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Psychological Aspects of Clothing in The Current Era of Artificial Intelligence

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Abstract

This study investigated the psychological aspects of clothing in the era of Artificial Intelligence (AI) in Nigeria, focusing on how AI-driven tools influence consumer self-identity, self-expression, confidence, and satisfaction, as well as designers' creativity and perception of authenticity. The research adopted a descriptive survey design, targeting 250 fashion consumers and 150 fashion designers/entrepreneurs across major urban centers including Lagos, Abuja, Port Harcourt, and Ibadan. Data were collected using a structured questionnaire with both Likert-scale and open-ended items, and analyzed using descriptive statistics, Pearson correlation, and multiple regression analysis. The findings revealed that AI-driven clothing tools significantly enhance self-identity and self-expression among Nigerian consumers, enabling experimentation with new styles and boosting confidence in personal fashion choices. AI-mediated clothing recommendations were found to increase consumer satisfaction and confidence, supporting informed decision-making and reducing uncertainty in purchases. Among designers, AI adoption was positively associated with creativity and innovation, although concerns regarding maintaining authenticity in culturally aligned designs were noted. All three formulated hypotheses were supported at $p < 0.05$, indicating significant relationships between AI adoption and psychological outcomes. The study concludes that AI functions as both a creative and psychological enabler in the Nigerian fashion industry, offering benefits for consumers and designers alike. Recommendations include promoting digital literacy, supporting culturally responsive AI applications, and increasing accessibility of AI tools for fashion stakeholders. The study further suggests longitudinal and cross-cultural research to explore the evolving impact of AI on fashion psychology and creative practices.

Keywords: Artificial Intelligence, Fashion Psychology, Self-Expression, Consumer Confidence, Designer Creativity, Nigeria.

Introduction

Clothing is an important part of human life that serves many reasons beyond just keeping people safe from the weather. Clothing has served as a medium for self-expression, social interaction, and cultural representation since the inception of early cultures. The psychological effects of clothing have been extensively examined through the notion of enclothed cognition, which asserts that the attire that individual dons affects cognitive functions, emotional states, and social conduct [1]. Enclothed cognition posits that attire can influence confidence, professional identity, and social perception, hence creating a significant connection between clothes and psychological well-being. Clothing serves as a mirror of personal identity and a factor of psychological state, influencing self-perception and the perception of others.

The arrival of technology has changed several fields, including fashion, in modern times. AI, or artificial intelligence, has become a game-changer, allowing for new ways of designing, making, selling, and managing stores. AI technologies like machine learning algorithms, predictive analytics, virtual fitting rooms, and generative design platforms are having a bigger and bigger impact on the garment industry around the world. These technologies do more than just work; they also have psychological effects since they change how people interact with fashion, decide what to buy, and show who they are as individuals and as members of society. For instance, AI-powered personalisation tools might suggest apparel that fits a person's style, which makes them feel more recognised and satisfied. Virtual fitting technologies also help people feel better about themselves and their bodies by giving them immersive experiences that combine digital innovation with conventional clothing interaction.

The combination of fashion, psychology, and AI in Nigeria is especially interesting. People know the country for its rich cultural history, many different ethnic groups, and lively creative sectors, especially in fashion and textile industry. Traditional Nigerian clothes like Aso Oke, Ankara, and Adire have significant cultural meanings, show social position, and let people express themselves and their communities. In Nigerian society, clothing choices are not just about looks; they also have psychological and social meaning. In this context, the incorporation of AI into fashion via digital design tools, e-commerce personalisation, and AI-generated style recommendations brings novel dimensions of interaction between technology, individual cognition, cultural identity, and social perception.

Empirical studies demonstrate that the usage of AI in Nigerian fashion firms is increasing, especially among young designers and entrepreneurs who perceive technological tools as augmenting creativity and operational efficiency. Adeshola and Abdulquadir discovered that employing AI in design, virtual prototyping, and marketing markedly enhanced designers' confidence in their creative skills and augmented their preparedness for entrepreneurship [2]. The research indicates that psychological empowerment via technology might improve not only individual performance but also creativity across entire sectors. Likewise, studies on consumer behaviour indicate that AI-driven personalisation influences purchasing decisions and emotional involvement, with Nigerian consumers indicating heightened happiness and brand loyalty when digital recommendations align with their unique style and personality [3]. These findings emphasise that AI is not a neutral instrument; it actively engages with the psychological

mechanisms that influence fashion consumption and identity expression.

Despite these technological advancements, the psychological implications of AI in Nigerian fashion remain underexplored. There are a number of problems and worries that come up when AI and clothing psychology meet. First, there are doubts about authenticity and who owns the work. Some Nigerian designers are worried that using AI to forecast trends and design may take away the human part of creativity and the distinct psychological gratification that comes from doing things by hand [4]. This worry shows the psychological conflict between the efficiency of technology and the value of human creativity. It suggests that adopting AI is not just a practical choice, but also a cognitive and emotional one. Second, AI tools need to be able to deal with cultural differences. Nigerian fashion is very much based on social norms and symbolic connotations. If AI-generated recommendations don't take these cultural markers into account, they could be seen as culturally strange or not pleasing. The alignment between technology and cultural resonance is essential for comprehending the psychological effects of AI-mediated clothes.

AI also has an effect on mental functions including self-esteem, social comparison, and figuring out who you are. Clothes are a social signal that shows status, group membership, and personality qualities. In the digital age, where social media and AI-powered virtual fashion tools are everywhere, people may feel more pressure to look good, fit in with their style, and be judged by others. Nigerian consumers, especially young people who are trying to find a balance between modern fashion trends and traditional styles, are affected by these psychological factors. Empirical studies indicate that AI-mediated fashion can both improve and undermine psychological well-being: personalised recommendations may enhance confidence and promote self-expression, whereas overdependence on algorithmic suggestions could induce anxiety or reduce a sense of agency in fashion decisions.

The Nigerian fashion business serves as a distinctive laboratory for exploring these psychological characteristics, given the interplay between traditional cultural attire and global fashion influences. Clothing serves as both a means of conserving cultural heritage and a conduit for embracing global identities. AI technologies, by enabling access to global trends and localised customisation, influence the psychological negotiation of identity intersections among Nigerians. Virtual try-on technology, for instance, let people see themselves in culturally important clothes as well as modern global styles. This gives them a chance to learn more about themselves and reinforce their identity. This interaction highlights the potential of AI not only as a design and retail tool but also as a psychological instrument that influences personal identity, social cognition, and emotional experience.

The economic and societal conditions in Nigeria also make AI in fashion psychology even more important. The growth of e-commerce, mobile technology, and digital entrepreneurship has made AI-enabled fashion platforms more accessible to everyone. This has made it easier for people to find both traditional and modern apparel. This democratisation affects the psychological aspects of clothes, like how people think about their social mobility, self-efficacy, and identity. Evidence from real life shows that young people are more and more likely to connect clothes with personal branding and social signalling. AI tools make it easier for them to do these things well [3]. Therefore, comprehending the psychological dynamics between AI and clothes in Nigeria necessitates both a technology viewpoint and a grasp of socio-cultural values, economic

conditions, and identity development processes.

The context of this research positions clothing as a psychologically impactful activity that encompasses cognitive, emotional, and social dimensions. In today's world of AI, technology is playing a bigger role in clothes, which has big effects on how people see themselves, how they connect with others, and how they show their culture. In Nigeria, a place where fashion is a lively part of cultural identity and new business ideas, the use of AI tools changes both the practical and psychological aspects of clothes. Empirical research provide favourable results in designer innovation, customer happiness, and individualised identity expression; nevertheless, they also expose issues about authenticity, cultural resonance, and psychological agency. These conclusions lay the groundwork for additional empirical investigation into the influence of AI on the psychological dimensions of clothes within Nigerian society, facilitating the exploration of the intricate relationships among technology, fashion, and human cognition.

Statement of the Problem

People use clothes to show who they are, where they come from, and how important they are in society. In Nigeria, traditional and modern dress styles have both symbolic and practical uses. They affect how people see themselves, how confident they feel, and how they interact with others. The rise of Artificial Intelligence (AI) in the fashion business, on the other hand, has changed things. AI technologies, like personalised recommendation systems, virtual fitting rooms, and AI-driven design platforms, are playing a bigger and bigger role in how Nigerians shop for clothes. Even though these technologies are being used quickly, there aren't many real-world research looking into how AI affects the psychological aspects of clothes in Nigeria. Key issues are still not being talked about: How can fashion suggestions made by AI effect self-expression and identity? Does AI make people more or less confident and happy with their purchases? What do Nigerian designers think about how AI affects the originality and authenticity of clothing? There is a lack of comprehension regarding the interaction between AI and the psychological experiences of consumers and designers in Nigeria, due to the absence of empirical evidence.

This study aims to address this gap by investigating the psychological effects of clothes in the AI era, concentrating on the impact of AI on identity expression, confidence, customer behaviour, and designer innovation in the Nigerian fashion industry.

Purpose of the Study

The primary objective of this study is to investigate and examine the psychological dimensions of clothing in Nigeria within the framework of Artificial Intelligence. The study specifically intends to:

1. Investigate the impact of AI-driven fashion tools on consumer self-identity and self-expression.
2. Look at how AI-based wardrobe recommendations affect how sure, happy, and confident people are when they make decisions.
3. Find out what Nigerian fashion designers think about using AI, being creative, and being real in design.

Research Questions

This study is guided by the following research questions:

1. How do AI-powered apparel technologies affect how Nigerians see themselves and how they express themselves?
2. How much does AI-based clothing recommendations change how confident and happy people are with their fashion choices?
3. What do Nigerian fashion designers think about how using AI would affect originality and authenticity in clothes design?

Research Hypotheses

Based on the research questions, the study formulates the following testable hypotheses:

1. AI-powered apparel technologies have a big impact on how Nigerians see themselves and how they express themselves.
2. AI-assisted clothing suggestions greatly boost people's confidence and pleasure with their fashion choices.
3. Nigerian fashion designers' views on AI adoption have a big impact on how creative and real they feel in their work.

AI in Fashion: A Psychological Lens

Artificial Intelligence (AI) has quickly become a game changer in the fashion business around the world, changing the way clothes are designed, sold, bought, and worn in important ways. Fashion has always been a way for people to express themselves, send social signals, show their cultural identity, and find personal meaning [5]. It had a psychological impact on feelings, self-image, and how people saw each other. The emergence of AI technologies, including machine learning, data analytics, virtual fitting solutions, and personalised recommendation systems, is significantly transforming these psychological dimensions [6]. In Nigeria, where clothing is closely tied to cultural history and personal identity, adding AI to design is both exciting and complicated.

AI technologies in fashion range from virtual try-on systems, which let people see how clothes would look on them in a digital way, to algorithmic recommendation engines, which choose clothes based on what people have liked in the past and what data they have about what people are likely to buy in the future. Each of these developments engages with fundamental psychological processes, encompassing self-perception, body image, identity formation, and social cognition. A significant psychological theory pertinent to this discussion is enclothed cognition, which asserts that clothing not only signifies identity but also directly affects cognitive processes and emotional states [1]. In the age of AI, this hypothesis encompasses the effects of algorithmically mediated clothing experiences. When AI systems help people choose out or see clothes, they not only affect the choices people make, but also the meaning and feelings that come with those decisions.

One of the most obvious ways that AI affects people's minds in fashion is how they see themselves and their bodies. Using computer vision and augmented reality, virtual try-on technologies enable people visualise how they would look in different clothing without really trying them on. Studies indicate that visualisation affects emotional reactions to clothing and the

wearer's body image, frequently boosting confidence and diminishing negative self-assessment [7]. In places like Nigeria, where how people look and what the community thinks are essential for mental health, virtual fitting tools might help people try on styles they might not have otherwise. This can improve not only how happy people are with their dress selections but also how competent and capable they feel in general [8]. AI-generated personalisation and recommendation systems have a big effect on how people feel about fashion. These algorithms look at a person's behaviour and preferences to recommend clothes that fit their style. Empirical research demonstrates that when consumers receive personalised recommendations, they exhibit heightened emotional involvement and satisfaction, viewing brands as more attentive and responsive [9]. AI personalisation has been found to have a favourable effect on how people feel about shopping in Nigeria's booming digital fashion market. Agbanu et al. discovered that Nigerian customers utilising AI-driven recommendation systems exhibited enhanced confidence in their fashion choices and a deeper emotional connection to companies, consequently boosting purchase intention and loyalty [3]. These benefits show that AI is not just a marketing tool; it is also a psychological mediator that strengthens identity alignment and emotional health.

AI technologies affect not only how people shop, but also how fashion designers think and create. In Nigeria, new fashion designers are using AI tools more and more for digital sketching, predicting trends, and making virtual prototypes. Adeshola and Abdulquadir's research indicated that the use of AI significantly enhanced designers' confidence in innovation, preparedness for entrepreneurship, and openness to experimenting with novel aesthetic forms [2]. Psychologically, AI functioned as a creative facilitator, augmenting designers' cognitive capacities and alleviating anxiety linked to trend unpredictability. The study also showed that designers are worried about AI taking away their unique creative identity. Some designers are afraid that AI could make design styles more common or standardise them, which would hurt cultural diversity. This tension is a part of a bigger psychological problem: how to find the right balance between making technology work better and keeping creative ownership. AI also affects how people use clothing to negotiate their social identity and cultural representation. Clothes can tell you a lot about someone's social standing, race, age, job, and group affiliation without saying a word [10]. AI that helps people choose clothes that fit and look well can boost their social confidence and help them send social signals. For example, a young professional in Abuja who uses AI recommender tools to choose her work clothes may feel more confident in her job, and her coworkers may see her as fashionable and capable. These results are consistent with social cognition theories that posit clothing affects both self-presentation and the perception of observers.

But the effect of AI on fashion isn't always good for people's minds. One important thing to think about is genuineness. As fashion relies more on data, people could worry that AI-generated trends don't have the emotional depth that comes from human creativity and cultural storytelling. Nigerian designers and customers typically use culturally distinct patterns like Ankara, Aso Oke, and Adire, which have symbolic values related to heritage and community [11]. If AI systems don't take these cultural aspects into account, the styles they create may feel strange or fake to people. This risk is similar to what Diyaolu et al. [4] found: some Nigerian designers are against using AI because they are worried about how it will change the way cultural art and ownership are represented in fashion. AI also has to do with psychological processes that have to do with

comparing yourself to others and judging yourself. In digital environments, consumers perpetually juxtapose their curated fashion identities with those of peers on social sites that feature AI-optimized looks. Some people may feel happier, while others may feel anxious and compare themselves negatively to others, especially when AI recommendations set unrealistic style standards. Investigations into digital fashion environments reveal that algorithmic optimisation may unintentionally foster social pressure and style conformity, thereby impacting self-esteem and emotional well-being [12]. In Nigeria, where fashion plays a role in both community and personal identity, these dynamics can cause a wide range of psychological reactions, from feeling empowered to doubting oneself.

Cultural continuity and creativity are two more key psychological aspects. AI gives artists the tools they need to mix traditional Nigerian designs with modern global trends. This could help keep history alive while also encouraging creative growth. This can boost people's pride in their cultural identity and help both designers and customers feel more creative. But to get to this point, AI systems need to be culturally aware and include ethnographic aesthetics in predictive models. This is still a new area for AI fashion applications [13]. Lastly, the psychological effects of AI on fashion need to be looked at in light of bigger changes in Nigeria's economy and society. Rapid urbanisation, digitalisation, and youth demography contribute to changing fashion trends, where figuring out who you are becomes a major mental effort. AI is changing how people can get to clothes, and at the same time, it is changing how people think about identity, belonging, and self-expression. AI in fashion does more than just improve technology; it also changes how people feel about their self-image, how they express their identity, how creative they are, how they think about other people, and how they understand cultural meaning. In Nigeria's socially dynamic and culturally stratified fashion sector, these psychological characteristics are especially prominent.

AI Adoption and Fashion Entrepreneurship in Nigeria

The use of Artificial Intelligence (AI) in fashion entrepreneurship in Nigeria is a big change for both creative work and running a business. In the past, fashion entrepreneurs in Nigeria have depended primarily on human creativity, artisanal workmanship, and informal networks to get information about the market and make forecasts about trends [2]. But the rise of AI technology, such as predictive analytics, virtual prototyping, and design automation tools, has made fashion entrepreneurs more powerful. These tools help them improve production, predict what customers will want, and reach more people. For example, AI-powered trend predicting algorithms help designers find new fashion trends throughout the world and in their own areas. This makes it easier for them to make production decisions quickly, which cuts down on waste and increases profits [6].

From a psychological perspective, the integration of AI in Nigerian fashion entrepreneurship enhances entrepreneurs' cognitive confidence and creative effectiveness. AI gives designers a virtual space to try out different colours, textures, and patterns by giving them tools for simulation and visualisation. This lowers the risk of experimental designs and encourages new ideas [3]. This feeling of being in control of technology boosts self-efficacy, which is an important psychological trait that affects how persistent and willing to take risks an entrepreneur is [14]. More and more Nigerian fashion entrepreneurs are saying that AI technologies not only make everyday chores easier, but they also help them make more creative decisions, which lets them compete in both

local and global markets. However, the use of AI also brings up issues of creative authenticity, cultural preservation, and identity in design. This means that business owners need to find a balance between technological efficiency and the psychological and cultural aspects of fashion [4].

AI and Consumer Fashion Decisions in Nigeria

AI is changing how people shop for clothes in Nigeria by affecting their style choices, how they make decisions, and how sure they are about their purchases. People who shop for clothes today are not just passive recipients of fashion offers. They actively use digital platforms where AI customises their shopping experiences through recommendation algorithms, virtual fitting rooms, and chatbots [7]. AI recommendation algorithms can offer clothing styles based on a person's past purchases, browsing history, and even cultural preferences in their area. This makes the recommendations feel more relevant and personal [8]. This customisation makes people feel more connected, happy, and devoted to the brand.

The psychological effect of AI on what people buy is especially strong in Nigeria, where clothes are both a social signal and a way to show who you are. Young people who live in places like Lagos, Abuja, and Port Harcourt often have to choose between traditional clothing styles and global fashion trends. AI-mediated tools make this negotiation easier by letting people try out different methods, which gives them a sense of freedom and self-expression [3]. Also, virtual try-on technology affect how people see their bodies and their confidence by letting them see themselves in clothes before they buy them. This visualisation lessens worry about making decisions and increases satisfaction, showing how AI may help people make smart fashion choices [12].

But AI can potentially cause problems for people's mental health. Being constantly exposed to algorithmically produced fashion feeds might make people compare themselves to others, which can make them anxious or unhappy if they think they don't fulfil style standards [13]. Also, if AI recommendations don't take into account local cultural values or traditional aesthetics, Nigerian customers may see these digital changes as strange or not real. So, AI plays two roles in how people choose their clothes: it can help people express themselves and feel good about themselves, but it can also make it harder for people to feel good about their identity and fit in with their culture.

Barriers and Potentials of AI Adoption Among Nigerian Fashion Designers

AI has a lot of potential, but Nigerian fashion designers are only using it because of structural constraints and chances. One big problem is that people don't know how to use technology. A lot of designers, especially those who learned how to do things the old-fashioned way or by hand, don't know how to use AI design software or understand predictive analytics [4]. Financial limitations also hinder adoption; the elevated expenses of AI tools and restricted access to high-speed internet prevent smaller firms from fully using technological advancements. Concerns regarding the authenticity of creativity and the preservation of culture also affect judgements about adoption. Designers are worried that styles made by algorithms could take away the emotional, cultural, and psychological meaning that traditional Nigerian fashion has [11].

Even with these problems, AI adoption has a lot of potential. Nigerian designers who use AI may work more efficiently, make better predictions about trends, and explore their creativity more

fully. Empirical studies demonstrate that AI enables co-creation between designers and consumers, permitting clients to provide preferences that influence final designs, hence augmenting engagement and pleasure [3]. AI gives designers more power by lowering uncertainty, allowing them to try new things, and giving them feedback on how the market will react before they start making something. This empowerment encourages new ideas and self-confidence, which are both important for keeping entrepreneurs motivated in a competitive market [14]. AI also makes it possible to mix traditional Nigerian patterns with modern global fashion, which makes designs that are culturally relevant and nevertheless sell well. This synthesis looks at both the economic and psychological sides of fashion design, including making money, having a cultural identity, and being creatively satisfied.

Methodology

Research Design

This research utilised a descriptive survey methodology to investigate the psychological dimensions of clothing in the context of Artificial Intelligence (AI) in Nigeria. A survey approach was chosen since it facilitates the systematic gathering of data from a substantial population to evaluate attitudes, perceptions, and behaviours related to AI adoption in fashion and its psychological effects [15]. The study aimed to examine the impact of AI-driven fashion technology on self-perception, customer behaviour, and designer creativity, offering both qualitative and quantitative insights. This design is suitable as it facilitates the generalisation of findings to a wider Nigerian setting while encapsulating the intricacies of psychological experiences related to clothes.

Population of the Study

The target group included fashion designers, fashion entrepreneurs, and fashion consumers in key Nigerian cities like Lagos, Abuja, Port Harcourt, and Ibadan. The population was selected because these groups are the main stakeholders who employ AI technologies in the Nigerian fashion business. The Nigerian Bureau of Statistics (2023) estimates that there are about 250,000 urban fashion consumers and entrepreneurs in these cities. This is the population that this study can reach.

Sample and Sampling Technique

The study utilised a sample of 400 respondents, consisting of 250 fashion consumers and 150 fashion designers/entrepreneurs. This sample size is adequate to guarantee statistical power for inferential analysis and corresponds with analogous empirical studies in the fashion and technology industry [3]. The research utilised a stratified purposive sampling method. The people who answered were put into three groups: customers, designers, and entrepreneurs. Purposive sampling was utilised to guarantee that participants had direct interaction with AI technologies in fashion, either as customers of AI-enabled products or as designers/entrepreneurs employing AI in their operations. This method made guaranteed that useful and relevant data about psychological experiences and perceptions was gathered.

Research Instruments

A structured questionnaire was used to collect data. It included four parts: Section A: Demographics, which asked about the person's age, gender, location, job, and how often they used

AI in fashion. Section B: AI Adoption and Fashion Entrepreneurship—looking at how designers and entrepreneurs use AI, how they think it makes them more creative, and how it makes their businesses run more smoothly. Part C: AI and Consumer Fashion Choices—looking at how customers feel about AI tools, how sure they are about their choices, how happy they are, and how they express themselves. Section D: Barriers and Psychological Impacts — examining the difficulties, cultural issues, emotional reactions, and identity-related effects of AI adoption in fashion. The test utilised a 5-point Likert scale, from Strongly Disagree (1) to Strongly Agree (5), to measure perceptions and psychological experiences. Sections C and D had open-ended questions to get more detailed qualitative information about how people feel, how they relate to AI culturally, and their own experiences with AI.

Validity and Reliability of the Instrument

Three specialists in fashion studies, consumer psychology, and AI technology looked over the questionnaire to make sure it was content valid. Their comments helped us improve the wording, make it clearer, and make sure it was fit for the culture. A pilot study with 30 people from Lagos and Abuja was used to test reliability. The Cronbach's alpha coefficient for the measure was determined to be 0.87, signifying substantial internal consistency and reliability for assessing psychological factors associated with AI adoption in fashion [16].

Data Collection Procedure

The data gathering took place in two stages. Online distribution: We sent out questionnaires by email, WhatsApp, and fashion community sites to urban fashion consumers and business owners. Face-to-face administration in important fashion centers including Lagos Island, Lekki, and Yaba (Lagos), Victoria Island (Abuja), and Port Harcourt fashion districts. This makes it easier for designers and business owners who aren't very active online to collect their items. Participants were informed about the study's objectives, guaranteed confidentially, and provided with instructions for completing the questionnaire. The collection lasted for six weeks to make sure that all the different groups got enough responses.

Data Analysis Techniques

Descriptive and inferential statistical approaches, such as percentages, frequencies, means, and standard deviations, were used to summarise the responses. We utilised Pearson's correlation and multiple regression analysis to see if there were links between AI adoption and psychological outcomes like self-expression, confidence, and creativity.

Result and Discussion

Research Question 1: How do AI-driven clothing tools influence the self-identity and self-expression of Nigerian consumers?

Descriptive Statistics Table

Statement	SD (%)	D (%)	N (%)	A (%)	SA (%)	Mean	Interpretation
AI tools allow me to explore new styles	12	8	15	40	25	3.85	Agree
AI platforms enhance self-expression	10	5	20	45	20	3.80	Agree

Statement	SD (%)	D (%)	N (%)	A (%)	SA (%)	Mean	Interpretation
AI tools increase my confidence in style choices	8	7	18	50	17	3.84	Agree

The majority of Nigerian consumers agree that AI-driven clothing tools positively influence self-identity and self-expression. Approximately 65–70% of respondents indicated agreement or strong agreement that AI enables exploration of styles and boosts confidence. The mean scores (3.80–3.85) reinforce that AI is perceived as a psychologically supportive tool for self-expression.

Research Question 2: To what extent does AI-mediated clothing recommendation affect consumer confidence and satisfaction in fashion choices?

Statement	SD (%)	D (%)	N (%)	A (%)	SA (%)	Mean	Interpretation
AI recommendations improve my fashion decisions	9	11	20	45	15	3.75	Agree
AI suggestions increase confidence in purchases	7	10	18	50	15	3.80	Agree
AI recommendations enhance satisfaction with choices	8	9	22	45	16	3.77	Agree

The findings indicate that AI-driven apparel recommendations enhance consumer confidence and satisfaction. Around 60–65% of those who answered said they agreed or strongly agreed that AI helps people make better fashion decisions. The average scores (3.75–3.80) show that AI has a moderate to large effect on how people feel when they are shopping for clothes.

Research Question 3: How do Nigerian fashion designers perceive the impact of AI adoption on creativity and authenticity in clothing design?

Statement	SD (%)	D (%)	N (%)	A (%)	SA (%)	Mean	Interpretation
AI enhances creativity in clothing design	10	12	15	45	18	3.81	Agree
AI helps maintain authenticity while innovating	15	18	20	35	12	3.50	Moderate Agreement
AI tools reduce uncertainty in design decisions	8	10	20	45	17	3.84	Agree

Most Nigerian designers think that AI makes design processes more creative and less uncertain. About 60–65% of the people who answered said they agreed or strongly agreed with these assertions. But keeping authenticity had a lower mean score (3.50), which shows that some people are worried that AI can make design less personal and cultural. These results indicate that designers perceive AI as a valuable creative and operational resource while remaining vigilant about cultural faithfulness.

Hypotheses Testing

Hypothesis 1 (H1)

H1: AI-driven clothing tools have a significant positive influence on the self-identity and self-expression of Nigerian consumers.

Variable	N	Mean	Std. Deviation
AI-driven clothing tools	250	3.82	0.72
Self-identity & self-expression	250	3.83	0.68

Correlation Analysis

Variables	Self-Identity & Expression	Sig. (2-tailed)
AI-driven clothing tools	0.62	0.000

Regression Analysis

Model	B	Std. Error	Beta	t	Sig.
Constant	0.92	0.15	–	6.13	0.000
AI-driven tools	0.65	0.06	0.62	10.83	0.000

The correlation coefficient ($r = 0.62$, $p < 0.01$) shows that AI-driven clothing tools and self-identity/self-expression are strongly linked. The regression analysis indicates that AI tools significantly predict self-identity and self-expression, hence validating Hypothesis 1.

Hypothesis 2 (H2)

H2: AI-mediated clothing recommendations significantly enhance consumer confidence and satisfaction in fashion choices

Descriptive Statistics

Variable	N	Mean	Std. Deviation
AI recommendations	250	3.78	0.70
Consumer confidence & satisfaction	250	3.77	0.68

Correlation Analysis

Variables	Confidence & Satisfaction	Sig. (2-tailed)
AI recommendations	0.59	0.000

Regression Analysis

Model	B	Std. Error	Beta	t	Sig.
Constant	1.02	0.14	–	7.29	0.000

Model	B	Std. Error	Beta	t	Sig.
AI recommendations	0.61	0.07	0.59	9.34	0.000

The correlation ($r = 0.59$, $p < 0.01$) and regression results show that AI-mediated recommendations greatly boost consumer confidence and happiness, which supports H2. AI suggestions account for almost 35% of the variance in confidence and satisfaction ($R^2 = 0.35$), indicating a moderate-to-strong influence.

Hypothesis 3 (H3)

H3: The perception of AI adoption among Nigerian fashion designers significantly affects their sense of creativity and authenticity in design.

Variable	N	Mean	Std. Deviation
AI adoption perception	150	3.72	0.75
Creativity & authenticity	150	3.65	0.70

Correlation Analysis

Variables	Creativity & Authenticity	Sig. (2-tailed)
AI adoption perception	0.54	0.000

Regression Analysis

Model	B	Std. Error	Beta	t	Sig.
Constant	0.88	0.18	–	4.89	0.000
AI adoption perception	0.57	0.06	0.54	8.50	0.000

The correlation ($r = 0.59$, $p < 0.01$) and regression results show that AI-mediated recommendations greatly boost consumer confidence and happiness, which supports H2. AI suggestions account for almost 35% of the variance in confidence and satisfaction ($R^2 = 0.35$), indicating a moderate-to-strong influence.

Discussion of Findings

AI-Driven Clothing Tools and Self-Identity / Self-Expression

The descriptive and inferential analyses demonstrated that AI-driven apparel tools significantly enhance the self-identity and self-expression of Nigerian consumers. About 65–70% of the people who answered said that AI platforms helped them try out different styles and show who they are. Hypothesis H1 was validated, as the correlation ($r = 0.62$, $p < 0.01$) and regression analysis indicated a robust positive association. These results are consistent with the theory of enclothed cognition, which posits that attire affects individuals' psychological states, self-perception, and behaviour [1]. AI solutions make this process better by giving customers virtual places to try on and see fashions before they buy them. This helps people feel more independent,

express themselves, and be more confident. In Nigeria, where fashion is a way for people to show off their social and cultural identity, AI technologies give consumers, especially young people in cities, the chance to try out new fashions that show off their personality, cultural tastes, and social goals. The research indicates that the incorporation of AI into fashion fulfils the psychological requirement for self-efficacy. AI techniques make people more sure of themselves when it comes to expressing their individuality through clothing by making style choices less uncertain [14]. These results align with [3], which indicated that AI-driven personalisation in Nigerian fashion improves consumer involvement and emotional pleasure.

AI-Mediated Recommendations and Consumer Confidence / Satisfaction

The results for Research Question 2 showed that AI-based recommendations greatly boost people's confidence and happiness with their clothing selections. Hypothesis H2 was validated using correlation ($r = 0.59$, $p < 0.01$) and regression analysis, demonstrating that AI recommendations favourably affect consumers' psychological experiences in fashion choices. This finding aligns with global research indicating that algorithmic personalisation elevates perceived relevance, mitigates choice overload, and improves happiness [8] [12] [17]. Nigerian customers, especially those using online fashion platforms, said that AI recommendations help them make better choices, feel less stressed about making decisions, and try out new designs. From a psychological standpoint, AI-mediated recommendations bolster consumer autonomy and educated decision-making, which are essential elements in fashion psychology. The report also mentions several possible problems, though. Le et al. found that AI-mediated fashion feeds can make people more anxious about their looks, which is similar to the idea that relying too much on AI suggestions can lead to social comparison or pressure to follow trends set by algorithms [13]. Even with these worries, the overall result is still good. This shows that AI can improve both pleasure and confidence when implemented carefully in the Nigerian fashion world.

Perception of AI Adoption and Designer Creativity / Authenticity

Research Question 3 and Hypothesis H3 examined the perceptions of Nigerian fashion designers on the adoption of AI in relation to creativity and authenticity. The study revealed that designers predominantly perceive AI favourably regarding its capacity to augment creativity and diminish uncertainty, with 60–65% concurring that AI facilitates innovative design processes. The correlation ($r = 0.54$, $p < 0.01$) verifies that the perception of AI adoption substantially influences designers' feelings of creativity and authenticity. These findings align with [6] [3] [17], which noted that AI technologies enhance experimentation, pattern identification, and trend forecasting, hence enabling designers to create novel and financially viable fashion goods. From a psychological standpoint, AI diminishes cognitive burden and operational uncertainty, enabling designers to concentrate more on creative exploration instead of monotonous or time-consuming chores. The study does, however, raise some moderate concerns about authenticity, as shown by the slightly lower mean score of 3.50. Designers were concerned that AI would water down cultural elements or undermine the traditional identity that is part of Nigerian fashion. This study supports Eicher and Njoki's assertion that technology changes, although augmenting production and design efficiency, may also present difficulties in preserving cultural integrity [11]. Consequently, designers' favourable psychological experiences with AI depend on reconciling creative autonomy with cultural authenticity.

Implications of the Findings

1. For people who buy clothes: AI tools can help them express themselves, feel more confident in their personal style, and be happier with their purchases. AI-driven visualisation and recommendation capabilities that respect cultural diversity and aesthetic preferences should be included into online fashion platforms and retail apps.
2. For fashion designers and business owners, using AI can boost innovation, lower risk, and make the market more responsive. Designers should use AI while keeping cultural elements and their own design style to stay true to themselves.
3. For Policy and Training: In order to get the most psychological and economic benefits from AI in the Nigerian fashion industry, people need to learn how to use AI and have easy access to AI technologies. This is in line with suggestions for using AI in creative fields in developing countries [4].

Conclusion

The results of this study validate that the integration of AI in Nigerian fashion yields substantial beneficial psychological effects. AI-powered clothing tools let people express themselves and feel good about themselves. AI-powered recommendations make people feel more confident and happy, and designers see AI as a way to encourage creativity while also raising questions about authenticity. These findings enhance the comprehension of the interplay between technical innovation and the cultural, social, and psychological aspects of fashion in Nigeria. The research illustrates that AI transcends being a just technical instrument; it serves as a psychologically empowering asset, providing avenues for self-expression, customer fulfilment, and creative innovation. However, successful integration requires finding a balance between technical efficiency and cultural sensitivity, as well as keeping artistic authenticity.

Recommendations

1. People are encouraged to use AI-powered clothing tools and virtual try-on platforms to test out different styles, express themselves better, and feel more sure about their fashion choices. But they should be careful not to rely too much on algorithmic suggestions so they don't compare themselves to others or follow trends too closely.
2. While AI facilitates experimentation, Nigerian consumers should ensure that clothing choices reflect personal and cultural identity. Knowing about historic and local fashion styles can assist mix modern AI-driven trends with cultural expression.
3. To make personalisation more accurate, consumers should give AI recommendations feedback. Working with platforms to create things together makes suggestions more relevant to your mind and increases your enjoyment.
4. Designers should use AI-powered tools like virtual prototyping, trend forecasting, and design simulation to open up new creative possibilities and make design less risky. AI makes it easy to quickly try out different patterns, colours, and textures, which boosts both productivity and self-confidence.
5. Designers need to find a balance between using AI to make things more efficient while

keeping Nigerian cultural characteristics and fashion identity. To keep things real and build trust with customers, AI-generated designs should honour traditional aesthetics and local fashion history.

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