REPUBLIC OF TURKEY
ISTANBUL GELISIM UNIVERSITY
INSTITUTE OF GRADUATE STUDIES

Department of Business Administration

THE INFLUENCE OF SOCIAL MEDIA ON CONSUMERS

BUYING BEHAVIOUR: A CASESTUDY OF INSTAGRAM

Master Thesis

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Supervisor
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DECLARATION

     I hereby declare that in the preparation of this thesis, scientific ethical rules have been followed, the works of other persons have been referenced in accordance with the scientific norms if used, there is no falsification in the used data, any part of the thesis has not been submitted to this university or any other university as another thesis.

Oluwabunmi Oluwaseun PELEMO

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THE DIRECTORATE OF INSTITUTE OF GRADUATE STUDIES

The thesis study of Oluwabunmi Oluwaseun PELEMO titled as The Influence of Social Media on Consumers Buying Behaviour: A Casestudy of Instagram, has been accepted as MASTER THESIS in the department of Business Administration by our jury.

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SUMMARY

This research sought to explore and discover the Influence of Social media on Consumer Buying behavior, which is a determinant of customer retention. Instagram was the Case Study of this research.

In specific terms, the research sought to:

(i) To determine the impact of Instagram Ads on consumer buying behavior

(ii) To determine the influence of Instagram reviews on consumer purchasing decisions.

(iii) To investigate the relationship between Information on Instagram and consumer behavior

The data analyzed in the course of this study were sourced from Two hundred (200) respondents within Lagos State, Nigeria using well-structured questionnaires.

Qualitative data was also sourced from several books, journals, magazines, and online resources, all duly referenced. Data analysis was carried out using regression analysis and exploratory factor analysis.

The results of this study and the analysis of findings shows that Instagram has a notable influence on consumer buying behavior.

The study recommends that more businesses should leverage Instagram as a means of sharing information about their brands and services to the teeming number of social media users who use the social media platform for information sourcing.

Key Words: Instagram, Consumer buying behavior, Instagram Ads, Instagram reviews, Instagram information.

OZET

Bu araştırma, sosyal medyanın müşteriyi elde tutmanın bir belirleyicisi olan tüketici satın alma davranışı üzerindeki etkisini araştırmayı ve keşfetmeyi amaçlamıştır. Instagram, bu araştırmanın vaka çalışmasıdır.

Spesifik olarak, araştırma şunları amaçlamaktadır.

(i) Instagram Reklamlarının tüketici satın alma davranışı üzerindeki etkisini belirlemek

(ii) Instagram incelemelerinin tüketici satın alma kararları üzerindeki etkisini belirlemek.

(iii) Instagram'daki Bilgiler ile tüketici davranışları arasındaki ilişkiyi araştırmak

Bu çalışma sırasında analiz edilen veriler, iyi yapılandırılmış anketler kullanılarak Nijerya'nın Lagos Eyaletindeki ikiyüz (200) referanstan alınmıştır.

Nitelikselverileraynızamandatümüuygunşekildeatıftabulunulançeşitlikitaplardan, dergilerden, dergilerden ve çevrimiçi kaynaklardan elde edildi. Veri analizi, regresyonanaliziveaçımlayıcıfaktöranalizikullanılarakyapılmıştır.

Bu çalışmanın sonuçları ve bulguların analizi, Instagram'ın tüketici satın alma davranışı üzerinde kaydadeğer bir etkiye sahip olduğunu göstermektedir.

Çalışma, daha fazla işletmenin,bilgikaynağı için sosyal medya platformunu kullanan çok sayıda sosyal medya kullanıcısına markaları ve hizmetleri hakkında bilgi paylaşma aracı olarak Instagram'dan yararlanmasını önermektedir.

AnahtarKelimeler: Instagram, Tüketici satın alma davranışı, Instagram Reklamları, Instagram incelemeleri, Instagram bilgileri.

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ABBREVIATIONS

CBB: Consumer Buying Behavior

INFO: Information

ADS: Adverts

REVW: Reviews

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PREFACE

The document before you is a thesis titled "the influence of social media on consumer buying behavior; a case study of Instagram". It has been written in fulfilment of the graduation requirements of the Deparment of Business Administratin of the Istanbul Gelisim University.

I engaged in this research between 2020 and 2021 under the supervision of Associate Professor, Dr. SEZER CIHAN GUNAYDIN. The research was an interesting one, although slightly tasking and time-consuming, but patience and extensive investigation helped me answer all research questions.

I would like to thank my supervisor for her guidance and support during this process. I am also grateful to all the respondents, without whose response and cooperation I would have been unable to complete this thesis.

I appreciate the support of friends and family in the course of this project.

I hope you have a great and productive time reading through this document.

INTRODUCTION

Social media continues to grow and become an online world where communications related to socialization and business occurs. As more people get involved with social media, especially as a marketplace for goods and services, it became imperative to investigate on the influence of social media on consumer buying behavior, with Instagram as a case study. With Instagram fast growing into a platform loved and used by Nigerians for business related communication, studying the impact of such relations became necessary.

With more users depending on social media for information about products and services, and very few studies on how Instagram influences consumer actions and purchase behavior, this project aimed to solve three problems, which are (i)   to examine the influence of Instagram Ads on consumer buying behavior. (ii) To determine the influence of   Instagram Reviews on Buying behavior, and (iii) To explore the effects of   Instagram Information on   Consumer buying behavior.

Chapter one offers an introduction to the research, including hypotheses, researcher's model, statement of problem, and definition of terms. Chapter two entails the review of literature, exploration of related theories, and discussion of related studies. Chapter three discusses methodology, in which purposeful sampling was used to select 214 respondents whose questionnaires were analyzed using regression analysis and exploratory factor analysis on SPSS 24.

Chapter five offers a summary of research findings with projections for further studies that can spring up from then conclusion of this study.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Technological development has heralded social media platforms in the online space like never before, making social media a strong communication alternative to the mass media.

This advancement has also given businesses a wider range of options for carrying out their activities, just as Boulianne (2009) opines that social media has increased the options available to businesses in recent times.

In fact, Picard & Robert (2011) have attributed the possibility of handling business interactions without physical meetings to the availability of the internet and social media platforms.

As the world continues to embrace social media for communication and business purposes, we have seen social media change the way marketers and consumers communicate, further presenting another communication channel for brands and businesses today.

Kozinets (2009) highlights how information society has a notable influence of consumer product evaluation and buying decision, and Do-Hyung, Jumin, and Ingoo (2007) highlight how customer involvement through social media continues to be a major factor in marketing.

Social networking sites have taken a central position where the development of e-commerce is concerned in current climes where customers connect and participate over the internet (Miller, 2010).

According to Ali, Ballantine, and Stephenson (2011), social media is a valuable tool to firms, offering them benefits such as facilitating communication about the brand, boosting brand popularity, sharing business information, increasing sales, and amassing social support for consumers.

Wu, Chen, and Chung (2010) align with this thought as they posit that networking via social media allows people to express and build shared values, thereby boosting trust in business and interactions.

One social media platform that continues to grow and amass users is Instagram.

Since the creation of Instagram, there has been a noticeable change in social media communication, thanks to its unique features, and also a change in consumer buying behavior due to the nature of business carried out on the platform.

Companies are increasingly setting up Instagram pages to showcase a positive brand and business before the public. Some other users have amassed a strong following and become opinion leaders, also called Instagram influencers who create marketing effects for businesses and brands to reach their tons of followers.

As one of the most popular social media platforms in the world, Negi&Pabalker (2020) posit that Instagram has heralded a massive change in the world of online shopping with 44% of Instagram's active users researching brands and 53% of Instagram users following their favorite brands.

11 years after the creation of Instagram, and a few years after it gained wide popularity, we have seen the platform become a major one for business transactions between brands and customers.

Social media platforms like Instagram allows for interactions between companies and their customers, giving companies a somewhat personal pattern of interacting with their customers, observing their lifestyle, and gaining perception of their product through the eyes of the customers.

It is pertinent to discover how much Instagram and its expansion has affected consumer purchase behavior as well as the social media strategies that made such an impact.

1.2 Statement of the Problem

Many businesses and organizations are beginning to shift from conventional media towards social media for their promotions and advertising. As social media is one of the most popular online platforms available to both businesses and customers likewise, more businesses are leveraging social media for sales and marketing.

Several studies show that traditional media channels are losing viewership and patronage in favor of social media platforms where businesses and customers go to hold interactions.

A number of researchers over time, including Bond, Farriss& Jones (2009); Kramer, Marlow, Settle, & Fowler (2012); and Picard (2011) suggest that mass media channels are not effective enough for marketing products and services.

According to Boulianne (2015) mainstream media viewing by 4 to 15-year-olds has reduced by 22%, while viewing amongst 16 to 34-year-olds has dropped by 15% due to the rise of online content and social media platforms like Instagram, Facebook, Twitter, e.t.c.

Hutton and Fosdick (2017) also opine that every year, the percentage viewership of younger audiences goes down by 13%.

Furlow (2016)opines that 95% of adults between 18 and 34 years are very likely to follow a brand on social media. However, while this is impressive, the problem remains how effective social media awareness can trigger referrals and product trials among the consumers.

Jahn& Kunz (2016) also express that 33% of social media users would rather contact a brand via social media instead of over the phone.

All these facts show that social media is fast becoming effective for interactions between businesses and prospective customers. However, it is yet uncertain whether social media is effective in driving customers to purchase a company's product, and whether social media strategies can build consumer faithfulness to a brand.

In the face of this drive towards social media for sales and business interactions, some studies still question the effectiveness of social media as a marketing tool and its ability to influence consumer behavior (DiStaso, McCorkindale, and Wright, 2011).

It is against this background that the study will investigate how Instagram usage and several communication factors unique to Instagram influences consumer behaviour and purchase decisions.

1.3 Objectives of Study

The primary objective of this study is to investigate the effects of social media on consumer buying behavior. However, the specific objectives are to:

1. To determine the impact of Instagram Ads on consumer buying behavior

2. To determine the influence of Instagram reviews on consumer purchasing decisions.

3. To investigate the relationship between Information on Instagram and consumer behavior

1.4 Research Question

1. What significant impact does Instagram Ads have on consumer buying behavior?
2. How does Instagram reviews affect consumer purchase decision?
3. Is there a significant relationship between information on Instagram and consumer buying behavior?

1.5 Scope of the Study

The study will focus on the impact of social media on consumer buying behavior. The target population will comprise Instagram users across all 36 states in Nigeria. The sample size for the study will be 214 respondents selected using the simple random sampling technique.

1.6   Significance of the Study

The researcher hopes that the study will contribute to the available body of knowledge on the practice of business on social media. Businesses on social media and social media influencers can also use these findings to better understand behavior of their prospective consumers.

Industries will better understand the relevance of social media marketing and how to build consumer trust while understanding the preference of customers and what influences them to

purchase a product. Businesses can experience an increase in brand loyalty, patronage, and profitability.

Consumers can also use the findings from this study to better understand how to use social media for their product search and purchase.

Members of society will be further educated on the circumstances that affect their product choices and how to make the best choices when faced with social media messages.

1.7 Limitations of the Study

As with several other studies that have been carried out, several limitations are bound to be encountered.

Time is always a restricting factor as the researcher has to complete this investigation within a given period, thereby amounting to the pressure to conclude the research and collate findings in a short time.

However, the primary limitation plaguing this study is the uncertainty of respondents being truthful in their responses to ensure the information generated is correct and reliable.

The researcher however hopes that many respondents will be as truthful as possible, especially as the identities of the respondents will be kept a secret.

1.8 Operationalization of Variables

This research has independent and dependent variables that make up the sum of variables being considered. Owing to the research scope and topic, the dependent variable is consumer buying behavior, while the independent volume is social media (Instagram)

Y= dependent variable

X= independent variable

F= function

Y= F(X)

After substituting the values of X and Y, we have the following

X= Social Media (Instagram)

Y= Consumer Buying behavior

Further explaining both variables, we have three dependent variables to consider (Y)

X= (X1, X2, X3.....XN)

Here, X= Social Media (Instagram)

X1= Instagram Ads

X2= Instagram Reviews

X3= Instagram Information

Y= Consumer buying behaviour .

The variables and indices above will be represented in the course of this study.

INSTAGRAM ADS

INSTAGRAM REVIEWS

INSTAGRAM INFORMATION

CONSUMER BUYING BEHAVIOR
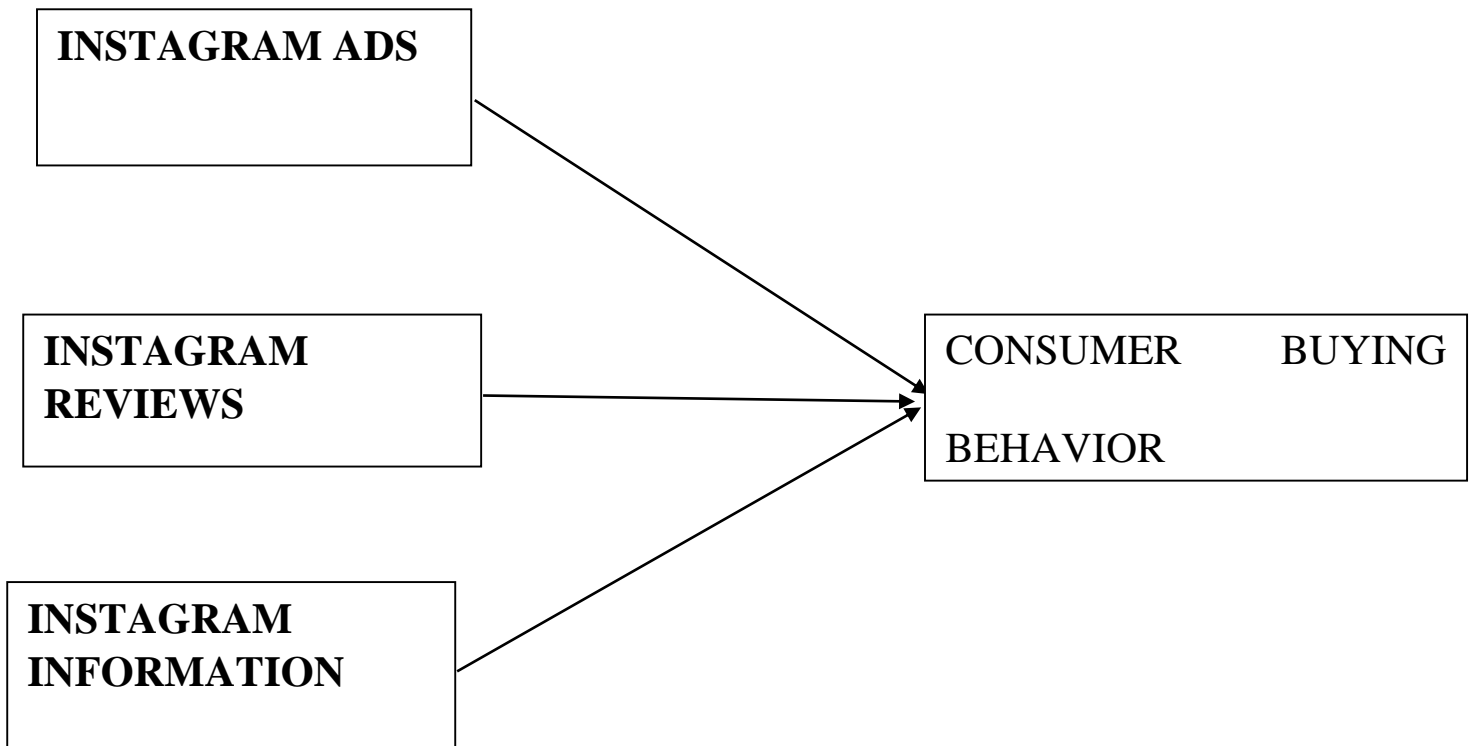
1.9 Research hypotheses

The research will test the following hypothesis to reach a conclusion:

Hypothesis 1

H1: Instagram Ads influences consumer buying behavior significantly

Hypothesis 2

H1: Instagram reviews influence consumer purchase decision.

Hypothesis 3

H1: There is significant relationship between Information on Instagram and consumer buying behavior

1.10 Definition Of Terms

CONSUMER: A consumer is an individual who buys products and services for their final consumption (Ibidunni, 2012).

CONSUMER BEHAVIOUR: The manner in which people, organizations, or groups form processes to select, get, use, and dispose of products, services, or ideas, to satisfy their needs (Perner, 2016).

CONSUMER DECISION MAKING: It refers to the processes by which consumers identify their needs, collect relevant information, evaluate the alternatives before them, and make the purchase decision (Hershey & Blanchard, 2017)

SOCIAL MEDIA: Social media refers to internet or web tools and applications used to share information, ideas, and engage in conversations between users.

Social media includes forums, blogging and other interactive platforms that allow people engage in conversations with one another often (Hershey & Blanchard, 2017).

ECONOMIC FACTORS: A consideration regarding how a consumer's disposable income and other financial resources tend to affect their buying activities (Hershey & Blanchard, 2017).

SOCIO CULTURAL FACTORS: Refers to a set of beliefs, practices, customs, and behavior observed within a population (Hershey & Blanchard, 2017)

CHAPTER TWO

LITERATURE REVIEW

This chapter aims to review, discuss, and compare a body of literary work by several scholars as they relate to social media, particularly Instagram, and its effect on consumer buying behavior.

The chapter will review the opinions of several authors from their bodies of work, including journals, textbooks, online, and offline materials. With the help of these materials, the researcher will carry out an in-depth study of the research topic.

This chapter will include a review of conceptual framework, theoretical analysis, and empirical framework, and also review the gap in other bodies of work centered on this topic.

2.1 Conceptual Review

2.1.1 Overview of Social media as a concept

Social media can be defined as interactive media technologies that make for the creation and exchange of ideas, information, and interests, through virtual networks and communities.

Kohli, Suri, & Kapoor (2014) define social media as consumer-generated media which covers a wide range of online information sources created and used by people with the intent to share information regarding any topic or ranges of topics of interests.

The Merriam-Webster dictionary defines social media as forms of electronic communication platforms through which users create online communities and share ideas, information, personal messages, and diverse contents.

According to Hudson (2020) Social Media is an application or website that allows users create and share content while having engagements with other users on the platform. According to Hudson, anyone with access to the internet can sign up and create a social media account. These users can share contents of their choosing, provided it is supported by the platform, and people who visit their profiles or pages can view these contents. Social media users can share content in real time using computers, smartphones, and tablets. Suffice to say that social media has become a place where people meet, share information, and interact with each other.

According to [statistics](#), the number of people using social media globally is exceeds 4.48 billion as at 2021. The average social media user accesses about 6.6 social media platforms within a month, as popular platforms like Facebook has more than 65.86% of their users logging into their accounts daily.

According to the **Global Web Index**, a millennial or Gen Z-er has an average of 8.4 social media accounts. This is a 75% increase from 4.8 accounts in these group of users had in 2014. Findings from a study carried out among internet users in 46 countries aged between 16 and 64 showed that users in Japan had the lowest average number of social network accounts (3.8), while India had the highest average number of social media accounts per user (11.5)

Based on this study, internet users in the USA have an average of 7.1 accounts per person, while UK users have an average of 6.9 accounts per person. In Canada, the average is 6.8 accounts per person. (**Global Web Index**)

In Nigeria, Social media has gained so much popularity and is increasingly getting integrated into all areas of daily life. Interestingly, the use of social media in Nigeria has gotten so widespread that non-users are considered cranky and old fashioned (Ndubueze, 2016).

In the last decade, Facebook and Twitter saw their fastest growth amongst social media users in Nigeria (Kew and Kwaja, 2018). There is an estimated figure of 99.05 million internet users in Nigeria, and it is projected that the figures will grow to 131.7 million in 2023 (Statista, 2020a). Of all social media platforms in Nigeria, WhatsApp is reported to be the most popular platform with (94%) at the third quarter of 2019. Facebook follows with (87%), while Instagram sits at (67%), and Twitter has (50%) (Statista, 2019).

2.2 Social Media Channels

A social media channel is a website through which users send information that delivers immediately and can be displayed and viewed on request (Rouse, 2017).

Lesnan (2015) opines that social media channels are platforms where users can connect, create, and share content online, alongside being used as an important part of an online marketing campaign.

McElroy (2015) opines that the various social media channels in existed have made it easy to reconnect with old friends and make new ones, thereby reducing communication barriers and growing social circles.

(According to Rouse (2017) consumers are driving online interactions in modern times owing to the emergence and growth of social media channels like Instagram, Facebook, Whatsapp, Snapchat, and Twitter.

Companies need to create and build a strong online presence on social media platforms to catch up new consumer trends, and many companies have done this with the intent of connecting with their existing and prospective customers. This new development has affected the way companies advertise, with most of them choosing to advertise on social media platforms, as it has been known to attract more attention to a product than traditional media channels (Brassington and Pettit, 2016).

2.3 Social Media Communication

Social media communication entails the process of transmitting information to social media users through social media channels.

According to Cohen (2017), social media communication presents companies an effective way of communicating with their target market.

Mangold and Faulds (2009) opine that social media offers companies and customers new methods of engaging with each another. Owing to this fact, companies consider social media communication as an essential part of their promotion mix.

Brodie (2013) explains that marketers expect to use their social media communication to engage with loyal consumers, disseminate information, learn about their audience, and boost positive consumer perceptions of their products.

Thanks to social media and its spread, companies can now get feedback from their customers about their services and products, opening up a communication avenue that was previously not available.

However, Mason (2015) is quick to note that social media communication can also have a negative impact on a company as consumers can get information about a brand, product, or service from other consumers, taking away the company's previously sole responsibility of framing the image

and information they want a customer. As a result, negative comment from a few customers can also damage the company, brand, or product's image.

2.4 Social Media Awareness

Kevin, Hartley, and Rudelius (2014) see social media awareness as the process of using social media channels to boost product awareness.

Social media channels are becoming an increasingly famous mechanism for create awareness about a product or service. Social media has been used to mobilize product sales through several product awareness campaigns.

Twitter and Instagram hash tags, for instance, can make a topic or product become popular amongst users and help people find out about it. As a result, many business organizations use hash tags when making their posts and talking about their products.

However, Robson, Hearst, Kau, and Pierce (2013) highlight the drawbacks to social media awareness, including the likelihood of negative feedback from a consumer to discourage and dissuade prospective customers from purchasing a company's products and services.

2.5 Social media marketing

As social media users continue to increase in large numbers over the years, there have been a paradigm shift from the earlier uses of social media such as information dissemination and communication. Social media has also been unveiled as a marketing tool owing to its reach, high global interest, and the growth of technological advancements.

According to Kohli, Suri, & Kapoor (2014), researchers, over time, have included web-based and mobile technologies when carrying out an assessment of social media as a marketing tool.

As social media continues to blaze a trail as a major means of communication and interactions, companies have made the shift towards social media as a way to market their products using a more direct marketing process than what we have had over the years.

In the words of Muntinga, Moorman, & Smit (2011) and Shi, Rui, &Whinston (2014), companies focus on social media platforms for their branding and product marketing as they understand the

value of using these platforms to engage their consumers in a manner that makes the product appealing to the potential customer.

Muntinga, Moorman & Smit (2011) say social media platforms have become the center of information dissemination about products, including the introduction of new product lines into the market, the creation of brand awareness, and shaping of consumer behavior.

In fact, Kozinets, de Valck, Wojnicki, &Wilner (2010) say social media provides a unique opportunity to spread the word to a widespread audience, support consumer-to-consumer communications and advance brand awareness over a large-scale social network.

According to Shen & Bissell (2013), social networking sites have provided a new way to introduce brand-related content and generate consumer interactions to create exchange with customers. Also, an estimate of 93% of businesses uses one social networking method or the other for marketing and branding.

Shen and Bissell opined that there are over 200 million active social media users in the United States who spend over 29 hours browsing, carrying out networking, and product assessment.

According to the *Digital Trends for Nigeria in 2018* report by Terragon Group, 63% of users are using social media for personal purposes, while 37% are using it for business. The report also explains that more Nigerians are adapting to social media for digital marketing purposes while increasing opportunities for brand-consumer interactions across several business fields.

Owing to the shift towards social media as a means of consumer engagement with brands, products, and services, social media has become essential in branding.

Christodoulies (2009) opines that the journey to understanding the role social media play in branding begins by recognizing the customers' opinion about businesses and the impacts of social media on consumer purchasing decision-making.

According to Weber (2009), traditional media, including TV, newspapers, and radio and facilitate one-way communication, while social media promotes two-way communication, as it allows every user to make posts and contributes to conversations.

When consimers interact via social media, they create online forums and communities. They also involve in reviews, ratings, and recommendations. This development is what birthed social

commerce that allows consumers to create content and influence other consumers (social media influencing).

According to Hajli (2013), consumers can be involved in the creation of shared values through social interactions and collaborations over the Internet. Furthermore, consumer socialization takes place directly through social media interaction, and indirectly occurs through product involvement.

Here's how such interaction works: Positive comments about brands and companies on social media platforms can have a positive impact on a person, brand, or product, but negative comments can also have a negative effect. Brands and companies cannot control such comments if they choose to use social media for marketing (Ho-Dac, Carson, & Moore, 2013)

According to Kohli, Suri, & Kapoor (2014) consumers engage in discussions that influence the branding process, even though they pay little or no attention to their participation in the marketing process.

A more direct way by which consumers get involved in branding and product marketing is the process of leaving customer reviews about products and services on social media.

According to Hajli (2013), customer review channels are widely available for products and services, which can provide companies value as the activity results in a kind of communication that is similar to word-of-mouth communication, and could help consumers in their purchase decision.

Social media interactions increase the level of trust because individuals join online communities in search of social support and community friendships. Ballantine & Stephenson (2011) align with verifiable research that highlights the usefulness of social media as a means of social and emotional support, and information provision, although further research is needed to show how much the rapport individuals establish via social interactions affect their emotions.

As people begin to rely on social media for information about products and services, Hutter et al. (2013) foresee that the new reality of marketing communication over social media presents both a new threat and an opportunity for companies.

As we continue to explore the benefits and threats social media marketing communication poses to brands and companies, let us take a specific look at Instagram as the case study in this research.

2.6 An overview of Instagram

Instagram is a social media platform primarily for sharing pictures and videos with other users. The application was founded by by Kevin Systrom and Mike Krieger, but is currently owned by Facebook (Meta) which acquired it in 2012.

2013 saw Instagram reported as the fastest growing media among mobile-savvy users (Yeong, 2013).

According to Aslam (2017), the number of Instagram users has doubled since 2015. Of Instagram's entire population, 59% of young people aged between 18 and 29 are active on the platform. These figures show that Instagram has an especially high number of young users compared to other social media platforms. The percentage of 30 to 49-year-old users on the platform is estimated to be around 33%. Older adults between 65 and above make up only 8% (Duggan, Greenwood, & Perrin, 2017).

Aslam (2017) posits that 68% of Instagram users are female, and Nadiminiti (2017) opines that 5 million photos and videos get posted on Instagram daily.

Findings from a 2019 survey show that 71% of the monthly active users on Instagram are under the age 35 years of age (Statista, 2019). The most popular age range on Instagram is between 25 and 34, followed closely by users aged between 18 and 24.

As at January 2021, 8,676,000 of people use Instagram in Nigeria, of which 59.1% are men and 40.9% are women (NapoleonCat 2021). People between the ages of 25 and 34 make up the largest user group at 3, 200 000. Within this age range men lead women in population by 600 000.

According to Nikita and Vanishree (2020), Instagram plays an integral role in changing the world of online shopping. They opine that 44% of Instagram's active users research and discover brands on the platform. Another 53% of Instagram users follow accounts of their favorite brands on the application. Nikita and Vanishree see it as a new approach that brands use to connect with potential consumers and market their products and services. Instagram businesses can connect with users through posts, stories, IGTV videos, and the like.

Instagram has an estimated 1.074 billion users worldwide as at 2021 (eMarketer, 2020). This figure is 73.5 million more than the number of users in 2020. Its number of users in 2021 hit a milestone that experts expected it to reach in 2024.

Many experts attribute the massive growth in Instagram users partly to the coronavirus pandemic which drove many persons to get on social media platforms as a means of communication and even for work.

Ting, Ming, Run and Choo (2015) Opined that Instagram has excelled as a marketing and communication tool to display products with descriptions. As a result, it is a useful social networking platform for companies as it is for individuals.

Ting, Ming, Run and Choo (2015) argue that despite Instagram's usefulness as a social networking tool, there's no clear indication of how this social media application is contributing to business and emerging markets. However, we will discover for ourselves in the course of this research, how much Instagram has influenced businesses.

2.7 Instagram Information

Instagram is fast becoming a trusted source of information, even as research suggests that it is underway to take the position of most trusted social media information source from Twitter

According to findings of the 2020 Reuters Institute Digital News, the use of Instagram for information search has doubled since 2018, especially among young people.

The Reuters report also states that Instagram is now very popular amongst young people who respond positively to the information and visual images on the platform.

Instagram information goes two ways. First, it can be information about brands, products, and services shared by companies and business owners to inform users about them. Also, it can be information shared by users in response to the information put out by clients and business owners.

No matter the case, Instagram information is helpful to consumers and businesses alike. On one hand, businesses can learn about their audience, their profile, location, interests, likes, dislikes, and even buying behavior and the time they are most active on the platform.

Likewise, where they're from and their likes and dislikes, Instagram can help uncover this information.

Following Instagram hashtags also help to see what a good number of Instagram users are doing and talking about, which helps you channel your information right.

On the part of consumers, they can also see all about the product or brand, including prices of products, competing products offered by other brands, and features of products, which can be compared to the needs of the consumer to see how they check out.

Instagram information sharing is also made possible based on user to user conversations, which can influence opinions about products, brands, and services.

As users and brands continue to generate and share content on Instagram, the trustworthiness of Instagram as an information source to users continues to increase.

2.8 Instagram Reviews

Instagram reviews allow users on the platform share their experiences with companies and products, giving other users an idea of their experiences, and also allowing brands and companies know where they need to make changes to their services, product quality, customer service, and other areas.

Thanks to the feedback mechanism on Instagram in the form of likes and comments, customers of companies and brands, as well as users of products and services can leave reviews to describe their experiences with those brands or products.

With over 1 billion users on Instagram every month, of which 83% use the social media platform to discover products, the onus has fallen on businesses on Instagram to convince users to patronize their business by proving that their goods or services are great. Instagram reviews are the best ways to prove the efficacy of products.

According to findings by Bight local, 91% of Instagram users read consumer reviews about a product or service before they make a purchase decision.

Moz. (2015) says online reviews affect 67.7% of consumer purchasing decisions.

Thankfully, it is becoming easier for brands to meet up with the demand for Instagram reviews because user-generated content is on the increase. Customers comfortable take pictures of products they loved and share it with potential customers to assist them in making the right purchase decisions.

The interesting thing about reviews on Instagram is that consumers can and do even leave their review of a company's product or service right under their ads, which means the success of that ad becomes immediately dependent on the nature of review sitting in the comment box.

While positive Instagram reviews are a treasure to the brand as well as prospective customer, negative feedback can be a big blow to a business and even have farther-reaching effects than positive reviews.

According to psychologists Edward Royzman and Paul Rozin (2001), people are more drawn to negative comments about brands and products, as people tend to gravitate towards, and remember negative things better and longer than positives. This term is defined as Negative bias.

Negative bias towards a brand on Instagram can topple the brand and business, especially if not recounted or corrected.

According to AdWeek. (2014) people are 63% more likely to click on negative information than positive. BrightLocal. (2018) add that negative reviews prevents about 40% of consumers from patronizing a business or using services.

Vendasta. (2019) also posits that 86% of consumers hesitate to purchase from a business with negative online reviews.

Inc.com (2010) hold that for every damaging/negative review, it would take 40 positive user experiences to correct the impression placed in the minds of other users.

According to Spiegel Research Center. (2017), the possibility for a product with five reviews to be purchased is 270% higher than the possibility of a product without reviews to be sold. This is not unrelated to the fact that BrightLocal. (2018) says 91% of social media users between 18 and 34 year of age trust online reviews as if it were personal recommendations from friends or family.

Further statistics before us show that Instagram review is a major reason some people may choose to patronize or not patronize a company.

2.9 Instagram Ads

Instagram's emergence has opened up the world to a vital social media platform for business, and advertisers have found a way to leverage the platform to communicate with their prospective and existing customers about brands, products, or services. The rate of response from consumers on Instagram also make advertising effective, both for businesses seeking customers and for customers who leverage the application to seek information on products and services.

Based on past studies, consumers are becoming all the more digitally inclined, and they have become well acquainted with Instagram. The platform has also influenced their buying decisions a great deal.

For instance, with the high level of visibility fashion gets on Instagram, especially in the form pf Ads, followers of pages that showcase ads and those who see these ads are likely to make purchases, especially in the areas of fashion.

72% of Instagram users opine that purchases related to beauty, fashion, and style were made because of the influence Instagram Ads have on their purchase decisions.

At the moment it is observed that Instagram advertising has more influence than other social media platforms. (Salphini, 2017)

Companies can leverage Instagram ads to raise awareness for their brand or products and provide information about such to the potential customer. They can also generate more sales and website visits with the Instagram ads tool that comes with several options and possibilities.

Companies can advertise their content and products using photo ads, story ads, video or carousel ads. Those ads can be created within the application and the company choose where people who engage with the advertisement will be directed to, including the company's website, profile, or direct messages.

While Instagram ads can companies raise awareness about a product or brand, it also provide businesses with information about their potential customers. (Instagram n.d.) Businesses can specify their budget, target audience, and other details when creating the ads. Upon launching the ads, they will also monitor the level of responsiveness to their ads and patronage or inquiries by customers.

Most companies don't hesitate to leverage Instagram ads because of the possibility of great returns on the funds spent on such ads.

The way Instagram Ads are created, it is impossible for a user to spend time on the platform without coming across such Ads. However, the user can choose to ignore the Ad, observe it, or click on it for more details.

Often times, Instagram shows Ads to users based on their previous search history, sites they have visited, and things they have browsed about or purchased before. That way, the algorithm shows the user what they are most likely interested in, and what they might decide to buy.

2.10 Instagram Marketing

Industries and businesses are not new to online marketing across several social media platforms, especially due to the wide reach online marketing has.

According to Vinaika and Manik (2017), online marketing is now a very important tool for brands and people to market their products and services. Since the social media trend of the 21st began, several social media platforms have been the go-to for these businesses, until Instagram came on the scene in 2010 and provided a method of communication and marketing that is more visual and engaging than many other platforms.

Many big and small businesses are paying a lot of attention to Instagram as a platform where they can promote and sell their products and services.

Instagram has given companies an interactive and free platform to interact with their existing and potential customers. With its constantly-evolving visual features, including things like reels, IGTV, and carousels, Instagram is a forward-moving platform that continues to attract businesses to market their products in different creative ways.

Instagram has quickly become a marketing trend, thank to its unique ability to target the right audience and allow users communicate through interactive Images, Videos, stories, and reels, with creative captions. Feedback features like likes and comments also help companies get responses from their customers and assess how they feel about a particular product or services. Users can

also share opinions, ideas, and engage in conversations in the comment section of these brands. These features contribute to Instagram being liked for customer engagement and brand marketing.

As Instagram's popularity continues to grow, it is estimated that 71% of businesses in the US use Instagram for business (Mention, 2018). The same study found that 7 in every 10 hashtags on Instagram are branded. Also, over 80% of businesses see Instagram engagement as the most important metric for measuring their online marketing success.

According to Socialbakers (2018), Instagram engagement has increased by 29% between October 2017 and May 2018, meaning that brands can generate 4 times more interactions on Instagram compared to Facebook.

Instagram engagement refers to the rate of involvement that followers show to Instagram content, including likes, comments, or shares. One reason for Instagram's high engagement rate is because it is a visual platform that allows for several types of content creation.

Bevins (2014) says Instagram can help companies promote their products or services, just as Hird (2013) says Instagram stands out from other social media platforms because it applies a visual-based strategy.

Silva, de Melo, Almeida, Salles, and Loureiro (2013) opine that Instagram marketing is an effective way of advertising products in line with the saying that a picture speaks more than a thousand words.

Herman (2014) says Instagram can save cost for brand designing because images taken for a product can be edited on Instagram using the platform's functions.

According to Sanchez (2018), about one third of the Instagram users have purchased products through the application, showing that Instagram gives great potential for businesses to gain customers.

Instagram also makes it easy for brands and businesses to gain followers and popularity in an organic manner based on interactions and content sharing.

Sanchez (2018) opines that Instagram is performing 10 times better than Facebook in terms of brand interactions, and 84 times better than Twitter. Businesses can also leverage various data about their potentials and use them on Instagram.

Sanchez (2018) believes that businesses can take these opportunities with low budget and low risk on Instagram compared to other marketing platforms and tools.

2.10.1 Instagram Marketing Tools

There are several marketing tools specific to Instagram that brands and businesses have leveraged over time to reach out to customers and make sales. We'll discuss these tools and how much of an advantage they provide to businesses on Instagram.

2.10.1.1 Instagram Stories

Instagram introduced stories in 2016 to allow users publish pictures, videos, or boomerangs that last for only 24 hours. The Instagram story has its own features like location, texts, gifs, polls, temperature, drawings, and the like. A feature like location makes it possible for users related to that location to find the story, even if they are not following the account that shares the story.

Hashtag stickers can also be used in stories for users to identify the account and story when they search for such hashtags.

Businesses can also leverage polls on their stories to get participants to choose between two products, services, features, or opinions that can help them.

Brands can also ask questions on their Instagram stories and encourage followers to answer, or give followers the opportunity to ask questions about the company, brand, or products (Carbone 2019.)

One of the newest functions on the Instagram story is the countdown, which can be used to inform users about an upcoming or ongiong sale or any other action they should take.

According to Carbone (2019), the countdown feature provides a way to promote events or dates that companies need their customers to remember.

Live videos are also some features of the Instagram story as companies can share live content through their stories, and still make these videos available for 24 hours after the live video ends.

The publisher of the story can see how many people watched the story, get responses and reactions from Instagram users via a private message or an emoji reaction. (Rouse 2018, Hauser 2018)

2.11 Instagram Influencer Marketing

According to (Wörfel, 2019), influencer marketing is the process of engaging the help of influential people on social media to increase a company's brand-awareness or promote its products. An influential person can be a person with many followers or someone who has a high level of influence on the people who follow them.

Influencer marketing is based on building a relationship between the business and influencer, which then translates to the influencer's followers. Influencers often develop a genuine interest, likeness, and understanding of the product they are marketing and share their genuine opinions with their followers (Dada 2017.)

According to Nikita and Vanishree (2020) influencers plays a key role on Instagram as they often have a huge following and a huge online presence.

Influencing has fast become a trend so much so that several persons aim and work towards being Influencers on several social media platforms, with Instagram being the most famous platform for influencing (Nikita and Vanishree, 2020).

According to a 2021 survey by HypeAuditorbusiness including1, 865 Instagram influencers, an influencer earns an average of $2,970 per month. However, the earnings differ from account to account, depending on the number of followers.

Micro-influencers who have between 1,000 and 10,000 followers earn about $1,420 per month, while mega-influencers with over one million followers earn about $15,356 per month.

Collaborations between brands and influencers are popular and profitable for brands and influencers likewise. Most Instagram users find it easier to connect with influencers than brands or celebrities. They also find Influencer's reviews to be more honest than the paid celebrities (Nikita and Vanishree , 2015).

The importance of influencer marketing to businesses and their sales is one that's backed by statistics. 49% of the consumers believe in recommendations made by influencers, and 40% of

users buy something because an Instagram influencer has promoted it before. (Knightley n.d., Johnson 2018.)

2.12 Content Creation

Companies and businesses engage their audiences by creating interesting and engaging content that their followers and customers can relate to and engage with their brands and products.

According to Wörfel (2019) businesses can leverage user-generated content by engaging in campaigns for consumers to create content that will get reposted.

Businesses and companies are also expected to create content on their pages, including pictures and videos that will attract people to view their pages.

Most businesses will maintain a common theme and design throughout the Instagram account to maintain a certain voice.

These days, editing and creativity has become important for brands and businesses that want to attract a lot of customers to engage their services. In Nigeria, creating comic content is a great way to attract people towards an Instagram account, brand, and products.

According to Paul (2019) many brands depend on creating recognition via colors, and these brands work hard to keep the Instagram content within a single color theme. This effort makes the account appear attractive, consistent, and uniform even though different topics are being discussed or different products are being promoted.

Content creation includes pictures, short videos, and IGTV videos that should be released frequently so that the company's or business's profile always appears on the consumer's timeline, which could translate to more interaction.

When publishing content, hashtags and captions are important in raising interactions with the account's followers. Businesses can also create engagements by asking users to tag other users or leave comments and opinions (Wörfel, 2019).

2.13 Content Scheduling

Content scheduling on Instagram means creating a plan that determines which days and at what times pictures, videos, and other contents will be posted on the Instagram account. Businesses leverage this feature because it is important reach the maximum number of potential customers at the best time for them to see the posts of the business (Cooper 2019.)

If companies post at the right time when their target customers are most likely to be online, there is a higher probability of them seeing the post and also a higher chance of them to interact with the post (Newberry 2018).

It is important for brands to consider timing and other factors when scheduling their content to ensure potential consumers actually get to see the content (Wörfel, 2019). Companies also need to reinforce interactions with their Instagram users when they post at these times so that the posts and interactions can translate to sales of their products and services.

2.14 Instagram engagement and interactions

According to Wörfel (2019), interacting with Instagram users is important to grow the engagement rate of businesses and brands. A high amount of interaction with potential customers is necessary to build a strong brand and make a company's profile a major one on Instagram.

Businesses often boost interactions by asking questions or making posts that are engaging to people and asking them to respond or comment on such posts. The questions could be related or unrelated to the company's brands and products, provided they are important to the target audience and can boost engagement and interactions between the audience and the brand.

Worfel (2019) posits that interactions in the form of comments on a brand page or profile are better and stronger than likes on a post. Whether the comment was motivated by the company asking a question or the user commented of their own volition, responding to comments under posts is a great way to build follower and consumer loyalty.

Followers want to feel like they are valued, and businesses or brands that are able to make them feel valued through interactions will gain a loyal follower (Wörfel, 2019).

Interactions also help a company get to know its followers better by discovering their interests, which can be used to create products for them and get them to purchase a company's products.

Sharing content created by a company's followers is another strategy companies use to create a rapport, interaction, and engagement with their followers.

Businesses and brands can also generate more likes and comments under their posts by users who don't follow them when they leverage hashtags properly. Such hashtags can lead people who are interested in such topics, products, or services to find such posts.

2.15 Instagram hashtags

According to Dennis (2014), Instagram has a feature called hash tags (#) that help users indicate related or relevant pictures and videos to a general topic. People also use hashtags as a means of searching for content under a certain topic just as people use the hashtag to make posts related to that topic.

Dennis (2014) adds that Instagram users can discover videos and pictures relevant to a certain hashtag by clicking that hash tags.

Many companies now use hashtags when posting their pictures and videos so that users who follow their account and those who don't can discover their posts once they search hashtags of interest. They can boost their engagement and sales once users search for hashtags related to their products and services and find them. So, hashtags give companies and business pages more visibility throughout Instagram and allow them to be found by users all around the world.

2.16 Instagram Giveaways

According to Herman (2018), giveaways bring about more interactions on an Instagram account and translate to a higher visibility of a company's posts. Giveaways also motivate users to interact with a business's post, which amounts to a large number of engagements both by users who follow a company's business page.

While giveaways don't translate to sales for businesses immediately, it improves interaction, builds follower faithfulness, and also attracts more persons to follow the business page. Over time, these followers will purchase the company's products and services when they bring things out on sales.

Some brands will create contests with a prize for a winner and open it up to as many contestants as possible to participate. These contests often come with rules, such as asking the contestants to invite people to follow the page, share posts from the page, and use hashtags that were specially created for the contest.

After the entire process, the winner of the giveaway is and announced and promoted on the Instagram account. Some businesses will expect the winners to take pictures or make videos talking about the giveaways which they will post on their page. Giveaways have a way of building positive opinions and rapport for the business page by followers and visitors likewise.

Some companies will use their products and services as the gifts for the giveaways, thereby still promoting their products in the process. However, they must ensure that the prize is attractive enough to attract users who want to compete for it.

2.17 Overview of Consumer behaviour

Consumer behavior describes human actions that directly affect the purchase of goods and services from companies and organizations (Mallock, 2007).

Figureido (2003) defines consumer behavior as the process whereby individuals decide whether they want to purchase a product, what they want to buy, when, where, and how to buy the product, as well as whom to buy them from.

Madison (2005) opines that consumer behavior entails the mental and physical activity needed for making decisions in a market place.

2.17.1 Factors affecting consumer behavior

For every human behaviors, there are contributing factors. It is the same as consumer behavior that is affected by consumer behavior. A few factors that affect consumer behavior include cultural and societal environment, cultural environment, family, and economic factors.

2.17. 1.1 Culture and Consumer Behavior

According to Hawkins, Baugh and Best, (2007) culture is a complex body that encompasses arts, laws, knowledge, customs, morals, and other habits acquired by human who are members of a certain society.

Plesil (2015) opines that brands need to understand the cultural factors that are potent in every market and adapt their marketing strategy and products to these factors because they play a major role in the habits, behaviors, and perceptions of consumers

Nicolson (2015) points to McDonald's as a company with a brilliant adaptation of cultural specifics of each of their markets. They offer specific products channelled to suit the needs and tastes of their consumers across different cultures.

For instance, in India, you find a Chicken Maharaja Mac and a Masala Grill Chicken made with Indian species. In France, a French baguette and Dijon mustard is on offering. Customers in Japan have Teriyaki Burger made with teriyaki sauce. As for Muslim and Arabic countries, McDonald's always uses ingredients that are certified halal (Nicolson,2015).

2.17.1.1.1 Subculture and consumer behavior

Within every society, there are subcultures that can influence consumer behavior. Subcultures refer to groups of people with the same value systems, experiences, and lifestyles.

Kotler and Armstrong (2010) defines subcultures as the religions, nationalities, age groups, ethnic groups, age groups, and gender considered by brands when engaging in market segmentation of with the aim of adapting a product or to the needs and values of the segment.

According to Elizabeth (2012) the segmentation of ethnic cosmetics has expanded over the years so that we find products more suited to non-Caucasians and all the different skin pigmentations you find in India, Arab, Africa, and the like.

Brands often communicate the same product in different ways when trying to target an age group, culture, or gender as consumers are often more receptive to products and marketing messages that specifically target them. (Elizabeth, 2012).

2.17.2 Social class and consumer behavior

Another important factor that can affect consumer behavior is social class. Tolard (2005) defines social classes as groups that are ranked in some form of social hierarchy against each other, and adds that similar values, interests, and lifestyles often exist between individuals within the same social class.

Social class is defined into three major categories, including the lower class, middle class, and upper class.

According to Elizabeth (2010), buying habits and behaviors help to identify members of the same social class, just as members of different social classes often have different consumption patterns.

Iverson (2009) goes further to explain that most social groups don't usually buy the same products, watch the same TV programs, use the same media platforms, go on the same vacations, and visit the same types of stores and shopping malls.

2.17.3 Cultural Trends and consumer behavior

Another factor that can affect consumer behavior is cultural trends, also called the bandwagon effect. These trends are widely followed by people and begin to have a sense of importance to others, with many people feeling pressured to follow suit.

According to Beruit (2008), the more people follow a certain trend, the more other people will want to follow that trend.

Social pressure boosts the desire within people to conform to a group, follow fashion trends, or purchase a product as promoted by the media, thereby influencing consumers consciously or subconsciously (Loot 2009).

2.17.4 Social factors and consumer behavior

According to Liprais (2014), social factors, including reference groups, family, and status play a crucial role in influencing consumer behaviors.

Reference groups are groups that individuals belong to that can affect and influence their decisions. Such groups could be organized based on age, location, work, or hobbies, and their effects differ according to the individual or group.

According to Darby (2013), these groups have a direct influence on its members to want to look the same way, thereby buying the same products.

Family is also another social element that can influence an individual's behavior, perhaps even more than other social factors. The family creates an environment of socialization where a person grows, evolves, and gets his personality shaped, alongside the development of opinions and attitudes on issues, including society, politics, and other similar issues (Lesner, 2015).

2.17.5 Personal factors and consumer behavior

Beyond the social and other external factors, personal factors go a long way to affect consumer behavior. Martins (2013) says the characteristics of each customer affects their buying decisions and behaviors.

According to Mason (2009), a consumer's values, lifestyle, environment, hobbies, and consumer behaviors change throughout his life just as he ages.

Aiser (2013) explains that a consumer could change from unhealthy diets and products in his earlier life to a healthier diet in his middle-age to combat health challenges.

A person's purchasing power and earnings also plays a crucial role in affecting their consumer behavior as it is a major deciding factor as to what he can afford to purchase and what he cannot.

According to Davenport (2010), a consumer's finances affects his perspective on money, how important he considers price when making purchase decisions, and what brands, products, and retailers he patronizes.

An individual's lifestyle also affects his behaviour and purchasing decisions. According to Maxwell (2011), a consumer who has a healthy lifestyle will be more likely to purchase products connected to health and fitness than any other product.

Finally, a person's beliefs and attitudes can influence their consumer behavior. A person develops beliefs through learning, experiences, and other influences. These beliefs create a sort of

disposition towards a product or brand and determine whether or not he purchases that product or uses the service.(Munair, 2015).

2.17.6 Social Media Factors Influencing Consumer Buying Behavior

As people build communities on social media, share information, advise, and product reviews, other persons use those bits of information to reach decisions about products, which ultimately influences their buying behavior. Research studies show that many people rely on the information and reviews gotten on social media to decide on future purchases. GlobalWebIndex, 2018).

Here are four ways social media influence consumer behavior:

2.17.6.1 Building Product awareness

Many consumers look to social media when they want to build awareness about a brand or product. They ask other social media users for solutions to their needs and problems and get answers to their questions alongside recommendation of products

2.17.6.2 Social proof

When happy customers leave likes and reviews of products that they purchased and used, other users would be attracted by such social proofs to purchase the products. Shares and comments also go a long way to share the good news about a product when people have used them and found them to be satisfactory.

Companies and businesses also share these comments, reviews and likes for the purpose of transparency and to let others know about the brand and build trust.

2.17.6.3 Social media promotions, deals, and discount sales

Businesses can use promotions, sales deals, and discounts to influence their social media followers to make purchase decisions in their favor. Many online users wait for companies to place their products on sales before making purchases, and social media makes it easy for the sellers and buyers likewise to connect and do business.

2.17.6.4 Social media influencers

Social media influencers across several platforms can influence consumers to make a purchase decision because the consumers trust their opinions, aspire to be like them, and seek guidance from them.

Businesses continue to leverage influencer marketing to attract tons of customers, and many businesses are turning towards social media influencers instead of celebrities for their social media marketing campaigns.

2.18 The consumer decision-making process

According to Kotler and Armstrong (2016), consumer decision making happens once the consumer has established a willingness to purchase a product.

Mailer (2014), the consumer must decide where to purchase a product, what model or brand to purchase, and when to make the purchase, alongside what payment method to be used.

Saylor (2009) outlines several stages in the consumer buying process to include five stages, made up of Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision and Post-Purchase Behaviour.

These stages serve as a framework for evaluating a consumer's buying behaviour from the first intent leading up to the purchase and after the transaction.

(a) Need recognition

The first step in the consumer buying decision process is need recognition. This is arguably the most important step because a consumer must identify a need before embarking on every other stage of the purchase process.

According to Abraham Maslow's hierarchy of needs, only if a person has met their needs at one stage can they proceed to another stage. Saylor (2009) opines that it is the duty of marketers to anticipate the needs of consumers and create products or services that appeal to that need.

(b) Information Search

Information search is the second stage in the consumer decision-making process. It is at this stage that the consumer begins to search for the product that best suits their needs which were identified in the first stage.

At this stage, the consumer is not exactly sure what product they want, but they begin to source information from several sources (Cohen 2013).

(c) Evaluation of Alternatives

After information search, the consumer proceeds to the third stage, which is the evaluation of alternatives. Based on the information the consumer finds during the search process, they can then evaluate and find out what product or service is the most suitable to meet their needs. It is at this point that the consumer studies the characteristics of the products and decides which ones suit his/her needs better based on their perception of the product or brand (Cohen 2013).

(d) Purchase decision

At this stage, the consumer has satisfied his curiosity in the course of the evaluation and decided on what product or service best suits the needs identified at the beginning of the decision making process. The consumer can then proceed to select which product or service meets their needs and then proceeds to purchase the product (Bearden, Ingram &Larfforge, 2004).

(e) Post-purchase decision

The final stage of the consumer decision-making process is the post-purchase decision-making. According to Lentison (2014), the consumer evaluates the quality and adequacy of a product or service once he has purchased the product and used it. This is when he decides whether or not the product made the impact expected and if he made the right purchase decision.

The consumer either feels satisfied by the product or services or feels like the product has fallen short of his expectations (Lufhty, 2015; Toiler, 2017).

Komayer (2014) adds that when a consumer is satisfied with the product or service, he then eliminates several stages in the decision-making process, especially the information search and

alternative evaluation stages. They could then go straight to the purchase decision and the post-purchase decision.

Going further on the decision-making process, Bertini and Gourville (2012) says if the experience after the purchase is a negative one, the reality becomes a "post-purchase dissonance" as the customer expresses regrets over purchasing the product . This is where Reginald (2016) expresses that marketers and companies have a role to do all within their power to prevent negative reactions.

2.19 Theoretical Framework

Several theories will form the framework of this research, including the Marshallian economic theory, Maslow's hierarchy of needs, and the Howard Seth Theory.

2.19.1 Maslow's hierarchy of needs

Maslow's hierarchy of needs is one of the well-known and accepted theories of consumer behaviour, as it provides theory on human motivation based on the hierarchy of human needs.

Based on Maslow's hierarchy of needs theory, there are five basic levels of human needs, ranging from biogenic or lower-level needs to psychogenic or higher-level needs.

 Consumers begin by seeking to satisfy their lower-level needs before addressing their higher-level needs.

When the consumer settles a low-level need, they can then aim to satisfy a high-level need that arises.

The most basic needs are the psychological needs that are required to sustain a person's life, including clothing, food, and shelter.

Security and safety needs, including control over one's present environment is the second need level, while social needs or affiliation needs, including love, affection, friendship, and a sense of belonging makes up the third level in this hierarchy.

The fourth level is egoistic needs, or esteem needs as Belch & Belch (2001) calls it. It comprises needs that are directed inwards, like a person's need for independence, success, and self-acceptance, and also needs directed outwards, including the need for prestige, status, or reputation.

The final level of needs is the need for self-actualisation, which implies one's desire to reach his set goals, potentials, and dreams.

At this point, it is important to mention that Maslow opined that many people do not satisfy their egoistic to a sufficient level, which prevents them from reaching the final stage of self-fulfilment.

2.19.1.1 Criticisms of Maslow's hierarchy of needs theory

According to Schiffman&Kanuk (1997) the primary problem with Maslow's theory is that you cannot test it empirically, which means there's no way to measure how a person could be satisfied enough with one level of need before moving to the next level.

Solomon (1994), Schiffman&Kanuk (1997) opine that the theory may be bound to the western culture, or some parts of it. They question the applicability of that hierarchy in other cultures, especially eastern countries where a group's welfare might be esteemed as more important than a person's needs.

However, in spite of the cultural inadequacy and criticisms on the Maslow theory, Schiffman&Kanuk (1997) believe that the theory is useful in marketing as it helps the marketer to understand the consumer's motivation and what they need to satisfy one or more of their need levels.

Also, the hierarchy described by this theory provides a holistic framework for marketers to design advertising strategies and messages that will be appealing to the consumers.

Solomon (1994) advises marketers to see consumers as individuals who have different priorities at different times, instead of seeing them as people with progressive needs from one level to the other.

2.19.2 The Marshallian economic theory

According to the Marshallian economic theory, consumers will spend their income on products or services that will provide them the best satisfaction.

Marshallian theory can be traced back to Jeremy Bentham and Adam Smith. Based on the principle of economic growth developed by Smith, all man's actions are motivated by self-interest.

Bentham refined this theory by viewing man as an individual who carefully weighs and calculates his decision while weighing the possible pleasures and pain that can happen as a result of his actions.

When Bentham's theory got applied to consumer behaviour late in the 19th century, Jevons and Marshall in England, Walras in Switzerland, and Menger in Australia had independently formed the "marginal-utility" almost at the same time (Kotler, in Gould; 1979: 35).

The theory of Alfred Marshall is aimed at realism and founded to examine the effect of change in a single variable, such as price while other variables remain constant on a consumer's decisions.

According to Runyon and Stewart Marshall's assumptions have been refined to the Modern Utility Theory, where the economic man is believed to be maximizing his utility by calculating the possible consequences of any purchase he makes or plans to make.

Runyon & Stewart (1987) state that Marshall used money as the common denominator of psychological needs, meanwhile the value of satisfying a person's need could be compared with other needs in terms of cost.

2.19.2.1 Criticisms of Marshallian economic theory

One school of thought about this theory is that it is not very informative as it simply portrays a buyer as one who acts in his best interest without other relevant details.

On another hand, the theory is rather normative than descriptive, as it provides logical basis for buyers who want to be rational, whereas, not all buyers are rational.

A third opinion is that economic factors operate across all markets in several levels, hence should be included in any proper description of consumer buying behaviour.

Regardless of these perceived shortcomings, the Marshallian theory offers several behavioural hypotheses that marketers might find useful.

The first hypothesis is that the sales of a product are greater when the price is lower. Another hypothesis holds that the lower the price of a substitute or similar product is than that of a specific product, the greater the sales of the substitute product.

The third hypothesis is that, when real income is higher the sales of a standard and quality product will be higher, while the last hypothesis states that when promotional expenditure is increased, the result is greater sales volume.

However, it is important to note that economic factors alone cannot account for all the valuables in a sales and purchase process. The theory also ignores the fundamentals of product and brand preferences, which is very important.

It should be noted that these hypotheses are intended to describe the average effect and do not attempt to class all individuals' actions as continuously calculating the economic impact during purchase decisions.

Conclusively, this theory offers a framework that can only be used to analyze a small area of the consumer's psyche.

2.19.3 Howard-Sheth Theory

John Howard and JagadishSheth were the proponents of the Howard Sheth theory of consumer behavior in 1969, in their publication called 'The Theory of buyer Behaviour'.

The theory posits that consumer behaviour is a complex process that comprises several learning, perception, and behavioral processes.

According to Howard (1997), the Howard Sheth Model is an integration of the various pyschological, social, psychological, and marketing influences that affect consumer choices into a coherent sequence of information processing.

According to the Howard Sheth theory of consumer behavior, there are four major sets of variables, including input, Perceptual and Learning Constructs, outputs, and Exogenous(External) variables.

The first variable of Howard- Sheth theory is input, which consist of three unique types of stimuli aka information sources in the consumer's environment.

The marketer, or in the case of a product or brand information supplies the physical brand characteristics (significative stimuli) as well as visual or verbal product characteristics (symbolic stimuli).

The third stimulus is provided by the consumer's social environment, including social class, family, and reference group. This social source is closer and personal to the consumer, and the marketer or brand has no control over it.

The second variable of this theory is perceptual and learning construct. A consumer's needs and experiences can distort an information process, thereby leading to perceptual bias. Such distortions affect the individual's comprehension and perception of the brand. If the brand has a high rating, the consumer develops confidence in it and makes a purchase.

The third variable of Howard-Sheth model is the output, which basically means the purchase decision. After a consumer makes a purchase, the response is either satisfaction or dissatisfaction. If the consumer is satisfied, then he develops a positive attitude towards the brand. However, consumer develops a negative attitude when he/she is dissatisfied with the product.

The fourth variable of the Howard-Sheth theory is the exogenous or external variable. This variable doesn't directly influence the decision making process, but do so indirectly and differently from one consumer to another. Such variables include the individual's personality traits, financial status, social class, and purchase importance.

2.19.3.1 Criticism of the Howard-Sheth Model

The primary weakness of this theory, according to Seboro (2017) lies in the fact that there are several errors in the assumptions, and as a result, the theory cannot be tested realistically.

Diogo (2017) also opines that there aren't clear distinctions between endogenous and exogenous variables under this theory.

However, all the four variables of this theory can reasonably influence the consumer's decision-making process. Although the theory is complicated, it covers many aspects of consumer purchasing behaviour.

2.19.4 AIDA Theory

The AIDA theory was developed by St Elmo Lewis in 1989 in a bid to explain how personal sales is carried out.

The theory analyzes the customer's journey from a state of ignorance about a product or service to a point where they make a purchase. The model has been widely used for years and is still a valid framework for several marketing strategies till date.

The theory describes the process a salesperson or marketer must follow to get a potential customer through in order to make a sale. The stages are Attention, Interest, Desire, and Action (AIDA).

The **attention** stage is where a brand, marketer, or product engages the consumer by getting their attention. This can be done through an advertising campaign, asking a provocative question, making a curious announcement, or passing across a message that grabs attention.

Once a marketer attracts the attention of consumers, the second stage is to hold their **interest** for a long time. The goal is to ensure that the users connect to the marketing or advertising message and take it all in.

One way to achieve it is to ensure that the message strikes a chord in the consumer, addresses their needs and challenges, and make them feel like the message is personal to them.

Once the interest is established, the marketer and the product information needs to create a **desire** in the mind of the consumer and make them feel like they need that product or service to solve the problems they face or meet their needs. Desire comes with the knowledge that the product is the best thing to happen to a customer, and it is the marketer's job to do this.

The customer needs to progress from the point of simple awareness and interest to a point where they pay attention to the advantages of a product and want to have the product for themselves.

According to Lewis, the fourth stage, Action, comes naturally as a result of consumer's movement through the first three stages. The action is the consumer's move to purchase the product or use the service that has caught his attention, tickled his interest, and aroused a desire.

Although Lewis focused his work on helping the personal sellers, marketing and advertising theorists have embraced over the years and even made the action stage the goal of all marketing and advertising campaigns.

2.19.4.1 Criticisms of the AIDA theory

Based on the AIDA theory advertisements are the stimuli that trigger a purchase decision in customers. However, this assumption has been deemed as outdated by several critics over the years.

First, the customer's journey towards purchasing a product is hardly as simple anymore, especially in these times where social media and digitalization has a major effect on product search and discovery.

In cases of specific and targeted ads on Google, Instagram, and other platforms, interest actually precedes attention because the ads are exposed to the consumers based on interest they have expressed or their search query.

Also, AIDA theory concludes the process with the purchasing decision when the consumer makes the actual purchase. However, it fails to account for other factors that come after the action, such as issues of satisfaction, how the consumer rates the brand, whether they will make repeated purchases or recommend the product to someone else.

Companies that want to build lasting relationships with their customers must take these areas into cognizance and ensure that they use a complete model that caters for these areas.

Finally, the process that works on customers of a certain brand might not work for the next, so there is no certainty in this process.

2.20 Empirical Studies

This section will review existing studies and documentations that are related to the topic of study. They include published and unpublished projects, journal articles, academic thesis, etc.

Fatantia and Suyadnyab (2015) studied the effect of Instagram in creating tourism destinations abroad. The researchers used a qualitative approach to explore two Instagram accounts @explorebali and @malangtouristguide in Bali, Indonesia.

The studies discovered that Conventional tourism promotion is not sufficient to promote tourism destinations. It also discovered that Instagram accounts are great and effective for disseminating information and engaging in promotions.

AlSaleh (2017) studied the perceived usefulness of blogger recommendations, its usefulness, the blog reader's confidence in bloggers, and the effect of the reputation of bloggers on the purchasing attitudes and intentions of consumers.

The researcher used 439 Kuwaitis customers as respondents for this research and used both the theory of reasoned action by Fishbein and Ajzen, alongside the technology acceptance model by Davis in 1989 to explore what the factors affecting the attitude of customers towards the bloggers' recommendations.

The discovery is that factors like the perceived usefulness of the blogger, confidence in a blogger, and a blogger's reputation had a substantial effect on the user's purchasing attitude.

Simona Vinerean (2017) investigated the importance of strategic social media marketing and its opportunities. This study provided an in-depth exposition into social media marketing and its role in advertising.

The study addressed the difference and similarities between social media as a platform and social media marketing. The study comprehensively areas like internet-based life showcasing, alongside practices and systems related to social media marketing.

Chatzigeorgiou et.al (2017) investigated the impact of social media influencers on behavioural intentions of millennials using the target millennial population aged between 19 and 33 years. The

study entailed handing out detailed questionnaires to responders who thought of their social media attitudes when interacting with others on social media.

The study found that one of the most common and prominent ways to contact and engage with millennials is through their social media accounts. The study also concluded that rural businesses need to engage personal relationship alongside social media to start and expand relationships with their clients.

The research discovered that traditional marketing doesn't apply correctly to small rural businesses, just as influencer marketing has become valuable in the world of tourism.

The proposed theory connects the millennials with things like fame, image, and social media presence of influencers as a way of determining their decision-making.

 It concluded that millennials are indeed affected by influencer marketing.

Thadani et.al (2017) studied the reason people purchase products from virtual stores on Instagram. It built on the basis of trust and pinpointed three factors that influence consumer's interest in Instagram stores, such as the trustworthiness of Instagram stores, the propensity to trust, and the external environment.

The research was empirically tested with 157 users of Instagram accounts, and the findings showed that perceived integrity, perceived benevolence, and Key Opinion Leader endorsement all had significant effects on consumer trust in Instagram stores.

Going further, trust was seen to have a strong impact on a consumer's consumer decision. The finding supports the thought that trust-building is a significant and effective element for influencing customer purchase intention positively and removing uncertainties surrounding a product.

The research contributes to the understanding of consumer purchase decision relating to Instagram stores and the thought processes behind such actions.

Xin Jean Lim et.al (2017) investigated the Impact of Social Media Influencers on Purchase Intention alongside the Mediation Effect of Customer Attitude in Kuala Lumpur, Malaysia.

The researchers administered questionnaires using the purposive sampling method and used the PLS-SEM technique to analyze the dataset of 200 respondents. The research results show that substantial communication from social media influencers builds a positive relationship and affects consumer purchase intention and attitudes. This research revealed that respondents have a higher likelihood of accepting products, and messages, from brands endorsed by social media influencers, whom they admired, or with whom they perceived some similarities.

Jaakonmäki et.al (2017) studied the effect of Content, Context, and Creator on User Engagement in the social media marketing industry in the German-speaking countries. The researchers explored Instagram dataset from a German advertising and marketing company using quantitative analysis. The data consisted of a randomly sampled Instagram posts that were used to determine what factors mostly influence user engagement.

The research found out that user engagement is affected by the process of choosing the right influencer, just as creator-related factor, especially the number of followers, the creator's age and gender, all play major roles in influencing the user. The study also found that there are certain days and hours during which products, brands, and influencers can better engage the audience. Also, findings showed that Influencer marketing professionals can also use information like time and other variables to select the bloggers to work with, the time to launch their products and social media campaigns.

Agostine et.al (2017) studied the manner in which social media shapes the actions of distant customers. The research investigated how the centres of calculation are emerging in connection with social media, and the way they affect means and methods of interacting with distant customers. The authors focused on exploring how social media affects the distance between organizations and social media.

The study was focused on a telecommunication company in Italy that has about 50, 000 employees. The study contributed to a body of literature dedicated towards investigating accounting implications reached from social media by showcasing the effects connected with centres of calculation enacted by social media data. The researchers conclude that, although social media data gives organizations a lot of information in real-time, it allows customers and other external

actors to act upon the organization, instead of improving knowledge inside the centre. This study promises to be helpful to managers who are entering the social media industry as it suggest that they thoughtfully consider the best way to leverage social media analyses.

Sudha M. et.al (2017) investigated the impact of Social media influencers on decision-making processes, specifically in the fashion industry. The study was directed establishing a link between the marketing technique leveraged by social media influencers and their impact on the consumer buying decision process. The study analyzed several factors that affect consumers, such as the decision making process made up of need recognition, information search alternatives, and action. The study sampled about 200 women within the ages of 19 and 29. The study also highlighted the growing relevance of digital marketing to decision-making processes. According to the researchers, digital marketing campaigns are becoming popular, just as digital platforms are increasingly getting incorporated into marketing plans, because people use digital devices for purchase more than they visit physical shops. However, the study doesn't consider the aspect of gender balance in consumer behavior as it focuses solely on women.

Lisichkova et.al (2017) studied the impact influencers have on the online purchase intent of the consumers. The purpose of the research is to explore the features that an influencer possesses and the level of impact it has on online purchasing intent for consumers who are exposed to such influencers. The researchers explored several factors affecting consumer behavior, especially trust. The study used personal interviews and focus group discussions as a means of data gathering to test and prove its hypotheses. The major findings of this research state, first of all, that perceived authenticity alongside trustworthiness, legitimacy, credibility, and professionalism or expertise of influencers are some of the reasons why they have a positive impact on consumers and their purchasing intent. The study also revealed that there are other factors and features of influencers that affect the online purchase intent of the consumers. Such factors include the price of a product, the need for it, reviews and recommendations about the product, and so on.

Delrue (2017) investigated the impact of Instagram influencers on consumer attitude and buying behaviour of lifestyle products on young women in Belgium. The study aimed to understand the impact of Social Influencers on Instagram on the buying behaviour of of young Belgian women, specifically for lifestyle products. The study considered several factors involved in the decision-making process, including credibility, attitude, credibility, persuasion, sponsorship disclosure by Instagram influencers. The paper also highlighted the rising popularity of platforms like Instagram and why it is an interesting and relevant platform for Marketing goals. The study sampled about 425 women between the ages of 18 and 29 years. It discovered that purchase behavior of young women, is often characterized by information, high engagement, information search, and social media reviews.

The research also showed that users are highly sensitive to several factors like prices and digital information before purchasing. The research suggests that small and medium companies can use Instagram influencers to improve their consumer reach and expand their target audience. However, the selection of the interviewees was not random just as the findings of the research were not in line with the hypothesis mentioned at the beginning of the research.

Langner et.al (2018) conducted a study on social persuasion targeting and the social identities through social influencers. The researched aimed to provide a conceptual model and understanding of influencers in social circles and identify the factors and reasons behind the connection between the attitudes of people and buying decisions. The study sampled about 428 individuals who gave their responses to detailed questionnaire that measured the personal attitudes and the buying preferences of the respondents. The researchers also used the model of the research to develop a significant relationship between factors and variables like social capital, individual capital, and social leadership ability. The researchers identified several factors that are involved with social media influencers in a context of social identity. The study and its findings offered social marketing professionals a new approach to reaching and targeting customers using a specific social identity.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

To satisfy the objectives of this study, the researcher uses quantitative research design to identify the research variables and determine their relationships with each another. The researcher made use of questionnaires as the research instrument for this study. The researcher also used other literary materials and journals for information sourcing.

3.2 Sources Of Data And Method Of Data Collection

The primary source for this research data was well-structured questionnaires. Respondents were handed questionnaires bearing the necessary questions needed to determine this research.

The questionnaire comprised two parts; the first part covering the respondents' demographic information, and the second part of the questionnaire consisting 5-point Likert scale items seeking to determine to what extent respondents agree or disagree to the items selected to study the influence of Instagram on consumer buying behavior

The secondary source of data included journals, articles, and a body of projects carried out on similar industries and variables.etc

3.3 Source of Questionnaire and Research Questions

The researcher leveraged two Master's thesis questionnaires created and used by researchers who have carried out similar studies on the effects of social media on consumer buying behaviors.

One of the thesis was done by OlatundeOlaitan (2021) with the title 'The impacts of social media (Twitter, Facebook, and Instagram on consumer buying behavior.'

The other thesis was done by Somtochukwu (2018) with the title 'the Impact of Instagram on Consumer Buying Decisions.'

The researcher chose to merge the questionnaires from these two thesis materials to ensure proper representation of the variables being studied and to ensure that there were enough questions to properly test respondents' opinions on the effects of Instagram on consumer buying behavior.

3.4 Population Of Study And Sample

The study population for this research comprises Instagram users in Lagos Nigeria, especially those who purchase products on Instagram. Lagos was used as the study population because it is Nigeria's commercial city, and it was a balanced distribution of people across all ages, ethnicities, economic class, and background, which gives balance to the research.

The researcher used the purposive sampling technique to the study sample. This sampling technique was used to ensure that all respondents can relate with the study in question to avoid invalid questionnaires. 214 respondents were selected for this study.

3.5 Validity And Reliability Of Research Instrument

According to Middleton (2019), "reliability and validity are concepts used to evaluate the quality of research, indicating how well a technique or instrument measures something". Furthermore, he stated that while reliability is more focused on the consistency of a technique or instrument, validity test on the other hand is about the accuracy of a measure.

A valid research instrument is one that measures well what it is being employed to measure. That is, validity refers to the degree to which an instrument measures that which it is intended to measure (Ryanee, 2016). In this study, the variables analyzed were seen to correlate with the total score. And this observed correlation is significant at 5% level. Hence implying that items-items questions correlate on a 95 % confidence level (sig. 2-tailed of $0.000 < 0.05$). We therefore summarize that the questions in the research survey are valid as they fall within the threshold of ≤ 0.05.

3.5.1 Reliability Test

A research instrument is termed reliable if it falls between 0.6 - 1.0. From SPSS output, the Cronbach's Alpha is 0.893 as shown in table 1a, which indicates a high level of internal consistency for the research scaled instrument. Hence, we can summarize that the responses generated from the survey are very reliable (see interpretation table 1b below).

Table 1a: Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.893	17

Table 1b: Cronbach Alpha Interpretation

Cronbach's Alpha	Interpretation
0,00 – 0,20	Unreliable
0,21 – 0,40	Unreliable
0,41- 0, 60	Less Reliable
0,61 – 0,80	Reliable
0,81 – 1,00	Very Reliable

3.6 Method Of Data Analysis

The researcher leveraged quantitative method of data analysis to analyze all the findings of this research. The researcher also employed linear regression analysis using the Statistical Package for Social Scientists (SPSS) 24.0 to test the formulated hypotheses.

Quantitative method of analysis was adopted as we aim to draw valuable insights into the influence of social media (Instagram) on consumer purchasing behaviour.

All 214 questionnaires were retrieved and analyzed to bring about accurate research findings and conclusions.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

This chapter entails the examined responses gathered from the research survey, which forms the basis for recommendations and conclusion of this study, hence it is a very essential part of this research. The results from the statistical analysis and interpretation will be presented as follows:

Firstly, both quantitative and qualitative techniques were adopted in analyzing the responses. Since the information gathered were descriptive in nature, they were coded with Microsoft Excel package and examined with the use of the Statistical Package for Social Science (SPSS) 24.0 Furthermore, the findings from the results were presented in tables to show frequency counts, cumulative frequency and valid percentage counts; charts were also used in addition to the tables to give a better visual impression of the findings. Hypothesis were tested, afterwards the chapter ends with an endnote summarizing the findings from regression analysis observed data results and interpretation.

4.1 Demographic Representation Of Respondents

Table 2a: Demographic Table of Respondents

VARIABLES	CATEGORIES	FREQUENCY	PERCENTAGE (%)
Gender	Male	89	41.6
	Female	125	58.4
	Total	214	100.0
Age	Below 20 years	2	0.9
	20-25 years	40	18.7
	26-30 years	86	40.2
	31-40 years	76	35.5

	41 and above	10	4.7
	Total	214	100.0
Academic Qualification	OND/NCE	12	5.6
	HND/ BSC	140	65.4
	PGD/MSC	44	20.6
	PhD	4	1.9
	Others	14	6.5
	Total	214	100.0
Marital Status	Single	144	67.3
	Married	67	31.3
	Separated/Divorced	3	1.4
	Prefer not to say	-	-
	Total	214	100.0
Online Status - How would generally describe yourself online?	Consumer	116	54.2
	Vendor	8	3.7
	Both	90	42.1
	Total	214	100.0
Online Purchase - Have you ever used Instagram for buying and/or selling	Yes	134	62.6
	No	80	37.4
	Total	214	100.0f

Online Engagement - If you answered yes to question 6 above, how long have you been selling/buying on Instagram	Less than 1 year	37	17.3
	1-5 years	91	42.5
	6-10 years	5	2.3
	10-20 years	1	.5
	Total	134	62.6

Source: Author's field work using SPSS

Summaries from the respondents' data obtained after the analysis shows the following findings as compiled in table 4a below:

- Gender: From the 214 total respondents that filled the bio data section of the questionnaire, 89 were male and 125 were female, showing a 41.6% to 58.4% male to female representation.

- Age Statistics: The result also shows that out of the 214 persons that responded to the research survey, 0.9% of the respondents fell within the age bracket of 20 and below while 18.7% were found to be within the age of 20 to 25, and 40.2% were age 26 to 30. Age bracket 31 to 40 and above were 35.5% and 4.7% respectively.

- Educational Background: Here, 5.6% of the research respondents were OND/NCE degree holders, 65.4% are first degree graduates, 20.6% were holding Masters/Post graduate certificates, while only 1.9% of the respondents were PhD certificate holders. The remaining 6.5% of the research respondents were holding other academic certificates. This gives an indication that the respondents' level of education is not an impediment in comprehending the items in the research survey.

- Marital Status: It is observed from the table that 144 persons representing 67.3% of the respondents were single, 67 of them were married (i.e., 31.3%), with 3 representing 1.4% were separated/divorced.

- Online Status: With regards to how respondents see themselves online, the result reads that a majority of them were consumers (206) while only 3.7% confirmed their status to be for vending purposes only. This indicates survey capture the right audience.

- Online Purchase: Here, were noticed that more than half of the people (62.6%) have done online shopping on Instagram. This shows that the research participants are well exposed to the social media of study.

- Online Engagement: Following the Online purchase status; 17.3% of the people that have done online shopping reveal that they have spent less than 1 year making purchase from the platform. 42.5% of them had spent 1-5 years, followed by 2.3% who had spent between 6 to 10 years as a consumer on the platform, and 0.5% of have 10-20 years purchasing experience on Instagram.

4.2 Factor and Reliability Analysis

Table 2b: KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.902
Bartlett's Test of Sphericity	Approx. Chi-Square	1855.596
	Df	136
	Sig.	.000

The KMO is used to test how suitable a research data is for factor analysis and should be greater than 0.5. Here, the KMO value is 0.902 and it is statistically different from zero with p-value < 0.05, this falls under the threshold to accept the result, which was given by Kaiser. Since this KMO is greater than 0.5 it depicts that there is enough variance in the data that can be partitioned using factor analysis. The results of the Exploratory factor analysis are given below in the table.

Table 2c: Factor Analysis and Reliability Scores

Qs	Constructs/Items	Explanatory Factor Analysis (Varimax Rotation)			
		Consumer Buying Behavior	Instagram Information	Instagram Reviews	Instagram Adverts
1	Advertisements on Instagram are more tailored to customers' needs than any other channel of advertisement				.585
2	I have purchased products online as a result of Instagram Ads				.741
3	I spend more time on Instagram than any other platform				.583
4	I pay attention to Instagram Ads				.639
5	I am more likely to buy a product from Instagram because of positive reviews			.793	
6	Reviews on Instagram help me decide whether or not to purchase a product			.885	
7	Instagram reviews influence my decision to patronize a brand or vendor			.808	
8	Instagram reviews are important in the buying decision process			.735	
9	I follow brands/businesses on Instagram to get information on what products to buy		.447		
10	I trust Instagram as a reliable source of information about goods and services		.635		

11	I am most likely to have used Instagram to search for information about a product or service than any other source		.661		
12	Instagram is my most preferred social media source for information on a product or service		.734		
13	Instagram helps me recognize the products/services I need	.716			
14	Instagram supports my information search about products/services	.709			
15	I use Instagram for evaluation of product alternatives	.700			
16	My purchase decisions are influenced by Instagram	.741			
17	After making a purchase, I leave reviews and share experiences on Instagram	.630			
	Explained Variance %		26.618	19.150	14.776
	Cronbach Alpha	.841	.808	.876	.711
	Cumulative Variance %	60.544			
	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.902		
	Bartlett's Test of Sphericity	**Approx. Chi-Square**	1855.596		
		Df	136		
		Sig.	.000		

The rule of thumb is to select those factors whose eigen value is greater than one, hence the extracted 3 in the table are the components with eigenvalues > 1. Components greater than one are the first three items in the table above, therefore they become the extracted factors. Recall that in the original scale 3 factors (INFO, REVW & ADs) are examined. Hence, the 17 research items are reduced to 3 variables as they should provide substantial explanation in explaining the relationship between all the components.

The result from the Total variance explained depicts the percent of total variance accounted for by each item. From the above table the first two components with eigenvalues greater than one have a cumulative variance of approximately 60.544%, which is with the > 50% rejoin of acceptability. Therefore, the research components are at an acceptable level. Amongst these factors, Instagram Information (INFO) has the most powerful factor which has an impact on the general buying behavior of consumers (Explained variance %: 26.618) with reliability Cronbach Alpha = .808. This shows that the inter item reliability is quite high and the factor is quite reliable. Following the results obtained from the factor analysis the second most influential factor is Instagram Review (REVW), having an explained variance (%) of 19.105 and a reliability Cronbach Alpha value equal to 0.876. This also depicts that the inter item reliability here is very reliable. Then lastly Instagram ADs had a reliability Cronbach Alpha value of 0.711 which is quite high, and explained variance (%) is equal to 14.776.

The results from the rotated component matrix are summarized in table 2b above, the factor loadings considered meaningful are the ones with values greater than 0.4. with Instagram Review having the higher values, with 0.885 in Q6 as the highest value which means that about 89% of the variance in item 6 is accounted for and explained in the component we retained.

4.3 Linear Regression Analysis Output

Table 2d: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.783[a]	.613	.608	.47651	2.003

The table above provides a summary of the relationship between the dependent variable "Buying Behavior (CBB) and the independent variable (Instagram Contents).

- <u>R-squared</u> - reveal simple correction between a dependent and independent variable, from the Model summary in table 4b above the R^2 is 0.783, this indicates the presence of a high degree of correlation, multiplying by 100 will give the percentage of the variance in the dependent variable that is explained in the independent variable. The rule of thumb states that a model is effective enough to capture the relationships between variables if the R-square is greater than 0.5. Recall that in table 4b the R^2 is 0.783%, which means that 78% of the changes in consumer buying behaviours on Instagram are caused by the different contents created by brands and their followers on the social media.

- <u>Adjusted R-squared</u> - Similar to the R-squared, the adjusted R-squared is required not to wander too far from R-square, and here we have a value of 0.613. Hence, this is a very good and suitable model for this study.

- <u>The Durbin-Watson statistics</u> This test helps to detects autocorrection in the residuals from a regression analysis, and is said to assume values between 0 and 4(d = 2.018) is between two critical values; $1.5 < d < 2.5$. Thus, it is assumed that there is no first-order linear auto-correction in the data.

Table 2e: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.610	3	25.203	110.999	.000[b]
	Residual	47.682	210	.227		
	Total	123.292	213			

a. Dependent Variable: CBB

b. Predictors: (Constant), INFO, REVW, Ads

The ANOVA table reports how well a regression equation fits the data, i.e., if the research model is significant. A significant ANOVA results are indicators that a model's predictor variables (Instagram Contents; s; ADs, REVW and INFO) predict the outcome variable (Consumer Buying Behavior). Given the regression output, the table reads F-test $(3,210) = 110.999$, p =0.000. since the p-value is less than 0.05. Thus, showing the research model to be a good fit for the data.

Table 2f: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.355	.181		1.966	.051
	Ads	.173	.056	.173	3.062	.002
	REVW	.149	.047	.158	3.181	.002
	INFO	.524	.053	.570	9.918	.000

a. Dependent Variable: CBB

Table 4d provides the regression equation for the model, and gives necessary information to draw insight changes in Consumer Buying Behavior (CBB) resulting from Instagram contents. We can

also use the table to examine the independent variables; Instagram Ads (Ads), Instagram Reviews (REVW) and Instagram Information on goods and services (INFO) effect on the model are statistically significant. The linear regression examines the test that a coefficient is zero, however, in the coefficients table above, the T-test discloses the intercept (.355) and the slopes (0.173, 0.158, 0.570) are all positive and statistically significant with a p-value < 0.05, hence they are statistically different from zero. In a regression line, the intercept defines the value for the dependent variable, when the predictor variables equal zero. The intercept here is .355 implying where there are no brands contents on Instagram, consumers decision to purchase are less influenced. Other observations from the table shows that Instagram Information on goods and services (INFO) influences Consumer Buying Behavior more (0.570), followed by Instagram Ads (Ads), and Instagram Reviews (REVW) which are 0.173 and 0.158 respectively.

4.4 Test of Hypothesis

To test the hypothesis of the research, stepwise regression analysis was analyzed to help determine the magnitude and direction of the explanatory variable.

In explaining the relationship between Instagram Ads and Consumer Buying Behavior, the coefficient of ADs is .173, together with a t -test that is significance at 95% confidence level, Hence, this depicts that a positive and statistically significant relationship exists between Advertisement on Instagram and the purchasing decision of consumers on the platform. We therefore fail to accept the null hypothesis and infer that Instagram ads have a significant influence on CBB since p value is less than 0.05.

Table 2g: Regression Analysis Explaining the relationship between CBB and the independent variables (ADs, REVW, & INFO)					
Dependent variable	CBB				
Independent Variable	ADs, REVW, INFO				
R square:	.783	F test:	110.999	Sig.	.000
Variable entered to the regression model		Beta	T test	Sig.	
INFO		.570	.9.918	.000	
REVW		.158	3.181	.002	
Ads		.173	3.062	.002	

In the step of the regression analysis, which tests for the influence of Instagram review (REVW) on consumer purchase decision, are show in table 2 above. The results indicates that REVW is directly proportional to CBB and its p-value is less than 0.05. Therefore, we reject the null hypothesis (H_o)and accept the alternate hypothesis, and therefore come to a close that Instagram reviews have a significant influence on Consumer purchase decision.

On the other hand, the coefficients for INFO shows that this variable has the most powerful explanatory effect (.570) on the dependent variable (CBB) in the model, this supports the notion that INFO influences CBB more. With p-value = 0.000; this means that there is a positive relationship between Instagram Information and CBB. Thus, we accept H_1 and deduced that a significant relationship exists between Instagram information on goods and services and CBB.

Also, The results show that a direct and significant relationship exists between Ads and CBB with a p-value of 0.02. We therefore reject the null hypothesis (H_o)and accept the alternate hypothesis. We therefore conclude that Instagram Ads have a significant influence on Consumer purchase decision.

4.5 Discussion Of Findings

Majority (202 out of 214) of the respondents were of the age group of 20 – 40, This age group comprises the youths who are known to be more given to social media. This gives an indication that the targeted age group is very conversant with the research topic as they form a significant respondent for the study.

Given the analyzed responses from participants, a significant number of the them are of the opinion that branding content Instagram [such as Instagram Ads (Ads), Instagram Reviews (REVW) and Instagram Information on goods and services (INFO)] are capable of influencing the Consumers Buying Behavior. The regression analysis that followed gave substantial evidence that the independent variables (ADs, REVW, and INFO) is statistically significant at a 95% confidence interval and as well directly proportional to the dependent variable (CBB).

Lastly, three (3) research hypothesis were tested and all variables were found to have significant effects on the dependent variable. Therefore, to efficiently induce people to buy from Instagram, brand have to up their content creation strategy.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

This chapter will contain the summary of findings from this research, provide evidence that supports or rejects the hypothesis that has been tested, discussing findings of this research in relations to previous research, and also examine the weaknesses, as well as contributions of the research to the existing body of work.

In addition, the researcher will highlight future research potential of this study, while identifying the implications of the results, thereby bringing it to a decisive conclusion

5.1 Summary of Findings

Demographic data reveled that from the total of 214 respondents for this research, 125 were female while 89 were male.

86 of the entire respondents were between the ages of 26 and 30, 76 respondents were between the ages of 31 and 40, while 40 people were aged between 20 and 25, just as 10 respondents were aged 41 and above, and also, 2 respondents were aged 20 and below.

With regards to online activity, the findings showed that majority of respondents (206) were consumers while only 8 respondents affirmed to use social media for vending purposes only, meaning that the survey capture the right audience.

37 respondents claim to have spent less than 1 year making purchase from Instagram, while 91 respondents had spent 1-5 years, with 5 respondents who had spent between 6 to 10 years as a consumer on the platform, and 1 respondent who had spent 10-20 years purchasing experience on Instagram.

Most of the respondents use Instagram for searching product or service information, but most participants disagreed about spending more time on Instagram compared to other social media platforms, while many participants disagreed with the assumption that Advertisements on Instagram are more tailored to consumers' needs than other channels of advertisements.

Majority of respondents said they pay attention to reviews on Instagram when buying products, and they agree that it influences their buying decision.

Most respondents were neutral as to whether or not they trust Instagram as an information source for goods and services, although more respondents follow brands on Instagram to get information about what products to buy.

Importantly, a majority of respondents affirmed that Instagram influences their buying decisions by helping them identify the products they need, support their information search, and help them evaluate product alternatives.

5.2 Analyzing of the outcome of hypothesis testing

Three hypotheses were tested in the course of this research, and upon collection of responses, the questionnaire findings were analyzed using regression analysis to show how they relate to the hypotheses and whether they support or reject the given hypotheses.

The first hypothesis assumed that there is an influence of Instagram Ads on consumer buying behavior. With a p-value of 0.002, the results show that a direct and significant relationship exists between Instagram Ads and Consumer Buying Behavior, which led to the acceptance of the first hypothesis and a conclusion that Instagram Ads have a significant influence on Consumer purchase decision.

The second hypothesis stated that Instagram reviews influence consumer purchase decision. The test for the influence of Instagram review on consumer buying behavior show a p-value of 0.002, which indicates that Instagram review is directly proportional to Consumer Buying Behavior.

Therefore, the researcher accepts the hypothesis and concludes that Instagram reviews have a significant influence on Consumer purchase decision.

According to the third hypothesis, there is significant relationship between Information on Instagram and consumer buying behavior. Findings from the research led the researcher to accept the third hypothesis because a p-value = 0.000 means that there is a positive relationship between Instagram Information and Consumer Buying Behavior. The coefficients for Instagram information also show that that this variable has the most powerful explanatory effect, which is therefore a very significant relationship between Instagram information on goods and services and Consumer Buying Behavior.

The statement that supports the test of hypothesis reads: 'when the p-value is below the significant level, which is 0.05, the null hypothesis gets rejected and the alternate hypothesis is accepted' This is because it shows that there is a statistically significant relationship between the independent and dependent variable.

In the case of this research, all research hypotheses were accepted because the results all showed a strong and significant relationship between the independent variables and dependent variables, with Instagram information having the strongest association and significance.

5.3 Discussion of findings related to previous theory and research

Findings of this research shows that most participants were familiar with Instagram, and most of them buy on Instagram, with a few others selling on the platform. This finding agrees with previous studies by Kew and Kwaja (2018), Komodromos, Papaioannou and Adamu (2018) and Ndubueze (2016), that validated the growth of social media networks like Instagram in Nigeria, as well as the engagement of both young and older consumers on social media platforms in activities that are both social and commercial in nature.

Although majority of respondents did not affirm that they spend most of their time on Instagram, majority of respondents pay attention to Instagram Ads and are more likely to buy products on Instagram. This is largely related to the commercial nature of Instagram as it supports buying and selling of goods and services, which was discussed by Culotta and Cutter (2016), Miller (2020), and Yue et al (2018).

The fact that more younger shoppers participated in the survey compared to older shoppers can be connected to the large number of youths in Nigeria's population, as well as the dominance of younger people on social media. This reality has been confirmed by several studies in the past, including Azfar (2017), and Skeldon (2019), which found that more younger people are active on social media.

The general conclusive finding of this study, which is that a majority of respondents purchase products from Instagram is very similar to the studies and findings of Dimple R. Thadani et.al (2017) who studied the reason people purchase products from virtual stores on Instagram, building on the framework of trust. The researchers identified three factors that influence consumer's

interest in Instagram stores to include trustworthiness of Instagram stores, the propensity to trust, and the external environment.

Theoretically, the importance of the Theory of Consumer Behaviour to the findings of this research show that sociological and psychological variables go a long way to influence a consumer's buying behaviour.

The Howard-Sheth theory of consumer behavior posits that consumer behaviour is a complex process comprising several learning, perception, and behavioral processes, including psychological, and marketing influences that affect consumer. The findings of this research prove that there are several factors affecting Instagram purchase, because irrespective of the fact that majority of respondents use Instagram for the various stages of buying decision such as needs recognition, information search, and examining alternative options, they are still neutral about Instagram being a major influence on their decision-making. This implies that there are some other factors yet to be studied, to determine what has the most influence on consumer buying decision making.

According to the Howard Sheth theory of consumer behavior, other sets of variables, such as input, Perceptual and Learning Constructs, outputs, and Exogenous variables might need consideration.

Babin et al. (2018) opine that consumer behaviour is dynamic and influenced by several factors, including improved access to internet and online communication, product innovations, and artificial intelligence phenomena. Therefore, such factors will need to be considered in future studies to find out how these individual variables affect the overall picture of consumer buying decision.

5.4 Contributions of the Research

This research confirms previous studies and findings that pinpointed the important of Instagram as a social media network as a platform for buying and selling goods amongst consumers. It shows that there is a large preference for buying and/or selling on Instagram, especially amongst the youths.

These findings can help businesses looking to improve patronage, especially amongst younger consumers to know how best to channel their strategies towards improving sales by using Instagram Ads, Instagram reviews, and brand/product information on Instagram.

This research also contributes to the body of work that specifically studies the effect of Instagram on consumer buying behavior, particularly at a time where many research studies so far investigate social media platforms as a whole. Focusing on Instagram lets researchers, consumers, and scholars see the effects of Instagram as a standalone platform for buying and selling.

5.5 Future Research Potential

This study has opened up immense opportunities for studying the buying behaviors of Nigerians of all ages and how Instagram affects those activities. More studies are needed to discover how the older population in Nigeria responds to Instagram as a platform, especially for buying and selling. This is necessary because majority of respondents of this research were on the younger side of the divide, leaving us unsure of what is obtainable with the older population. A study that solely focuses on the older Nigerian population will give a more-rounded view on how Nigerians relate Instagram with their buying processes and decisions.

Other research methods, such as qualitative research has a potential to bring about more detailed responses in future studies, which will help to provide more insight into why consumers trust Instagram as a platform, and what other considerations influence their buying decisions.

5.6 Conclusion

This study is a scholarly attempt to examine the Influence of Instagram on Consumer Buying Behavior in Nigeria. Three research hypotheses were formulated to test three independent variables and one dependent variable contained in this study, and all three hypotheses were accepted because they were statistically strong and relevant. Instagram, as a social media platform has a notable and measurable influence on the buying behavior of Nigerians. A good number of people seek information about products on Instagram, just as many others pay attention to Instagram Ads and some others follow brands on Instagram.

This research has proven that Instagram is a workable tool in the hands of consumers who seek information on products and services, and make buying decisions. Hence, a profitable tool for businesses that want to sell their products and services or share relevant information.

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<div align="center">**RESUME**</div>

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