AJEMATES
African Journal of Educational Management, Teaching and Entrepreneurship Studies
VOL.14 (2), January-April, 2025 https://ajemates.org

PERCEPTION AND EXPOSURE TO FASHION PRODUCT MARKETING BY TIK-TOK INFLUENCERS AMONGST YOUTHS IN ANAMBRA STATE

Chioma Ifeoma Agbasimelo, PhD
Department of Mass Communication
Nnamdi Azikiwe University, Awka, Anambra State, Nigeria
chiomastepup@yahoo.com ic.agbasimelo@unizik.edu.ng
+2348037075484

Urenna Chidinma Okamgba
Department of Mass Communication
Nnamdi Azikiwe University, Awka, Anambra State, Nigeria
uc.ugwa@unizik.edu.ng
+2348035033889

ABSTRACT

The role of social media platforms in shaping the behaviours, perceptions, and lifestyles of young people has gained significant attention in recent years, with TikTok emerging as a major influencer in this digital landscape. Despite its widespread usage, there is a dearth of localized studies examining the perception and exposure to fashion product marketing by Tik-Tok influencers amongst youths. Thus, this study investigated perception and exposure to fashion product marketing by Tik-Tok influencers amongst youths in Anambra State. The study was hinged on Social Cognitive Theory. The theory adopted the survey research design involving the use of structured questionnaire and drew a sample of 400 youths using Taro Yamane (1967) formula. The study adopted purposive sampling technique in selecting the study participants. Data collected was processed using Statistical Package for Social Sciences (SPSS) and analysed using descriptive statistics (frequency and percentage, mean and standard deviation). The study found that youths in Anambra State are highly exposed to fashion product marketing by TikTok influencers and they also have positive perception towards fashion product marketing by TikTok influencers. The study also found that influencers significantly influence youths' choice of fashion products and youths purchasing decisions. Based on its findings, the study recommends among others that the significant exposure of youths in Anambra State to TikTok influencer marketing presents an opportunity to promote local fashion brands. Thus, fashion entrepreneurs and designers in Anambra State should collaborate with TikTok influencers to increase the visibility of locally made fashion products. This would not only support local businesses but also foster cultural pride among youths.

Keywords: Perception, Exposure, Fashion, Product marketing, TikTok, Influencers, Youths

AJEMATES
African Journal of Educational Management, Teaching and Entrepreneurship Studies
VOL.14 (2), January-April, 2025 https://ajemates.org

Introduction

The role of social media platforms in shaping the behaviours, perceptions, and lifestyles of young people has gained significant attention in recent years, with TikTok emerging as a major influencer in this digital landscape. Launched in 2016, TikTok has rapidly grown into one of the most widely used social media platforms, particularly among Generation Z (Cervi, 2021; Oyekola, 2018). With its innovative approach to short-form video content, TikTok has transformed digital advertising, offering brands a unique way to connect with audiences through captivating, user-generated content (Li, 2022). This phenomenon has raised important questions about the impact of influencer-driven marketing, particularly in fashion product promotion, on youth perceptions and consumer behavior (Gesmundo et al., 2022; Machirori, 2023).

The fundamental appeal of TikTok lies in its ability to engage users through dynamic, visually compelling videos, often enhanced by popular music and special effects, which resonate with young people who are drawn to creativity and self-expression (Barta & Andalibi, 2021). TikTok's viral nature is further amplified by its algorithmic curation of the "For You" page, which provides a personalized stream of content tailored to individual user preferences (Schellewald, 2023). This feature has made TikTok a global platform for entertainment and commerce, influencing trends and shaping brand perceptions, particularly in the fashion industry (Tetteh & Kankam, 2024). Moreover, TikTok's unique in-feed advertisements and sponsored hashtag challenges have proven to be effective in promoting products and fostering brand engagement, with brands leveraging influencer collaborations to enhance visibility and consumer trust (Ahlse et al., 2020; Sheak & Abdulrazak, 2023).

The platform's growing prominence in shaping consumer attitudes towards fashion products is particularly notable among youths in Nigeria, where TikTok's user base has rapidly expanded. Reports indicate that TikTok's ability to influence purchasing decisions is most pronounced among younger users, aged 16-24, a demographic heavily represented in Nigerian private tertiary institutions (Cheng, 2023; Mohamed et al., 2023). The platform's emphasis on user-generated content has enabled a new form of advertising, where influencers promote products not just through traditional ads, but by embedding these products into everyday content that feels more authentic and relatable to young audiences (Bernarto et al., 2020). This shift in marketing strategies has significant implications for brand image and consumer behavior, as youths increasingly identify with brands that align with their personal values and online personas (Kim & Sullivan, 2019).

The influence of TikTok on brand perception is further underscored by its capacity to generate both positive and negative reactions from users. On the one hand, TikTok's integration of branded effects and co-created content allows users to engage with

AJEMATES
African Journal of Educational Management, Teaching and Entrepreneurship Studies
VOL.14 (2), January-April, 2025 https://ajemates.org

advertisements in a way that feels interactive and personal, potentially enhancing brand loyalty and trust (Attor et al., 2022). On the other hand, concerns have been raised about the platform's role in promoting unrealistic beauty standards, consumerism, and brand authenticity, particularly when it comes to the fashion industry (Zhang & Wang, 2024; Mohamed et al., 2023). These dual aspects of TikTok's influence on consumer behavior highlight the complexity of its role in shaping the attitudes and purchasing decisions of youths, particularly those in the age range most active on the platform.

Despite the growing body of research examining TikTok's influence on brand image and consumer behavior globally (Adetayo, 2022; Kwon et al., 2021), there remains a notable gap in understanding the specific effects of TikTok marketing on fashion product perceptions among youths in Nigeria. This study seeks to address this gap by exploring how TikTok influencers shape youth perceptions of fashion brands in Anambra State, with a focus on the impact of exposure to influencer marketing on brand image and consumer behavior. Understanding this dynamic is crucial, as it can guide fashion brands in Nigeria in developing more effective, youth-centered marketing strategies. Moreover, it will contribute to the broader conversation about the role of social media platforms like TikTok in shaping cultural trends, consumer preferences, and brand perceptions in emerging markets.

Statement of the Problem

In recent years, TikTok has gained significant traction as a popular platform for entertainment among youths globally (Adeyeye & Nwaoboli, 2023). Despite its widespread usage, there is a dearth of localized studies examining the perception and exposure to fashion product marketing by Tik-Tok influencers amongst youths. This gap in the literature limits understanding of how TikTok influences entertainment consumption, cultural values, and social dynamics within this context. Additionally, while numerous studies have explored general consumer behaviour and impulse buying, limited attention has been given to the unique shopping behaviours of youth consumers, influenced by Tik-Tok content. Prior research has largely overlooked how influencers impact purchase decisions, leaving a gap in knowledge about the nuanced behavior of youths in Anambra State which is lacking in knowledge. This study is crucial as it aims to fill these gaps by examining TikTok's role in shaping youth perception and exposure to fashion products especially those promoted by influencers.

Research Questions

1. What is the level of exposure of youths to fashion products marketed by TikTok influencers in Anambra State?
2. What is the general perception of youths about fashion products marketed by TikTok influencers in Anambra State?
3. What is the impact of TikTok influencer marketing on youths'

consumption patterns of fashion products in Anambra State?

Literature Review

Social Media: TikTok

TikTok, a dynamic social media platform developed by ByteDance, emerged in 2016 as Douyin in China and extended its global reach under the name TikTok in 2017. It is characterized by its short-form video content, enabling users to create, share, and engage with videos up to 60 seconds long, often accompanied by a vast array of background music or sound clips. The platform's growth trajectory has been remarkable; by 2020, it became the second most downloaded app globally and continues to amass over 800 million active monthly users across 150 countries. The relevance of TikTok extends beyond entertainment, making it a powerful tool for education and social interaction. Unlike traditional social media platforms, TikTok's algorithm-driven, user-centric design tailors' content to individual preferences, creating a personalized experience that enhances user engagement. This innovative approach is built on user-generated content (UGC), professional-generated content (PGC), and algorithmic content recommendations, contributing to its widespread popularity. According to Jiang Xiao Yu, the platform's success lies in optimizing user experience through intuitive interface design and sophisticated artificial intelligence (AI) technology.

The importance of TikTok lies in its transformative impact on communication, culture, and commerce. It democratizes content creation, offering individuals from various demographics, including celebrities, teenagers, and everyday users, a platform to express creativity, share knowledge, and influence social trends. The rise of initiatives such as "Learn on TikTok" underscores its educational potential, making it a medium for disseminating concise, expert-driven knowledge across diverse fields. Additionally, TikTok has become a lucrative space for digital entrepreneurship, with influencers leveraging the platform to monetize content and engage in brand collaborations, further embedding it into the digital economy.

During the COVID-19 pandemic, TikTok's role in fostering social connections intensified, as global lockdowns and social distancing measures drove a surge in digital interactions. It provided a creative outlet for users to navigate isolation, share experiences, and consume real-time pandemic-related content. Scholars such as Buana and Maharani (2020) highlight TikTok's capacity to reach diverse audiences, enhancing its relevance as a multifunctional platform for entertainment, social networking, and education.

In summary, TikTok's strategic fusion of technology, creativity, and user-centric design has positioned it as a cultural phenomenon, redefining digital content consumption and interaction in a rapidly evolving social media landscape. Its significance continues to grow as it adapts to the ever-changing demands of its global user base.

AJEMATES
African Journal of Educational Management, Teaching and Entrepreneurship Studies
VOL.14 (2), January-April, 2025 https://ajemates.org

TikTok Adoption in Contemporary Times

In the contemporary information age, technological innovations have reshaped communication, social interactions, and cultural expressions (Vogel et al., 2022). Cloud computing and mobile devices have facilitated an era of hyper-connectivity, fostering rapid exchanges of information and redefining global socialization patterns. This evolving media landscape significantly influences youths' choices in education, employment, and leisure (Salman, 2010; Mustaffa, 2011). Social media platforms, notably TikTok, have become pivotal in this transformation, driven by the ubiquity of smartphones and continuous internet access. These platforms provide avenues for socialization, information consumption, and self-promotion (Khalifa, et al., 2020).

TikTok, a short-video platform launched in 2017 by Zhang Yiming, exemplifies the success of non-Western technology penetrating global markets (Kaye, 2022). Originally intended for lip-syncing and dance videos, TikTok rapidly evolved into a multifaceted content-sharing platform with immense global appeal (Zuo & Wang, 2019). The app's growth is unparalleled, recording 850 million downloads in 2020 and attracting 740 million new users in 2021 (Iqbal, 2023). It now boasts over a billion users in more than 150 countries, surpassing platforms like Facebook and Instagram in monthly usage and engagement (Briskman, 2022; Southern, 2021).

A key factor in TikTok's widespread adoption is its unique algorithm, which curates content tailored to users' preferences, enhancing engagement and satisfaction (Yang et al., 2019). The platform offers diverse content, including educational tutorials, comedic skits, and creative challenges, fostering user imagination and creativity. Corporate users leverage TikTok for marketing campaigns to enhance brand visibility, while individual users seek recognition and self-expression (Zuo & Wang, 2019). However, TikTok's addictive design and privacy concerns, such as location tagging, have prompted some users to discontinue its use (Southern, 2021).

The diffusion of TikTok can be analyzed using the Diffusion of Innovation theory, which explores how users adopt new technologies based on perceived advantages and societal influences (Wang et al., 2019). Factors driving TikTok's adoption include its trendiness, novelty, and escapist appeal (Scherr & Wang, 2021). Conversely, cultural norms, age, and privacy apprehensions deter adoption. Notably, the COVID-19 pandemic accelerated social media usage, positioning TikTok as a dominant platform in the Middle East, particularly in the UAE and Saudi Arabia, where its reach surpasses 100% among adults (Kemp, 2023; Radcliffe, 2021).

TikTok's appeal lies in its ability to democratize content creation, offering users tools to easily produce, share, and repurpose videos with customizable soundtracks (Serrano et al., 2020). The platform's "For You" page exemplifies

its personalized content delivery, which sustains user engagement. TikTok also provides significant marketing opportunities by enabling businesses to access a broad audience with creative, high-impact advertising solutions (Serrano et al., 2020). Despite its immense popularity, research focusing on TikTok adoption remains sparse compared to studies on platforms like Facebook (Al-Azawei, 2018). This gap underscores the need for further exploration into the motivations and challenges associated with TikTok usage globally.

Social Media influencer marketing and Consumption Patterns

Social media influencer marketing is an increasingly impactful strategy shaping consumption patterns in today's digital economy. Influencers, defined as individuals with significant social media presence and the power to sway their audience's opinions, rely on trust-based relationships to endorse products (Liu, 2021). Through engaging content, influencers build emotional connections, creating an environment where product recommendations feel authentic and credible (Iqbal, 2023). Social media, serving as the medium for this interaction, connects global users by allowing content sharing and relationship building, significantly affecting cultural and consumer behavior trends (Ferine, 2019).

Influencer marketing impacts consumption patterns by enhancing consumer awareness, shaping perceptions, and influencing purchase decisions. Influencers increase brand visibility by introducing audiences to new products, often crafting relatable narratives that consumers trust. By connecting brand identities to their personal image, influencers create aspirational content, thus influencing consumption preferences. For example, fashion influencers drive trends and brand popularity by modeling clothing styles that resonate with followers' aesthetics (Chung & Cho, 2017). Purchasing decisions are particularly susceptible to influencer marketing. Nguyen et al. (2019) emphasize that consumers are more inclined to buy products recommended by trusted influencers. The relatability and social proof provided by influencers create psychological triggers that foster immediate purchasing actions, particularly when exclusive deals or limited-time offers are presented. This urgency, combined with perceived value, accelerates consumer decision-making (Li et al., 2012).

The credibility of influencers plays a critical role in sustaining consumer loyalty and brand trust. Influencers perceived as authentic and transparent enhance a brand's reputation, while misaligned endorsements or hidden sponsorships risk credibility loss (Freberg et al., 2011). Effective influencer collaborations align with the influencer's expertise and audience expectations, creating resonance and sustained engagement (Sheikh, 2024). Conversely, content credibility and attractiveness contribute significantly to loyalty, as consumers prioritize information quality, trustworthiness, and aesthetic appeal in evaluating influencers (De Veirman et al., 2017). Furthermore, influencers act as social

AJEMATES
African Journal of Educational Management, Teaching and Entrepreneurship Studies
VOL.14 (2), January-April, 2025 https://ajemates.org

role models, promoting lifestyle choices that followers emulate, thereby integrating product preferences into broader consumption patterns. This social default theory explains how influencers shape followers' purchasing behavior by setting consumption norms that appear desirable and accessible (Cheung et al., 2009). Consequently, influencer marketing not only influences individual purchases but also fosters broader market trends.

The cost-effectiveness of influencer marketing compared to traditional media also underscores its growing prominence. Unlike mass communication methods, where companies control message delivery, influencers generate user-centric content that feels personalized and organic (Hewett et al., 2016). As noted by Ahmad (2018), businesses leveraging influencers have reported significant returns on investment, reflecting the strategy's efficiency in achieving consumer engagement and loyalty. The rise of micro-influencers, with niche audiences and specialized expertise, further democratizes marketing by enhancing relatability and trust.

Theoretical Framework

Social Cognitive Theory

Social Cognitive Theory (SCT) was propounded by Albert Bandura in 1986. It emphasizes the role of observational learning, imitation, and modeling in human behavior. According to Bandura, individuals acquire new knowledge, behaviours, and attitudes through social interactions and by observing others within their environment (Bandura, 1986). This theory integrates cognitive, behavioural, and environmental factors to explain human functioning.

Reciprocal Determinism: According to Bandura (1986), human behaviour is influenced by the interaction of personal, environmental, and behavioural factors. This triadic relationship implies that an individual's perception of their environment impacts their actions, which in turn shapes the environment.

Observational Learning: People can acquire knowledge and behaviours by observing others, especially role models. This process does not require direct experience but rather relies on the visual and symbolic representations of actions and their consequences (Schunk & DiBenedetto, 2023).

Self-Efficacy: According to Schunk and DiBenedetto (2021), individuals' belief in their ability to perform certain tasks influences their choices, efforts, and persistence in activities. High self-efficacy fosters greater engagement and motivation.

Modeling and Imitation: People are likely to emulate behaviors observed in others, particularly when these behaviors are performed by figures perceived as successful, authoritative, or relatable.

Reinforcement and Motivation: Positive outcomes or rewards following a behavior increase the likelihood of the behavior being repeated. Similarly, observing someone receive a reward can motivate imitation (Bandura, 1986). The present study aligns closely with SCT through the lens of observational learning and modeling. TikTok influencers serve as models who showcase specific fashion products to

their audiences, primarily youths. These influencers often occupy a perceived position of authority, attractiveness, or relatability, making their actions influential in shaping viewers' behaviours and attitudes toward fashion choices. Youths in Anambra State are exposed to TikTok content that features marketing strategies designed to appeal to their tastes, trends, and aspirations. The reciprocal determinism concept explains how their environment (e.g., TikTok videos featuring fashion trends), personal preferences, and behaviors (e.g., purchasing or emulating fashion styles) interact dynamically. Observational learning occurs as youths observe influencers demonstrating fashion styles, showcasing brand endorsements, or explaining how to use particular products.

Additionally, the concept of self-efficacy emerges as TikTok influencers often present fashion in ways that appear easy to replicate, encouraging youths to believe they can achieve similar aesthetics or social validation. This belief can motivate purchases and engagement with fashion brands endorsed by influencers.

Methodology

The study was carried out in Anambra State which is a state in south Eastern Nigeria with an estimated population of about 5,084,195, Anambra is the tenth most populous state in Nigeria (Anambra State Government, 2024). Anambra State is located on coordinates 6°20′N 7°00′E and boarded by Delta State and Edo State to the west the River Niger, Imo State and Rivers State to the south, Enugu State to the east for 139 km, and Kogi State to the north. Anambra has a large youth population which who have access to various social media platforms. The study adopted survey research design involving the use of structured questionnaire. The study drew a sample of 400 youths using Taro Yamane (1967) formula for sample size estimation and the population of the area as the general population. The sample adopted purposive sampling technique to select fashion influencers resident in Anambra State after which their followers were administered with the structured questionnaire created with Google form with their help. Once 400 responses were gotten, the survey was taken down. Data collected was processed using Statistical Package for Social Sciences (SPSS) and data analysis was done using descriptive statistics (frequency and percentage, mean and standard deviation).

Data Presentation and Result

Research Question 1: What is the level of exposure of youths to fashion products marketed by TikTok influencers in Anambra State?

AJEMATES
African Journal of Educational Management, Teaching and Entrepreneurship Studies
VOL.14 (2), January-April, 2025 https://ajemates.org

Table 1: Respondents' views on the how often they are exposed to fashion product marketing by TikTok influencers

Responses	Frequency	Percent
Daily	78	19.5%
Weekly	209	52.25%
Monthly	61	15.25%
Yearly	52	13.0%
Total	**400**	**100**

Table 1 shows the responses given by respondents' on how often they are exposed to fashion product marketing by TikTok influencers and result shows that majority (52.25%) of the respondents indicated that they are exposed to fashion product marketing by TikTok influencers on a weekly basis.

Table 2: Respondents' views on how they will rate their exposure to fashion product marketing by TikTok influencers

Responses	Frequency	Percent
Very high	106	26.5%
High	254	63.5%
Low	31	7.75%
Very low	9	2.25%
Total	**400**	**100**

Table 2 shows that majority of the respondents (63.5%) agreed that their exposure to fashion product marketing by TikTok influencers is high.

Research Question 2: What is the general perception of youths about fashion products marketed by TikTok influencers in Anambra State?

Table 3: Respondents' views on their perception on fashion product marketed by TikTok influencers

Responses	Frequency	Percent
Positive	231	57.75%
Negative	48	12.0%
Indifferent	121	30.25%
Total	**400**	**100**

Table 3 shows that majority of the respondents (56.75%) agreed that they have positive perception about fashion products marketed on TikTok by influencers. The study also shows that a substantial number of youths are indifferent about fashion products marketed by TikTok influencers.

AJEMATES
African Journal of Educational Management, Teaching and Entrepreneurship Studies
VOL.14 (2), January-April, 2025 https://ajemates.org

Table 4: Mean scores and standard deviation on the perception of respondents about fashion products marketed by TikTok influencers

Items	Mean	Std. Deviation	Remark
TikTok influencers effectively showcase the quality of fashion products.	4.20	0.87	Agree
Fashion products marketed by TikTok influencers seem trendy and appealing.	4.30	0.82	Agree
I trust the recommendations of TikTok influencers for fashion products.	3.68	0.94	Agree
TikTok influencers provide sufficient information about the fashion products they promote.	3.72	0.90	Agree
I feel that the fashion products marketed by TikTok influencers are worth purchasing.	4.10	0.88	Agree
Grand mean	**4.00**		**Agree**

Table 4 summarizes respondents' perceptions of fashion products marketed by TikTok influencers. The overall grand mean of 4.00 (SD = 0.88) indicates agreement across the questions, showing a generally positive perception. The highest mean score (4.30, SD = 0.82) was for the statement that TikTok influencers make fashion products seem trendy and appealing, followed by their ability to showcase product quality (4.20, SD = 0.87). However, trust in TikTok influencers' recommendations scored the lowest (3.68, SD = 0.94), showing cautious agreement. Similarly, providing sufficient product information received a mean of 3.72 (SD = 0.90). Overall, the result of table 4 revealed that respondents view TikTok influencers positively in promoting fashion products.

Research Question 3: What is the impact of TikTok influencer marketing on youths' consumption patterns of fashion products in Anambra State?

Table 5: Mean and standard deviation on the impact of TikTok influencer marketing on youths' consumption patterns of fashion products

Items	Mean	Std. Deviation	Remark
TikTok influencers significantly influence my choice of fashion products.	4.20	0.85	Agree
The fashion products marketed by TikTok influencers affect my purchasing decisions.	4.10	0.83	Agree
TikTok influencers influence my preference for specific fashion brands.	4.30	0.87	Agree
Watching TikTok influencers encourages me to spend more on fashion products.	4.00	0.91	Agree
TikTok influencers significantly impact my views on saving over spending on fashion	2.50	0.84	Disagree
Grand mean	**3.82**		**Agree**

Table 5 shows that TikTok influencer marketing significantly impacts youths' fashion consumption patterns, with a grand mean of 3.82, indicating general agreement. The highest influence was on preference for specific fashion

brands (4.30, SD = 0.87). Respondents also agreed that TikTok influencers affect their choice of fashion products (4.20, SD = 0.85) and purchasing decisions (4.10, SD = 0.83). However, they disagreed that influencers impact their views on saving over spending (2.50, SD = 0.84). The consistent standard deviations suggest similar perceptions among participants.

Discussion of Findings

The study found that youths in Anambra State are exposed to fashion product marketing by TikTok influencers on a weekly basis. The study also found that youths in Anambra State are highly exposed to fashion product marketing by TikTok influencers. This result confirms Serrano et al., 2020 explanation that TikTok provides significant marketing opportunities that enables businesses to access a broad audience with creative, high-impact advertising. The study also found that youths in Anambra State have positive perception about fashion products marketed on TikTok by influencers. It was further found by the study that youth perceive that TikTok influencers effectively showcase the quality of fashion products, fashion products marketed by TikTok influencers seem trendy and appealing, youths in Anambra State trust the recommendations of TikTok influencers for fashion products as well as perceive that TikTok influencers provide sufficient information about the fashion products they promote. Additionally, the study found that youths in Anambra State feel that the fashion products marketed by TikTok influencers are worth purchasing.

Based on the impact of TikTok influencer marketing on youths' consumption patterns of fashion products, the study found that TikTok influencers significantly influence youths' choice of fashion products. The study also found that fashion products marketed by TikTok influencers affect youths purchasing decisions. This finding supports Nguyen et al. (2019) who emphasized that consumers are more inclined to buy products recommended by trusted influencers. The study again found that TikTok influencers influence's youths' preference for specific fashion brands. Further the study found that watching TikTok influencers encourages youths to spend more on fashion products. However, the study found that TikTok influencers does not impact youth views on saving over spending on fashion.

Conclusion

The study concluded that TikTok influencer marketing plays a significant role in shaping the fashion consumption patterns of youths in Anambra State. The study also concludes that youths are regularly exposed to fashion product promotions by TikTok influencers, which they view positively. Thus, youths in Anambra State trust influencers' recommendations, find their showcased products trendy and appealing, and consider the information provided about the products sufficient to influence their purchasing decisions. This highlights the persuasive power of TikTok influencers in showcasing fashion products and shaping consumer preferences among youths. Moreover,

the study established that TikTok influencers significantly affect youths' choices of fashion products, their purchasing decisions, and their preference for specific fashion brands implying that exposure to TikTok influencer marketing encourages increased spending on fashion products among youths, reinforcing the platform's role as a powerful tool for marketing in the fashion industry. However, the study noted that TikTok influencer marketing does not influence youths' attitudes toward saving over spending, indicating that while influencers drive consumption, they may not necessarily shape financial priorities. Overall, this study underscores the effectiveness of TikTok influencer marketing in fostering brand loyalty, increasing product visibility, and influencing the purchasing behaviors of youths.

Recommendations

1. Since the study found that TikTok influencer marketing does not impact youths' attitudes toward saving over spending, stakeholders, including schools, non-governmental organizations, and government agencies, should integrate financial literacy programs into youth-oriented initiatives. These programs should emphasize budgeting, savings culture, and informed purchasing decisions to balance the influence of TikTok influencer marketing on consumption habits.
2. Businesses leveraging TikTok influencers to promote fashion products should prioritize transparency and authenticity. Influencers should be encouraged to provide comprehensive and accurate information about the products they endorse, such as product quality, pricing, and sustainability. This aligns with the finding that youths trust the recommendations of TikTok influencers and rely on the information provided to make purchasing decisions.
3. The significant exposure of youths in Anambra State to TikTok influencer marketing presents an opportunity to promote local fashion brands. Fashion entrepreneurs and designers in Anambra State should collaborate with TikTok influencers to increase the visibility of locally made fashion products. This would not only support local businesses but also foster cultural pride among youths.
4. Given that TikTok influencers encourage youths to spend more on fashion products, policymakers and consumer protection agencies should consider introducing guidelines to regulate marketing practices on TikTok. These regulations should focus on protecting youths from aggressive marketing strategies that may lead to impulsive or excessive spending, ensuring a healthier balance between consumption and financial well-being.

REFERENCES

Adetayo, A. O. (2022). *The Impact of Social Media Marketing on Purchase Intention of Green Products in Nigeria*. Dublin, National College of Ireland.

Adeyeye, J. O. & Nwaoboli, E. P. (2023). Impact of social media on the marketing of films in Benin City, Edo State, Nigeria. *International Journal of Sub-Saharan African Research, 1*(1), 98–110.

Ahlse, J., Nilsson, F., & Sandström, N. (2020). *It's time to TikTok : Exploring Generation Z's motivations to participate in #Challenges: Vol. Independen.* http://hj.divaportal.org/smash/get/diva2:1434091/FULLTEXT01.pdf GLobalisation CHAPTER 6.pdf

Ahmad, I. (2018). *The Influencer Marketing Revolution, Social Media Today,* February 16, https://www.socialmediatoday.com/news/the-influencer-marketing-revolution-infographic/517146/.

Al-Azawei, A. (2018). Predicting the adoption of social media: An integrated model and empirical study on Facebook usage. *Interdisciplinary Journal of Information, Knowledge, and Management, 13*, 233–258. https://doi.org/10.28945/4106

Anambra State Government. (2024). *History – Anambra State Government.* *h*ttps://Anambrastate.gov.ng/History/. https://anambrastate.gov.ng/history/

Anushiem, U.M.J. (2017). A Constitutionality of the Exclusive Jurisdiction of the Investments and Securities Tribunal (IST). *African Journal of Constitutional and Administrative Law (AJCAL)* 1; 64-77 available in google scholar at http:// www.journals.ezenwaohaetorc.org

Attor, C., Jibril, A. B., & Chovancova, M. (2022). Does brand personality mediate the link between social media usage and customer buying decisions on telecommunication's products and services? Evidence from Ghana. *Innovative Marketing, 18*(3), 84–98. https://doi.org/10.21511/IM.18(3).2022.08

Bandura, A. (1986). *Social Foundations of Thought and Action: A Social Cognitive Theory*. Prentice-Hall, Inc., Englewood Cliffs, NJ

Barta, K., & Andalibi, N. (2021). Constructing authenticity on TikTok: Social norms and social support on the" Fun" Platform. *Proceedings of the ACM on Human-Computer Interaction, 5*(CSCW2), 1–29.

Bernarto, I., Berlianto, M. P., Meilani, Y. F. C. P., Masman, R. R., & Suryawan, I. N. (2020). The Influence of Brand Awareness, Brand Image, And Brand Trust On Brand Loyalty. *Jurnal Manajemen, 24*(3 SE-Articles), 412–426. https://doi.org/10.24912/jm.v24i3.676

Briskman, J. (2022). *Sensor Tower's Q1 2022 Data Digest: Worldwide App Downloads Reached 37 Billion Last Quarter*. Sensor Tower-blogi.

Buana, T. & Maharani, D. (2020). The use of the Tik Tok application (latest version) and children's creativity. *Journal of Innovation, 14*(1), 1-10.

Cervi, L. (2021). Tik Tok and generation Z. *Theatre, Dance and Performance Training, 12*(2), 198–204. https://doi.org/10.1080/19443927.2021.1915617

Cheng, A. (2023). Reasons Why the Ageing Population Stands Out on TikTok and the Analysis of Its Commercial Potential. *SHS Web Conf., 155*. https://doi.org/10.1051/shsconf/202315501007

Cheung, M. Y., Luo, C., Sia, C. L., & Chen, H. (2009). Credibility of electronic word-of-mouth: Informational and normative determinants of on-line consumer recommendations. *International Journal of Electronic Commerce, 13*(4), 9–38.

Chung, S., & Cho, H. (2017). Fostering parasocial relationships with celebrities on social media: Implications for celebrity endorsement. *Psychology & Marketing, 34*(4), 481–495. https://doi.org/10.1002/mar.20994

De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram infuencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising, 36*(5), 798–828. https://doi.org/10.1145/3394231.3397916

Ekwesianya, A. A., Okaforcha, C., and Okeke, N. I. (2020). Principals' Capacity-Building Needs for Conflict Resolution in Secondary Schools in Anambra State. *International Journal of Innovative Science and Research Technology; 6 (5); 513-516.*

Fannin, R. (2019, September 13). The Strategy behind TikTok's global rise. The Strategy Behind TikTok's Global Rise (hbr.org)

Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review, 37*(1), 90–92. https://doi.org/10.1016/j.pubrev.2010.11.001

Gesmundo, M. A. G., Jordan, M. D. S., Meridor, W. H. D., Muyot, D. V., Castano, M. C. N., & Bandojo, A. J. P. (2022). TikTok as a platform for marketing campaigns: The Effect of Brand Awareness and brand recall on the purchase intentions of millennials. *Journal of Business and Management Studies, 4*(2), 343–361.

Hewett, K., William, R., Roland T. R. and Harald J. (2016). Brand Buzz in the Echoverse. *Journal of Marketing, 80*(3), 1–24.

Iqbal, M. (2023, January 9). TikTok Revenue and Usage Statistics (2023). https://www.businessofapps.com/data/tik-tok-statistics/

Kaye, D. B. V. (2022). Please duet this: collaborative music making in lockdown on TikTok. *Networking Knowledge: Journal of the MeCCSA Postgraduate Network, 15*(1).

Kemp, S. (2023, January 26). Digital 2023 Global Overview Report – Digital 2023: Global Overview Report —DataReportal – Global Digital Insights

Khalifa, H., Al-Absy, M. S. M., Badran, S., Alkadash, T. M., Almaamari, Q. A., & Nagi, M. (2020). COVID-19 pandemic and diffusion of fake news through social media in the Arab world. *Arab Media & Society, 30*, 43-58.

Kwon, J.-H., Jung, S.-H., Choi, H.-J., & Kim, J. (2021). Antecedent factors that affect restaurant brand trust and brand loyalty: focusing on US and Korean consumers. *Journal of Product & Brand Management, 30*(7), 990–1015. https://doi.org/10.1108/JPBM-02-2020-2763

Li, J. (2022). TikTok: A Must-Have App. 2022 *2nd International Conference on Enterprise Management and Economic Development (ICEMED 2022)*, 1015–1018.

Li, Y., Duan, Y., Fu, Z., & Alford, P. (2012). An empirical study on behavioural intention to reuse e-learning systems in rural China. *British Journal of Educational Technology, 43*(6), 933–948. https://doi.org/10.1111/j.1467-8535.2011.01261.x

Liu, P. L. (2021). COVID-19 information on social media and preventive behaviors: Managing the pandemic through personal responsibility. *Social Science & Medicine, 277*, 113928. https://doi.org/10.1016/j.socscimed.2021.113928

Machirori, F. (2023). This is Africa: How young African TikTok trends challenged Afropessimism during COVID-19. *Journal of African Media Studies, 15*(2), 161–177. https://doi.org/10.1386/jams_00098_1

Mohamed, S. S., Ngadiron, S., Ab Hadi, S. N. I., & Ghani, M. M. (2023). How TikTok is Affecting Youth: Positive and Negative Effect on Behaviour. *Asian Journal of Behavioural Sciences, 5*(1), 1–10. https://doi.org/https://doi.org/10.55057/ajbs.2023.5.1.1

Mustaffa, N., Ibrahim, F., Mahmud, W. A. W., Ahmad, F., Kee, C. P., & Mahbob, M. H. (2011). Diffusion of innovations: The adoption of Facebook among youth in Malaysia. T*he Public Sector Innovation Journal, 16*(3), 1-15.

Obumse, A.N. (2019). Emotional Intelligence as a predictor of Academic Dishonesty among undergraduate students of Chukwuemeka Odumegwu Ojukwu University. *Journal of*

Educational Research and Development Vol. 3 No. 2, PP 131-141.

Onyekwelu, R. A., and Adinna, P. I. (2022). Influence Of Covid-19 On the Nigeria Secondary Education System: Effective Virtual Learning, The Way Forward (A Case Study of Anambra State). *Journal of Educational Research & Development*, *5*(2).

Oyekola, I. A. (2018). Culture and Globalisation. In O. A. Ogunbameru, A. L. Adisa, & D. S. Adekeye (Eds.), *Cross-cultural management: A multidisciplinary approach* (pp. 81–102). Obafemi Awolowo University Press. http://eprints.lmu.edu.ng/1410/1/Culture and

Radcliffe, D. (2020, April 22). Social Media consumption by Arab Youth. Social Media consumption by Arab Youth | by Damian Radcliffe | Damian Radcliffe | Medium

Salman, A. (2010). ICT, the new media (Internet) and development: Malaysian experience. T*he Innovation Journal: The Public Sector Innovation Journal, 15*(1), 5.

Schellewald, A. (2023). Understanding the popularity and affordances of TikTok through user experiences. *Media, Culture & Society, 45*(8), 1568–1582. https://doi.org/10.1177/01634437221144562

Scherr, S., & Wang, K. (2021). Explaining the success of social media with gratification niches: Motivations behind daytime, nighttime, and active use of TikTok in China. *Computers in Human Behavior, 124*(106893), 106893. https://doi.org/10.1016/j.chb.2021.106893

Schunk, D. H., & DiBenedetto, M. K. (2021). Self-efficacy and human motivation. *Advances in Motivation Science, 8*(1), 153–179. https://doi.org/10.1016/bs.adms.2020.10.001

Schunk, D. H., & DiBenedetto, M. K. (2023). Observational learning. *In International Encyclopedia of Education* (4th ed.). Retrieved from https://www.sciencedirect.com/topics/social-sciences/observational-learning

Serrano, M., Carlos, J., Orestis, P., & Hegelich, S. (2020). Dancing to the Partisan Beat: A First Analysis of Political Communication on TikTok. *WebSci 2020 - Proceedings of the 12th ACM Conference on Web Science*, 157–166.

Sheak, E., & Abdulrazak, S. (2023). The influence of social media marketing activities on TikTok in raising brand awareness. *Market-Tržište, 35*(1), 93–110.

Sheikh, M. (2024, June 6). *What is influencer marketing: How to develop your strategy*. Sprout Social. https://sproutsocial.com/insights/influencer-marketing/

Southern, M. (2021). TikTok Beats Facebook in Time Spent Per

User. TikTok Beats Facebook in Time Spent Per User (searchenginejournal.com)

Tetteh, P. K., & Kankam, P. K. (2024). The role of social media in information dissemination to improve youth interactions. *Cogent Social Sciences, 10*(1), 2334480. https://doi.org/10.1080/23311886.2024.2334480

Vogels, E.A., Gelles-Watnick, R., Massarat, N., (2022). Teens, Social Media and Technology. *Science & Tech. Pew Research Center: Internet.* https://www.pewresearch.org/internet/2022/08/10/teens-social-media-and-technology-2022/.

Wang, Y.-H., Gu, T.-J., & Wang, S.-Y. (2019, May 1). *Causes and Characteristics of Short Video Platform Internet Community Taking the TikTok Short Video Application as an Example*. IEEE Xplore; IEEE. https://doi.org/10.1109/ICCE-TW46550.2019.8992021

Yang, S., Zhao, Y., & Ma, Y. (2019). Analysis of the reasons and development of short video application-Taking Tik Tok as an example. *In Proceedings of the 2019 9th International Conference on Information and Social Science (ICISS 2019), Manila, Philippines* (pp. 12-14)

Zhang, H., & Wang, X. (2024 . The "backfire" effects of luxury advertising on TikTok: The moderating role of self-deprecating online reviews. *Computers in Human Behavior, 155*, 108163. https://doi.org/https://doi.org/10.1016/j.chb.2024.108163

Zuo, H., & Wang, T. (2019). Analysis of Tik Tok user behavior from the perspective of popular culture. *Frontiers in Art Research, 1*(3), 1-5.