

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 INTRODUCTION

This chapter presents the analysis and interpretation of data collected from the questionnaire administered to the respondent. The questionnaire was presented in two sections, the questions of section "A" is all about the demography of the respondents; this includes the age, gender, marital status, educational background and religion.

All data collected from the respondents through questionnaire were presented in a tabular form. The analysis was done under each table and the researcher used Chi-square (X), simple percentage method in testing hypothesis. A total of 200 questionnaires were administered to the respondents and 200 also were covered at the end of the field work. This is to show that the analysis was mostly based on the information gotten from the respondents concerning their opinions towards the questions asked, which were used to test the hypothesis through the use of Chi-square method.

4.1 ANALYSIS OF RESPONDENTS' DEMOGRAPHIC

Table 1: Gender

Variables	Respondents	Percentage (%)
Male	55	55%
Female	45	45%
Total	100	100%

Source: Research Survey 2025

Analysis: From the above table, 45 respondents (45%) of 100 are female while 55 (55%) of the respondents are male having the highest population.

Table 2: Age

Variables	Respondents	Percentage (%)
18-25	41	41%
26-35	43	43%
36-50	12	12%
51 & Above	4	4%
Total	100	100%

Source: Research Survey 2025

Analysis: The above table shows that 41 respondents (41%) of 100 are between the age of 18-25. 43 respondents (43%) are between the age of 26-35, 12 respondents (12%) are between the age of 36-50, while 4 respondents (4%) is in age bracket of 51 & Above. This represents an acceptable result of the required age bracket for the purpose this research survey within the age bracket of 26-35 having the highest value of respondents.

Table 3: Occupation

Variables	Respondents	Percentage (%)
Student	62	62%
Civil Servant	18	18%
Trader	20	20%
Total	100	100%

Source: Research Survey 2025

Analysis: The above table shows that 62 respondents (62%) of 100 are students, 18 respondents (18%) are civil servant, while 20 respondents (20%) are traders.

Table 4: Marital status

Variables	Respondents	Percentage (%)
Single	72	72%
Married	25	25%
Divorced	3	3%
Total	100	100%

Source: Research Survey 2025

Analysis: The table above shows that 72 respondents (72%) of 100 are single, 25 respondents (25%) are married, while 3 respondents (3%) are divorced.

Table 5: Religion

Variables	Respondents	Percentage (%)
Muslim	44	44%
Christian	45	45%
Traditional	11	11%
Total	100	100%

Source: Research Survey 2025

Analysis: Table 5 shows that, 44 respondents (44%) of 100 are Muslim, 45 respondents (45%) are Christian, while 11 other respondents (11%) practice traditional religion. This represents a balanced participation ratio of the three dominant religious practice in Nigeria thus; the Christian have highest percentage of participants.

Table 6: Educational Background

Variables	Respondents	Percentage (%)
O'level	10	10%
ND/NCE	25	25%
HND/B.sc	58	58%
M.sc & Above	7	7%
Total	100	100%

Source: Research Survey 2025

Analysis: From the table presented above, 10 respondents (10%) of 100 have acquired O'level certificate, 25 respondents (25%) are OND/NCE holders, 58 respondents (58%) are HND/B.sc holders, while 7 respondents (7%) have Master & Above educational qualification.

4.2 ANALYSIS OF THE RESEARCH INSTRUMENT

Table 7: Do you own an Instagram account?

Variables	Respondents	Percentage (%)
Yes	75	75%
No	25	25%
Total	100	100%

Source: Research Survey 2025

Analysis: From the table above 75 respondents representing (75%) of the total sampled population own Instagram account, while 25 respondents representing (25%) of the overall sampled size do not use or own Instagram account.

Table 8: Do you depend on Instagram for buying consumer product?

Variables	Respondents	Percentage (%)
Yes	47	47%
No	53	53%
Total	100	100%

Source: Research Survey 2025

Analysis: From the table above 47 respondents representing (47%) of the total sampled population depend on Instagram for buying product, while 53 respondents representing (53%) the overall sampled sized do not depends on Instagram for buying product.

Table 9: Have you ordered/purchased a product on your Instagram handle?

Variables	Respondents	Percentage (%)
Yes	57	57%
No	43	43%
Total	100	100%

Source: Research Survey 2025

Analysis: The table above shows that 57 respondents representing (57%) of the total sample population who have ordered/purchased product on their Instagram handle, while 43 respondents representing (43%) of the overall sampled sized that are not ordered/purchased product from their Instagram handle.

Table 10: How often have you gotten a product online through Instagram advertising?

Variables	Respondents	Percentage (%)
Very often	19	19%
Often	30	30%
Rarely	22	22%
Not at all	28	28%
Total	100	100%

Source: Research Survey 2025

Analysis: From the table above shows that 19 respondents representing (19%) the total sampled population of those who always gotten product online through Instagram advertising, 30 respondents representing (30%) the total sampled population who often gotten product online through Instagram advertising, 22 respondents representing (22%) the total sampled population who rarely gotten product online through Instagram advertising, while 28 respondents representing (28%) the overall sampled sized who do not get any product online through Instagram advertising.

Table 11: Do you agree that Instagram has a significant impact in promoting consumer product among the youths?

Variables	Respondents	Percentage (%)
Yes	80	80%
No	20	20%
Total	100	100%

Source: Research Survey 2025

Analysis: From the table above 80 respondents representing (80%) the total sampled population that agree that Instagram has a significant impact in promoting consumer product among the youths, while 20 respondents representing (20%) the overall sampled sized who do not agree that Instagram has a significant impact in promoting consumer product among the youths.

Table 12: Does Instagram advertising influence consumer decision on product?

Variables	Respondents	Percentage (%)
Yes	77	77%
No	23	23%
Total	100	100%

Source: Research Survey 2025

Analysis: From the table above 77 respondents representing (77%) the total sampled population of those who agree that Instagram advertising influence consumer decision on product, while 23 respondents representing (23%) the overall sampled sized do not agree that Instagram advertising influence consumer decision on product.

Table 13: Instagram networking has influence led buying decision among Nigerian youths.

Variables	Respondents	Percentage (%)
Strongly agree	28	28%
Agree	41	41%
Undecided	25	25%
Disagree	6	6%
Strongly disagree	--	--
Total	100	100%

Source: Research Survey 2025

Analysis: From the table presented above, 28 respondents representing (28%) of the total sampled population strongly agreed that Instagram networking has influenced buying decision among Nigerian youths, 41 respondents representing (41%) of the total sampled population agreed with the research question, 25 respondents representing (25%) of the total sampled population were undecided, 6 respondents representing (6%) disagreed with the research question. Nobody strongly disagreed with the research question.

Table 14: The scourge of cybercrime is discouraging consumers from engaging in Instagram buying experience.

Variables	Respondents	Percentage (%)
Strongly agree	21	21%
Agree	49	49%
Undecided	21	21%
Disagree	8	8%
Strongly disagree	1	1%
Total	100	100%

Source: Research Survey 2025

Analysis: From the table presented above, 21 respondents representing (21%) of the total sampled population strongly agreed the scourge of cybercrime is discouraging consumers from engaging in Instagram buying experience, 49 respondents representing (49%) agreed with the research question, 21 respondents representing (21%) undecided with the research question, 8 respondents representing (8%) disagreed with the research question, while 1 Respondents Representing (1%) of the overall sampled population strongly disagreed with the research question.

Table 15: Defunct security architecture in Nigeria poses a threat on online marketing and product delivery.

Variables	Respondents	Percentage (%)
Strongly agree	16	16%
Agree	51	51%
Undecided	20	20%
Disagree	12	12%
Strongly disagree	1	1%
Total	100	100%

Source: Research Survey 2025

Analysis: From the presented table above, 16 respondents representing (16%) of the total sampled population strongly agreed that defunct security architecture in Nigeria poses a threat on online marketing and product delivery, 51 respondents representing (51%) agreed with the research question, 20 respondents representing (20%) were undecided, 12 respondents representing (12%) disagreed, while 1 respondents representing (1%) of the overall sampled population strongly disagreed with the research question.

Table 16: Instagram marketing has not been responsive to product satisfaction between a vendor and the recipients.

Variables	Respondents	Percentage (%)
Strongly agree	10	10%
Agree	49	49%
Undecided	25	25%
Disagree	15	15%
Strongly disagree	1	1%
Total	100	100%

Source: Research Survey 2025

Analysis: From the presented table above, 10 respondents representing (10%) of the total sampled population strongly agreed that Instagram marketing has not been responsive to product satisfaction between a vendor and the recipient, 49 respondents representing (49%) agreed with the research question, 25 respondents representing (25%) were undecided, 15 respondents representing (15%)

disagreed with the research question, while 1 respondent representing (1%) of the overall sampled population strongly disagreed with the research question.

Table 17: Social commerce and product identification on Instagram is usually made-up of deception and illusive description of product.

Variables	Respondents	Percentage (%)
Strongly agree	13	13%
Agree	46	46%
Undecided	25	25%
Disagree	14	14%
Strongly disagree	2	2%
Total	100	100%

Source: Research Survey 2025

Analysis: From the presented table above, 13 respondents representing (13%) the total sampled population strongly agreed that social commerce and product identification on Instagram is usually made-up of deception and illusive description of product, 46 respondents representing (46%) agreed with the research question, 25 respondents representing (25%) were undecided, 14 respondents representing (14%) disagreed with the research question, while 2 respondents representing (2%) of the overall sampled population strongly disagreed with the research question.

Table 18: Social commerce (Instagram marketing) has drastically overwhelmed the conventional process of trading

Variables	Respondents	Percentage (%)
Strongly agree	17	17%
Agree	41	41%
Undecided	25	25%
Disagree	10	10%
Strongly disagree	5	5%
Total	100	100%

Source: Research Survey 2025

Analysis: From the presented table above, 17 respondents representing (17%) of the total sampled population strongly agreed that social commerce (Instagram marketing) has drastically overwhelmed the conventional process of trading, 41 respondents representing (41%) agreed with the research question, 25 respondents representing (25%) were undecided, 10 respondents representing (10%) disagreed with the research question, while 5 respondents representing (5%) of the overall sampled population strongly disagreed with the research question.

Table 19: Deception and breach of agreement are the major factors that encourage change in perception of consumer product

Variables	Respondents	Percentage (%)
Strongly agree	13	13%
Agree	49	49%
Undecided	22	22%
Disagree	9	9%
Strongly disagree	7	7%
Total	100	100%

Source: Research Survey 2025

Analysis: From the presented table above, 13 respondents representing (13%) of the total sampled population strongly agreed that deception and breach of agreement are the major factors that encourage change in perception of consumer product, 49 respondents representing (49%) agreed with the research question, 22 respondents representing (22%) were undecided, 9 respondents representing (9%) disagreed with the research question, while 7 respondents representing (7%) of the overall sampled population strongly disagreed with the research question.

Table 20: Instagram advertising has influenced consumer buying decision and change in perception of initial product.

Variables	Respondents	Percentage (%)
Strongly agree	16	16%
Agree	43	43%
Undecided	28	28%
Disagree	4	4%
Strongly disagree	9	9%
Total	100	100%

Source: Research Survey 2025

Analysis: From the presented table above, 16 respondents representing (16%) of the total sampled population strongly agreed that Instagram advertising has influenced consumer buying decision and change in perception of initial product, 43 respondents representing (43%) agreed with the research question, 28 respondents representing (28%) were undecided, 4 respondents representing (4%) disagreed with the research question, while 9 respondents representing (9%) of the overall sampled population strongly disagreed with the research question.

4.3. ANALYSIS OF THE RESEARCH QUESTION

Research Question 1: What are the impacts of Instagram network on consumer purchase decision among the youths?

Research question one seek to know the impact of Instagram network on consumer purchase among youths.

Item 2,7 and 14 answered the research question.

Item 2: Do you depend on Instagram for buying consumer product?

In item 2, 75 respondents representing (75%) of the total sampled population depend on Instagram for buying consumer product while 25 respondents representing (25%) of the overall sampled sized do not depend on Instagram for buying consumer product.

Item 7: Instagram networking has influenced buying decision among Nigerian youths.

In item 7, 28 respondents representing (28%) of the total sampled population strongly agreed that Instagram networking has influenced buying decision among Nigerian youths. 41 respondents agreed with the research question. 25 respondents were undecided. 6 respondents disagreed. While non of the overall sample population strongly disagreed with the research question.

Item 14: Instagram advertising has influenced consumer buying decision and change in perception of initial product.

In item 14, 16 respondents representing (16%) of the total sampled population strongly agreed that Instagram advertising has influenced consumer buying decision and change in perception of initial product. 43 respondents representing agreed with the research question. 28 respondents were undecided. 4 respondents disagreed while 9 respondents of overall sample population Strongly disagreed with the research questions

Research Question 2: How can businesses enterprises engage more customers on Instagram?

Item 8,9,10 and 12 answered the research question.

Item 8: The scourge of cybercrime is discouraging consumers from engaging in Instagram buying experience.

In item 8, 21 respondents representing (21%) of the total sampled population strongly agreed that the scourge of cybercrime is discouraging consumers from engaging in Instagram buying experience. 49 respondents agreed with the research question. 21 respondents were undecided. 8 respondents disagreed, while 1 respondent of the overall sampled population strongly disagreed with the research question.

Item 9: Defunct security architecture in Nigeria poses a threat on online marketing and product delivery.

In item 9, 16 respondents representing (16%) of the total sampled population strongly agreed that Defunct security architecture in Nigeria poses a threat on online marketing and product delivery. 51 respondents agreed with the research question. 20 respondents were undecided. 12 respondents

disagreed, while 1 respondent representing of the overall sampled population strongly disagreed with the research question.

Item 10: Instagram marketing has not been responsive to product satisfaction between a vendor and the recipient?

In item 10, 10 respondents representing (10%) of the total sampled population strongly agreed that Instagram marketing has not been responsive to product satisfaction between a vendor and the recipients. 49 respondents agreed with the research. 25 respondents were undecided. 15 respondents disagreed, while 1 respondent representing of the overall sampled population strongly disagreed with the research question.

Item 12: Social commerce (Instagram marketing) has drastically overwhelmed the conventional process of trading.

In item 12, 17 respondents representing (17%) of the total sampled population strongly agreed that social commerce (Instagram marketing) has drastically overwhelmed the conventional process of trading. 41 respondents agreed with the research question. 25 respondents were undecided. 10 respondents disagreed, while 5 respondents representing of the overall sampled population strongly disagreed with the research question.

Research Question 3: What are the factors influencing change in perception of consumer product among youths on Instagram.

Item 11,13 and 14 answered the research question.

Item 11: Social commerce and product identification on Instagram is usually made-up of deception and illusive description of product.

In item 11, 13 respondents representing (13%) of the total sampled population strongly agreed that social commerce and product identification on Instagram is usually made-up of deception and illusive description of product. 46 respondents agreed with the research question. 25 respondents were undecided. 14 respondents disagreed, while 2 respondents representing of the overall sampled population strongly disagreed with the research question.

Item 13: Deception and breach of agreement are the major factors that encourage change in perception of consumer products.

In item 13, 13 respondents representing (13%) of the total sampled population strongly agreed that deception and breach of agreement are the major factors that encourage change in perception of consumer product. 49 respondents agreed with the research question. 22 respondents were undecided. 9 respondents disagreed, while 7 respondents representing of the overall sampled population strongly disagreed with the research question.

Item 14: Instagram advertising has influenced consumer buying decision and change in perception of initial product.

In item 14, 16 respondents representing (16%) of the total sampled population strongly agreed that Instagram advertising has influenced consumer buying decision and change in perception of initial product. 43 respondents agreed with the research question. 28 respondents were undecided. 4

respondents disagreed, while 9 respondents representing of the overall sampled population strongly disagreed with the research question.

4.4 DISCUSSION OF FINDINGS

This research work has been able to touch every aspect pertaining to Instagram in promoting consumer product in Nigeria. The researcher is able to attain a level of authentication and reliability as it is confirmed to what is obtainable from different respondents within Ilorin metropolis in Kwara state.

Owning to the findings in this research; "Influence of Instagram in promoting consumer product among Nigerian youths", the overhead data presented and analysis put forward that the Instagram advertising influence the consumer decision on product in Nigeria. Based on responses from respondents during their research field survey, researchers find out that Instagram advertising has influenced consumer buying decision and change in perception of initial product. This is stipulated in item 14 research question 3 above.

According to item 7 research question 1 above, respondents in their numbers made submission that Instagram networking has influenced buying decision among Nigerian youths.

Based on this research findings, Instagram advertising has influenced consumer buying decision and change in perception of initial product that is Instagram has good influenced in promoting consumer product. According to respondents' responses in this research m bounced on Instagram advertisement, this encourages the youths from buying product on Instagram.

This research findings further stated that Instagram the scourge of cybercrime is discouraging consumers from engaging in Instagram Buying product delivery.

Hence, Instagram marketing has not been responsive to product satisfaction between a vendor and the recipients.