significant household experiences and challenges in using YouTube for clothing selection practices. Item 8, regarding discrepancies between displayed and received clothing, recorded the highest mean of 3.14, followed closely by item 6 concerning the inability to try on clothes before ordering (3.11). Items related to little knowledge on sites providing proper clothing design information (3.04), receiving low quality brands despite high quality showcase (3.03), high cost of data subscription (2.82), little knowledge on YouTube platforms (2.80), lack of trust in clothing information (2.73), fear of account hacking (2.60), and lack of money to buy data (2.62) all demonstrated above-benchmark levels. However, item 1, concerning inability to operate different media platforms, recorded a mean of 2.21, falling below the benchmark and indicating this was not a significant challenge.

Table 3: Responses on the Influence of YouTube on the Clothing Selection Practices of Households in Enugu State.

		X		t				D
Semi-urban	219	23.70	9.43	-527	391	.59	NS	A
Urban	174	24.19	8.65	-532	382.10			

Degree at 0.05 level

The hypothesis regarding the influence of YouTube on clothing selection practices in households in semi-urban and urban areas of Enugu State was not supported, as $t(527) = -527$, $p > .05$. Based on this result, the hypothesis was retained.

Hypothesis Two (H0₂)

Responses on households in the semi-urban and urban areas of Enugu state on the challenges experienced in clothing selection practices.

Table 4

Responses on the challenges experienced by households in using YouTube for clothing selection practices.

Groups		X		t		sig	D
Semi-urban	221	26.91	6.81	-4.31	394	.000	
Urban	175	29.59	5.17	-4.44	393.32	.000	S

Degree at 0.05

The hypothesis regarding no significant difference in the challenges experienced by households in their clothing selection practices in semi-urban and urban areas of Enugu State was not supported, as $t(394) = -4.44$, $p < .05$. Based on this result, the hypothesis was rejected. This indicates that there is a significant difference in the challenges experienced by households in using social media for their clothing selection practices between semi-urban and urban areas.

Discussion and Findings

The findings of this study revealed that YouTube influences the clothing selection practices of households in Enugu State in several key ways: selection of trendy clothing and following fashion trends, selection of styles and designs when sewing clothes, and celebrity fashion shows. This finding aligns with Park and Chun (2020), who noted that fashion-related content on YouTube provides viewers with diverse themes including fashion goods, trends, and marketing, while satisfying consumer needs by reflecting rapidly changing fashion trends.

Similarly, these results corroborate the work of Pentecost and Andrews (2010), who found that social media platforms serve as significant sources of fashion information and inspiration for consumers' purchase decisions. The role of YouTube in trend identification is further supported by Mohd (2017), who demonstrated that social media significantly influences consumer fashion choices through visual content and peer recommendations. Additionally, Barry and Gironda (2018) emphasized that video-based platforms like YouTube enable consumers to observe fashion demonstrations and styling techniques, thereby facilitating more informed clothing selection decisions.

The influence of celebrity fashion content on YouTube is consistent with findings by Jin and Ryu (2020), who established that celebrity endorsements and fashion showcases on digital platforms significantly shape consumer attitudes and behavioral intentions toward fashion products. Furthermore, Godey et al., (2016) argued that social media marketing activities, including those on YouTube, create brand awareness and enhance consumer engagement with fashion content, ultimately affecting purchase behaviors. The utilization of YouTube for design inspiration in garment construction reflects the broader trend identified by Chae, Ko, & Han, (2017), wherein consumers increasingly rely on user-generated content and influencer recommendations for fashion guidance rather than traditional media sources.

Conclusion and Recommendations

Conclusion

The study investigated the influence of YouTube on clothing selection practices of households in Enugu State, Nigeria. Based on the findings from 396 households across semi-urban and urban areas, the following conclusions were drawn:

YouTube has minimal influence on clothing selection practices of households in Enugu State, with only three out of ten examined aspects showing positive influence: video clips helping in selecting trendy clothing and following fashion trends (mean = 2.65), selecting styles and designs when sewing clothes (mean = 2.54), and celebrity fashion shows influencing clothing selection (mean = 2.50). The overall mean rating of 2.40 indicates that households generally do not rely heavily on YouTube for clothing selection decisions.

Households experience significant challenges when using YouTube for clothing selection practices. Nine out of ten identified challenges were confirmed, with the most prominent being: no provision to try on clothes before ordering (mean = 3.11), receiving products different from what was showcased online (mean = 3.14), little knowledge on sites providing proper information on clothing design (mean = 3.04), and delivery of low-quality brands despite high-quality show case (mean = 3.03). The overall mean of 2.81 confirms that challenges substantially hinder YouTube utilization for clothing selection.

There is no significant difference between semi-urban and urban households regarding YouTube's influence on clothing selection practices ($p > 0.05$), indicating similar levels of limited adoption across geographic locations. However, urban households experience significantly more challenges in using YouTube for clothing selection compared to semi-urban households ($p < 0.05$), suggesting that proximity to conventional markets may reduce reliance on online platforms.

Traditional shopping methods remain dominant despite YouTube's availability and popularity, indicating that the platform's potential for clothing selection guidance is largely untapped.

Recommendations

The following are recommended:

Fashion Industries and YouTube Content Creators: Develop more trustworthy and educational fashion content that addresses local preferences and cultural considerations.

Implement better quality control measures to ensure accurate product representation

Create transparent content with quality product information, real reviews, and realistic expectations

Collaborate with Nigerian local fashion labels to offer affordable and accessible fashion clothing

Households and Individual Consumers:

Identify ways to develop digital literacy and navigation skills of social media

Educate critical appraisal of online fashion imagery

Coordinate data subscription and online purchase with family budgets

Utilize resources to learn how to buy safely online and finally,

Parents, guardians, and relevant stakeholders should actively promote the selection and wearing of modest, culturally appropriate clothing among youth and young adults that aligns with Nigerian cultural values.

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