

**AUDIENCE PERCEPTION OF FACEBOOK AND INSTAGRAM
AS ADVERTISING TOOLS AMONG NIGERIA BUSINESS
OWNERS**

BY

LAWAL ISIAQ ASAFE

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**BEING A PROJECT SUBMITTED TO THE DEPARTMENT OF
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AWARD OF HIGHER NATIONAL DIPLOMA IN MASS
COMMUNICATION.**

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CERTIFICATION

This research work has been read and approved by the undersigned on behalf of the Department of Mass Communication, Institute of Information and Communication Technology, Kwara State Polytechnic, Ilorin, in partial fulfillment of the requirements for the award of Higher National Diploma in Mass Communication.

.....

YISA, O. I.

Project Supervisor

.....

Date

.....

MR OLUFADI B.A

Project Coordinator

.....

Date

.....

MR OLOHUNGBEBE, F. T.

Head of Department

.....

Date

DEDICATION

This project is dedicated to Almighty Allah for the great and mighty things he has been doing in my life right from cradle. And to everyone who have in one way or the other contributed towards my academics.

ACKNOWLEDGEMENT

I give unquantifiable adoration to Almighty Allah, the Maker of the universe and its contents, for His favour and mercy on me. I give thanks to Him for sparing my life till this moment and for bestowing on me, His grace, good health, knowledge, wisdom and wherewithal for the completion of this project. I know nothing except what He makes known to me. Indeed nothing is possible without His knowledge and authorisation.

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ABSTRACT

Social network sites, Facebook and Instagram has been among the most important social trends of the last decade. Business owners are interested in exchanging and spreading information, trading products or services, staying close to current and potential customers, acquiring a better understanding of their customers and other benefits generated by Facebook and Instagram. The aim of this study is to analyze the audience perception of Facebook and Instagram as advertising tools among Nigeria business owners. It tries to describe the perception of Facebook and Instagram as media to advertise and how it correlates with the benefits derived. A survey was carried out on how people regularly come in contact with Facebook and Instagram advertising through their mobile phones and computers. The findings showed that there is a very strong relationship between effectiveness of Facebook and Instagram advertising and benefits derived. Facebook and Instagram helps in describing and promoting new products in such a way that it creates or enhances brand images across cultures and markets.

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CHAPTER ONE

1.1 BACKGROUND OF THE STUDY

Social media marketing has gained tremendous attention in the recent years and has become a powerful tool for companies, entrepreneurs and marketers to approach their target customers through Facebook, Instagram and cultivate longtime customer relationship with increased engagement.

Marketing is a dynamic process that constantly changes its rules based on the requirement of selling products (Saravanakumar and SuganthaLakshmi, 2012). Facebook currently sits at 2.32 billion monthly active users. Sixth-ranked photo-sharing app Instagram had 1 billion monthly active accounts. Source: Statista 2019, Statistica.com, And Comparison of users' engagement rate: Instagram 0.84%, Facebook 0.53%, and Twitter 0.04%. Source: Locowise (Brandon Leibowitz, 2018)

Traditional form of marketing is broad and incorporates many forms such as print marketing, broadcast marketing, mail marketing and telemarketing. Often traditional marketing has many disadvantages such as high costs and limited customization; it was the main marketing strategy in the past (Sharma and Sheth, 2004). Traditional marketing is focused more on supplier's perspective where the supplier creates a demand for the product (Sharma and Sheth, 2005).

Over the past 40 years, there has been a radical shift in marketing strategies. Companies are shifting from traditional methods to Internet to advertise and market their products and services (Gil-Or, 2010). As the development in digital information technology (IT) and communication progressing, e-marketing strategies is also progressing thus overcoming the disadvantages of traditional marketing methods.

E-marketing or digital marketing has many advantages over traditional marketing such as low cost, time efficient, customizability and enhanced reach (Media, 2018; Sharma and Sheth, 2005). E-marketing changes the focus from supplier's perspective to customer's perspective, thus e-marketing has been changing the marketing theory and practice (Sharma and Sheth, 2005).

In the past decade, social media, as an emerging sub-category of e-marketing, has become a game-changing phenomenon almost in every field. The business world is becoming increasingly dynamic and interactive with the emergence of new technologies and communicative platforms such as social media. It has enabled the users to express and communicate in an absolute new way, which has tremendous effect on the companies. This new developments have forced the companies to develop and incorporate social media marketing which, over time, has evolved to be a major marketing channel (Hansson et al., 2013). Social media provides a platform between companies and customers to understand each other's needs. Social networking is a sub-category within the social media (Perdue, 2010) and there are many social networking sites operating today with millions of users such as Facebook, Instagram and Twitter etc. Instagram belongs to Facebook and operates with similar business model where majority of the revenue comes from the companies who advertise on their platform (Gumbus et al., 2012). For companies, social network marketing is a channel to achieve marketing goals at a relatively low cost (Sharma and Sheth, 2004). With

the ambition to grow through digitalization and the desire for better customer engagement, a growing number of companies are designing their digital strategy with improving customer engagement on top priority. Though young with half the size of Facebook user base¹, Instagram (started in 2010 and has 1 billion users) is competing with Facebook (started in 2004 and has 2.32 billion users) in terms of user engagement (Brandon Leibowitz, 2018). Photo and video sharing Instagram is leading over Facebook and other social networking platforms in terms of user engagement rate² (Brandon Leibowitz, 2018). Also, according to Statistica and Forrester Research Inc, Instagram has the highest interaction rates between users and brands and is reported to have more time spending compared to other social networking platforms. The rise of Instagram as a social media platform and the reason why it has the highest interaction rates between users and brands merit attention both for scholars and managers.

However, most of the studies are focused on customer relationship management, or brand management, or innovation management, or employee recruitment so far (Felix et al., 2017), few of them were focused on the user behavior and almost none of them studied the influence of various social media platforms as to our knowledge. Despite of the importance of social media as well as the increasing investment on social media thought advertizing on facebook (Ashley and Tuten, 2015), there is little understanding of what makes the users to choose one platform over other. It is important to understand the consumers buying process, from pre-purchase to post- purchase in developing efficient and catching advertisements to grab the customer's attention (Ismail, 2017; Kannan and Li, 2017). Thus to examine how customers respond to various digital media platforms and to understand how the digital and social media environment influences user behavior, which is poorly researched so far (Taken Smith, 2012; Williams and Whiting, 2013). It also aimed to understand the user motivations, reasons for a social media platform preference and user engagement.

1.2 STATEMENT OF THE STUDY

The high failure rate among social media of some platform; like Facebook and Instagram in advertizing product and services of the enterprises in Nigeria has created an urgent need to identify strategies that will improve their levels of performance.

The purpose of this study was audience perception of Facebook and Instagram as advertizing tools among business owners in Nigeria. What makes users become more engaged and interactive with brands and commercials on social networking platforms, like Facebook and Instagram our study attempts to investigate the advertisement activities on social media platform and develop a preliminary understanding of their motivations and preferences.

1.3 OBJECTIVE OF THE STUDY

- i. To understand the roles of Facebook and Instagram on business ownership advertising
- ii. To identify the benefits of Facebook and Instagram advertising to the users
- iii. To determine challenges of Facebook and Instagram advertising on business ownership

1.4 RESEARCH QUESTIONS

- i. What are the roles of engagement of advertising on Facebook and Instagram users?
- ii. What are the benefits of Facebook and Instagram on business ownership development among users?
- iii. What are the challenges of using Facebook and Instagram in increasing the sales among users?

1.5 SIGNIFICANCE OF THE STUDY

Audience's perception about social media is different. Demographics such as age, gender, ethnicity, culture and income have great effects on the Facebook and Instagram usage and their interests are constantly changing, people use Facebook and Instagram for information search, to engage with brand community or even to find particular products with low prices, and value-conscious consumers mostly prefer to use the social media to find products with low prices.

Value-conscious consumers are more engaging on social media by reviewing the products and service provided by companies. At the same time they are comparing product features, feedbacks, and price from similar brands.

1.6 SCOPE OF THE STUDY

The study covers audience perception of Facebook and Instagram as advertising tools among business owners in Nigeria. In this regards the researcher shall examine audience perception of Facebook and Instagram as advertising tools as well as thus to examine how customers respond to various digital media platforms and to understand how the digital and social media environment influences user behavior, which is poorly researched so far

Financial constraint: Lack of enough funds to enhance transportation from school to company of same converting statutory paper.

Time constraint: is a common metric for measuring on speed of an automatic speech recognition system. Time frame to be used in carrying out this research project is three months.

1.7 DEFINITION OF TERMS

Facebook: it is a social networking site that makes it easy for you to connect and share with family and friends online. Originally designed for college.

Instagram: Is a popular photo-sharing app that lets you connect with brands, celebrities, thought leaders, friends, family and more.

Business owner: is someone who controls the operational and financial aspects of a business, including any organization that sells goods or services for profit.

Advertising: the activity or profession of producing advertisements for commercial products or services.

Audience: can describe all the people watching a performance, or the part of the general public interested in a specific type of information or entertainment.

CHAPTER TWO

LITERATURE REVIEW

2.1 CONCEPTUAL FRAMEWORK

INTRODUCTION

This chapter present review of relevant literature regarding the audience perception of Facebook and Instagram as Advertising Tools Among Business Owners in Nigeria.

2.1.1. FACEBOOK

The most popular social networking site, which allows anyone to share photos, comments and videos online. Founded in 2004 by Mark Zuckerberg, the site is free to members and derives its revenue from ads. The Facebook name came from the paper document with names and faces issued to college freshmen to help them get acquainted with each other. Using the built-in search, members can locate other Facebook members and "friend" them by sending them an invitation, or they can invite people to join Facebook. Facebook offers instant messaging and photo sharing, and Facebook's email is the only messaging system many students ever use. Timeline/Wall, News Feed and Ticker The Timeline (new format) or Wall (old format) is the area on Facebook where members post comments and their current status and location as well as upload photos and videos. The News Feed shows the activity of the people and organizations members follow, while every active members see updates in real-time on their Ticker. Profiles, Pages and Groups, there are three types of representation on Facebook. Individuals create a Facebook "Profile," which is normally a two-way interaction with friends. Businesses create a Facebook "Page" to promote products and brands. Also called a "Fan Page," all members are accepted as fans, and although comments can be posted by them, a Page is primarily a one-way broadcast from the business. In addition, Facebook provides demographic statistics about usage. See Facebook Like. The third presence is a Facebook "Group," and any community of people may create one. Group administrators may accept all members or reject requests based on the Group's criteria. Explosive Growth Initially targeting Harvard students, Facebook was later opened to other universities and then high schools. In 2006, it allowed everyone to join and added a News Feed feature that would broadcast changes in members' pages to all Facebook users identified in their network of friends. It turned Facebook into a personalized social news service that by 2010 had more than 500 million members. Two years later, Facebook surpassed one billion users, and today, more than two billion people use the service. Facebook Platform In 2007, Facebook introduced its application platform to developers. By 2010, more than a half million applications were available for business, education and entertainment. Games have been the most popular, and Facebook Credits were created to provide virtual money to spend while playing. See Facebook Workplace, Facebook Live, Facebook Platform, Open Graph, Facebook Graph Search, Facebook Messenger, Facebook M, social networking site and social advertising.

2.1.2. INSTAGRAM

Instagram is a free, online photo-sharing application and social network platform that was acquired by Facebook in 2012.

Instagram allows users to edit and upload photos and short videos through a mobile app. Users can add a caption to each of their posts and use hashtags and location-based geotags to index these posts and make them searchable by other users within the app. Each post by a user appears on their followers' Instagram feeds and can also be viewed by the public when tagged using hashtags or geotags. Users also have the option of making their profile private so that only their followers can view their posts.

As with other social networking platforms, Instagram users can like, comment on and bookmark others' posts, as well as send private messages to their friends via the Instagram Direct feature. Photos can be shared on one or several other social media sites -- including Twitter, Facebook and Tumblr -- with a single click.

Instagram is not only a tool for individuals, but also for businesses. The photo-sharing app offers companies the opportunity to start a free business account to promote their brand and products. Companies with business accounts have access to free engagement and impression metrics. According to Instagram's website, more than 1 million advertisers worldwide use Instagram to share their stories and drive business results. Additionally, 60% of people say they discover new products through the app.

2.1.3 CONCEPT OF ADVERTISING

Advertising, the techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised. Most advertising involves promoting a good that is for sale, but similar methods are used to encourage people to drive safely, to support various charities, or to vote for political candidates, among many other examples. In many countries advertising is the most important source of income for the media (e.g., newspapers, magazines, or television stations) through which it is conducted.

2.1.4 FACEBOOK ADVERTISING

Facebook ads are paid messages from businesses that are written in their voice and help reach the people who matter most to them. Advertisers create campaigns that have specific goals, which we call advertising objectives and they create ads within those campaigns to help them reach those objectives.

For example, a business may create a campaign because they want to get more people to visit their website. When they create ads within that campaign, they'll choose images, text and an audience that they think will help them get that increase in visitors. Learn more about how Facebook ads work and how they differ from boosting a post.

2.1.5 INSTAGRAM ADVERTISING

Instagram advertising is method of paying to post sponsored content on the Instagram platform to reach a larger and more targeted audience. While there are many reasons a business or individual may decide to advertise, Instagram advertising is often utilized to grow brand exposure, website traffic, generate new leads, and move current leads down the funnel (and hopefully towards converting).

Since Instagram is such a visual platform, text ads are not a thing here. Rather you need an image, set of images, or video (which can be accompanied by text) to reach your audience with Instagram ads.

The exciting part? Instagram advertising works! In March 2017, over 120 million Instagrammers visited a website, got directions, called, emailed, or direct messaged to learn about a business based on an Instagram ad. According to Instagram, 60% of people say they discover new products on the platform, and 75% of Instagrammers take action after being inspired by a post.

Similar to Facebook ads, throwing some money behind a post will lead to more exposure for your brand, as well as more control over who can see your post.

2.1.6 ADVANTAGES OF FACEBOOK AND INSTAGRAM ADVERTISING

ADVANTAGES OF FACEBOOK ADVERTISING

1. WIDER REACH

With so many users on Facebook, you can reach more people and gain more followers in one space.

2. TARGET YOUR AUDIENCE

Advertising on Facebook can help make a new audience aware of your medical or dental practice. By using the data on Facebook, you can target your ad to potential patients who would be interested in your practice based on their interests, gender or even location. This strategy can help you get the patients you want in a more organized way.

3. IT BOOSTS YOUR PAGE LIKES

People trust brands with social authority which is why some brands see a need to buy fake likes and followers (on Twitter and other platforms). By advertising on Facebook, you get more page likes from real people who are interested in your brand and its offerings.

4. YOUR CONTENT COULD GO VIRAL

Nobody shares your adverts on Ad Words. If your content is interesting, people will want to share it with their friends once it pops up on their feed. This means it is possible to go viral with a great ad, at no extra cost.

5. MORE OPTIONS

The Facebook advertising platform has evolved over the years. Now, users can choose to conduct a marketing campaign or ads.

ADVANTAGES OF INSTAGRAM ADVERTISING

1. INSTAGRAM ADS DRIVE TRAFFIC TO YOUR WEBSITE

Unlike regular, organic Instagram posts, Instagram ads allow your business to include clickable links as part of a promoted posts. This is a key reason to consider advertising on Instagram. The ability to include a call-to-action with a link in an advertised post is immensely helpful in driving traffic to your business's website. Posts that are not boosted as advertisements do not have this ability.

2. INSTAGRAM ADS INCREASE VISIBILITY

The biggest struggle any business has with social media marketing is breaking through the noise of millions of posts to be seen. Pay to play is the quickest and most effective way to do this. It's imperative that you create compelling Instagram posts that will make people want to follow you and engage. Just because you are paying to get into your target audience's feed with your post does not mean you will be followed or that people will engage with you. It takes a lot of creativity and commitment to curating an amazing Instagram feed to build an audiences and get the engagement you desire. Instagram ads will help you get there by ensuring people see your posts.

3. INSTAGRAM ADS INCREASE BRAND AWARENESS

When you boost an Instagram post as an advertisement, the post will appear in the newsfeed of your target audience without seeming too out of place or disruptive. If you're advertising using an Instagram story, the advertisement will automatically be placed in between stories when a user is watching the stories of users they follow. These unobtrusive ads can greatly increase brand awareness for your business.

4. INSTAGRAM OFFERS OPTIONS IN ADVERTISING

Another pro of advertising on Instagram is that businesses can use their Facebook Ads Manager account to set up ads on Instagram. Facebook Ads is the most sophisticated social media ad platform available, and Instagram ads are strengthened by piggybacking off of Facebook Ads.

Instagram offers the ability to advertise based on goals such as driving link clicks, visits to your business's Instagram profile, and increasing visibility.

2.1.7 DISADVANTAGES OF FACEBOOK AND INSTAGRAM ADVERTISING

DISADVANTAGES OF FACEBOOK ADVERTISING

1. DIMINISHING ORGANIC REACH

Unless you are paying Facebook for ads, no one sees your content and this is a big con to Facebook advertising. Many marketers who are not interested in paying to share their content on Facebook will not be able to benefit from the platform.

2. SOME METRICS ARE MISREPORTED

Facebook has been criticized over the years for reporting metrics that aren't always correct. There have been issues of overreporting or inflating simple metrics which only favors Facebook. A few of the metrics commonly misreported include: Over-reporting the video play metric instant articles, metrics are sometimes misreported.

3. IT'S ALL ABOUT MONEY

You want to get your content before the very eyes of your audience, but who is going to pay for it? Facebook is now a race for the richest only. If you want your content to be seen, you need a sizeable budget to get your desired results.

4. USERS HAVE TO VIEW THEIR FEED

Only those who are logged in have the luxury of seeing your ads. This is a con. When you advertise on AdWords for instance, your ads are served to everyone who uses the internet, where AdSense ads are served. But on Facebook, everything happens behind a login. If there are less than 2 billion Facebook users, what happens to the other users of the internet?

DISADVANTAGES OF INSTAGRAM ADVERTISING

1. INSTAGRAM LINKS ARE LESS EFFECTIVE THAN FACEBOOK LINKS

Instagram is not a click-friendly platform as it does not allow users to place a clickable link in their post. This means that the billion people who use Instagram don't ever expect to click, but just double tap to show they like the posts they see.

2. INSTAGRAM HAS A LIMITED AUDIENCE

Instagram is a widely-used platform, with over one billion active monthly users – which can be looked at as a reason to advertise on Instagram. Why not, when so many people are on the platform

engaging, right? Perhaps, but it is important to look a bit further into the data. Even though Instagram has a huge user-base, the vast majority of these users are between the ages of 18 – 29. This is great if you are a brand looking to engage with young people.

3. INSTAGRAM AD FEATURES ARE LESS ADVANCED

Advertising on Instagram is pretty straight-forward, which makes it easy – this is a pro, right? Not always, as the flip-side of this is that the more simple Instagram ads don't have all the capabilities of Facebook ads. With Facebook, you can set up a Like ad campaign that will build your page followers directly – there is no such option on Instagram. Facebook ads also allow for more detailed targeting than Instagram ads do.

2.2 THEORETICAL FRAMEWORK

The Uses and Gratification Theory and Diffusion of Innovation Theory (DOI) would serve as the theoretical framework of this study.

2.2.1. USES AND GRATIFICATION THEORY

Uses and gratifications theory (UGT) is a communication theory that explains why people use media and how they do so. It was developed by Elihu Katz and Jay Blumler in the 1940s and is based on the idea that people are active consumers of media who choose media to fulfill specific needs. The Uses and Gratification theory discusses the effects of the media on people. It explains how people use the media for their own need and get satisfied when their needs are fulfilled. In other words, it can be said that the theory argues what people do with media rather than what media does to people. Also, this theory is in contradiction to the Magic Bullet theory, which states that the audience is passive. This theory has a user/audience-centered approach. Even for communication, say – interpersonal, people refer to the media for the topic to discuss among themselves. By referring the media, they gain more knowledge and exposure to the world beyond their limited eyesight.

There are several needs and gratification for people. They are categorized into five needs.

- * Cognitive needs
- * Affective needs
- * Personal Integrative needs
- * Social Integrative needs
- * Tension free needs

Cognitive needs:

People use media for acquiring knowledge, information, facts, etc. Among the audience, some have the thirst to acquire intellectual and academic knowledge. This is not a very common phenomenon. Different people have different needs. For example, quiz programs on television give on factual knowledge; to know about current affairs people need to watch the news regularly; search engines on the internet are also very popular since people can browse for any topic easily under the run with no time restriction.

Affective needs:

It includes all kinds of emotions, pleasure and moods of the people. People use media; say television, to satisfy their emotional needs.

The best example would be when people get emotional or sometimes even they cry for a sad scene while watching the movie/soap opera.

Personal Integrative needs:

This is the self-esteem need. People use media to reassure their status, gain credibility and stabilize. So people watch television and assure themselves that they have a respectable status in society. For example, people watch advertisements in the media like jewellery ads, furniture ads, apparel ads, etc. and buy these products so that they can change their lifestyle. Hence the media helps them to do so.

Social Integrative needs:

It encompasses the need to socialize with family, friends and relations in society. For social interaction nowadays, people do not seem to gather socially during weekends instead they have turned to social networking sites on the internet such as Facebook, Twitter, and Tumblr etc. to satisfy their needs.

Another example is people may start watching a particular programme, not because they have any self interest, but because their neighbour/friend watches it such that both the parties may have something in common to discuss.

Tension free needs:

People sometimes use the media as a means to escapism from the real world and to relieve from tension and stress.

For example, people tend to relax while watching television, listening to the radio, surfing the internet, etc. In fact, media has the power to grab audience mind since it makes them feel connected with the situation and characters emotionally.

Note: The needs are specific in nature to the individual and how the media satisfies the need is subjective. For example, some people may watch the news to relax while others may get tensed or agitated by the same. The media is the same, but people use it for different needs.

On television, most people watch reality shows nowadays not only its popular, but because of the following reasons:

- * It is more realistic.
- * It provides entertainment.
- * It is more interesting.
- * There are new concepts cropping up every now and then.
- * Viewers can participate as well in many ways while sitting at home.
- * Controversies are extensively covered.
- * Sensationalism brings in more viewers.

Criticism of Uses and gratification theory:

- * The uses and gratification theory does not bring into consideration the power of media.
- * It is more audience-oriented study.
- * Positive point of the uses and gratification theory is it focuses attention on individuals in the mass communication process.
- * It mainly focuses on people's selectivity on media content rather than its unintended effects in their minds.
- * Researches of this theory conclude the results are subjective rather than objective.

2.2.2. DIFFUSION OF INNOVATION THEORY

Diffusion of Innovation (DOI) is a theory popularized by American communication theorist and sociologist, Everett Rogers, in 1962 that aims to explain how, why, and the rate at which a product, service, or process spreads through a population or [social system](#). In other words, the diffusion of innovation explains the rate at which new ideas and technology spread. The diffusion of innovation theory is used extensively by [marketers](#) to understand the rate at which consumers are likely to adopt a new product or service. The adoption of a new product, service, or [idea](#) is not an overnight phenomenon – it does not happen simultaneously across all people in a social system. According to research, consumers who adopt an innovation earlier demonstrate different characteristics than someone who adopts an innovation later. Therefore, for marketers, understanding the characteristics of each segment that will either help or hinder the adoption of an innovation is important.

In the diffusion of innovation theory, there are five adopter categories:

1. Innovators: These are the first individuals to adopt an innovation. They are often risk-takers and are willing to try new things.
2. Early Adopters: This group is more integrated into the social system than innovators. They tend to be opinion leaders and are often looked to for guidance on new ideas.

3. Early Majority: These individuals adopt new innovations just before the average person. They are more deliberate in their decision-making and take their time before adopting.
4. Late Majority: This group adopts innovations after the average member of society. They are typically skeptical and will only adopt after seeing widespread use.
5. Laggards: These are the last to adopt an innovation. They tend to be more traditional and resistant to change, often adopting only when it becomes absolutely necessary.

Rogers provides the distribution of the five adopter categories as follows: Innovators represent the first 2.5% of the group to adopt an innovation, followed by 13.5% as early adopters, 34% as early majorities, 34% as late majorities, and finally, 16% as laggards. Note that the size of the laggards category is much larger than that of the innovators category on the opposite end of the spectrum.

2.3 EMPIRICAL REVIEW

Social media platforms like Facebook, Instagram, LinkedIn, Twitter and other tools to reach consumers and facilitate conversation is known as social media advertising. The increasing popularity of social media advertising among companies helps out to new customers and strengthen relationships with existing ones. It is a risky proposition for start-ups to invest huge funds into advertisement and marketing. Social media marketing could be the solution in these situations to reach more customers with an optimized budget. It is easier for start-ups to build trust and brand awareness for new customers through social media. The correlation between social media marketing and brand awareness was investigated whether the added value by social media platforms for start-up companies and their target clients supported to increase brand awareness. This study is aimed to understand the user behavior, but the result are useful to the companies to choose a right social media platform for their product and service advertising campaign.

Online media promotion makes the spreading of news and information fast. This straightforwardly increase traffic by connecting to social media group, social media accounts or any item. The essential goal of any marketing channel is to publicize the services and product with minimal expense. Brand building is one of the tedious task to reach the break-even point, the quicker the product is famous and established in the market the sooner the sales number will up. The main issue is that small businesses face many obstacles to succeed.

The internet is started as a medium to share information and exchange communication. Gradually, companies started using the internet as a promotional channel to advertise product and information. Then it becomes two-way communication where users can comment and post as feedback for any information. Now it's one of the effective mediums to share information and to collect feedback. Companies can leverage social media to advertise their product information.

It can be noted that practices like social media advertising have been adopted worldwide and almost (93%) of the companies are using these as a medium for communication with the consumers (Bennet, 2013). There are a varied social media advertising practices adopted by the

firms in the form of advertising, electronic word of mouth, customer relationship management, branding, consumer buying behavior and perception. Nevertheless, out of the varied practices advertising on social media sites has grabbed attention of the marketers and researchers (Alalwan, 2018; Arora, Agarwal & Kumar, 2018; Arora and Agarwal, 2019; Duffet, 2015; Murillo et al, 2016; Saxena & Khanna, 2013; Shareef et al, 2017; Taylor, 2011).

This argument can be supported by the huge investment such as \$32.3 billion in 2016 by the worldwide organizations which are dedicated to social media advertising campaign (Statista 2017). Also, the expenditure in social media ads is expected to rise to 72% within the time span of 2016-2019, which is worth US \$50 billion (Zenith, 2016). Now this huge investment always raises a query about the utility of such ads campaigns. Also, marketers and advertisers are always in the dilemma of designing interactive and attractive ads on social media. Likewise, India is a fast-growing digital advertising economy at an annual rate of 25-30%, also India has a large segment of online users (460 million) as of 2018.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 INTRODUCTION

According to Saadudeen (2015), research methodology offers hint on the specific procedure for collecting and analyzing necessary data to solve the problems being tackled in research. This section describes the research method employed in the analysis of this study. It begins with the research design, introducing the approach of this research and followed by survey construction, which explains how we constructed the survey and shows the framework of the entire research. In operationalization of variables, we will explain how the specified models were operationalized into the design process. We will also explain how we improved the questionnaire via pilot survey. The sample selection section describes the choice of two social media platforms (Facebook and Instagram) and the criteria of valid respondents. The data collection and data handling sections describe how the researches were distributed to collect a representative mix of respondents' demographics and how we planned to handle the data we got.

3.1 RESEARCH DESIGN

According to Saadudeen (2015), research design is a road map or blueprint that gives specific information on how related data should be collected, collated and analysed.

As aforementioned, nowadays enabled users are leading the conversations on social media platforms, which used to be dominated by firms and companies mainly. Accordingly, in this study, other than investigating the companies' perspectives, we decided to adopt a consumer-dominant mindset by focusing on the users/customers' perspective to investigate their advertising, perceptions and behaviours of using social media for advertising, their preferences over certain type of platforms (if they have), and how they engage with the commercials on the chosen social media platforms.

The purpose of this study is to identify and understand the perception of Facebook and Instagram as advertising tools among entrepreneurs' selection of social media platforms and what makes them more engaged with brands and their commercials. A quantitative analysis would then be more appropriate for this research to include more respondents with diverse demographic backgrounds to test the hypothesis and to find the similarities and differences among individuals with a relatively broad sample pool.

3.2 POPULATION OF THE STUDY

Asika (2006) describes population to be made up of "all conceivable elements, subject or observations relating to a particular phenomenon of interest to the researcher" for the purpose of this study the population of interest consists of the same workforce operating in two social media platforms i.e Facebook and Instagram.

3.3 SAMPLE SIZE AND TECHNIQUE

A sample size refers to the number of items to be selected from the universe to constitute a sample. An optimum sample is one that fulfills the requirements of efficiency, representativeness, reliability and flexibility. While deciding on the size of the sample, the study must determine the desired precision and also on acceptable confidence level for the estimate. Therefore, no formula will be needed since the population used for the study is only two hundred (200) users.

3.4 RESEARCH INSTRUMENT

The research instrument adopted in this work is questionnaire in order to draw responses from identified respondents. The questionnaire consists of a number of questions printed in a definite order on a form or sets of forms distributed to the respondents. The questionnaire was divided into three sections A, B and C with section A consisting of relevant questions to generate responses. In addition, section B consists of technical information on stress management and employee performance etc of the questionnaire was structured to generate responses on questions relating to data on relevant variables while section C consists of the demographical data of the respondents, consisting of questionnaire ranging from marital status, age, level of education qualification.

3.5 VALIDITY OF RESEARCH INSTRUMENT

Test of validity is ability of the various instrument proposed in this study to measure what will have designed in order to answer the question. It also represents the degree to which this work measures what we said in state of problem and research question. Consequently, instrument was subjected to expert validation in the department and researcher equally compared the instrument with previous empirical research, thus statistical evidence supports the correlation between research question and outcome of investigation on variable.

3.6 SOURCE OF DATA

Steligaz (2007) states that the framework through which data is being collected for the purpose of research is known as a source of data. In this study however, the primary data was adopted. Primary data are those which are afresh for the first time, and this happen to be original in character (Kothar, 2004) to obtain the required data, a detailed questionnaire was prepared and administered by the users of the two social media platforms i.e Facebook and Instagram.

3.7 METHOD OF DATA ANALYSIS

This study employed the use of regression analysis. The adoption of regression analysis for this study was due to the fact that the researcher intends to test of independent variables on the dependent variables.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 INTRODUCTION

This chapter presents the research findings of the data collected from the case study samples. The main source of data is the interview and is also supplement by library research. The findings will be presented in relation to the research objectives stated in the study. The method used to analyze the data is already discussed in the methodology chapter.

There are other findings from interview and answers to questionnaire, which cannot be presented in tabular form but will be discussed in the chapter as well as the subsequent chapter. A total of two hundred (100) questionnaires were administered to the respondents and 100 also were recovered and of the field work.

4.1 ANALYSIS OF RESPONDENTS DEMOGRAPHIC

Data presentation is defined as the process of using various graphical formats to visually represent the relationship between two or more data set so that an informed decision can be made based on them. However, the organization and presentation of data shall be according to questionnaire items and responses, in the twenty (20) questionnaire items developed from the three framed researcher questions, the researcher aimed at using it to provide answer to their topic problem.

A total of two hundred (100) copies of the questionnaire were provided and distributed to the researcher sample populace. All presentation are done in simple percentage tabular mode, while simple descriptive analysis technique was used to describe what items were contained in the tables.

DISTRIBUTION TABLE

| | |
|--|-----|
| Respondent | |
| Number of questionnaire distributed | 100 |
| Number of questionnaire returned | 100 |
| Number of questionnaire discarded | 0 |
| Number of questionnaire not returned | 0 |
| Number of questionnaire presented and analysed | 20 |

From the table above, it can be seen that the respondent were people of Nigeria. Number of questionnaire distributed were 100 and the percentage was 100%. Number of questionnaire returned was 100, number of discard was 0, number of questionnaire not returned was 0 and the number of questionnaire presented and analyzed are 20.

Question 1: Do you have any social media account?

Table I

| RESPONSES | FREQUENCY | PERCENTAGE (%) |
|-----------|-----------|----------------|
| Yes | 88 | 88% |
| No | 12 | 12% |
| Total | 100 | 100% |

Source: Field work 2025

From the table above, 195 (97.5%) of the respondent have social media account while 5 (2.5%) does not have social media account.

Question 2: How often do you make use of social media platforms?

Table II

| RESPONSES | FREQUENCY | PERCENTAGE (%) |
|-------------|-----------|----------------|
| Very often | 67 | 67% |
| Quite often | 29 | 29% |
| Not at all | 4 | 4% |
| TOTAL | 100 | 100% |

Source: Fieldwork 2025

Analysis: The table shows that 128 (64%) of the respondents make use of social media platforms very often, while 69 (34.5%) make use of social media platforms quite often and 3 (1.5%) of the respondents doesn't make use of social media platforms at all.

Question 3: Which of the social media platform do you use mostly?

Table III

| RESPONSES | FREQUENCY | PERCENTAGE (%) |
|-----------|-----------|----------------|
| Instagram | 16 | 16% |
| Facebook | 19 | 19% |
| Whatsapp | 38 | 38% |
| Others | 5 | 5% |
| TOTAL | 100 | 100% |

Source: Fieldwork 2025

Analysis: The findings above show that 16% of respondents make use of Instagram, 19% of respondents make use of Facebook, while 38% make use of Whatsapp and 5% of the respondents make use of other social media platform.

Question 4: Are you aware of advertisement of goods and services on Facebook and Instagram?

Table IV

| RESPONSES | FREQUENCY | PERCENTAGE (%) |
|-----------|-----------|----------------|
| Yes | 85 | 85% |
| No | 15 | 15% |
| TOTAL | 100 | 100% |

Source: Fieldwork 2025

From the table above, 85 (85%) of the respondents are aware of advertisement of goods and services on Facebook and Instagram while 15 (15%) of the respondents are not aware.

Question 5: How often do you come across goods and services advertisement on Facebook and Instagram?

Table V

| RESPONSES | FREQUENCY | PERCENTAGE % |
|-------------|-----------|--------------|
| Very often | 63 | 63% |
| Quite often | 37 | 37% |
| Not at all | 0 | 0% |
| TOTAL | 200 | 100% |

Source: Fieldwork 2025

The above table shows that 63 (63%) of the respondents come across advertisement of goods and services on Facebook and Instagram very often while 37 (37%) come across it quite often and 0 (0%) doesn't come across it at all.

Question 6: Social media platforms like Facebook and Instagram are very effective in creating awareness for new products.

Table VI

| RESPONSES | FREQUENCY | PERCENTAGE (%) |
|-------------------|-----------|----------------|
| Strongly agree | 35 | 35% |
| Agree | 44 | 44% |
| Neutral | 6 | 6% |
| Disagree | 15 | 15% |
| Strongly Disagree | 0 | 0% |
| TOTAL | 100 | 100% |

Source: Fieldwork 2025

The findings above show that 35 (35%) of respondents strongly agree that social media platforms like Facebook and Instagram are very effective in creating awareness for new products while 44 (44%) agree, 6 (6%) were neutral, 15 (15%) disagree and 0 (0%) of respondents strongly disagree.

Question 7: Facebook and Instagram are mostly adopted by business owners as advertising tools.

Table VII

| RESPONSES | FREQUENCY | PERCENTAGE (%) |
|-------------------|-----------|----------------|
| Strongly agree | 26 | 26% |
| Agree | 57 | 57% |
| Neutral | 10 | 10% |
| Disagree | 7 | 7% |
| Strongly disagree | 0 | 0% |
| TOTAL | 100 | 100% |

Source: Fieldwork 2025

The table above shows that 26 (26%) of respondents strongly agree that Facebook and Instagram are mostly adopted by entrepreneurs as advertising tools while 57 (57%) agree, 10 (10%) were neutral, 7 (7%) disagree and 0 (0%) of respondents strongly disagree.

Question 8: Facebook and Instagram advertisement can help a brand to quickly and cheaply reach nationwide potential customers.

Table VIII

| RESPONSES | FREQUENCY | PERCENTAGE (%) |
|-------------------|-----------|----------------|
| Strongly agree | 29 | 29% |
| Agree | 43 | 43% |
| Neutral | 21 | 21% |
| Disagree | 7 | 7% |
| Strongly disagree | 0 | 05% |
| TOTAL | 100 | 100% |

Source: Fieldwork 2025

The findings above show that (29%) of respondents strongly agree that Facebook and Instagram advertisement can help a brand to quickly and cheaply reach nationwide potential customers while (43%) agree, (21%) were neutral, (7%) disagree and (0%) of respondents strongly disagree.

Question 9: Facebook and Instagram platforms advertisement have a great ability to reach large audience simultaneously

Table IX

| RESPONSES | FREQUENCY | PERCENTAGE (%) |
|-------------------|-----------|----------------|
| Strongly agree | 37 | 37% |
| Agree | 41 | 41% |
| Neutral | 14 | 14% |
| Disagree | 8 | 8% |
| Strongly disagree | 0 | 0% |
| TOTAL | 100 | 100% |

Source: Fieldwork 2025

The table above shows that (37%) of respondents strongly agree that Facebook and Instagram platforms advertisement have a great ability to reach large audience simultaneously while (41%) agree, (14%) neutral, (8%) disagree and (0%) of respondents strongly disagree.

Question 10: Facebook and Instagram helps in creating awareness about existence of new products and services.

Table X

| RESPONSES | FREQUENCY | PERCENTAGE (%) |
|-------------------|-----------|----------------|
| Strongly agree | 27 | 48% |
| Agree | 46 | 33% |
| Neutral | 18 | 12% |
| Disagree | 6 | 5% |
| Strongly disagree | 3 | 2% |
| TOTAL | 100 | 100% |

Source: Fieldwork 2025

From the table above, it shows that (27%) of respondents strongly agree that Facebook and Instagram helps in creating awareness about existence of new products and services while (46%) agree, (18%) neutral, (6%) disagree and (3%) of respondents strongly disagree.

Question 11: Facebook and Instagram performs important role in carrying out advertising activities.

Table XI

| RESPONSES | FREQUENCY | PERCENTAGE (%) |
|----------------|-----------|----------------|
| Strongly agree | 26 | 26% |

| | | |
|-------------------|-----|------|
| Agree | 50 | 50% |
| Neutral | 13 | 13% |
| Disagree | 7 | 7% |
| Strongly disagree | 4 | 4% |
| TOTAL | 100 | 100% |

Source: Fieldwork 2025

From the table above, it shows that (26%) of respondents strongly agree that Facebook and Instagram performs important role in carrying out advertising activities while (50%) agree, (13%) neutral, (7%) disagree and (4%) of respondents strongly disagree.

Question 12: Social media platforms like Facebook and Instagram are the best to use in carrying out advertising activities.

Table XII

| RESPONSES | FREQUENCY | PERCENTAGE (%) |
|-------------------|-----------|----------------|
| Strongly agree | 35 | 35% |
| Agree | 36 | 36% |
| Neutral | 18 | 18% |
| Disagree | 7 | 7% |
| Strongly disagree | 4 | 4% |
| TOTAL | 100 | 100% |

Source: Fieldwork 2025

The table above shows that (35%) of respondents strongly agree that Social media platforms like Facebook and Instagram are the best to use in carrying out advertising activities while (36%) agree, (18%) neutral, (7%) disagree and (4%) of respondents strongly disagree.

Question 13: Advertising is the main purpose business owners use social media platforms.

Table XIII

| RESPONSES | FREQUENCY | PERCENTAGE (%) |
|-------------------|-----------|----------------|
| Strongly agree | 37 | 37% |
| Agree | 39 | 39% |
| Neutral | 18 | 18% |
| Disagree | 1 | 1% |
| Strongly disagree | 5 | 5% |
| TOTAL | 100 | 100% |

Source: Fieldwork 2025

The table above shows that (37%) of respondents strongly agree that Advertising is the main purpose entrepreneurs use social media platforms while (39%) agree, (1%) were neutral, (1%) disagree and 3 5%) of respondents strongly disagree.

Question 14: Business owners make use of Facebook and Instagram as advertising tools than informational tools.

Table XIV

| RESPONSES | FREQUENCY | PERCENTAGE (%) |
|-------------------|-----------|----------------|
| Strongly agree | 30 | 30% |
| Agree | 44 | 44% |
| Neutral | 15 | 15% |
| Disagree | 7 | 7% |
| Strongly disagree | 4 | 4% |
| TOTAL | 100 | 100% |

Source: Fieldwork 2025

The table above shows that (30%) of respondents strongly agree that entrepreneurs make use of Facebook and Instagram as advertising tools than informational tools while (44%) agree, (15%) were neutral, (7%) disagree and (4%) of respondents strongly disagree.

Question 15: People visit product website after coming across the advert on Facebook and Instagram

Table XIV

| RESPONSES | FREQUENCY | PERCENTAGE (%) |
|-------------------|-----------|----------------|
| Strongly agree | 39 | 39% |
| Agree | 42 | 42% |
| Neutral | 14 | 14% |
| Disagree | 3 | 3% |
| Strongly disagree | 2 | 2% |
| TOTAL | 100 | 100% |

Source: Fieldwork 2025

From the table above, it shows that (39%) of respondents strongly agree that people visit product website after coming across the advert on Facebook and Instagram while (42%) agree, (14%) neutral, (3%) disagree and (2%) of respondents strongly disagree.

4.2 ANALYSIS OF RESPONDENTS' DEMOGRAPHICS

Question 16: Distribution of age of respondents

| RESPONSES | FREQUENCY | PERCENTAGE (%) |
|--------------|-----------|----------------|
| 16-25 | 55 | 55% |
| 26-35 | 34 | 34% |
| 36-45 | 10 | 10% |
| 46 and above | 1 | 1% |
| TOTAL | 100 | 100% |

Source: Fieldwork 2025

From the table above, it is apparent that majority of respondents are between the age bracket of 16 to 25 years (55%). The next largest of respondents were aged between 26-35 years (34%), (10%) were aged 36-45 years old and (1%) of respondents were aged 46years and above.

Question 17: Distribution of sex

| RESPONSES | FREQUENCY | PERCENTAGE (%) |
|-----------|-----------|----------------|
| Male | 48 | 48% |
| Female | 52 | 52% |
| TOTAL | 100 | 100% |

Source: Fieldwork 2025

The above table shows that (48%) of the respondents are male while 113 (58%) of the respondents are female, having the highest population.

Question 18: Distribution of religion

| RESPONSES | FREQUENCY | PERCENTAGE (%) |
|--------------|-----------|----------------|
| Islam | 69 | 69% |
| Christianity | 26 | 26% |
| Others | 5 | 5% |
| TOTAL | 100 | 100% |

Source: Fieldwork 2025

In the table above, 116 respondents (58%) are Muslims, 76 respondents (38%) are Christian while 8 (4%) of the respondents practice other religion. This represents a balanced religion practice in Nigeria. Thus, the Muslims have the highest percentage of participants.

Question 19: Distribution of marital status

| RESPONSES | FREQUENCY | PERCENTAGE (%) |
|-----------|-----------|----------------|
| Single | 73 | 73% |

| | | |
|----------|-----|------|
| Married | 25 | 25% |
| Divorced | 2 | 2% |
| TOTAL | 100 | 100% |

Source: Fieldwork 2025

The above table shows that (7%) of the respondents are single, (25%) are married while (2%) of the respondents is divorced.

Question 20: Distribution of occupation

| RESPONSES | FREQUENCY | PERCENTAGE (%) |
|---------------|-----------|----------------|
| Civil servant | 19 | 19% |
| Artisan | 8 | 8% |
| Student | 63 | 63% |
| Others | 10 | 10% |
| TOTAL | 100 | 100% |

Source: Fieldwork 2025

In the table above, it shows that (19%) of the respondents are civil servants, (8%) are artisan, (63%) are students while (10%) are others.

4.3 ANALYSIS OF RESEARCH QUESTIONS

QUESTION 1: What are the roles of engagement of advertising on Facebook and Instagram users?

Table 4, 7 and 15 answered this question.

Table 4: Are you aware of advertisement of goods and services on Facebook and Instagram?

In table 4, 85 respondents representing (85%) of the total sampled population depend on Facebook and Instagram for awareness of advertisement of goods and services while 15 respondents representing (15%) of the overall sampled size are not aware of advertisement of goods and services on Facebook and Instagram.

Table 7 answered this question as it was gathered that 26 (26%) of the respondents strongly agreed that Facebook and Instagram are mostly adopted by entrepreneurs as advertising tools, 57 (57%) agree, 10 (10%) remain neutral, 7 (7%) disagree while 0 (0%) of the respondents strongly disagree.

Table 15 also answered this question as it was gathered that 39 (39%) of the respondents visit product website after coming across the advert on Facebook and Instagram, 42(42%) agree, 14 (14%) remain neutral, 3 (3%) disagree while 2 (2%) of the respondents strongly disagree.

QUESTION 2: What are the benefits of Facebook and Instagram on Business ownership development among users?

Table, 6,8,10 and 14 answered this research question. In table 6, it was gathered that 35 respondents (35%) strongly agree that social media platforms like Facebook and Instagram are very effective in creating awareness for new products, 44 (44%) agree, 6 respondents (6%) remain neutral, 15 (15%) disagree while 0 (0%) strongly disagree.

Table 8 answered this question as it was gathered that 29 (29%) of the respondents strongly agree that Facebook and Instagram advertisement can help a brand to quickly and cheaply reach nationwide potential customers, 43 (43%) agree with it, 21 (21%) remain neutral, 7 respondents (7%) disagree while 0 (0%) strongly disagreed.

Table 10 also answered this research question as it was gathered that 27 (27%) of the respondents strongly agree that Facebook and Instagram helps in creating awareness about existence of new products and services, 46 (46%) agreed to it, 18 (18%) remain neutral, 6 (6%) disagree while 3 (3%) of the respondents strongly disagree.

Table 14 also answered this research question as it was gathered that (30%) of the respondents strongly agree that business owners make use of Facebook and Instagram as advertising tools than informational tools, (44%) of the respondents agree, (15%) neutral, (7%) disagree while (4%) of the respondents strongly disagree.

QUESTION 3: What are the challenges of using Facebook and Instagram in increasing the sales among business owners ?

Table 9 answered this research question.

Only table 9 answered this research question as it was gathered that (37%) of the respondents strongly agree that Facebook and Instagram platforms advertisement have a great ability to reach large audience simultaneously, (41%) of the respondents agree to it, (14%) remain neutral, (8%) disagree while (0%) of the respondents strongly disagree to the question.

4.4 DISCUSSION OF FINDINGS

The purpose of this study is to examine the audience perception and awareness of advertisement on Facebook and Instagram. The result obtained from the statistics analysis in this study as data were presented into tables using simple percentage tabular presentation in the chapter four of this study to provide an answer to the question raised in this study. This research work has been able to touch every aspect pertaining to Facebook and Instagram advertising among the business owners 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 in Nigeria .

Owing to the findings in this research; “Audience Perception of Facebook and Instagram as advertising tools among business owners in Nigeria” the overall data presented and analysis put

forward that entrepreneurs make use of Facebook and Instagram as advertising tools that informational tools. This is stipulated in Table 14 research question 2 above as it was gathered that (30%) of the respondents strongly agree to it, (44%) of the respondent agree, (15%) neutral, (7%) of the respondent disagree, while (4%) strongly disagree.

According to table 7 research question 1 above, respondents in their number made submission that Facebook and Instagram are mostly adopted by entrepreneurs as advertising tools, as it was gathered that (26%) of the respondents strongly agree, (57%) agree, (10%) remain neutral, (7%) disagree while (0%) of the respondents strongly disagree.

Base on this research findings, Facebook and Instagram advertising has influenced consumers buying decision and change in audience perception of initial products and that Facebook and Instagram has good influence in advertising entrepreneur products. This research finding further state that Facebook and Instagram help a brand to quickly and cheaply reach nationwide potential customers.

CHAPTER FIVE

SUMMARY, FINDINGS, CONCLUSION AND RECOMMENDATION

5.0 INTRODUCTION

Advertising had been a subject discussed over centuries ago, but prior to the 20th Century, this subject was not as important as it seems now. This research work has been able to examine the perception of Facebook and Instagram as advertising tools among Nigeria business owners. Chapter one based on the background of the study with emphasis on social media advertising, statement of the study. It also provided the objectives of the study which were: to understand the roles of Facebook and Instagram on business ownership advertising, to identify the benefits of Facebook and Instagram advertising to the users, to determine challenges of Facebook and Instagram advertising on business ownership. It also contain the research question, significance of the study, scope of the study and definition of key terms.

Chapter two explained the conceptual framework and theoretical framework of the research applied by the researcher. The theory used in this study are The Uses and Gratification and Diffusion of Innovation Theory . The Uses and Gratification theory which explain how people use the media for their own need and get satisfied when their needs are fulfilled. While Diffusion of Innovation Theory explain How, Why, and the rate at which a product, service, or process spread through a population or social media.

Chapter three dealt with research methodology adopted in this study, research design, population of the study, sample size and technique which is two hundred (100) and research instrument which is questionnaire that was administered amidst the sample size and technique and it also clearly stated the method of data analysis.

Chapter four discussed how the data gathered were analysed for proper understanding and it also contain how data were presented.

Chapter five which is the last chapter clearly explained and summarized the whole research work right from chapter one to four, it also contain conclusion and recommendations.

5.1 SUMMARY OF FINDINGS

The study generated the following findings:

1. Overwhelming number of the business owners mostly used Instagram and Facebook to advertising their products and services
2. Majority of the business owners sometimes uses social media for advertisement, although, they mostly use social media to reach their target audiences.
3. A significant number of the business owners used the Facebook and instagram for the purpose of advertising their products and services, networking and professional opportunities.

4. Facebook and Instagram help business owners in creating awareness about existence of their new products and services to the target audience.
5. The type of social media mostly used by the business owners are Facebook and Instagram. However, Facebook and Instagram have a significant impact in advertising the products and service of the business owners.

5.2 CONCLUSION

Business owners are interested in advertising and spreading information, trading products or services, staying close to current and potential customers, acquiring a better understanding of their customers and other benefits generated by Facebook and Instagram. As such, this study is concluded based on the data collected through a survey study to assess the perception of these platforms (Facebook and Instagram) as advertising tools among entrepreneurs.

The findings of this study revealed that, these social media platforms (Facebook and Instagram) are effective tools in advertising goods and services amongst business owners. And the level of usage of these platforms is not only limited to patronizing goods and services but also includes the advertisement and promotion of products, goods and services.

However, indications have shown that in the future, the usage of Facebook and Instagram in advertising will include tremendous activities that will pave way for effective application of these tools in advertisement of goods and services.

The study further shows that Facebook and Instagram helps Business owners in creating awareness for new products or service to a world-wide audience, it brings the sellers and buyers to the same platform thereby creating a bond between the seller and the buyer. Facebook and Instagram helps in describing the features, specifications, and functionalities of new products in such a way that it creates or enhances its brand image and acceptability across cultures and boundaries.

5.3 RECOMMENDATIONS

The researcher recommends that, further studies should be conducted on the following:

- i. There is need to carry out the same study on other social media platforms in order to arrive at a more accurate and generally acceptable findings
- ii. There is need to carry out the same study the factors that determine the choice of media used by Business owners to advertise their products in order to maximize consumer interest on their product.
- iii. There is need to carry out the same study on which is the best social media platform Business owners should use as advertising tools.

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APPENDIX

QUESTIONNAIRE

KWARA STATE POLYTECHNIC, ILORIN

INSTITUTE OF INFORMATION AND COMMUNICATION TECHNOLOGY (IICT)

DEPARTMENT OF MASS COMMUNICATION

Dear respondent,

This questionnaire is designed to raise relevant information on the “Audience Perception of Facebook and Instagram as Advertising Tools Among Business Owners in Nigeria ”.

Please, your candid answers are required to the questions in the questionnaire. Note that this exercise is purely for academic purpose only. Your response will be treated with utmost confidence.

Thanks

INSTRUCTION: Please tick (✓) the option that applies to you

SECTION A

1. Do you have any social media account?
A. Yes () B. No ()
2. How often do you make use of social media platforms?
A. Very often () B. Quite Often () C. Not at all ()
3. Which of the social media platform do you use mostly?
A. Instagram() B. Facebook () C. Whatsapp () D. Others ()
4. Are you aware of advertisement of goods and services on Facebook and Instagram?
A. Yes () B. No ()
5. How often do you come across goods and services advertisement on Facebook and Instagram?
A. Very often B. Quite Often () C. Not at all ()

SECTION B

Keys: STRONGLY AGREE (SA), AGREE (A), NEUTRAL (N), DISAGREE (D),
STRONGLY DISAGREE (SA)

| | | SA | A | N | D | SD |
|-----|--|----|---|---|---|----|
| 6. | Social media platforms like Facebook and Instagram are very effective in creating awareness for new products. | | | | | |
| 7. | Facebook and Instagram are mostly adopted by business owners as advertising tools | | | | | |
| 8. | Facebook and Instagram advertisement can help a brand to quickly and cheaply reach nationwide potential customers. | | | | | |
| 9. | Facebook and Instagram platforms advertisement have a great ability to reach large audience simultaneously | | | | | |
| 10. | Facebook and Instagram help in creating awareness about existence of new products and services. | | | | | |
| 11. | Facebook and Instagram performs important role in carrying out advertising activities. | | | | | |
| 12. | Social media platforms like Facebook and Instagram are the best to use in carrying out advertising activities. | | | | | |
| 13. | Advertising is the main purpose business owners uses social media platforms | | | | | |
| 14. | Business owners make use of Facebook and Instagram as advertising tools than informational tools. | | | | | |
| 15. | People visit product website after coming across the advert on Facebook and Instagram | | | | | |

SECTION C

16. Age: A. 18-25 years() B. 26-35 years() C. 36-45years() D. 46 above()
17. Sex: A. Male () B. Female ()
18. Religion: A. Islam () B. Christianity () C. Others ()
19. Marital status: A. Single () B. Married () C. Divorced ()
20. Occupation: A. Civil Servant () B. Artisan () C. Student () D. Others ()