



The Impact of Instagram on Consumer Buying Decisions: Using AUN Students as a Case Study

SOMTOCHUKWU CHINENYENWA ONYIMADU

A00016808

A PROJECT SUBMITTED TO COMMUNICATIONS AND MULTIMEDIA DESIGN PROGRAM, IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF BACHELOR OF SCIENCE DEGREE OF THE AMERICAN UNIVERSITY OF NIGERIA, YOLA

Spring 2018





DEDICATION

This work is dedicated to God, Almighty who has made it possible for life for this to come to pass. My Parents, Chief Sir & Lady G.N Onyimadu who have been of immerse support to me in the cause of my education.

To my elder brother, Mr Ifeanyi Onyimadu who has been a pillar and source of inspiration to me and my education. To my sister who has been of great support to me. My friends Reuben, Wadi and Loveth who saw this through with me and my project supervisor Mr. Suleiman Amu Suleiman for bringing a different light into the project and making my work easier for me.





ACKNOWLEDGEMENTS

My sincere gratitude goes to my Almighty God for good health and life to see this project through.

My sincerest gratitude goes to my parents, especially my brother for his immerse support and contributions in the cause of my education.

I am grateful to my friends and whoever found out time to fill my questionnaires.





CERTIFICATION

I certify that this project was conducted by me Somtochukwu Chinenyenwa Onyimadu, ID Nos: A00016808, of Communications and Multimedia Designs Program of The American University of Nigeria, under our supervision

Professor N. N Nigeria
(Supervisor)

Date.....

Professor A.A. America
Chair, Communications & Multimedia Program

Date.....





TABLE OF CONTENTS
LIST OF TABLES (AND FIGURES IF ANY)





ABSTRACT

This research is an attempt to find out if Instagram influences consumer buying behavior using Aun Undergraduate students who were enrolled into the spring 2018 academic session. To find out the number of students registered for the spring 2018 session, Mr Yakubu Ayuba was contacted in order to get a concise and accurate number. In response to this request, the registrar confirmed that a total number of 976 undergraduates were registered and based on the Taro Yamane Formula, the confidence level; the sample size and the margin of error were derived. The problem statement of this research is to find out how conversant consumers use Instagram and if it influences its buying decisions.





CHAPTER ONE

1.1. INTRODUCTION

In an article published by Cara Salpini in August 23, 2017, it was reported that Instagram was responsible for 72% purchase decisions on its consumers (Salpini, 2017). Instagram has continued to evolve and has become a very effective tool for marketing as such those influencers, marketers and business persons use it as promotional tool to reach other to millions of consumers from around the world. With the emergence of digital technology, it is faster for information to travel and reach a larger target audience and with the help of Smartphones and Internets have made it easier to get updated on Instagram activities.

Instagram has amazing features like insta-stories, filters and promotional tools that help marketers, brands and even organizations to express their creativity as a drive to deliver offers, boost sales and create brand awareness (Digital Impact of Instagram On Purchasing Decisions, 2017). The rapid development of technology and several communication channels, the tradition way of marketing seems to be dying off as consumers started using more of online sources to get information on products and services that they want to use (Madni, 2014).

This study is an attempt to examine how Instagram has impacted on consumer buying decision using AUN Students as a case study.





1.2. STATEMENT OF THE PROBLEM

Consumers make use of various social media channels to find out information, engage and stay in touch with people. A lot of information and content are shared online and we as individuals feel compelled to either share these posts with friends or interact by commenting on the comment section thus engaging and promoting communication which is very essential.

“72% of Instagram users report making purchase decisions based on something that they saw while browsing the app so if you’re not incorporating it into your social media marketing, you’re missing out” (Smith, 2018). In addition, Instagram is assumed to be the most effective promotional tool and because of their flexibility and great feature that allows a wider reach and express their creativity.

Therefore, this study seeks to find out the “impact’ Instagram has on Consumer buying decisions using AUN as a case study. By the end of this research we should be able to determine if Instagram really plays a role in the buying decisions that we make and also help us to understand the influence Instagram has on its consumer.

1.3. OBJECTIVES OF THE STUDY

The objective of this research is to,

- I. Determine the effectiveness of Instagram in conveying information about a product or service to its consumers.
- II. To examine Instagram as a promotional tool.





III. To determine whether or not Instagram influences Consumers (AUN students) response to Ads.

1.4. RESEARCH QUESTIONS

- I. Is Instagram effective in conveying information about a product or service?
- II. How effective is Instagram as a promotional tool?
- III. What role does Instagram play in Advertising?

1.5. SIGNIFICANCE OF THE STUDY

This study wants to identify the factors that influence consumer decisions about a product or service when it comes to using Instagram as a promotional tool. It also wants to find out if Instagram influences their drive in purchasing certain products or service as preference and how they respond effectively to it.

1.6. DELIMITATION (SCOPE) OF THE STUDY

This research aims to identify consumers (Aun Students) who are familiar with Instagram and the results would determine if it influences their buying decisions in response to Ads. Therefore people use Instagram for diverse specific reason. The research does not intent to cover all the students who are and use social media but is focused on the factors that influence their buying decisions.





In addition, the research used the Aun community as the population of the study. This was done by a selection by choice process and consists of both undergraduate and graduate students.

1.7. LIMITATIONS OF THE STUDY

The limitations I encountered when carrying out this study were,

Inadequate funding: To carry out this research, you must be able to print out enough questionnaires to interview your population. Unfortunately, there were no enough funds to interview everyone in my study population.

Unwillingness of people to respond to question: I also encountered the unwillingness of people from my study population to the questions I asked. Some questionnaires were half filled and some of them were not filled at all. This limited my study by providing outliers in my data.

1.8. DEFINITION OF TERMS

- **Influence:** "Influence is the ability to cause desirable and measurable actions and outcomes" (Solis, 2010).
- **Social media:** A technological invention that allows individuals or groups to access and share a vast opinion through networking platforms like Instagram. Facebook, twitter etc.
- **Advertising:** "Advertising is the nonperson communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media" (taflinger, 1996)





- Instagram: “Instagram is a free, online photo-sharing application and social network platform that was acquired by Facebook in 2012” (Rouse)





CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Introduction

This section of this research reviews related literature and concepts carried out by various researchers. It analyzes several important concepts on Instagram and Advertising. It would make use of all the theories that relates to the research questions.

2.2. Review of Important Concepts

2.2.1 Instagram:

Instagram is a powerful social media tool and networking platform that permits users to take and upload pictures and videos. It comes with amazing filters and features that make it flexible and fun to share with friends and audiences around the world. It allows its users take and upload pictures or videos of up to 15 seconds to get across to its audience.

“Social media is called social media for a reason. It’s all about making personal connections with people. If you are just using social media, especially Instagram, as a broadcasting tool, you are not going to get the power out of it that you will if you use it to form a community. Find other people who share your interest. Follow them. Chat with them. Send them messages. Comment on their pictures. Starting building a community around yourself of people who are interested in what you are interested in. Then you start to see the power of Instagram” (Zhang, 2017).

A lot of users go into Instagram without fully understanding how to use the app. The app gives us the platform to play with picture arrangements, ratios, bios (brief information oneself) and





other components to draw the attention of users. The saying “we are what we eat” meaning we are a reflection of what we eat and have to stay healthy at all times. On Instagram, you are what you post. Page arrangement, color patterns, picture sizes and content determines the type of users we attract to our page.

I came across a business page on Instagram a year ago as I read through the bio I found that it was a clothing brand page. As a fashion enthusiast I quickly glanced through the page and I wasn't impressed at all. Her posts weren't in anyway related to what her bio represented. She posted more of her selfies, food pictures and less of her clothing pictures.

Zhang stated that Instagram was all about making connections with people and building communities around yourself of people who are interested in what you are interested in. this goes to show that some Instagram users rely on other users who they have a mutual interest for inspiration. Just like my encounter with that fashion page.

Building a community on Instagram requires a two-way communication tool. It requires its users to build a community around themselves instead of focusing solely on themselves. Creating pictures with colorful and well-arranged themes can capture the attention of consumers. Brands that are on Instagram need to post image that reflect and represent what their brands stand for. It would help in building a community of loyal, consistent consumers (Tauro, How Instagram Can Be Used for Marketing Research, 2014).





2.2.2 History of Instagram:

Instagram is one of the most widely used social networking apps today. With its great features it has become one of the most prolific with millions of users across the world sharing photos and accessing millions of contents and information.

Instagram begun in the year 2010, as a brainchild app of Kevin Systrom and Mike Krieger. The main idea of this app formally called Burbn was to enable users' post Polaroid like pictures that they could redefine with filters and also share videos thus promoting creativity amongst its users.

As at 2010, the early adopters of the app were still utilizing the first generation iPhones. The quality of the photos in the iPhones weren't as good as the new generation iPhones so it was the perfect way for instagram to enhance photo shoots which contributed immensely to the success of instagram.

Kevin attended Stanford University and while in Stanford was an intern in a company called Odeo. He worked at Google for two years and dropped out of Next stop to partner with Mark Krieger on his personal project.

Before the emergence of Instagram, Foursquare was a very popular app particularly known for its features of checking in popular locations. Kevin and Mark loved the idea of the foursquare app and tried to infuse the app in their Burbn app.

The founders wanted something more for the app. They wanted the app to have features that foursquare and twitter had. Being able to post pictures and using filters. They worked for months on hybrid like app made up for mobile social network with a geo localized shot sharing feature and amazing photo filters resulting to the birth of Instagram.





After two months of launching Instagram, the app reached one million users and in one year reached ten million users making it the faster growing social networking site. The founders understood the importance of community building and invested their energy and resources into creating a vast network of community.

After Instagram was launched in October 6, 2010, its app was first launched in the app store and after that gained 1million users. In 2011, Instagram launched its hash tag weekend project for the purpose of letting its users make use of certain hash tags every weekend.

The app was a big success on app store but it wanted to reach a bigger community of users so they came to terms with Android. It wasn't an easy decision as they were strongly opposed by iPhone users who considered themselves the only legit people to use a cool app like Instagram.

They were going to risk losing a lot of creative apple users but in a few months the Android IG users doubled. It was confirmed that Instagram was just not about creativity but proved to be an efficient social communication tool.

“The extraordinary success of Instagram is a tale about the culture of the Bay Area tech scene, driven by a tightly woven web of entrepreneurs and investors who nurture one another's projects with money, advice and introductions to the right people. By and large, it is a network of young men, many who attended Stanford and had the attention of the world's biggest venture capitalists before they even left campus.” (Mottola, 2016)

The year 2012 was a very important year for Instagram as it launched its app on the android and by July that same year, it gained 80million users. Today, Instagram now has over 150million





active users, about 16 billion photos being shared constantly and 1.2 billion likes every day (Klien, 2015).

2.2.3 Role of Instagram in Advertising

Advertising plays an important role in the growth and success of businesses. It helps in boosting brand awareness for the purpose of attracting customers and introducing them to new products and services and most importantly to generate profit and revenue.

“Advertising is defined as paid communication from an identified sponsor using mass media to persuade an audience.” (Thorson, 2011)

Advertising has been redefined over the years with the help of new technology and internet that boosts promotion of ideas, business and brands can reach out to quite a number of audiences to be aware of their products and services that they have to offer.

“Advertising consists of all activities involved in presenting to a group a non-personal, oral or visual, openly sponsored identified message regarding a product, service, or idea. The message, called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor”-William Stanton. (Jaideep)

Advertising passes a message to its audience, in an Audio or visual representation form. The world is becoming globalized and the market is becoming competitive and in order to get





consumer satisfaction information has to be received from the market and sent back into the market.

The emergence of Instagram has proved it to be an important social media platform and advertisers are making good use of the platform to communicate with its consumers because of its effectiveness and rapid responses from consumers who often use the app to acquire information on certain products and services.

Studies have shown that as consumers become increasingly digital inclines and have become acquainted with various social media platforms; majority reported that Instagram was the platform that most influenced their shopping decisions.

"Considering how much visibility fashion has on Instagram, and how likely followers are to make purchase[s], it's surprising that this natural next step hasn't caught on," the study states. "Perhaps the SHOP NOW feature is too new and users are waiting for it to become more main stream, but until then, Instagram certainly still has more influence than other social media platforms." (Salphini, 2017)

72% of Instagram users said that fashion; beauty or style related purchases were made as a result of influence Instagram has on their purchase decisions with the most categories being clothing, makeup or jewelry related.

Social Influencers have also played a role in Instagram Advertising and influencing consumers therefore contributing to the "band wagon" effect. Influencers are having power and control on the content they give out to their consumers. With the help of Instagram tag feature it is easier





for them to tag the brand of the products they utilize in their post and makes it easier for theory followers to become acquainted with the brand and influence purchase decisions.

As a business person and brand owner, I follow a lot of brands and influencers to stay updated with their products and services and also to draw inspirations from their post. One of my favorite is “theladyvodka” on Instagram who is really good with fashion and styling. She has drawn the attention of clothing brands and various products because of her unique dress sense and style and has influenced me to purchase the items.

Using Hash tags is a sure way to encourage customers to engage in conversations about certain products and services on the social media platform. It also helps to promote the product by exposing it to millions of consumers and indirectly refers them to your page.

Having a strong business presence on social media has an impact on consumer buying behavior. Whether or not the brand is affiliated with a lot of influencers or customers, if the feed lacks consistency in the way they showcase their product it would be difficult to attract potential customers. A good and consistent feed that provides detailed information about the brand would turn visitors into followers and then into buyers (Barker, 2017)

2.3 Review of related Studies

2.3.1 The Influence of Instagram in creating brand awareness





Social media platforms have offered a vast of opportunities for various brands and business to get noticed with millions of users and subscribers all around the world. In recent times Instagram has been making rounds and is on the rise among social media platforms.

Instagram has features and tools that are specifically for business and these tools are efficient for accounts to utilize and apply creativity to its full capacity. Its app is enabled for consumers to have access to contact information and be updated on the products and services of the company (LAPINA, 2009).

Also, this tool is important as it helps businesses and brands to keep tab on how or if the marketing strategy is effective and helps to rectify areas where one is lacking.

“Instagram boasts more than 500 million users, making the Facebook-owned social platform a marketing must-have for small businesses that want to engage customers and increase brand awareness” (Isaac, 2016).

With over 500million users, we can agree Instagram has an impressive number of users and are exposed to a larger target audience from around the world which with proper strategy can boost sales and increase consumer base.

An approach to how Instagram can increase brand awareness is by Joe Kennedy, the director of contemporary art in London said, “View instagram as a visual mood board for your brand. Before you start thinking about how you can use the platform to broadcast product information and push sales, remember that you’re creating a visual identity for your company,” he says (Isaac, 2016).





To create brand awareness and identity for a brand, one should bear in mind the importance of visuals in feeds. The content shared is a message to the consumers and you are what you post. What you share is vital. Find what works for you, the relevance to your brand and stick to it. Consistency is key when it comes to creating content and attracting consumers.

2.5 Theoretical Framework

Theory of Consumer buyer behavior

“Consumer behavior is a psychological function which involves the customer to undergo the identification of their needs, searching methods to fulfill the needs and make purchase decisions accordingly. The process can also be described as collecting, interpreting, making plans and executing it for successfully buying the desired product (Lars Perner, 2013).The behavioral approach of the consumer is highly dominated by their psychology” (Vainikka, 2015).

The theory of consumer behavior and decision making was first developed by Howard in 1963 and was later refined in 1969. It has today become what we now know as the theory of consumer behavior. It gives an insight to the psychological, social and market factors that affect the buyers’ decisions.

The research on consumer behavior is based on factors that influence the customer to buy a product. It views consumers as rational decision makers who are concerned solely with self-interest. The theory focuses solely on the act of purchase (BAY, 2003)

Consumers cannot make buying decisions on their own without the help of interaction and searching for information from sources, environments, different buyers and sellers.





Nicosia Model

The Nicosia Model is the buying process where the buyer recognizes the need to purchase a product or service. This need is triggered by several stimuli, the internal factors which are thirsty driven and the external factors which are seen in an advertisement that becomes an influencing factor in the purchasing decisions.

This model makes use of gathering information from several consumers and identifying areas of interest and frequent stimuli that relates to the product. Businesses can develop marketing strategies that triggers its consumer interest that leads to the buying process (Itamar Simonson, 2001).

There are five stages of the consumer buying process in the Nicosia model:

Problem recognition, Information search, evaluation of alternatives, purchase decision and the post purchase behavior.

Problem recognition is the consumer or buyer identifies the need to buy a product which is driven by certain stimuli like feeling or seeing an ad that leads to purchasing drive.

Information search is when the customer seeks to find details on a product or service offered by a business to satisfy his or her needs.

Evaluation of alternatives this is after the information search has been conducted by the customer and how he processes judgment on brands before making final judgment.





The post purchase decision is when the consumer moves to the final stage of the buying process where he or she would go through stages of either been satisfied or dissatisfied. In this stage businesses expect feedback from consumers who give feedback on the product and services offered to them.

2.6. Relevance of theory to the study

The selection of theories, Consumer buyer behavior and the Nicosia model and its relevance to the study explains the factors that influence consumers or buyers to purchase a product. It views consumers as rational decision makers because they focus solely on self-interest to satisfy their needs. The consumer buyer decision theory is focused solely on the act of purchase.

Finally, the research seeks to find out the impact of instagram in consumer buying decisions and the factors that influence them (consumers) to purchase a certain product or service.





CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction:

This chapter gives insight on information on the methodology used for this research. It would give an insight to details on the research design and the instrument chosen for it, the population, sample size.

This chapter gives a detailed explanation and describes how data gathered, the method the data was collected, how valid and reliable the research instrument is and lastly. Methods used in analyzing the available data.

3.2. Research Design and Instrument:

The survey research of this study is studying a group of individuals by collecting and analyzing the data that stands for the entire group. The survey is characterized by gathering public opinion by the use of questionnaires.

The aim of this research is to determine the extent to which social media (Instagram) is being used among students in AUN. The data for this research is focused on individuals responds and opinion on how they are conversant with social media particularly Instagram and if it influences their response in buying decisions. Questionnaires were most relevant for this research and considered because of the scope and nature of the population that was studied.





3.3. Population of the study:

The populations of this study were students in AUN whose geographical location is Yola Adamawa state. Proximity was also considered in this research, thus the reason for focusing on just AUN students who school and study in Yola Adamawa. The random choice selection method was done due to the age of the undergraduate students at the university. Instagram users are mostly consisted of Millennial and people under the age of 40 are assumed to engage more in activities on Instagram.

3.4. Sampling Technique:

The census sampling method was used for this research study because it focuses on a group of people or distinct locality through which the data was collected and analysed. The process in collecting a sample size wasn't difficult as every member of the population is in Yola, Adamawa state.

3.5. Sample size and procedures:

The information on sample size of students in Aun were confirmed by the school's registrar , Mr. Yakubu Ayuba that there are over 976 undergraduate students registered for the Spring 2018 academic session.

In addition to this, based on the information given, the sample size used for the study is 976 undergraduate students registered for the spring 2018 semester.





The researcher arrived at a conclusion for the sample size of 123 students at a confidence level of 10% and the margin error at 9%.

3.6. Description of data gathering Instrument:

The study was based on the survey method, thus the decision to use Questionnaires was considered. The questionnaires are divided into two sections, sections A and B. In section a, demographics of the students in AUN, age, the location and also their gender. While in section B, it consisted of questions that weighed the adopting levels and how Instagram is being used by students in AUN and it influences their buying decisions.

3.7. Method of data collection:

The questionnaires were distributed within three days; the researcher gave out questionnaires in dorms, Rosario Volpi, Gabriel Volpi, FF and CC. In other to conclude the research. The researcher waited for participants to complete the forms and return the questionnaires. The responses were analysed immediately after completion. The questionnaires were analysed in 3 days.





3.8. Validity and Reliability of Research Instruments:

This study made use of the pilot testing approach. This was to establish the extent of understanding and clarity of the questionnaire by participants. The questionnaires were submitted to the Course supervisor for supervision and approval.

3.9. Method of Analysis

After the questionnaires were filled, they were properly examined in order to sieve out questionnaires that weren't properly answered and not returned. The data was collected and analyzed using the Statistical Package for the Social Sciences (SPSS).





CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

4.1. Introduction:

The purpose of this research is to determine the impact of Instagram on consumer buying decisions. The research was limited to Aun students because of proximity, to do this the registrar of the school; Mr Yakubu Ayuba was contacted to provide detailed information on the number of AUN students in the school registered for the Spring 108 academic session.

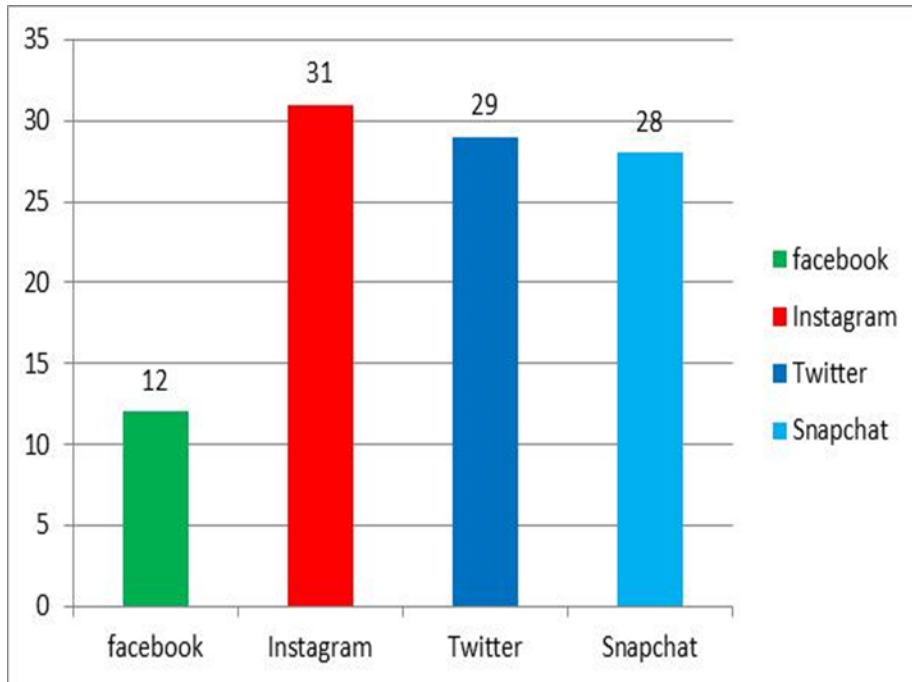
The Registrar indicated that a total number of 976 Undergraduate Students were registered for the spring 2018 Academic session. The research was based on the 976 undergraduate students, based on the information; questionnaires were administered on the undergraduates registered for the session.

Out of the number, 123 completed and returned the questionnaires for analysis. The tables below shows the data collected during the study.





4.2. Data Presentation and Analysis: TABLE 1: AGE DISTRIBUTION OF RESPONDENTS

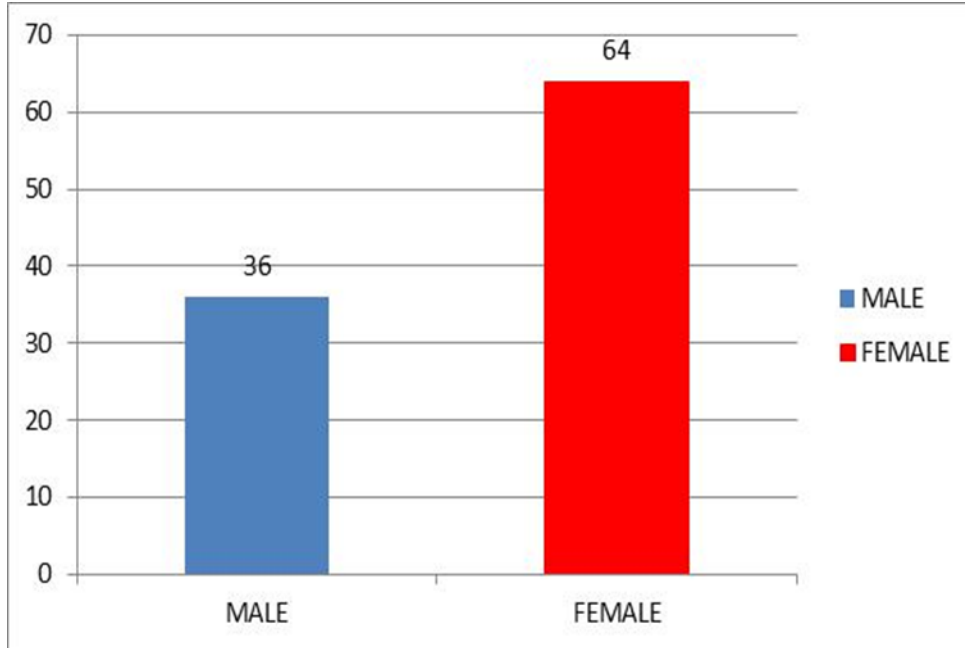


Based on table 1 above, a total of 123 responses were recorded. Out of these, 74 percent were between the ages of 18-22 years, 26 percent were between 26-33 years no age was recorded for the ages 34-45 because none of the respondent filled it.





TABLE 2: GENDER DISTRIBUTION OF RESPONDENTS



From table 2 above, 36 percent of the respondents are male while 36 percent are female.





TABLE 3: Which of the social media do you use frequently?

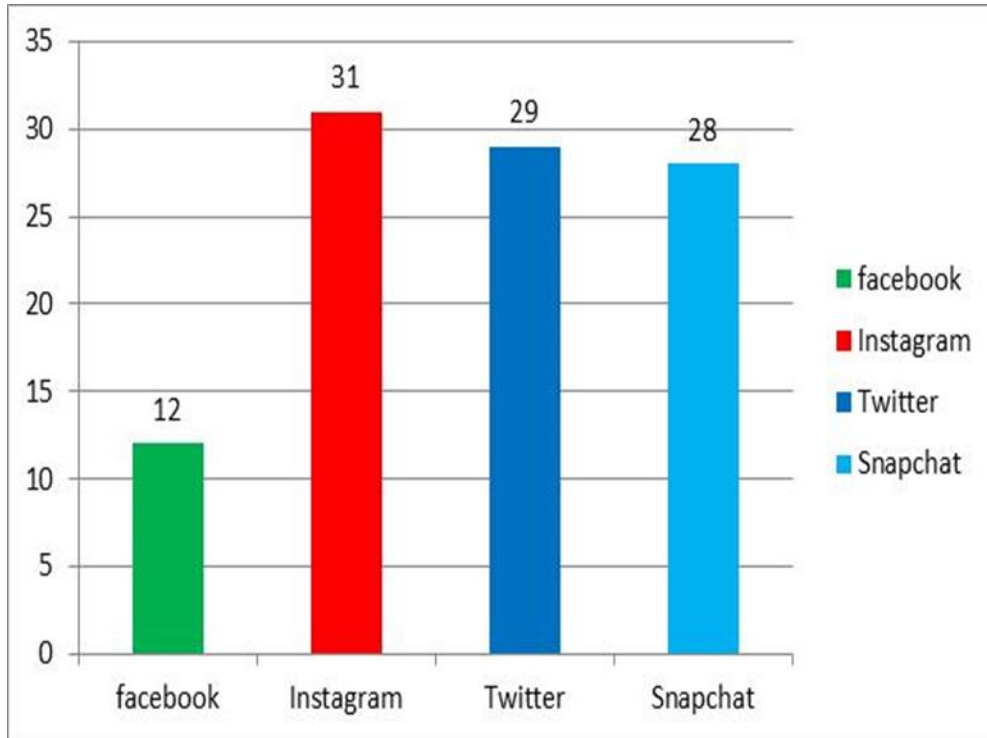


Table 3 shows 12 percent of the respondent use Facebook, 31 percent use Instagram, 29 percent use Twitter and 28 percent use Snapchat. TABLE 4: How often do you use Instagram?





TABLE 4: How often do you use Instagram?

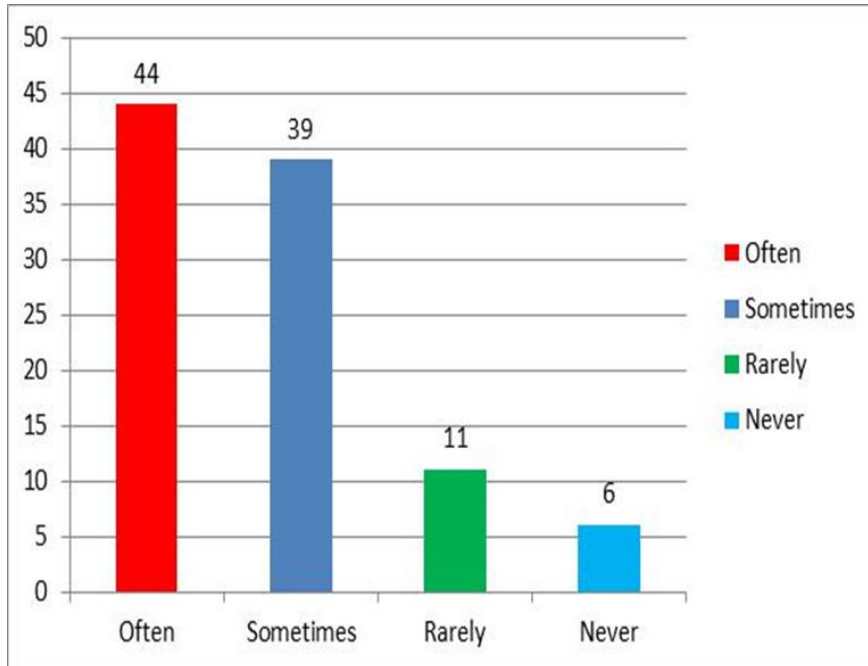


Table 4 above shows that 44 percent often use Instagram, 39 percent sometimes use Instagram, 11 percent rarely use Instagram and 6 percent never use Instagram.





TABLE 5: How many brands or companies do you follow on Instagram?

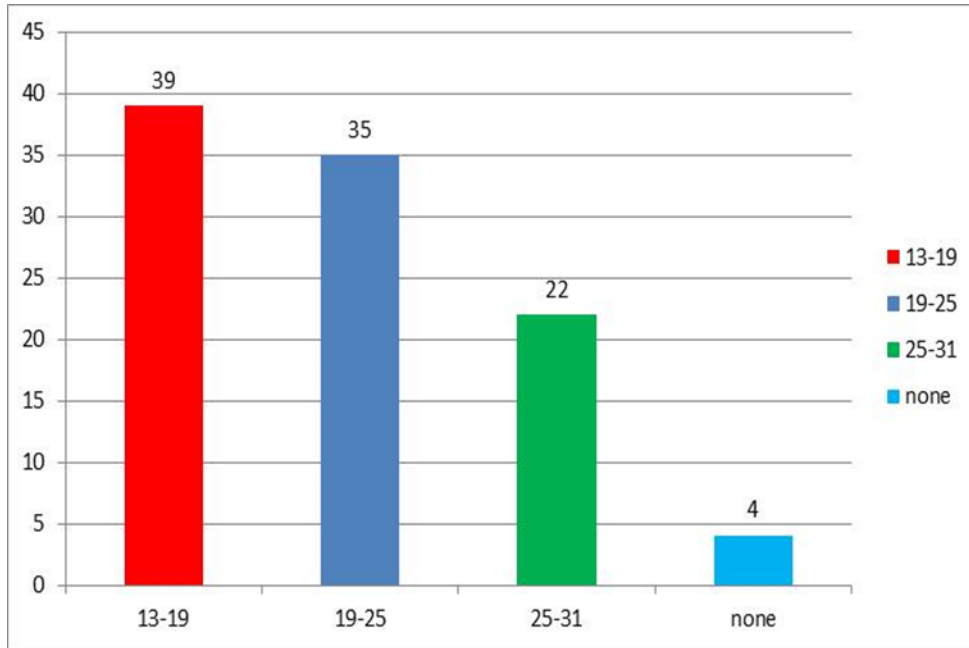


Table 5 shows that 39 percent follow brands or companies on Instagram, 35 percent follow brand or companies on Instagram, 22 percent follow companies or brand on Instagram and 4 percent do not follow any brand or companies on Instagram.





TABLE 6: If you follow any brand on Instagram, which of the following do you do on the brands social media pages?

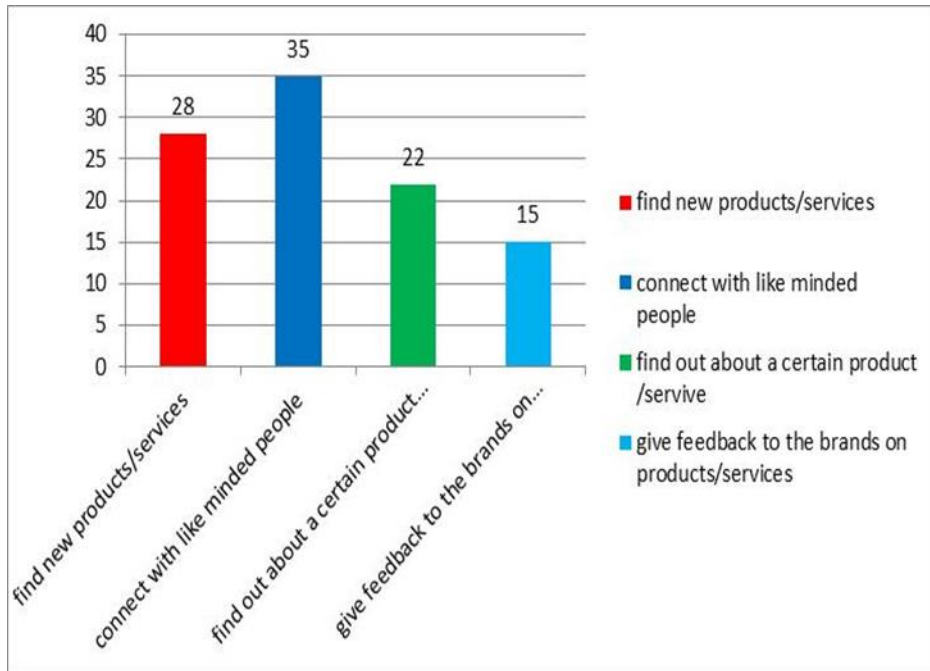


Table 6 shows that 28 percent find out about new products/services, 35 percent connect with like-minded people, 22 percent find out about a certain product/service and 15 percent give feedback to the brands on products/services.



TABLE 7: Do you trust Instagram as a source of information products and services?

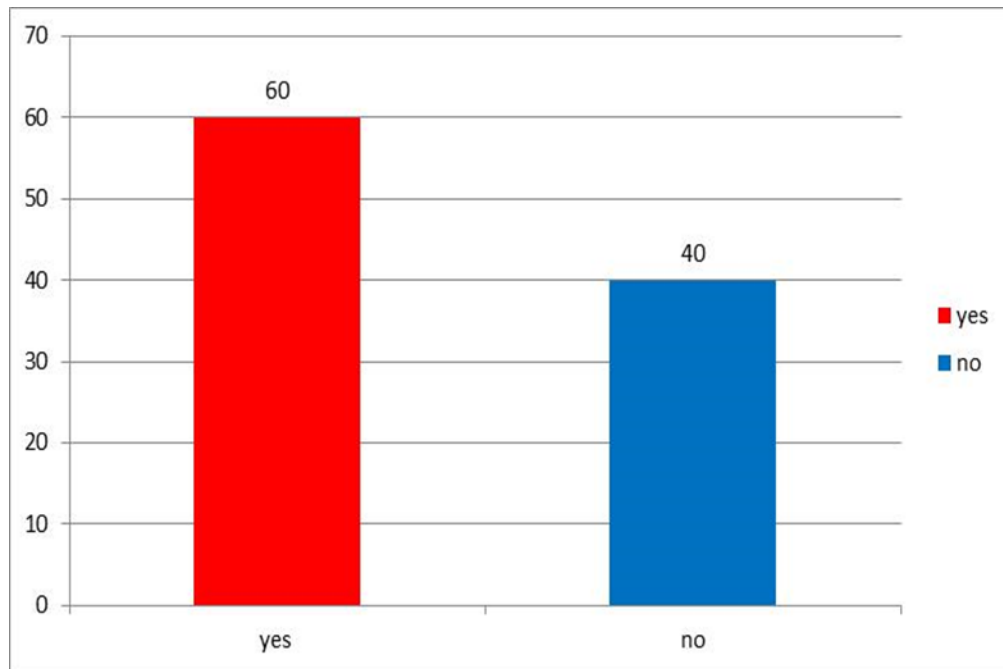


Table 7 shows that 60 percent trust social media as a source of information on products and services.



TABLE 8: How many products have you purchased online as a result of Instagram Ads?

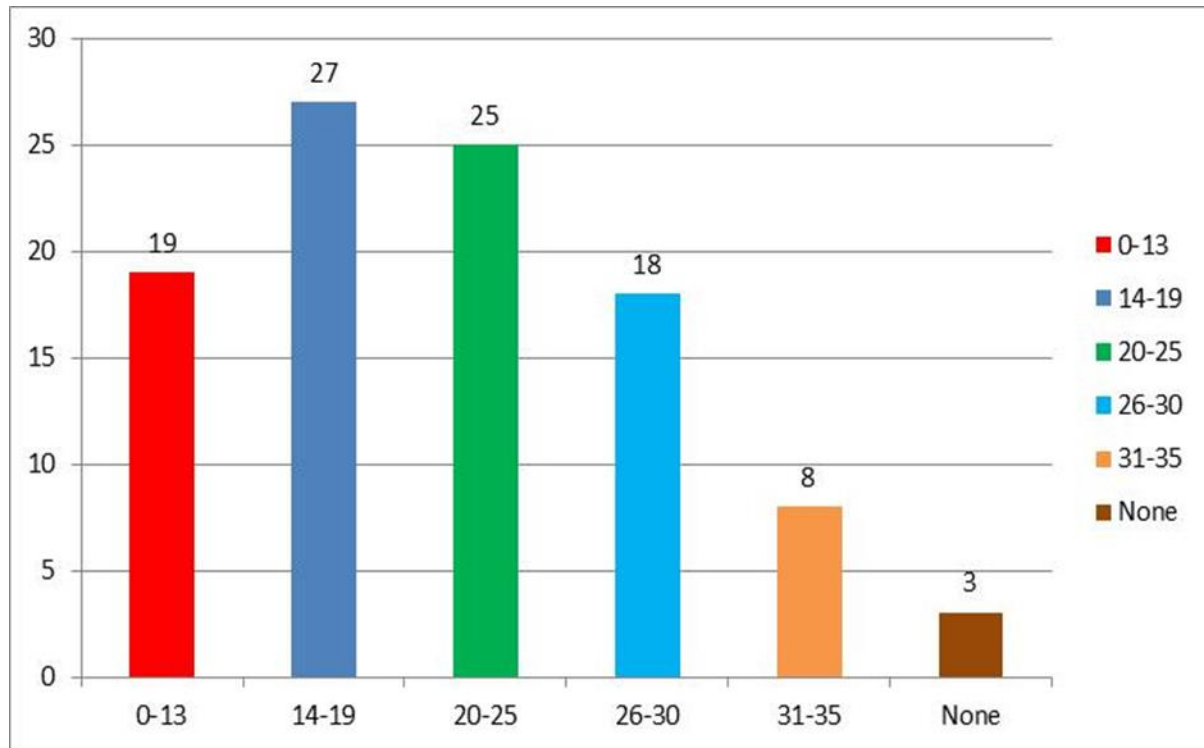


Table 8 shows the percent have purchased a product as a result of ads on Instagram, 27 percent have purchased a product as a result of ads on Instagram, 25 percent have purchased a product as a result of ads on Instagram, 18 percent have purchased a product as a result of ads on Instagram, 8 percent have purchased a product as a result of ads on Instagram and 3 percent haven't purchased a product on Instagram.



TABLE 9: What is your preferred social media source for information on a product/service?

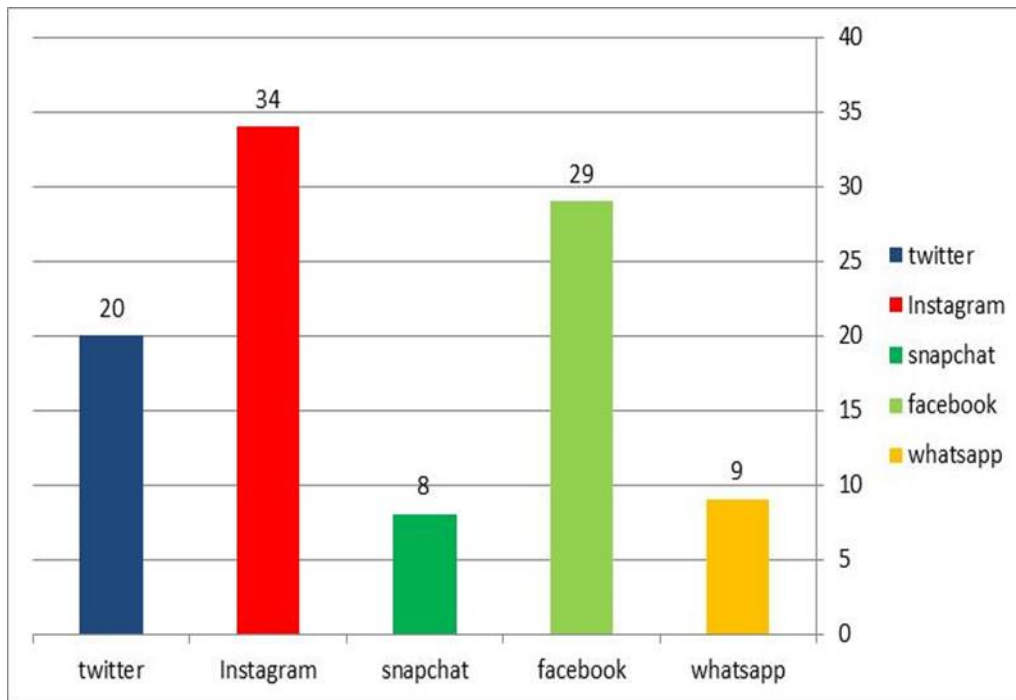


Table 9 shows that 20 percent prefer a brands website for information, 34 prefer a brands website for information, 8 percent prefer a TV Ads for information, 28 percent prefer internet search engines for information and 9 percent prefer magazine articles for information.

TABLE 10: Which statement do you feel suits you in relation to instagram ads:

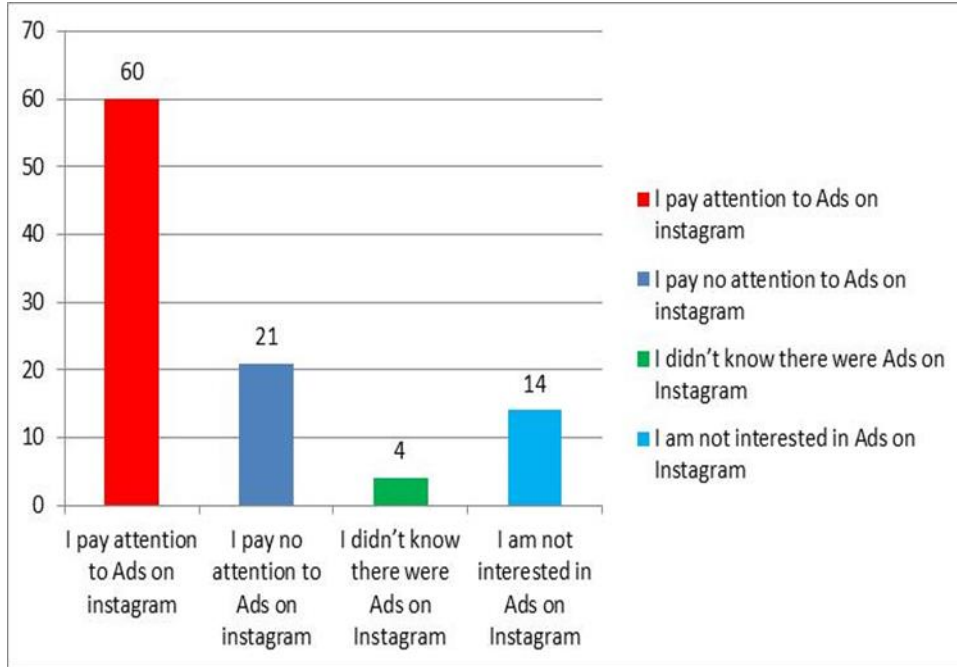


Table 10 shows that 60 percent pay attention to Ads on Instagram, 21 percent pay no attention to Ads on Instagram, 4 percent didn't know there were Ads on Instagram and 14 Percent are not interested in Ads on Instagram.

4.3.1. DISCUSSION OF FINDINGS;

This research was carried out to determine the impact of Instagram on consumer buying behavior, to examine Instagram as a promotional tool in creating brand awareness. The data gotten from the questionnaires were represented in a bar chart.

In chart 1, the researcher found out that respondents who filled the questionnaire were more in the ages between 18-22 years. The lowest age range of correspondents who filled the questionnaires are between the ages 34-45 because there were no records for it.





Chart shows the age distribution of the respondents. More females filled the questionnaire than males because of the accessibility of the female hostels than the male dorms. In the male dorms, they were more of skeptical to fill the forms than the females who the respondent was more conversant with.

Chart 3 indicates a higher user of Instagram than other social media by respondents. 31% of respondents use Instagram than other social media making Instagram the most frequently used.

Chart 4 shows than 44% of respondents use Instagram often. This was measured on a scale of often, sometimes, rarely and never. 6% said they had never used Instagram before.

Chart 5, more people agreed that they follow brands on Instagram.

In chart 6, 35% agreed that they are on Instagram to connect to like minds, either in terms of fashion, photography, modeling or otherwise. The second highest percentage agreed that they search Instagram for new products or services from brands and business.

In chart 7 60% of the respondent agreed that they trust Instagram for information on various products and services, While 40% do not trust Instagram.

In chart 8, more people agreed that they have bought 20-25 items from Instagram as a result of Instagram Ads, while 4% had never bought anything from Instagram as a result of Ads.

Chart 9, 34 percent chose Instagram as their preferred social media while 29 Facebook chose Facebook. It may seem as though Instagram has taken over Facebook, but after Mark Zuckerberg purchased Instagram there's been a rapid growth in the use of Instagram because of the two apps.

In the last chart 10, 60% percent pay attention to Instagram Ads on a scale of 1-100%. That shows that online advertising and Instagram go hand in hand.





4.3.2. Answers to research questions:

This research was conducted to find out the impact of Instagram in consumer buying decisions using Aun students as a case study. To do this a survey using questionnaires was used to assemble data gotten from the research instruments used in answering questions raised from the study.

RESEARCH QUESTION

How effective is Instagram effective in conveying information about a product or service?

To answer this question, we relied on the information on data obtained from tables 3, 7, 9 and 10. Data from table 3 shows that the social media with the highest number of users is Instagram. This goes to show that Consumers find Instagram more appealing when it comes to finding information and enquiring about a product or service.

Table 9 shows that 34 percent of users prefer Instagram as a social media source for information on a product/service. Consumers reply more on Instagram for information because it offers a wider range for users to find out about a product or service.

RESEARCH QUESTION 2

How effective is Instagram as a promotional tool?

Based on the data gotten from table 6 and 10, the responses gotten from the respondents on table 9 and 10, table 9 shows that consumers prefer to get information from Instagram. Brands and business are constantly improving and creating brand awareness by making use of special instagram features. Table 9 proves that brands and businesses are engaging their customers and keeping them updated on their products and services.





Table 20 shows that 60 percent pay attention to Ads on Instagram. With N310, Businesses can create Ads on Instagram and promote it to reach a target audience of about 500-1500 consumers.

The higher the Naira, the larger target audience a brand/business can reach.

RESEARCH QUESTION 3

What role does Instagram play in Advertising?

The answer to this question lies in table 6, 7 and 8. 28 percent follow brands/business social media page on Instagram to find out about new products and services. 35 percent connect with likeminded people on Instagram.

As a fashion designer, I follow a lot of brand/business pages to stay updated in the latest fashion and style trend. I follow business pages to learn tips about certain product and services and how to generate profit and attract potential customers.

Instagram as an app plays a huge role in Advertising because of its vast users; it has reached it possible to reach millions of consumers all around the world.





CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

After the conclusions on the research, the research has recommended the following with the hope of motivating other researchers;

- To research further to find out if Instagram influences consumers buying behavior.
- To explore other fields and respondents as it's only limited to only undergraduates in the university.
- To consider following up my findings as a gateway for further research on this study.





REFERENCES

- Barker, S. (2017, May). *How Social Media Is Influencing Purchase Decisions*. Retrieved April 4, 2018, from Social Media Week : <https://socialmediaweek.org/blog/2017/05/social-media-influencing-purchase-decisions/>
- Bay, D. E. (2003). The Theory of Trying and Goal-Directed Behavior: The Effect of moving the hierarchy of Goals. *Psychology & Marketing*, 20, pp. 669-684.
- Isaac, A. (2016, July 28). How to master Instagram and increase brand awareness . *The Telegraph* .
- Itamar Simonson, Z. C. (2001, February). Consumer Research: In search of Identity. *Annual Review of Psychology*, 52, pp. 249-275.
- Lapina, G. (2009, May). *Application of Creative Thinking Techniques for Facilitation of Cooperation in innovative business development*. Retrieved April 10, 2018, from Oi.net.eu:
https://www.google.com.ng/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0ahUKEWjz1pW_r9vaAhXHWsAKHYCUA3EQFgglMAA&url=https%3A%2F%2Foi.net.eu%2Fm-public-library-front%2Fopen-innovation-handbook%2Fbook-s-chapters%2F1599-part-3-4-application-of-creative-think
- Lars Perner, E. U. (2013, November). *Theories of Consumer Decision Making*. Retrieved April 10, 2018, from ukessays.com: <https://www.ukessays.com/essays/marketing/theory-of-consumer-behaviour-and-decision-making-marketing-essay.php?vref=1>





Vainikka, B. (2015, June). *Psychological factors influencing consumer behaviour*. Retrieved

April 10, 2018, from theseus:

https://www.theseus.fi/bitstream/handle/10024/96405/Vainikka_Bianca.pdf.pdf?sequence=1&isAllowed=y





APPENDICES

- VCDs/DVDs of presentations, Documentaries, Commercials, advertisements, programs etc.

