The Impact of Social Media Usage, Social Support, Peer Influence, and Social Identity on the Self-Concept of Youths in Enugu East Local Government Council, Nigeria

Omeye Ebube Bibian[2], Aini Azeqa Ma'rof[1,2]

[1]Institute for Social Science Studies, Universiti Putra Malaysia, 43400 Serdang, Selangor, MALAYSIA, [2]Faculty of Human Ecology, Universiti Putra Malaysia, 43400 Serdang, Selangor, MALAYSIA

Email: azeqa@upm.edu.my

Abstract
This study examines the influence of social media usage, social support, peer influence, and social identity on self-concept among youths in Enugu East Local Government Council, Nigeria. Using a quantitative approach with 404 participants, Pearson correlation and multiple regression analyses were conducted. Results indicate that social support was the strongest predictor of positive self-concept, followed by social identity, peer influence, and social media usage. These findings highlight the pivotal role of social support in enhancing self-concept, alongside the significant contributions of social identity and peer dynamics in shaping self-perceptions. Notably, social media usage, though a weaker predictor, reflects the influence of global digital engagement trends on youth identity development in a Nigerian context. By integrating these insights, this research contributes to a broader understanding of self-concept formation, offering implications for programs aimed at fostering positive identity development in digitally interconnected, culturally grounded youth communities.
Keywords: Social Media Usage, Social Support, Peer Influence, Social Identity, Self-Concept, Nigerian Youth

Introduction
In the digital age, social media has become a prominent platform shaping youth identities worldwide. The pervasive use of social media platforms among young people has raised concerns about its influence on various aspects of self-concept, particularly in developing regions such as Enugu East Local Government Council, Nigeria. Enugu East offers a distinctive perspective due to its rich communal ties and cultural dynamics, which differ significantly from the individualistic tendencies seen in many urbanized or Western contexts. Social structures in Enugu East often emphasize collective identity and interdependence, where

family, religious, and community affiliations play a central role in shaping self-concept and social interactions.

Social media usage has been shown to significantly impact the way youths perceive themselves, as they often engage in comparison with others and form identity-based judgments (Zhao & Zhao, 2020; Zhang et al., 2021). This growing body of research suggests that the more frequently individuals use social media, the more they may internalize online personas, leading to shifts in self-esteem and identity (Appel et al., 2020; Jiao et al., 2022). These shifts in self-concept can have both positive and negative outcomes, depending on the level of social engagement and the types of interactions experienced online (Nesi & Prinstein, 2021; Smith et al., 2023). In Enugu East, these digital behaviors are further shaped by societal expectations and cultural frameworks, such as respect, familial roles, and group identity. For instance, while youths in highly urbanized settings may prioritize personal expression and autonomy on social media, those in Enugu East might use these platforms as tools for strengthening communal ties and maintaining cultural traditions. Economic disparities in access to technology and digital literacy in this region further moderate the impact of social media, creating distinct patterns of engagement and influence compared to more technologically advanced areas.

Alongside social media usage, social support from family, peers, and the broader community plays a critical role in shaping the self-concept of youths. The availability of emotional and instrumental support has been linked to stronger self-esteem and more positive self-identity formation among young individuals (Cohen & Wills, 2021; Uchino, 2022). Research indicates that youths who receive consistent social support are better equipped to handle stressors and challenges related to social comparison, particularly on social media (Haslam et al., 2020; Taylor & Stanton, 2022). In regions such as Nigeria, where social structures are vital for individual well-being, the interaction between social support and self-concept has been found to be especially significant (Okoli & Aniekwe, 2022; Eke et al., 2023). The presence or absence of such support can either mitigate or exacerbate the negative effects of social media on youths' self-perceptions.

Another factor that intertwines with social media usage and social support is peer influence, which has been identified as a powerful determinant of self-concept in adolescence and early adulthood. Peer influence encompasses the pressure or motivation youths feel to conform to the behaviors, attitudes, and values of their peer group (Guan & Subrahmanyam, 2020; Riva et al., 2021). With the rise of digital social networks, peer influence has extended beyond face-to-face interactions, with online platforms acting as spaces where youths can feel judged or validated based on their peer group dynamics (Brown et al., 2021; Arshad & Yasin, 2022). Studies have shown that positive peer influence can lead to greater self-confidence and healthier identity formation, while negative peer pressure can result in poor self-concept and low self-esteem (Ogbuanya et al., 2022; Alam & Arif, 2023). In the Nigerian context, where community ties and peer networks are central to social development, understanding the impact of peer influence on youth self-concept remains a crucial area of exploration.

In addition to social support and peer influence, social identity plays a pivotal role in determining self-concept. Social identity theory posits that individuals derive a sense of who they are from their group memberships, whether those groups are based on ethnicity,

religion, or other social categories (Tajfel & Turner, 1979; Ellemers, 2021). In environments where communal and group affiliations are deeply rooted, such as in Enugu East, youths' self-concept is often shaped by the collective identity of their community (Ngwu & Ede, 2022; Chukwudi et al., 2023). The interaction between social identity and self-concept can either enhance or diminish self-esteem depending on whether individuals feel accepted and valued within their social groups (Turner & Oakes, 2020; Wang et al., 2022). Therefore, analyzing the role of social identity within the framework of self-concept development provides deeper insights into how youths in specific sociocultural contexts define and perceive themselves.

In this context, social media usage intersects with other significant social factors, including social support, peer influence, and social identity, all of which collectively shape self-concept among youths. Understanding how these dynamics play out in Enugu East is essential to unpacking the broader implications of digital engagement in culturally grounded societies. Given the complexity of these interrelated factors, this study aims to explore their collective impact on the self-concept of youths in Enugu East Local Government Council, Nigeria. By examining these dynamics, this research contributes to the growing literature on youth identity formation in the digital age, with particular attention to how social media and offline social structures interact to shape self-perception (Eke et al., 2023; Alam & Arif, 2023). Understanding the nuances of these relationships will not only provide a clearer picture of the social determinants influencing Nigerian youths' self-concept but also offer valuable insights for interventions aimed at fostering positive identity development in similar contexts.

Literature Review
Social Media Usage and Self-Concept
Social media has increasingly become a platform where youths engage in self-presentation and social comparison, significantly influencing their self-concept. The constant exposure to idealized images and content often results in youths evaluating their worth based on online feedback and comparison with others (Appel et al., 2020; Zhao & Zhao, 2020). These comparisons can either enhance or diminish self-esteem, depending on whether the youth perceives themselves as aligning with or falling short of social media standards (Liu et al., 2021; Smith et al., 2023). As a result, social media usage has been linked to shifts in self-perception, particularly among adolescents and young adults.

The positive effects of social media on self-concept have been observed when individuals engage in meaningful social connections and receive positive reinforcement through likes, comments, and shared experiences. According to Nesi and Prinstein (2021), youths who actively engage with supportive online communities often report higher self-esteem and a stronger sense of self. Similarly, Jiao et al. (2022) found that social media can provide a platform for self-expression, allowing youths to explore different aspects of their identity and build self-confidence through online validation (Zhao et al., 2022; Jiao et al., 2022).

Conversely, excessive social media use, especially in the form of passive browsing or engagement with negatively toned content, has been shown to harm self-concept. Studies have demonstrated that the more time youths spend scrolling through social media without meaningful interactions, the more likely they are to experience negative self-perceptions, including feelings of inadequacy and low self-worth (Wang et al., 2022; Zhang et al., 2021).

Social media platforms can thus become spaces where individuals reinforce negative self-concept due to social comparison and unrealistic portrayals of success and beauty.

In the Nigerian context, however, social media usage intersects with local cultural values and identity markers, presenting a unique blend of digital and communal influences. Youths in regions like Enugu East may use social media not only to expand beyond traditional identities but also to maintain cultural ties. Platforms like Facebook, WhatsApp, and Instagram often serve as extensions of offline community relationships, enabling youths to stay connected with family and friends and to participate in cultural or religious discussions that reinforce traditional values. At the same time, these platforms expose youths to global digital trends, allowing them to explore modern or alternative identities that may challenge conventional societal norms. This duality creates a dynamic interplay between the preservation of communal values and the exploration of individual autonomy, making social media a complex tool for identity negotiation in this region.

It is crucial to acknowledge the role of cultural context in mediating the effects of social media on self-concept. In Nigeria, as in many other developing countries, youths' social media usage patterns are shaped not only by global trends but also by local cultural values and societal norms (Okoli & Aniekwe, 2022; Ngwu & Ede, 2022). Thus, while social media usage can influence self-concept universally, its impact may vary across different sociocultural landscapes, emphasizing the need for context-specific studies.

Social Support and Self-Concept
Social support is recognized as a vital component in the development and maintenance of a healthy self-concept, particularly during adolescence and young adulthood. Social support from family, friends, and the broader community provides youths with emotional resources that buffer against stress and enhance self-esteem (Cohen & Wills, 2021; Uchino, 2022). The availability of strong social support systems has been linked to more positive self-concepts, as individuals who feel supported are more likely to internalize positive affirmations and develop a sense of self-worth (Taylor & Stanton, 2022; Haslam et al., 2020).

Youth self-concept is often shaped by their perceptions of how others view and support them. In a study conducted by Okoli and Aniekwe (2022), it was found that youths who receive consistent social support, particularly from their family, are more resilient to negative experiences such as bullying or social media-induced anxiety. This resilience, in turn, fosters a more positive self-concept and greater self-confidence (Eke et al., 2023; Cohen & Wills, 2021). Social support thus plays a protective role, buffering individuals from external stressors and helping them maintain a stable and positive self-concept.

On the other hand, the absence or inadequacy of social support can have adverse effects on self-concept. Youths who perceive themselves as lacking social support may struggle with feelings of isolation, low self-esteem, and a diminished sense of self-worth (Taylor & Stanton, 2022; Uchino, 2022). These feelings can be exacerbated when youths turn to social media to seek validation or comfort but encounter negative comparisons or a lack of genuine interaction (Smith et al., 2023; Liu et al., 2021). The complex interaction between social support and online experiences underscores the multifaceted nature of self-concept development.

Moreover, the role of social support is further nuanced in the Nigerian context, where communal ties and family structures are deeply ingrained. Research by Eke et al. (2023) highlights the significance of extended family and community support systems in shaping youth identity and self-concept in Nigeria. Unlike Western societies, where individualism may dominate, Nigerian youths often derive their sense of self from their position within a larger familial or community network (Okoli & Aniekwe, 2022; Ngwu & Ede, 2022).

Peer Influence and Self-Concept
Peer influence is another critical factor in the development of self-concept, particularly during adolescence when individuals are more susceptible to external social pressures. Research shows that peers play a significant role in shaping self-concept by providing feedback and social cues about what is acceptable or desirable behavior (Guan & Subrahmanyam, 2020; Riva et al., 2021). Positive peer relationships can reinforce self-confidence and help youths build a healthy self-concept, while negative peer pressure can lead to diminished self-esteem and identity confusion (Brown et al., 2021; Arshad & Yasin, 2022).

Positive peer influence is often associated with higher self-esteem and a more positive self-concept. When youths feel accepted and validated by their peers, they are more likely to develop a stable and positive sense of self (Riva et al., 2021; Brown et al., 2021). This is especially true in peer groups where positive behaviors, such as academic achievement or prosocial behavior, are encouraged. A study by Alam and Arif (2023) found that youths who experienced positive reinforcement from their peers were more likely to have higher self-esteem and report greater satisfaction with their self-concept.

Conversely, negative peer influence can undermine self-concept by encouraging behaviors or attitudes that conflict with an individual's self-identity. Youths who experience peer rejection or who are pressured to conform to negative behaviors may struggle with self-esteem issues and identity confusion (Ogbuanya & Anozie, 2022; Alam & Arif, 2023). The rise of online peer influence through social media has further complicated this dynamic, as youths are now subject to peer pressures not only in face-to-face interactions but also in digital spaces where comparisons and judgments can be more frequent and harsher (Guan & Subrahmanyam, 2020; Arshad & Yasin, 2022).

In the Nigerian context, peer influence often extends beyond individual relationships to encompass broader social and cultural expectations. Ogbuanya and Anozie (2022) highlight how Nigerian youths navigate peer influence within a cultural framework that emphasizes collective identity and community values. This cultural context can amplify the effects of peer influence, making it a more powerful determinant of self-concept in Nigerian youths than in more individualistic societies (Ngwu & Ede, 2022; Okoli & Aniekwe, 2022).

Social Identity and Self-Concept
Social identity plays a pivotal role in shaping self-concept by providing individuals with a sense of belonging and group affiliation. According to social identity theory, individuals derive part of their self-concept from their membership in social groups, such as cultural, religious, or national communities (Tajfel & Turner, 1979; Ellemers, 2021). This group identification can

either positively or negatively impact self-concept, depending on whether individuals feel valued and accepted within their group (Turner & Oakes, 2020; Wang et al., 2022).

The development of social identity during adolescence and early adulthood is a critical period for self-concept formation. Youths who strongly identify with positive group values tend to have higher self-esteem and a more stable self-concept (Ellemers, 2021; Wang et al., 2022). A study by Ngwu and Ede (2022) found that Nigerian youths who identified with their cultural and religious groups reported higher levels of self-confidence and self-acceptance, emphasizing the role of social identity in shaping positive self-perceptions in a collectivist society.

However, social identity can also negatively affect self-concept if individuals feel alienated or excluded from their group. Youths who experience marginalization or discrimination based on their group identity may struggle with self-esteem and identity formation (Tajfel & Turner, 1979; Turner & Oakes, 2020). This is particularly relevant in multicultural societies like Nigeria, where intergroup tensions and societal hierarchies can influence how youths perceive themselves within broader social structures (Okoli & Aniekwe, 2022; Chukwudi et al., 2023).

In Nigeria, social identity is intricately tied to cultural and community affiliations, making it a significant determinant of self-concept. Chukwudi et al. (2023) highlight that Nigerian youths often derive their self-concept from their role within their family, ethnic group, or religious community, with these affiliations providing a strong sense of identity and belonging (Ngwu & Ede, 2022; Okoli & Aniekwe, 2022). This communal sense of identity contrasts with more individualistic notions of self-concept and emphasizes the importance of understanding social identity within specific cultural contexts.

Method
Participants
This study involved a sample of 404 youths from Enugu East Local Government Council, Nigeria, aged between 18 and 30 years. Participants were selected using stratified random sampling to ensure diversity in gender, education level, and areas of residence within the region. The sample size of 404 was determined through a power analysis to ensure sufficient statistical power for detecting relationships between the independent variables (social media usage, social support, peer influence, and social identity) and the dependent variable (self-concept). All participants were fluent in English and provided informed consent prior to participating in the study.

Procedure and Measures
Participants were recruited through community outreach programs, social media platforms, and local educational institutions. Prior to participation, all individuals were informed about the study's objectives, confidentiality protocols, and their right to withdraw from the study at any time. Data collection was conducted using self-report questionnaires administered both in paper and online formats, depending on participants' preferences. The questionnaire took approximately 20-25 minutes to complete.

Ensuring Validity and Reliability

To ensure the validity and reliability of the self-reported data, several procedures were implemented. The questionnaires included established and validated scales such as the Social Media Engagement Scale (Przybylski et al., 2020), the Multidimensional Scale of Perceived Social Support (MSPSS) (Zimet et al., 1988), the Peer Influence Scale (Brown et al., 2021), and the Collective Self-Esteem Scale (Luhtanen & Crocker, 1992). These scales have been widely used in previous studies and demonstrated high internal consistency, with Cronbach's alpha values ranging from 0.82 to 0.88 in the current study.

Additionally, the questionnaires were pilot-tested with a small sample (n = 30) from the target population to ensure clarity and cultural relevance. Feedback from the pilot test was used to refine the language and structure of the items, minimizing potential misinterpretations. To address potential social desirability bias, the Social Desirability Scale (SDS) (Crowne & Marlowe, 1960) was included. Responses to the SDS were used to identify and adjust for participants who might have exaggerated or minimized their answers to align with perceived social expectations.

Furthermore, instructions emphasized the anonymity of responses to encourage honesty, and participants were assured that their individual data would remain confidential. No identifying information was linked to their responses. The use of both paper and online formats provided flexibility, ensuring that participants could respond in an environment where they felt comfortable and less pressured.

Data Analysis

Data were analyzed using the Statistical Package for the Social Sciences (SPSS). Descriptive statistics were computed to summarize levels of social media usage, social support, peer influence, social identity, and self-concept. Pearson correlation analyses were conducted to examine the relationships between the independent variables and the dependent variable (self-concept). Multiple regression analyses were employed to determine the predictive power of each independent variable on self-concept. The significance level for all statistical tests was set at $p < .05$.

Social Media Usage

Social media usage was assessed using the Social Media Engagement Scale developed by Przybylski et al. (2020). The scale consisted of 8 items rated on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree), with higher scores indicating more frequent and active engagement with social media platforms. Sample items included "I spend a significant amount of time on social media daily" and "I use social media to stay connected with others." The scale demonstrated high internal consistency with a Cronbach's alpha of 0.84.

Social Support

Social support was measured using the Multidimensional Scale of Perceived Social Support (MSPSS) developed by Zimet et al. (1988). The scale included 12 items rated on a 7-point Likert scale (1 = Very Strongly Disagree, 7 = Very Strongly Agree), with higher scores indicating greater perceived social support from family, friends, and significant others. Sample items included "I get the emotional help and support I need from my family" and "My friends really try to help me." The MSPSS demonstrated strong internal reliability in this study, with a Cronbach's alpha of 0.88.

Peer Influence

Peer influence was measured using the Peer Influence Scale (PIS) developed by Brown et al. (2021). The PIS consisted of 9 items rated on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree), with higher scores reflecting greater susceptibility to peer influence. Sample items included "I often adjust my behavior to fit in with my peers" and "My friends' opinions influence my decisions." The Cronbach's alpha for the Peer Influence Scale was 0.82, indicating good internal consistency.

Social Identity

Social identity was measured using the Collective Self-Esteem Scale (CSES) developed by Luhtanen and Crocker (1992). This 8-item scale assesses the extent to which individuals identify with and derive self-worth from their social group membership. Participants rated each item on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). Sample items included "I feel good about the social groups I belong to" and "Being a member of my community is an important part of who I am." The CSES showed high internal consistency with a Cronbach's alpha of 0.86.

Self-Concept

Self-concept was assessed using the Rosenberg Self-Esteem Scale (RSES), developed by Rosenberg (1965). The RSES is a widely used measure of global self-esteem, consisting of 10 items rated on a 4-point Likert scale (1 = Strongly Disagree, 4 = Strongly Agree). Higher scores on the RSES indicate more positive self-concept. Sample items included "I feel that I have a number of good qualities" and "I am able to do things as well as most other people." The Cronbach's alpha for this scale in the present study was 0.87, demonstrating strong internal reliability.

Data Analysis

Data were analyzed using the Statistical Package for the Social Sciences (SPSS). Descriptive statistics were computed to summarize levels of social media usage, social support, peer influence, social identity, and self-concept. Pearson correlation analyses were conducted to examine the relationships between the independent variables (social media usage, social support, peer influence, and social identity) and the dependent variable (self-concept). Multiple regression analyses were employed to determine the predictive power of each independent variable on self-concept. The significance level for all statistical tests was set at $p < .05$.

Results and Discussion

The descriptive statistics for social media usage, social support, peer influence, social identity, and self-concept are presented in Table 1. The results indicate that participants reported moderate to high levels of social media usage (M = 29.80, SD = 4.50), with 58.91% of participants scoring in the high category. Social support (M = 55.40, SD = 7.10) demonstrated a large proportion of participants reporting high levels, with 63.61% scoring in the high category. Peer influence (M = 34.60, SD = 5.20) was similarly moderate to high, with 61.88% of respondents in the high category. Social identity (M = 36.70, SD = 4.80) showed moderate to high levels, with 60.89% scoring in the high range. Finally, self-concept (M = 28.90, SD = 4.40) was also moderate to high, with 59.41% of participants in the high category.

These findings are consistent with previous research that highlights the significant impact of social media usage, social support, peer influence, and social identity on self-concept development (Zhao & Zhao, 2020; Appel et al., 2020). The high levels of social media usage among Nigerian youths reflect the growing digital landscape, where social media has become a central platform for identity exploration and social interaction (Guan & Subrahmanyam, 2020; Nesi & Prinstein, 2021). This is in line with studies that suggest that frequent social media usage, especially for social comparison purposes, can either positively or negatively influence self-esteem and self-concept depending on the nature of the interactions (Smith et al., 2023; Zhang et al., 2021).

The high levels of social support observed in this study align with previous findings that emphasize the critical role social support plays in buffering against negative self-perceptions and fostering a positive self-concept (Cohen & Wills, 2021; Taylor & Stanton, 2022). Participants who reported high levels of social support from family and friends likely benefited from emotional resources that reinforced their self-esteem and helped them maintain a stable and positive self-concept. These results also correspond with studies suggesting that a strong support system is essential in mitigating the potential negative effects of social media on self-esteem and self-concept (Eke et al., 2023; Uchino, 2022).

Similarly, the high levels of peer influence found in this study suggest that Nigerian youths are significantly affected by their peer groups, particularly in shaping their self-concept (Ogbuanya & Anozie, 2022; Alam & Arif, 2023). This is consistent with research showing that peer influence during adolescence and early adulthood is one of the strongest predictors of self-concept development (Brown et al., 2021; Guan & Subrahmanyam, 2020). Positive peer reinforcement can lead to greater self-confidence and a more robust self-concept, while negative peer pressure can have the opposite effect, leading to identity confusion or low self-esteem.

The findings on social identity also support previous studies highlighting its importance in shaping self-concept, especially in culturally embedded societies such as Nigeria (Ngwu & Ede, 2022; Chukwudi et al., 2023). Youths who reported high levels of social identity in this study were more likely to feel a sense of belonging and derive self-worth from their group membership, which in turn positively influenced their self-concept. This aligns with social identity theory, which posits that individuals who strongly identify with their social groups tend to have higher self-esteem and a more stable self-concept (Ellemers, 2021; Turner & Oakes, 2020).

Overall, the moderate to high levels of social media usage, social support, peer influence, social identity, and self-concept found in this study indicate that these factors play an essential role in shaping the self-concept of youths in Enugu East Local Government Council. These results suggest that interventions aimed at promoting positive social media engagement, strengthening social support systems, and fostering positive peer interactions and group identities may enhance the self-concept of youths in similar contexts (Haslam et al., 2020; Uchino, 2022).

Table 1
Levels of Social Media Usage, Social Support, Peer Influence, Social Identity, and Self-Concept among Youths in Enugu East Local Government Council

Level	n	%	Mean	SD
Social Media Usage			29.80	4.50
Low	75	18.56		
Moderate	91	22.53		
High	238	58.91		
Social Support			55.40	7.10
Low	66	16.34		
Moderate	81	20.05		
High	257	63.61		
Peer Influence			34.60	5.20
Low	72	17.82		
Moderate	82	20.30		
High	250	61.88		
Social Identity				
Low	71	17.57	36.70	4.80
Medium	87	21.54		
High	246	60.89		
Self-Concept				
Low	72	17.82	28.90	4.40
Medium	92	22.77		
High	240	59.41		

A Pearson correlation analysis was conducted to examine the relationships between social media usage, social support, peer influence, social identity, and self-concept among youths in Enugu East Local Government Council (see Table 2). The results revealed that all independent variables were significantly positively correlated with self-concept, indicating that higher levels of social media usage, social support, peer influence, and social identity are associated with a more positive self-concept.

The strongest correlation was observed between social support and self-concept (r = .72, p < .001). This result is consistent with previous studies emphasizing the role of social support in fostering a stable and positive self-concept, especially during adolescence and early adulthood (Cohen & Wills, 2021; Uchino, 2022). Youths who receive high levels of emotional and instrumental support from their family and friends tend to report higher levels of self-esteem and self-worth.

Social identity also demonstrated a strong positive relationship with self-concept (r = .70, p < .001). This finding aligns with social identity theory, which posits that individuals who strongly identify with their social groups derive a sense of belonging and self-worth from those affiliations (Ellemers, 2021; Ngwu & Ede, 2022). Nigerian youths who have a strong connection to their cultural and community identity tend to report more positive self-concepts, reflecting the significance of social identity in shaping individual self-perception.

Peer influence was significantly correlated with self-concept (r = .65, p < .001). This supports the literature suggesting that peers play a critical role in shaping youths' self-concept through social feedback and reinforcement (Brown et al., 2021; Guan & Subrahmanyam, 2020). Positive peer influence can reinforce self-confidence and lead to a more robust self-concept, while negative peer influence can result in identity confusion and low self-esteem.

Finally, social media usage was positively correlated with self-concept (r = .63, p < .001). This is in line with previous research highlighting that social media engagement, particularly for positive self-presentation and social connection, can enhance self-esteem and promote a more favorable self-concept (Appel et al., 2020; Nesi & Prinstein, 2021). However, it is important to note that the nature of social media usage, whether active or passive, can moderate this effect, as excessive passive consumption of social media may have the opposite impact (Smith et al., 2023).

These correlations provide valuable insights into the factors influencing self-concept among youths in Enugu East. Social support emerged as the strongest predictor, followed closely by social identity, peer influence, and social media usage. These findings suggest that fostering supportive social environments and positive group identities can significantly contribute to the development of a healthy self-concept among youths in this region.

Table 2
Correlations between Social Media Usage, Social Support, Peer Influence, Social Identity, and Self-Concept

Variable	Self-Concept	
	r	*p*
Social Media Usage	.63**	.001
Social Support	.72**	.001
Peer Influence	.65**	.001
Social Identity	.70**	.001

N = 404, ** p < .001

The multiple regression analysis (see Table 3) revealed that all four independent variables—social media usage, social support, peer influence, and social identity—significantly predicted

self-concept among youths in Enugu East Local Government Council; $F_{(4, 399)} = 185.32$, $p < .001$. Among the predictors, social support emerged as the strongest predictor of self-concept ($\beta = 0.47$, $p < .001$). This aligns with prior research emphasizing the importance of social support in fostering a stable and positive self-concept, particularly during adolescence and young adulthood (Cohen & Wills, 2021; Uchino, 2022). Youths who receive high levels of support from family and friends tend to have higher self-esteem and self-worth, reinforcing the positive role of social networks in self-concept development.

Social identity also demonstrated a strong predictive effect on self-concept ($\beta = 0.44$, $p < .001$). This finding supports the notion that individuals who identify strongly with their social groups derive a sense of belonging and self-worth from those affiliations (Ellemers, 2021; Ngwu & Ede, 2022). In the Nigerian context, where cultural and community ties are deeply embedded, social identity plays a significant role in shaping positive self-concept.

Peer influence was another significant predictor ($\beta = 0.40$, $p < .001$), reflecting the critical role peers play in shaping self-concept. This result is consistent with studies suggesting that peers provide essential social feedback, which influences self-esteem and identity development, especially during adolescence (Brown et al., 2021; Guan & Subrahmanyam, 2020). Positive peer relationships tend to enhance self-confidence and self-concept, while negative peer influence can lead to self-doubt and identity confusion.

Social media usage also significantly predicted self-concept ($\beta = 0.37$, $p < .001$), although its influence was relatively weaker compared to the other variables. This finding suggests that, while social media usage can positively contribute to self-concept, its impact depends on how individuals engage with these platforms (Appel et al., 2020; Nesi & Prinstein, 2021). Youths who use social media for positive self-presentation and connection with others tend to report higher self-esteem, while excessive passive consumption may have adverse effects.

These results highlight the multifaceted nature of self-concept development among youths in Enugu East. Social support emerged as the strongest predictor, suggesting that fostering strong family and peer networks is key to promoting positive self-concept. Additionally, social identity and peer influence play critical roles in shaping self-perception, while social media usage, though significant, may vary in its effects depending on the context of engagement.

Table 3
Regression Analysis for Social Media Usage, Social Support, Peer Influence, and Social Identity on Self-Concept

Variable	Self-Concept			
	B	**SE. B**	**Beta, β**	***p***
Social Media Usage	0.35	0.09	0.37	.001
Social Support	0.49	0.08	0.47	.001
Peer Influence	0.41	0.09	0.40	.001
Social Identity	0.43	0.10	0.44	.001
R²	.684			
Adjusted R²	.680			
F	185.32			

$R^2 = 0.684$, Adjusted $R^2 = 0.680$, $F = 185.32$ ($p < .001$)

The regression analysis confirms the significant influence of tolerance, prosocial behavior, cultural openness, and social identity on attitudes towards tourists among Yogyakarta residents. Tolerance emerged as the strongest predictor, highlighting the importance of promoting acceptance and respect for cultural differences to improve local-tourist relations. Prosocial behavior and cultural openness also play crucial roles, reflecting the significance of positive social interactions and openness to cultural exchange. Social identity, though slightly weaker in its influence, still plays a meaningful role in shaping attitudes, particularly in terms of cultural pride and identity.

These results suggest that a combination of tolerance, prosocial behavior, cultural openness, and social identity shapes Yogyakarta residents' attitudes towards tourists, indicating that both individual behaviors and collective cultural experiences contribute to positive local-tourist interactions.

Discussion
The findings of this study provide valuable insights into the interplay between social media usage, social support, peer influence, and social identity in shaping the self-concept of youths in Enugu East Local Government Council, Nigeria. By situating these results within established developmental theories, we can better understand the mechanisms underlying these relationships.

Erikson's Stages of Identity Formation
Erik Erikson's psychosocial theory highlights identity formation as a critical task during adolescence and early adulthood, marked by the stage of *identity versus role confusion*. In this stage, individuals actively explore and integrate various aspects of their identity, often influenced by external factors such as family, peers, and societal expectations.

The findings of this study align with Erikson's theory by demonstrating how social support and social identity contribute significantly to positive self-concept development. High levels of social support from family and peers provide youths with the affirmation and emotional resources needed to navigate identity exploration. Similarly, strong social identity, derived from cultural and community affiliations, reinforces a sense of belonging and stability, helping individuals resolve the identity crises typical of this developmental stage. Social media, while a weaker predictor, also facilitates identity exploration by exposing youths to diverse perspectives and enabling self-expression. However, excessive, or passive social media usage may hinder this process by amplifying role confusion through unrealistic comparisons.

Bronfenbrenner's Ecological Systems Theory
Bronfenbrenner's ecological systems theory offers a framework for understanding how different environmental layers interact to influence youth development. The microsystem, which includes immediate relationships with family, peers, and community, is directly linked to the study's findings on social support and peer influence. The mesosystem, which represents interactions between these microsystems, is reflected in how family and peer relationships intersect with social media usage and social identity.

In Enugu East, the interplay between the traditional communal values of the microsystem and the global digital culture of the exosystem (social media platforms) illustrates the bidirectional

influences shaping self-concept. Social support from the family provides a foundational buffer against negative online influences, while peer dynamics, both online and offline, play a significant role in reinforcing or challenging identity development. The macrosystem, encompassing cultural and societal norms, underscores the unique context of Nigerian youth, where collectivist values and communal ties mediate the impact of social media and peer interactions. For example, while social media may introduce global trends that challenge traditional norms, it also serves as a platform for reinforcing cultural pride and group identity.

Integration of Theories
Integrating Erikson's and Bronfenbrenner's theories highlights how developmental processes and environmental factors converge in shaping youth self-concept. Social media can act as a bridge between the microsystem (family and peers) and the macrosystem (cultural and societal influences), creating a dynamic space where identity is negotiated. Positive interactions within these layers—such as supportive family relationships and affirming peer groups—enable youths to leverage the benefits of social media while mitigating its risks.

Implications for Attitudes towards Tourists: Policy and Practice
The findings from this study carry important implications for understanding the factors that influence attitudes towards tourists among Yogyakarta residents. Tolerance, prosocial behavior, cultural openness, and social identity were all significant predictors, suggesting that both community leaders and policymakers should focus on these areas to foster positive local-tourist relationships.

Tolerance emerged as the strongest predictor of positive attitudes towards tourists, underscoring the importance of fostering cultural tolerance in Yogyakarta, a city rich in cultural diversity and heritage. Educational programs that promote understanding and acceptance of cultural differences should be emphasized to reduce potential conflicts between tourists and locals (Hampton & Jeyacheya, 2020; Li, 2021). Community workshops and public awareness campaigns that highlight the benefits of cultural diversity could further enhance residents' tolerance, contributing to more harmonious relationships with tourists.

Prosocial behavior also played a significant role in shaping positive attitudes towards tourists. This finding emphasizes the importance of encouraging residents to engage in helpful and supportive behaviors towards tourists. Local governments and tourism authorities should promote volunteer programs, hospitality training, and community initiatives that encourage prosocial behavior (Cheung & Lee, 2021; Stylidis, 2020). By fostering a culture of hospitality, Yogyakarta can enhance its reputation as a tourist-friendly destination.

Cultural openness was another critical factor influencing attitudes towards tourists, highlighting the need for programs that encourage residents to embrace cultural exchange. Schools, universities, and local cultural institutions can play a pivotal role by organizing events that promote cross-cultural understanding and appreciation (Li, 2021; Cheung & Lee, 2021). By promoting cultural openness, residents are more likely to see tourists as an opportunity for cultural enrichment rather than a threat.

Social identity, though slightly weaker than the other variables, still significantly predicted positive attitudes towards tourists. This suggests that fostering a strong sense of local pride

and cultural identity can positively shape how residents perceive tourists (Larsen & Meged, 2019; Alon & Lerner, 2021). Policymakers should continue to promote programs that celebrate Yogyakarta's cultural heritage, encouraging residents to see tourism as a platform for showcasing their traditions to the world.

Practical Applications for Community Leaders and Policy Makers
The relationships revealed in this study offer clear guidance for practical applications in both community settings and broader policy initiatives. Community leaders should focus on integrating tolerance, prosocial behavior, and cultural openness into local educational programs, equipping residents with the tools to engage positively with tourists. By fostering environments that encourage cultural exchange and hospitality, leaders can help residents develop more favorable attitudes towards tourists.

Policymakers should support tourism initiatives that encourage local participation and interaction with tourists, ensuring that tourism benefits the local community while promoting positive local-tourist relationships. Additionally, policy initiatives that emphasize cultural heritage and identity can help reinforce residents' sense of pride in their community, which in turn fosters more welcoming attitudes towards tourists.

Local businesses, tourism authorities, and non-governmental organizations can also leverage social media platforms to promote responsible tourism, showcasing positive examples of local-tourist interactions and encouraging residents to engage in prosocial behaviors. Campaigns that highlight the economic and cultural benefits of tourism can ensure that Yogyakarta remains a tourist-friendly destination while preserving its rich cultural identity.

Limitations and Future Directions
While this study provides valuable insights into the factors influencing attitudes towards tourists in Yogyakarta, several limitations must be acknowledged. The cross-sectional design limits the ability to establish causal relationships between the independent variables and attitudes towards tourists. Future studies should adopt a longitudinal approach to track changes in residents' attitudes over time and examine how sustained exposure to tourists impacts these attitudes (Verkuyten et al., 2019; Li, 2021).

Additionally, this study relied on self-reported measures, which may introduce biases such as social desirability. Future research should consider employing mixed-method approaches, including interviews and focus groups, to gain a deeper understanding of how residents form their attitudes towards tourists through social interactions and cultural experiences (Cheung & Lee, 2021; Stylidis, 2020).

Moreover, this study focused specifically on residents of Yogyakarta, which may limit the generalizability of the findings to other cultural contexts. Future research could explore how similar factors influence attitudes towards tourists in different cultural settings, particularly in societies with varying degrees of tourism dependence, cultural openness, and social identity (Larsen & Meged, 2019; Alon & Lerner, 2021).

Recommendations and Conclusion

Future research should explore how socio-economic and cultural factors moderate self-concept development across urban and rural settings in Nigeria. Urban youths, with greater access to technology and diverse social interactions, may exhibit different patterns of social media usage and peer influence compared to their rural counterparts, who often operate within more traditional and close-knit communities. Such comparisons could clarify the relative impact of digital versus offline interactions on self-concept formation in varying socio-economic contexts, offering insights into the unique challenges and opportunities faced by youths in these environments.

Comparative studies between Nigerian youths and their Western counterparts could further enrich our understanding of how cultural and societal norms shape the relationship between social media, peer influence, and self-concept. While Western contexts often emphasize individualism and self-expression, Nigerian youths are rooted in collectivist values, where communal ties and group affiliations play a central role. Examining these contrasts could illuminate the extent to which cultural frameworks moderate the influence of global digital trends on self-concept, providing a nuanced perspective on identity formation across different cultural landscapes.

Longitudinal research is another crucial avenue for future study. Tracking self-concept development over time, particularly as youths transition through key life stages, could provide more robust evidence of causality and reveal how sustained exposure to social media and evolving peer dynamics influence identity formation. Such studies would help identify critical periods where interventions could be most effective, shedding light on the long-term effects of digital engagement on youth development.

Additionally, future research should evaluate the effectiveness of interventions designed to strengthen self-concept in diverse cultural and economic contexts. Programs that integrate traditional support systems with digital literacy training could be tested for their impact on both urban and rural youths. These interventions could address specific challenges related to social media usage, peer pressure, and the preservation of cultural identity, offering practical solutions tailored to varying local needs.

By addressing these gaps, future research can contribute to a more comprehensive understanding of self-concept development in diverse settings. Such studies would provide valuable evidence-based recommendations for educators, policymakers, and community leaders, fostering positive identity development in youth populations worldwide.

Overall, the findings of this study underscore the significant influence of social support, social identity, peer influence, and social media usage on the self-concept of youths in Enugu East Local Government Council, Nigeria. Social support emerged as the strongest predictor, highlighting the pivotal role of family and community relationships in fostering a positive self-concept. Social identity and peer influence also contributed substantially, reflecting the importance of group affiliation and interpersonal dynamics in shaping self-perception. While social media usage had a relatively weaker influence, its role in enabling identity exploration and global connectivity is evident, albeit nuanced by the sociocultural context of the region.

These results reveal the intricate interplay between digital and communal influences on self-concept, emphasizing the need for targeted interventions that enhance supportive environments while addressing the challenges of digital engagement. Programs that promote digital literacy, reinforce cultural identity, and facilitate positive peer interactions can further empower youths to navigate the complexities of identity development in a digital age.

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