

**INFLUENCE OF INSTAGRAM IN PROMOTING
CONSUMER PRODUCTS AMONG
NIGERIAN YOUTHS**

BY

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CERTIFICATION

This is to certify that this research work has been read and approved as meeting the requirement for the award of Higher National Diploma (HND) Mass Communication Department, Institute of Information and Communication Technology, Kwara State Polytechnic, Ilorin.

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DEDICATION

I dedicate this project work to Almighty Allah and my beloved parents (MR. and MRS. OPABOLA) for their wholesome supports throughout the thick and thin of my Higher National Diploma (HND) programme in Kwara State Polytechnic, Ilorin.

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TABLE OF CONTENTS

Title Page	ii
Certification	ii
Dedication	iii
Acknowledgement	iv
Table Of Contents	v
<i>Abstract</i>	vii
CHAPTER ONE	1
1.0 Introduction	1
1.1 Background of the Study	2
1.2 Statement of the Problem	3
1.3 Objective of the Study	5
1.4 Research Questions	5
1.5 Significance of the Study	5
1.6 Scope and Limitation of the Study	6
1.7 Definition of Terms	6
CHAPTER TWO	8
LITERATURE REVIEW	8
2.0 Introduction	8
2.1 Conceptual Framework	8
2.2 Theoretical Review	17
2.3 Review of Related Study	23
CHAPTER THREE	26
3.0 Introduction	26
3.1 Research Design	26
3.2 Population of the Study	27
3.4 Instrumentation	28

3.6	Method of Administration of Instrument	29
3.7	Method of Data Analysis	29
	CHAPTER FOUR	30
	DATA PRESENTATION, ANALYSIS AND INTERPRETATION	30
4.0	Introduction	30
4.1	Analysis of Respondents' Demographic	30
4.2	Analysis of the Research Instrument	33
4.3	Analysis of the Research Question	44
	CHAPTER FIVE	50
	SUMMARY, CONCLUSION AND RECOMMENDATIONS	50
5.0	Introduction	50
5.1	Summary of Findings	50
5.2	Conclusion	51
5.3	Recommendations	52
5.4	Suggestions for Further Research	53
	REFERENCES	54
	APPENDIX	56

ABSTRACT

African youths, especially those in tertiary institutions, spend about two hours daily on Instagram. This study was undertaken to determine the real and potential influence of Instagram in promoting consumers products among Nigerian youths. For consumers to achieve their purpose, two research questions were formulated while one null hypothesis was tested at 0:05 level of significance. The study adopted descriptive survey design. The instrument used, tagged "Influence of Instagram in promoting consumer products among Nigerian youths Questionnaire", was face and content-validated by three experts. Cronbach Alpha method was adopted to ensure reliability of the instrument with a coefficient of 0.89 which indicated that the study instrument was reliable. Mean and standard deviation were used to answer the research questions while, the hypothesis was tested with multiple regression analysis. The findings revealed among others that Instagram have positively influenced the youths in buying consumers products via social media. The study concluded that Instagram have strong influence - real and potential - on the acquisition and mastery of entrepreneurship skills. Based on this conclusion, the study recommended the systematic application of Instagram for imparting entrepreneurship skills among youths.

CHAPTER ONE

1.0 Introduction

Internet technology has made it possible for social media networks to thrive, and since the world has become a global village due to the advent of social media platforms and other internet technologies; people can now connect with one another easily to carryout transactions and other social engagement. Kaplan & Haenlein, (2010) as cited in Noor (2017) stated that the world today is going through some modifications in all Strata and the introduction of social media has enhanced business transactions in countries like Nigeria, In this 21st century, to remain relevant in the market, entrepreneurs should employ the use of internet technology to reach their target market.

Entrepreneurs can infuse technology into their businesses to enhance productivity, sale and competitive advantage, according to Ogbari, et al (2017) Business technology is a concept that describes technology driven entrepreneurship whereby technology is leveraged upon to achieve entrepreneurial success". Following an increase in digital and mobile technology, individuals can now interact on a larger scale and giving rise to an era where interactions is the principal idea of media functions.

With the rise in digital and mobile technologies, business interactions became easier for individuals than ever before; and as such, a new media age was born where interactivity is placed at the center of new media functions. An individual could now order for products online with just some click on internet device and get them delivered at their door-step. Where consumers used to have limited and somewhat muted voices, now they could share their opinion with many.

The reduction in cost of accessing latest technologies allowed views for the media than before, hence, instead of a few news media outlets. (Manning, 2014).

1.1 Background of the Study

Looking at Nigeria, Instagram is one of the most popular social media networks lionize among youths and business owners in promoting consumer products from point of production to the final users. The popularity of online shopping long with the wide adoption of social networking sites (SNSs) have recently given rise to a new e-commerce paradigm called social commerce (s-commerce). S-commerce is considered a subset of e-commerce that uses SNSs to facilitate social interactions between consumers and vendors and thus promotes the buying and selling of products and services.

Instagram has recently become the most popular s-commerce site among young people. By September 2015, the number of active monthly Instagram users had reached 400 million, accounting for 20% of all internet users. Among these active users, over 40% were young people aged below 24. Instagram had an average order value of US\$65 per order, while Facebook had only US\$55 per order [6]. Furthermore, Instagram provides brands with 25% more engagement than other SNSs

In recent years, increasing numbers of people have opened virtual stores on Instagram. Doing so is simple: users open an account, post sample pictures of products and descriptions, and encourage their followers to shop online. Consumers usually show interest in the products they like by leaving messages on the posts or by contacting the storeowner using messaging apps, such as WeChat, WhatsApp, or Line. Payment is made through PayPal or other traditional methods. Promoting consumer products on Instagram represents a new shopping mode for most

consumers, and consumer trust is a critical issue in consumer purchase decision on Instagram.

Specifically, customers can derive product related information from actual buyers and from other SNS users. Thus, understanding the role of consumer trust in the commerce context have significant meaning for understanding the contemporary model of online promotion of consumer products.

1.2 Statement of the Problem

To the international community, Nigeria is popularly known for cybercrime which is popularly known as "yahoo-yahoo" locally. The menace of cybercrime which comes in various forms is not just targeted at international victims, but the scourge is also locally perpetrated by individuals who are from diverse social backgrounds (Omodunbi, Odiase, Olaniyan and Esan, 2016). The fact floats some of the victims of these cybercrimes are educated people shows that internet literacy is not necessarily a function of general literacy. The situation has thus instilled fear in the general populace such that a lot of people are very skeptical of engaging in online commerce of any nature (Abrifor, Oludele and Soetan, 2015). Most people that do so usually do with minimal contact and exercise a lot of caution. The situation has generally culminated in the Nigerian populace being commerce averse (Omodunbi et al., 2016).

Moreover, the current security architecture of Nigerian seems to be aiding the scourge of cybercrime and discouraging consumers from engaging in any online buying experience. The police force is largely not proactive. The force seems very difficult to deal with matters that result in loss of goods along transit. There are even instances where local and international air passengers have complained of their luggage being tampered with (Okeshola and Adeta, 2013). This creates distrust in

the ability of local transportation system to deliver items of value without risk of loss or tampering. There are also instances of food deliveries being tampered with along transit. In extreme cases, deliveries never reach their destinations.

Furthermore, the issue of insecurity in Nigeria is significant in some parts of the country, especially in the northern parts. In those sections of the country, it becomes impracticable to engage in any meaningful large-scale ecommerce (Jegede, 2014).

This is because it is extremely risky to travel by land in such places given the kidnappings and terrorist attacks that are sometimes perpetuated in broad daylight (Khan and twemi, 2018). Although it is still possible to engage in some form of light commerce in such areas of the country, the inherent risk greatly outweighs any potential gains.

Moreover, the infrastructures required for e-commerce to flourish in most parts of Nigeria are generally in a bad state. This makes deliveries to take longer than usual. Inter-state roads in many regions of the country are in a constant state of disrepair. Mobile communication infrastructures are completely driven by the private sector and consequently inadequate in terms of strength and speed.

If in spite of the aforementioned challenges, Nigerians are still among the world's top 6 users of internet, then the current limited role that ecommerce plays seems expandable in the light of advances in social media which help in addressing some of the challenges mentioned. Consequently, the ecommerce industry in Nigeria seems to have improved with the popularity of social media. However, influence of Instagram in promoting consumer products among Nigerian youths needs to be investigated so that it can be accurately estimated.

1.3 Objective of the Study

- i. To determine the impacts of Instagram networks on consumer product purchase decision
- ii. To examine the impact of Instagram in promoting consumer product in Nigeria.
- iii. To examine the factors influencing change in perception of consumer product on Instagram among Nigeria youth.

1.4 Research Questions

- i. What are the impacts of Instagram network on consumer purchase decision among the youth?
- ii. What are the impacts of Instagram in promoting consumer product Nigerian youth?
- iii. What are the factors influencing change in perception of consumer product on Instagram among Nigerian youth?

1.5 Significance of the Study

The findings of this research will be very useful to academia. As the Fourth Industrial revolution sets in, this study will form part of the body of knowledge that will help researchers to understand the workings of social media networks, which are a component of the technology revolution that is ongoing. It is worthy to note that this research study is a pivotal prerequisite to the researchers as it is part of the requirement towards the award of National Diploma Certificate in Mass Communication.

The overall significance of this research is to improve the ecommerce industry in Nigeria

1.6 Scope and Limitation of the Study

Geographically, the broad study area of this research study is Nigeria, thus the study is conducted within the cubicle of Ilorin metropolis in Kwara State and prove submission evolve around Instagram, consumer products and Nigeria youth. it emphasized extensively only on the influence of Instagram in promoting consumer product among Nigerian youth. Much attention is consecrated on Instagram that other social media platforms in this study.

Nevertheless, no research work carried out in any field of human endeavor could be admitted perfect or without limitation. Therefore, we cannot delude ourselves that this study will take into account all that is required in the field.

The following factors posed limitation to this research study;

1. Time: Duration of the research work is relatively short.
2. Academic Activities: Stress emanated from other curriculum activities is also another depletion.
3. Finance: Financial constraint poses a major limitation to this work.
4. Limited Materials: No research work in history has been regarded successful in isolation to the previously conducted. There are bantam available literatures on which this research work is staged.

1.7 Definition of Terms

Instagram: Instagram is an American photo and video sharing social networking service founded by Kevin Systrom and Mike Krieger.

Consumer product: A final good or consumer good is a final product ready for sale that is used by the consumer to satisfy current wants or needs, unlike intermediate goods which is utilized to produce other goods.

E-commerce: E-commerce (electronic commerce) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet.

Influence: The capacity to have an effect on the character, development, or behavior of someone or something, or the effect itself.

Brand: A brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers.

Youth: Youth is the time of life when one is young, and often means the time between childhood and adulthood.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The emergence of social media has fundamentally altered the landscape of media consumption and audience interaction. Among the various platforms. This chapter provides a comprehensive literature review on social media.

2.1 Conceptual Framework

2.1.1 Overview of Social Media

The term 'social media' has been regarded as a misnomer for several reasons. According to Vaynerchuk (2011), social media is not media but a cultural shift that was driven on the platform of the internet. The social media has also been regarded as a misnomer because it is seen as an anti-social tool that prevents interaction between people in close proximity: ultimately creating a lot more insular people (Lewis, 2016). This viewpoint was also supported by Frieze (2016), who is of the view that the isolation created by social media is as much as the inherent networking opportunities. According to Sugars (2012), social media pages like Facebook are interactive databases of customers for a business.

The role of social media in Nigeria is a subject that may seem insignificant when considered from the standpoint of absolute statistics based on the country. However, a comparative analysis will reveal that the Nigerian social media is a great community with impact that cannot be easily dismissed. As at 2014, Nigeria's population of 170 million had internet penetration of about 28 percent, compromising mostly urban elites (Valenzuela et al., 2014). This percentage may seem small when considered absolutely. However, the more than 11 million Nigerians on Facebook as at 2014 and the Nigerian Twitter community represented

the largest of such group in sub-Saharan Africa and the third largest African country on Twitter respectively (Valenzuela et al., 2014). Social media is now very popular in Nigeria and is increasingly getting integrated into every aspect of the everyday life of the average Nigerian to the point that non-users are seen as old-fashioned and cranky (Ndubueze, 2016). Facebook and Twitter experienced some of their fastest growth in new users from Nigeria in the last decade (Kew and Kwaja, 2018). The number of internet users in Nigeria is now estimated to be 99.05 million with projections that will see the figure grow to 131.7 million in 2023: internet penetration which is now at 46.6 percent of the population is also estimated to grow to 65.2 percent in 2025 (Statista, 2020a).

WhatsApp (94%) has been reported to be the most popular social media in Nigeria as at the third quarter of 2019, followed by Facebook (87%), YouTube (76%), Instagram (67%), and Twitter (50%) (Statista, 2019). A study of Nigerian online users by Komodromos, Papaioannou and Adamu (2018), found that many Nigerians have accepted the culture of e-shopping through social media especially on Twitter and Facebook. However, the study concluded that this propensity is hampered by poor access to online technologies, low computing skills and some other socio-economic factors. In spite of these challenges that are limiting the role of social media on ecommerce in Nigeria, the opportunities that the current state offers are still huge, especially for sole traders and non-established entrepreneurs. Social media helps struggling entrepreneurs to compete with big established and traditional players in the commercial sector of Nigeria. The study by Olanrewaju et al. (2018) sought to establish the influence of social media on the motivation and marketing strategies of entrepreneurs in a developing country using Nigeria as a case study. The study concluded that social media helps entrepreneurs to establish

opportunity-driven businesses, which can be high performing with little resources such that they are able to compete with established businesses.

The influence of social capital in the Nigerian social media is very strong. The ecology of social media in Nigeria gives tremendous influence and authority to trendsetters, digital influencers and everyday users with large and active followings than established traditional mass media (Kwon and Sung, 2011). An experiential explanation for this is because the Nigerian economy is strongly driven by entertainment (Akinola, 2018) with a strong fan base and celebrities who form a majority of the influencers. The concept of influencer on social media, also known as micro-celebrity, brand ambassador or opinion leader, has been defined as 'a person or personality who has the ability to influence in a certain public' through their opinion on some brand, product, service and event? (Morales, 2017). As a result, the influence of these trendsetters can be so much that it is sometimes better to place adverts training social media influencers than using traditional media. Generally speaking, the concept of social media influencer has gotten little attention in academic literature given by the few references on the subject. This is understandably so because the concept is relatively new (Giles and Edwards, 2018). In a study that asserted the impact of these social media influencers on consumers, Olajojo (2020) stated that they have defied the gate-keeping nature of social media in Nigeria and emerged as influential members of the online community such that they can sway consumers.

2.1.2. Instagram

Instagram is a popular social media site that was designed with photos and videos in mind. It was founded in 2010 by Stanford graduates Kevin Systrom and Mike Krieger and then later acquired by Facebook in 2012 (Messner, Medina-

Messner and Guidry, 2016; Setili and Goldsmith, 2018). Instagram is adjudged to deliver higher rates of business engagement compared to what is obtainable on both Facebook and Twitter combined with users that are mostly shoppers; a survey reported that about 72 percent of Instagram users said they made a purchase decision related to clothes, accessories; hair and jewelry after seeing something on Instagram (Miller, 2020) and other consumer studies acknowledge that Instagram is an important online platform for ecommerce (Rahman et al., Siddiqui and Singh, 2016). There are many factors that could explain this tendency of Instagram. The photographic nature of Instagram makes it a different platform compared to Facebook and Twitter. Based on experience, advertising on Instagram has been adjudged more entertaining compared to other social media platforms (Voorveld et al., 2018).

According to Giles and Edwani (2018), It alters the opportunity for a different kind of micro celebrity compared to Twitter und other text-based social media platforms Moreover, Instagram is more images driven than Facebook. According to Frison ad Repermont (2017), Instagram posting and liking refer only to pasts containing video ant images: having prime focus on images and videos while Facebook posting and liking can also refer to status updates and not just images and videos. Instagram currently offers a number of features which include followers, photo uploads, cameras, photo effects, photo titles, photo label, competition, publications of activities, organization publishing. geotagging, social networking, like signs, popular. Instagram rules, photo tagging with flags etc, (Rosaneni et al., 2018). The concept of followers on Instagram is the same as that of Twitter and Facebook. Following is not necessarily a two-way relationship and users can decide to limit their posts to only be accessible to their followers (Masur,

2018). The number of following is seen as a reflection of social capital of an individual or organization (Singh and Srivastava, 2019).

Footballer Cristiano Ronaldo currently has the highest number of followers on Instagram with more than 238 million followers (Statista, 2020). This number is also the highest not only for Instagram but for all social media sites. A picture is generally said to be more than a thousand words; this may explain why Instagram has the account with the highest following of any social media platform. Instagram has the potential to ameliorate loneliness which seems to be prevalent among young adults due to the intimacy that image-based social platforms offer (Pittman and Reich, 2016). Instagram competition is a marketing strategy that has great potentials when used effectively. There are basically three methods used for Instagram competition (Cook, 2019). The simplest method of competition involves liking or commenting on a post to enter as an entry. The organizer will simply explain the details of the competition including the prize and how the winner will be selected based on either a like or a comment. This competition is a like or comment to enter competition. The second method of competition may take several forms, all of which involve such process content. Generally, there will promote their content using a particular hash-tag which might mention a brand name. The organizer will then choose a winner from the best try themselves, or ask their followers to vote for the winner through likes or comments. The entry with the highest number of likes or comments is usually selected the winner. The third method of Instagram competition is email-gated competitions. This is essentially a data-capture competition that asks interested participants to submit their email addresses. Due to the significant barrier to entry, the prize is usually worth winning.

2.1.3 Consumer Behavior and Online Services Value

In an attempt to consolidate the diverse definitions, Woodruff (1997, p. 142) proposed Customer value is a customer's perceived preference for and evaluation of those product attributes, attribute performances, and consequences arising from use that facilitate (or block) achieving the customer's goals and purposes in use situations". Although the multiple contexts, links and criteria in Woodruff's definition reflect the richness and complexity of the concept, they impede its translation into a measurable operational definition (Parasuraman, 1997)

The four consumer buying behaviors include:

- i. Brand-focus
- ii. Price-sensitive
- iii. Feature-savvy
- iv. Advice-led

Most consumers will adopt all of these buying behaviors, but to varying degrees, behaving in different ways according to the type of product they are purchasing and the purchase situation. However, each buying behavior group has different triggers in terms of information, support and persuasion. Brand-focused Marketing.

Communications across the differing buying behavior group very economically for the brand-focused group, traditional advertising, such as posters, press and TV will continue to play a part and a key message will be emotional resources that they're buying the "right" the brand should be dominant in all communication and especially when presenting the brand in nontraditional media such as the internet.

Brand-focused:

Marketing communications serve the differing buying behavior vary enormously. For the brand-focused group, traditional advertising, such as poster, press and TV, will continue to play a part and a key will be emotional reassurance that they are buying the 'right brand. The brand should be declared in all communications, but especially when presenting the brand in pre-traditional media such as the internet.

Brand-focused consumers respond to strongly-branded customer offers and merchandise via the post - good news for the direct marketing industry. But this group requires constant re-assurance and the dissemination of information will be particularly vital should the sector undergo rapid change or suffer some crisis. Maintaining brand trust is critical to this behavior group.

Price-sensitive:

Price-sensitive consumers need to experience value for money at every stage of the buying process. Marketers should build and maintain everyday low-price brand perceptions, and advertising should play a key part in this. Direct communications should be simple, appear inexpensive and emphasize special offers, money-back deals and price comparisons with competitive brands. And if you want to drive this traditionally less new media savvy behavior group on to the internet, demonstrate the low prices they can expect to find there. Everybody loves a bargain but none more so than this group. Communications must highlight value, and news of special prices or invitations to events such as special sales evenings will work well.

Feature-savvy:

Feature-savvy consumers are information hungry and will respond to direct marketing that offers product information such as comparison with competitor and independent product reviews. Internet sites are ideal for presenting this information, independent editorial will carry greater weight than paid for advertising, so effective public relations will pay dividends. Call center personnel must be highly trained and knowledgeable about the brand they are representing. They should be able to answer complex questions and provide comparative details. Brand is least important to these consumers.

Advice-led:

Personal interaction is key to influencing the buying behavior of advice-led consumers. Testimonials, access to online chat rooms and online shopping guides will also play their part. Word of mouth will be the best reference, and in this respect, telephone operators will need to be both authoritative and reassuring at the same time.

Reassurance can also be conveyed through money back guarantees and returns policies, and can help to overcome post-purchase dissonance. It is widely anticipated that these buying behaviors can be applied in different markets, although to varying degrees, and the communications applied "tweaked accordingly.

2.1.4 Influence of Instagram on Young Consumer Purchasing Intention

Instagram is widely used. Maybe not all, but a sizable portion of the population does. One billion people use Instagram per month, according to estimates, with 71% of those under the age of 35. We can deduct from this that Instagram is used by a large number of people, the majority of whom are young. Young people have a lot of influence because they watch what other people do, and

a lot of what they see on Instagram. This isn't necessarily a bad thing, but when the information being shared isn't accurate, things get a little messy. In a short period of time, Instagram has established itself as a critical marketing tool for brands and retailers. In 2020, Instagram users spent an average of 30 minutes a day on the website, with 81 percent of those using Instagram to conduct product and service research (Christina Newberry, 2021). Consumers like to be sold to in short, high-usual value messages. Instagram allows you to do just that, Instagram is a fantastic tool for brands to communicate short, snappy messages to their target market's followers in the form of photos (Sprung, 2013). To fully comprehend how someone uses and perceives a social networking site such as Instagram, one must first comprehend how they use and perceive it.

2.1.5 Instagram as a Marketing Tool among Youth

Instagram is rated as the best social media for fashion companies among the youth. With its digital photo filters technology and unique, innovative design, it is no surprise that it is the number one photo-sharing app on both Android and Apple devices. These feats in this attractive app make it rather unique for showing and sharing moments in the daily lives of its users. It has been downloaded for 1.843 billion times. Instagram has a very high user engagement rate than its contemporary social network rivals Facebook and Twitter. According to the report, a staggering 93% of distinguished brands have a solid presence on Instagram and include it extensively in their marketing strategies. The core functionality of Instagram - photo and video sharing helps their goal of connecting companies to their respective audiences. It also contains a feature for communicating with customers, redirection to respective sites of companies using one-click and multiple ad positions. These tools not only constitute the application itself but the lifestyle of the user, as said by.

The term Instagram was getting more and more voguish and was first coined by. Instagram is app-only service and does not have separate website experience (They have a website, but its only login accepting and switches to app layout more or less). Popularly speaking, the best feature that Instagram introduced for helping everyone and small businesses at the top of that was Instagram Director Instagram Messaging. It also has the feature of providing upload sides length to 1 minute and ane tine, single, 10 photo post. This is a truly an assistive initiative for businesses

2.2 Theoretical Review

2.2.1 Uses and Gratification Theory

Katz, Bhanier and Gurevitch pioneered the Uses and Gratification Theory in 1974. But according to McQuail (2010), the theory could be traced from the Carly (1940) when researchers started investigating why people make use of a particular man media and why they read newspaper, daily, listen to radio, watch television or adopt one social media platform than others. Therefore, the theory emerged in response to the needs of explanation to why people use certain media and the benefit they get from them. Mass communication researchers are using the Uses & Gratification Theory to examine, explain, and provide answers to why people use certain media and what benefits or gratifications they get alter that. The basic assumption of this theory is that people use mass media for different reasons and seek to derive various gratifications (Gallion, 2010; Wimmer and Dominick, cited in Asemah, 2011).

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 jewelry 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. Persuasion theory:

The theory was propounded by Carl and Hovland in 1940 and 1950. The theory states that there are several ways in which attitude change can occur through persuasion, as behavioural change cannot occur except through attitude change. The three ways are the source, the message and audience. The Hovland Yale model postulates that the content of the message is an important factor, not only that the persuasive argument you put forward is more effective when you show both sides of the argument as well as explain why you think your opinion is correct (Cook, 2012). The source of the message is also important, this is where credibility of source comes in. The person sending messages must be a credible person before he could persuade others to accept his message. If the source is not credible, it may be very difficult to persuade the audience to accept the message.

Carl Hovland and his colleagues at Yale University also did investigation into the content of persuasive messages. They found out that there are three important areas of investigation into the content of persuasive messages. They are message arguments (quality and quantity of arguments), evidence and fear appeals. According to them, argument strength is directly related to attitude change. The stronger the argument the more the attitude change it creates. And the weaker the argument the less the attitude change it creates. In other words, argument that are of high quality would be more persuasive than argument that are of weaker quality. Also, messages with more argument are more persuasive than messages with fewer argument. The more argument in a message the more likely it will seem to be true and the more likely that one of the argument will appeal to the audience.

However, the emergence of social media technologies changes the way people use mass media as they differ in forms and context. Therefore, people who

use social networks and other computer mediated communications are quite different from the mainstream media audiences who relied on specific media contents (Li, 2005), Social media audiences have the advantage and freedom to actively seek for information and many messages that are of interest and benefit to them. New media technologies did not only alter the way information is gathered and distributed but also changes the existing relationship between mass media and their audiences. Li (2005) stated that people use social media to satisfy their needs which include cognitive needs, affective needs, personal integrative needs, social integrative needs, tension release needs, and medium appeal needs. For this, social media become a fertile research field demonstrating the direct relevance of the U & G Theory and its participant (Matei,2010)

PERSUASION PROCESS

1. Attention: grabbing attention through stimuli.
2. Interest: generating interest through relevance.
3. Desire: creating desire through benefits, emotions.
4. Action: driving action through calls-to-action, incentives.

STEPS TO CHANGE PEOPLE'S ATTITUDES

Yale persuasion theory also provide six-step process to change people's attitude:

- i. **Presentation:** A persuasive message must be persuasive and should be well presented.
- ii. **Attention:** After the messages have been presented, the next step is paying attention. The presenter of the message should be able to make the audience to pay attention to his presentation through logical argument.

- iii. **Comprehension:** The audience must comprehend the message before it can influence their attitudes. If the audience cannot understand the message, it cannot influence attitude.
- iv. **Yielding:** It is a sign of acceptance that the audience has accepted the message and attitude change has occurred.
- v. **Retention:** This refers to how long the attitude change lasts.
- vi. **Behaviour:** The last step in the process of change is behaviour.

After attitude change has occurred, would it change the behaviour of the receiver? Persuasive messages often have actions but may not be able to change behaviour.

2.3 Review of Related Study

According to Enahoro (2009), youths all over the world constitute the majority of Internet users.

Encouraged by parents and teachers to take advantage of the Internet's incredibly educational and recreational opportunities, nearly 30 million children and youth go online each year to research homework assignments and to learn about the world they live in. Youths also use the Internet to play games and meet friends.

In a study conducted of social media and the social behavior of the university students, the results indicate that keeping in touch with old friends ranked Highest among what the students benefit, followed by a quest to make new friends, enhancement of academic knowledge and learning from other users. However, a striking revelation from the study was that 66.7% of respondents in the study admitted that they sell lives in order to enhance their personality profiles online (Acholonu 2013).

In a study on youth, social media and cultural change, Danladi (2013) found that excessive use of social media exposes youths to a virtual relationship which may be risky as a result of inappropriate content or offensive conduct. The study also revealed that youths consume most of their time on the social network because 4096 spent 3 hours and above online. Specifically, 32% of the users indicated spent most of their time online on Facebook.

Very similar to the findings of Danladi (2013) is the research outcome of Mohammed (2013) which indicates that 66% of respondents among Hausa youths in Zaria locate in Kaduna State in the Nigeria north revealed that they have Facebook accounts and that they log on to most of the time on daily basis. Most of the respondents (61%) reported that they use Blackberry Messenger (BBM) because of its enable privacy.

On students' utilization of social media for academic purposes, Mohammed and Suleiman (2013) found that a cumulative 43.37% of the students belonged to the category of those that said social media distracted them from reading their books for academic purposes. The researchers also found that an overwhelming majority (91.49%) belonged to the category of those who agreed that social media have on the other hand impacted positively on their academic engagements.

In a study on the pattern of Facebook utilization, Oyero & Jegede (2011) concluded that most of the youths spend their time on Facebook, thus drawing attention to the role Facebook plays in the lives of young people and the consequent influence. They concluded that Facebook life become indispensable to the cultural lives of youths and thus has the potential of bringing about significant change in things that concerns them One of the issues to decide is whether to minke a purchasing decision based on advertisements placed in social media or not.

However, Otugo, Uzuegbunam de Obikeze (2015) in their survey on youth's awareness of advertisements on Facebook found mixed reactions. They found that many of the youths had encountered advertisements on Facebook and can name some of the brands they encountered. The study found that the youths might be experiencing; what they referred to as "attention challenges" in their consistent use of Facebook. Despite the admittance of 82.9 percent of the respondents that the advertisements were easily noticeable to them, 61 percent still claimed they did not always deliberately view the advertisements on Facebook, in spite of the high use of Facebook by advertisers. Although they agreed that social media advertisements are good, a significant percentage (47.7%) said they are not fans of any brand or company on the social media platform.

CHAPTER THREE

RESEARCH METHOD OF DESIGN

3.0 Introduction

Dominic and Winner (2002:67) define research as the structuring and investigation aimed at identifying variables and their relationship to one another.

The nature of individual research efforts and the targeted goal often determine which design or method to employ in realizing them. A researcher depending on his/her focus could decide to employ any of the following: content analysis, field survey research design, survey and observational study design or more than one at a time.

3.1 Research Design

A research design is the step guide of a research procedure. Bryan (1998) defined survey research as a form of quantitative research that involved asking question to a large number of people about their attitude, knowledge, personality, characteristics and other personal details. Survey can involve self-administered questionnaire that respondents fill out by themselves, interview conducted face to face or over the telephone

An important factor that determines the research method to be used in any work is the nature of the problem under the study. Though there are many forms of research methodology but due to nature of this research work, the researcher has chosen to use survey research method (exploratory survey design) to carry-out the research work.

This will enable the researcher to gather information combine with the purpose of observing the population for critical analysis and retrieving factual information from the respondents.

It needs to be stated that this research work was conducted to appraise the variables in audience perception towards social media campaign and its effects on electoral violence. In essence, the residents of Ilorin, Kwara State were the focal point through which questionnaire will be distributed and data collated.

3.2 Population of the Study

The population covered was the students of Kwara State Polytechnic, Ilorin and strictly to other inhabitants of Ilorin metropolis in Kwara State. The chosen population size comprises adults of both sexes but limited to Instagram users and most importantly youth whose purchasing decision are influenced by Instagram platform in Nigeria shall thus be sampled randomly, using simple random techniques. The demography of the selected population will be limited to age range, sex, educational background, religion, marital status and nature of occupation

3.3 Sample Size and Sampling Techniques

NON-PROBABILITY SAMPLING

Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection. It is a sampling method in which not all members of the population have an equal chance of participating in the study.

In justification of this study, a purposive sampling technique was used to carry out the research exercise.

PURPOSIVE SAMPLING

Purposive sampling is a technique widely used in qualitative research for the identification and selection of information-rich cases for the most effective use of limited resources (Patton, 2002). This involves identifying and selecting individuals

or groups of individuals that are especially knowledgeable about or experienced with a phenomenon of interest (Cresswell & Plano Clark, 2011).

It also represents a group of different non-probability sampling techniques known as judgmental, selective or subjective sampling; purposive sampling relies on the judgment of the researcher when it comes to selecting the units (e.g., people, cases/organizations, events, pieces of data) that are to be studied. The main goal of purposive sampling is to focus on particular characteristics of a population that are of interest, which will best enable respondents to answer research questions accurately.

In this wise, 200 pieces of questionnaire shall be administered to respondents for data compilation. 100 questionnaires within Kwara State Polytechnic Ilorin and other 100 in Federal University of Ilorin, Kwara State

3.4 Instrumentation

Questionnaire instrument will be used as the tool for data collection. The survey design topic where questions in the questionnaire were drafted is " Influence of Instagram in promoting consumer products among Nigerian youths". The instrument is made up of two sections; A&B, "A" sought the demographic information of the respondents while "B" elicited psychographic information of the respondents.

3.5 Validity and Reliability of the Instrumentations

The instrument employed is basic in the sense that it has numerous advantages. The method of instrument to be adopted in measuring the data is concurrent method. There are some of its advantages:

- It is credible because the results are usually reliable
- It makes the work less expensive

- A large volume of information can be collected and analyze. Moreover, it is expected that respondents will respond accordingly by answering the questions effectively. This study will be useful for other researchers in the field of mass communication.

3.6 Method of Administration of Instrument

The instrument is administered by the researchers. In the administration of the questionnaire, the researcher made sure only respondents whose purchasing decision are influenced by Instagram platform attempt the questionnaire. Those who have no Instagram account shall be excluded in conduct of this research study

3.7 Method of Data Analysis

It is generally noted that research study is complete until the researcher is able to analyze the result of the data collected as a result of the study. This simply means, given meanings to the characteristics of data themselves. For better understanding, research analysis helps researcher to test their hypothesis in order to find out which one is rejected or accepted.

Data collected is going to be used to arranged and present in tables and analyzed in simple percentage format for easy comprehension while reference response will also be tabulated during the testing of hypothesis. Questionnaire is going to be used to gather the basic facts about the research.

Questionnaire is a carefully designed instrument for collecting data in accordance with the specific items of the research question. Hypothesis are used to ascertain facts, opinions, belief, attitude and practices, this can be necessary for answering research questions.

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.

Owing 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.

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.

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APPENDIX
INSTITUTE OF INFORMATION AND COMMUNICATION
TECHNOLOGY,
DEPARTMENT OF MASS COMMUNICATION
QUESTIONNAIRE

Dear Respondent,

I am a final year student of the above-named institution conducting a research study titled **“Influence of Instagram in promoting consumer products among Nigerian Youths”**. The information you provide will be used strictly for academic purposes and treated with utmost confidentiality. Thank you for your cooperation

SECTION A

1. Gender: (a) Male () (b) Female ()
2. Marital Status: (a) Single () (b) Married () (c) Divorced ()
3. Occupation: (a) Student () (b) Civil Servant () (c) Trader ()
4. Religion: (a) Muslim () (b) Christian () (c) Traditional ()
5. Age: (a) 18-25 () (b) 26-35 () (c) 36-50 () (d) 51 & Above ()
6. Education: (a) O’level () (b) NCE/OND () (c) HND/BSc () (d) Master Above

SECTION B

KEYWORDS: Strongly Agree (AS) Agree (A) Undecided (U) Disagree (D)

Strongly Disagree (SD)

SN	ITEMS	SA	A	U	D	SD
7.	Instagram networking has influenced buying decision among Nigerian youths.					
8.	The scourge of Cybercrime is discouraging consumers from engaging in Instagram buying experience.					
9.	Defunct security architecture in Nigeria poses a threat on online marketing and product delivery.					
10.	Instagram marketing has not been responsive to product satisfaction between a vendor and the recipients					
11.	Social commerce and product identification on Instagram are usually made-up of deception and illusive description of products.					
12.	Social commerce (Instagram marketing) has drastically overwhelmed the conventional process of trading.					
13.	Deception and breach of agreement are the major factors that encourage change in perception of consumer products.					
14.	Instagram advertising has influenced consumer buying decision and change in perception of initial products.					

SECTION C

15. Do you own an Instagram account? (a) Yes () (b) No ()
16. Do you depend on Instagram for buying consumer products? (a) Yes () (b) No ()
17. Have you ordered/purchased a product on your Instagram handle? (a) Yes () (b) No ()
18. How often have you gotten a product online through Instagram advertising?
(a) Very Often ()
(b) Often () (c) Rarely () (d) Not at all ()
19. Do you agree that Instagram has a significant impact in promoting consumer products among the youths? (a) Yes () (b) No ()
20. Does Instagram advertising influence consumer decision on products? (a) Yes () (b) No ()