

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 INTRODUCTION

The research study is aim at examining the influence of Instagram in promoting consumer product among Nigerian youths. This research work is divided into five chapters which the chapters reviewed step approach for easy presentation to the research contents.

Chapter one focuses on the background of the study, statement of the problem, objectives of the study, research questions, significance of the study, scope of the study and operational definition of terms.

Chapter two of this research work opines on the theoretical context relevant to the study and in view of this, uses and gratification theory of Elihu Katz was adopted with various conceptual thesis used to explain the variables in the study.

Chapter three of this research work contains research methodology adopted in the study, population of the study, sample size and sampling techniques while the researcher use questionnaire as instrument validity and reliability to the instrument, method of administration of the instrument and method of data analysis.

Chapter four explained how data gathered were analyzed for proper understanding it also contained how data were represented.

Chapter five clearly summarized the chapters from chapter one to four and also contained conclusion, recommendation and suggestion for further studies.

5.1 SUMMARY OF FINDINGS

The study generated the following findings:

1. Overwhelming number of business owners are mostly used Instagram, and most of the of them spent between 2-3 hours on the social media per day.
2. Majority of business owners sometimes use social media for advertisements of their products to reach their target audience.
3. A significant number of business owners used the social media for the purpose of advertising, to connect with their audience, networking and professional opportunities.
4. The amount of the time the business owners spent on social media are based on advertisements. However, majority of business owners uses social media for advertisements to have more audience.
5. The type of social media used mostly by the business owners is Instagram. However, Instagram has a significant influence in promoting consumers products among Nigerian youths.

5.2 CONCLUSION

According to this report, if consumers use Instagram in specific ways, they will be affected by those sites if retailers communicate with customers in similar ways. If a customer is interested in learning new things on Instagram, for example, they are more likely to be influenced by the stories and feeds that their peers share (Gilbert & Karahalios, 2009). The aim of this research was to learn how consumers use Instagram,

how they view their use, how they are influenced by their peers on Instagram, and how the Instagram platform affects them, all based on their motivation to comply with their peers and what they think their peers want from them, in order to better understand their purchase intentions. This is necessary to comprehend why it is critical for brands on social media to influence customers in a different way than they would if they were in a physical or online store.

According to this study, there are many methods that retailers and brands may use to communicate with customers and gain direct access to their peer power. Through adding similar articles or facts in the comments section, retailers can comment on their customers' posts and contribute to what they seem to enjoy. Other options include linking items on Instagram to their e-commerce pages.

This report also suggests that, peers on social networking sites can have leverage over other users, and if this is the case, it is critical for retailers and brands to capitalize on this relationship. Not only can they take advantage of the existing peer-to-peer power on Instagram, but they should also strive to become peers of the consumers by using a variety of social media marketing tactics.

5.3 RECOMMENDATIONS

Base on the findings in this research study, the following recommendations are given:

1. According to the results of this research, Instagram is weak in building consumer trust through product reviews therefore, Instagram should improve its service feature, especially for online shops; thus, reviews that are trustworthy for consumers can be displayed.
2. Marketers should endeavor to seek the reasons why Instagram advertising do not always lead to a purchase intention or decision. It may be necessary to improve the quality of these advertisements by giving them more credibility, to make them more personalized and inspires more confidence to incite the memory of the consumer.
3. Promoted posts might lead to a negative attitude towards the item promoted, but majority of the participants preferred promoted posts with discount codes.

Hence, this study recommends that businesses on Instagram should include a discount code, i.e., promo code, in the related posts. It will positively affect the number of sales and promote products or services.

5.4 SUGGESTIONS FOR FURTHER RESEARCH

More research is required to properly understand the relationships between other social media platforms systems including Facebook, Twitter, Pinterest, Snapchat, and YouTube, among others. This research mainly focuses on the users of Instagram from South of India. To have a wider understanding of the influence of Instagram, we can conduct this research on a wider scale considering samples all over India. Also, the use of social media by Generation Alpha (born 2010 or after) has significantly increased over the years. The ongoing pandemic has changed the social media habits of the population with more people relying on Instagram and other social media for their daily dose of news and entertainment. There has been a lot of concern over issues relating to privacy of the users over Instagram and generally on social media. Our current research did not yield any significant conclusions over the importance of Privacy on Instagram. So, the future research should focus more on the Privacy aspects of Instagram.