

**EFFECTS OF INSTAGRAM ADVERTISEMENT ON THE PURCHASE OF MOBILE  
PHONES IN NIGERIA, A STUDY OF STUDENTS OF CALEB UNIVERSITY, LAGOS.**

**BY**

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS  
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SCIENCE (B.Sc.) DEGREE IN MASS COMMUNICATION.**

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## DECLARATION

I, Anie Destiny Uchenna hereby declare that this project is entirely my work and composition. The work was written by me for the purpose of acquiring a B.Sc. in Mass Communication and has not been submitted or accepted for any other degree elsewhere. This research work is a product of my intellectual inquiry and is not emulated from any past research work. I also declare that both published and unpublished materials directly used in the research are appropriately accredited.

Signature \_\_\_\_\_

Date \_\_\_\_\_

## CERTIFICATION

This is to certify that this project work, “**Effect of Instagram Advertisement on the Purchase of Mobile Phones in Nigeria a Study of students of Caleb university, Lagos.**” was written and portaged out by Anie Destiny Uchenna with matriculation number 18/4761 of the Department of Mass Communication; College of Arts, Social and Management Sciences, Caleb University, Imota, Lagos, for the award of Bachelors of Sciences (B.Sc) degree in Mass communication.

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## **DEDICATION**

I dedicate this project to God Almighty for wisdom, and the grace to be alive to complete this project work. I also dedicate this project to my Parents **Mr. Cletus Ogochuckwu Anie and Mrs. Mary Nkiru**, for their consistent support and everything they have done for me.

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## **ABSTRACT**

*The study examined The Effect of Instagram advertisement on the purchase of mobile phones by using Caleb University students as a case study. The objectives were to examine If Instagram has any effect on why Caleb University students purchase mobile phones, To evaluate factors that influences the purchase decisions of Mobile phones among Caleb University students, To determine the type of Instagram Advertisement used mostly by Caleb University students, and to analyze the reasons Caleb University students, use Instagram advertisement.*

*A total number of three hundred and sixty (360) questionnaires were administered to respondents who are Caleb University student's data was also retrieved and surveyed. The sampling method adopted for this research study is the **purposive sampling method** because questionnaires were distributed among colleagues, and familiars in the said sample population (Caleb University).*

*The finding of the study revealed that most respondents agreed Instagram advertisement influences their mobile phone purchase decisions. Caleb University students also agreed that photo/video adverts in home feed is the Instagram advert that they come across more often, thereby being the most effective. The finding of the study also revealed that positive reviews on an Instagram advertisement and the mobile phones camera quality is what influences their purchase decisions to purchase these mobile devices.*

*The study disclosed that most of the respondents indicated that the reason why they run Instagram Advertisement is to reach their preferable target audience. This confirms that people run Adverts in order to enable them give their businesses more exposure towards a particular group of individuals.*

*Also, the finding revealed that most Caleb University students admitted to have either purchased a mobile phone through an Instagram Advertisement or know someone who has. This study concludes that Instagram advertisement has an effect as to why people purchase mobile phones. Also, that Instagram advert is an important medium to reach a larger audience.*

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 BACKGROUND OF THE STUDY**

In the world's current modern age, social media has become a vital part of people's lives without a single doubt. To certain individuals, it has progressively become a need for social communication, promoting and marketing of goods and services connecting with their immediate environment and virtually the world. In reality, it has abridged the world into a global village.

Amidst other social media platforms, Instagram has increasingly turn out to be one of the top social media platforms, Instagram is an undeniably well known social media platform which is dedicated to sharing photos and recordings. This platform was introduced in 2010 and presently has more

than 800 million users across the globe. Among these 800 million overall records, more than 500 million users are perceived to be vibrant and consistently active on the platform. Certain people additionally utilize the Instagram Business aspect, which empowers clients and users to Market on Instagram for Business. In Nigeria, Instagram has likewise become increasingly more famous with over 6.4 million users in 2020, which represented 3% of its total populace. The majority of them are males - 59.7%. People aged 25 to 34 are the largest user group (2,360,000) According to Napoleon cat statistics.

Instagram as a social media platform has made opportunities through which its users can be able to display their product services and businesses through advertising. All corporate business organizations that are keen on been successful must be prepared to apply an efficient structure for the purpose of promoting, distributing, and sales of products or services. Advertising brings about specific information to clients so they can be able to recognize products which are available and where to acquire them from. Here are a number of the ways through which Instagram users can advertise on Instagram (1) photo ads (2) video ads, (3) multiple photos/videos in one post ads (**“carousel ads”**) (4) stories ads. Another important and lesser explicit way of advertising on Instagram is through influencer marketing. This type of marketing involves brands paying influencers (e.g. celebrities, bloggers) to publicize their products on Instagram. This can, as an example; during a situation where an influencer posts a video to portray a selected product or service to their audience. However, this means of advertising is commonly criticized as individuals tend to not recognize the persuasive nature of this form of advertising (Evans, Lim & Jun 2017).

This rise in popularity and also the distinctive features of Instagram makes it an exceptionally interesting and significant social media platform to research on. Specifically, in the advertising world, Instagram constantly creates latest ways on how it can sell ad inventory. During the course of this research work, we endeavor to look at the effect of Instagram advertisement and some of the strategies in which could be administrated. Success when it comes to Business doesn't happen by mishap; it needs cautious idea and innovativeness (Joseph, 2013).

Advertising is portrayed as a method for instructing and edifying, similarly as impacting the overall population or an exact group of people to look for products or administrations through visual or oral messages. In past occasions product or service is advertised to generate attentiveness within the minds of potential buyers through various advertising mediums like Newspaper, Magazines, Television, Radio, Posters, Hoardings, Billboard and son and so forth. (Ayokunmi, 2020). The world is advancing and the new media has presented new and current methods of publicizing like web-based media, web and web promoting. Inside the present-day universe of creation and circulation, advertising has demonstrated to be a solid apparatus in showcasing measure. Most part of businesses rely on fruitful advertisements Without ads, a business may offer the first successful items administrations in your industry, yet none of your potential clients would think about it. Promoting is utilized to impart business data to the current and imminent clients. It generally gives data about the advertising firm, its item characteristics, ot of accessibility, etc.

In this research work, we would be hoping to see how advertising effectiveness can be improved relying on the social media platform and the target audience. Both classic advertising research and recent social media studies suggest that fundamental and personal factors, such as age and gender,

alter commercial information processing (Alalwan et al., 2017; Katz et al.1974). Thus, we put in to the perceptive of new social media use such as Instagram by clients based on their business profiles and its vital advertising segmentation potentials. So as to achieve this, we investigate to what extent is advertising efficient in the district of Mobile phone Purchases, by evaluating specific factors which encourages individuals to acquire these devices.

## **1.2 STATEMENT OF THE PROBLEM**

As affirmed by (Alonge, 2001): Advertising is a basic factor as long as the achievement of any firm or organization or business is concerned. This is on the grounds that advertising makes an organization to be unique just as increment deceivability mindfulness and benefits.

Before, researchers endeavored to discover the effect of Instagram advertisement on brand awareness, others have researched upon public relations as a tool of organizational objectives achievement, and some others have researched on social media's influence in sales promotion and as a marketing tool. This research work however, aims to discover the effect of Instagram Advertisement on the acquisition of Mobile telephones in Nigeria. The investigation expects to see whether Instagram adverts influences the acquisition of mobile devices among students of Caleb University, Lagos.

## **1.3 OBJECTIVES OF THE STUDY**

1. To examine If Instagram has any effect on why Caleb University students purchase mobile phones.
2. To evaluate factors that influences the purchase decisions of Mobile phones among Caleb University students.
3. To determine the type of Instagram Advertisement used mostly by Caleb University students.
4. To analyze the reasons Caleb University students, use Instagram advertisement.

#### **1.4 RESEARCH QUESTIONS**

1. Does Instagram advertisement have an effect on why Caleb University students purchase Mobile phones?
2. What are the factors that influence mobile phone purchase decisions among Caleb University students?
3. What Type of Instagram Advertisement is used mostly by Caleb University students?
4. Why do Caleb University students run Instagram advertisement?



## **1.5 SCOPE OF THE STUDY**

The study is primarily focused on the effect of Instagram Advertisement on the purchase of Mobile phones among Caleb University students. This study also seeks to examine what factors influences Caleb's students to purchase Mobile phones. This study will as well complement previous research work on effects of advertisement on the purchase of Mobile phones.

## **1.6 SIGNIFICANCE OF THE STUDY**

This research work, will serve as a guideline for further researchers both in communication and marketing as well as students to know how to utilize advertising in the achievement of Business focused or individual goals. This study will assist Caleb University students understand the concept on Instagram Advertisement properly, by giving insights on effective ways to advertise on the platform.

## **1.7 OPERATIONAL DEFINITION OF TERMS**

**INSTAGRAM:** This is a social media platform used to share pictures and videos, interact with friends and family, and also to engage with one's favorite celebrities and advertise products and services.

**ADVERTISEMENT:** This means a message conveyed by a group of individuals, or organization to make a product known to the public or target audience. In this case being through Instagram promotion/Advertisement

**MOBILE PHONE:** An electronic Gadget which is used for networking and communication.

**NIGERIA:** Popularly known as the giant of Africa. This is an African country located in the western part of the African continent, they also breed a large number of human populations.

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## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

In this chapter, several areas which are beneficial for gaining deeper understanding into the effects of Instagram advertisement and its substantial influence on the purchase of Mobile phones among Caleb University students will be thoroughly examined and reviewed.

#### **2.2 THEORETICAL FRAME WORK**

Theories can be described as a depiction of a phenomenon and the communications of its variables which are used for the purpose of explaining or predicting a particular concept particularly one based on a general principle related to but separate from the subject or idea to be explained. As stated by Littlejohn (1989), any attempt to explain or create a representation of an aspect of reality is a theory. Theories simply provide reasons why a phenomenon occurs. By using theories to explain a work, the researcher gets a guide that shapes the direction of how to assess the research objective and questions authenticity of the theories. The theories implemented for this research work are the uses and gratification and source credibility theory

### **2.2.1 USES AND GRATIFICATION THEORY**

The Uses and gratification theory was founded by Elihu Katz and his contemporaries Micheal Gurevitch and Jay Blumler. This theory came into existence as far back as in 1970 the theory peaked its origination status in the 1970s as a response to traditional mass communication research emphasizing the sender and the message. The characteristic of this theory deliberates on “what do people do with the media”? This basically concentrates on a person’s underlying purpose for usage and consumption of a particular media and looks to analyze the advantages and disadvantages of a person’s media use (Anaeto, Onabanjo & Osifeso 2012).Uses and gratification theory could be viewed in situations such as one’s preference in social media. The uses and gratification theory implies that users vigorously use certain social media platforms so as to please themselves and satisfy their various needs. According to (Berger, 2017) he states

that “Researchers are mainly concentrated on knowing how audiences use this media platforms instead of focusing more on the effects this media platforms have on the users”

Uses and gratification theory sees the receiver as continually influencing the effect process, since they make selective choices, attend to, perceives & retains the media messages on the basis of their individual needs, belief etc. This level of attention was then moved from media production and transmission functions to the media consumption function. Rather than attempting to figure out “what types of effects take place under certain situations?” questions asked now turn out to be “who uses what contents from what media over what situations and also for which reasons?”

The uses and gratification theory correlates with this research work, in the sense that social media is mainly audience centered and addresses various needs of its users like entertainment, relational purposes and socialization and information acquisition. (Rebecca, Conduit, John, & Goodman, 2017). For example, a certain individual may decide to use social media to stay updated on current news and information happening around the world, while other users’ intent would be for the purpose of seeking interaction and socializing with friends and family. This various media users select what media they wish to use, how they intend to use it, and reason why they use it the way they do. They do so base on the satisfaction and gratification they receive from it.

Every business owner participates in various promotional techniques in order to accomplish their aim and the set objective of their businesses. The assumption of this theory suggests that most people are exposed to various media and contents in order to gratify their needs. Every business

owner is fully aware of their target audience and what actually gratifies their immediate requirements and yearnings, these gives promotes the use of social media and Instagram for various adverts based on the effect and power carried by the social media platform and the amount of acceptability and lasting effect on the audience.

### **2.2.2 SOURCE CREDIBILITY THEORY**

The source credibility theory was founded by ( Hovland, Ja-nis and Kelly, 1963) this theory states that individuals and recipients have a higher chance of been influenced when the source portrays itself as credible. The source credibility theory presents itself as a factor which reflects on how communications persuasiveness is affected by perceived credibility of the source of the communication. Source credibility can be described as a situation where message believability is dependent on the credibility status of the sender in the minds and eyes of the receivers.

(McCroskey et al., 1974), states that communicators with high level of reliability in the eyes of recipients have higher tendency to have more respect as information's they pass across are acknowledged more readily. The source credibility theory is an approach which permits people to take a look at current issues from their own perspective. In this sense, this theory deals with communication as a value similarity and connection, and takes into consideration the different opinions exhibited.



Relating this to the focus of the study, Credibility is all about the propensity to belief or trust an individual without the fear of being deceived or manipulated. This is belief, affection, devotion, and commitment all rolled up in a single word which is, credibility (Umeogu, 2012). This explains why brand owners and business organizations make use of public figures to publicize their products, in other to boost sales.

When an advert is credible and informative it advocates persuasion when adverts are believable it also leads to customer's patronage. Using a very relatable scenario in reference to this theory, Mobile phone companies, the likes of; Tecno, Infinix, Iteletc All have Wizkid, Davido, Olamide Who are the very big Afro beat's Artistes as brand ambassadors respectively. Beyond doubt this are some of the biggest celebrities and music artistes to ever come out of Africa. In this sense, the fans of this celebrity will be eager to show support and patronize these brands because of the truth and belief they have in these celebrities. This will immensely boost the sales of these brands products.

## **2.3 CONCEPTUAL REVIEW**

### **2.3.1 NATURE OF ADVERTISING**

Advertising, can basically be described as the procedures and practices used to bring products, services, feelings, or causes to public notification to convince the general population to respond and be informed with a particular goal in mind towards what is been promoted. As indicated by

Cohen, 'Advertising is a business action, used in utilizing inventive strategies to plan alluring inventions in broad communications which involves practical ideas, goods and products in a way that is predictable with the accomplishment of the sponsor's targets, the conveyance of shopper fulfillments, and the improvement of social and financial government assistance.

Additionally, Advertising can be defined as an unavoidable strategy for promotion to the general public which urges individuals to buy goods and products. Advertising helps to deliver all round advancement of the economy by expanding request and by empowering financial exercises which consequently and progressively works on the pay. It's encourages individuals to devour more materials, and in this way works on their way of life. Successful advertising creates interest for goods and products and involves more creation which needs more physicality and human resource, along these lines setting out more work and opportunities. Inside this advanced time of enormous scope creation, manufacturers can't think about pushing these offers of products without promotion and advertising.

The American Marketing Association gave a profiling definition which states that "Advertising is any paid type of non-individual show and advancement of thoughts, goods and products by a recognizable support. Advertising as described by the advertising practitioner's council of Nigeria (APCON) "as a kind of correspondence through the media about products, services, or views, bought by a distinguished sponsor".

The origination of Advertising itself is complex in terms of determination, due to the fact that various dates have been expressed by various scholars and researchers about its origination.

Notwithstanding, Modern advertising dates back to the 17<sup>TH</sup> century, where the Newspaper and print media industry dominated heavily. More so, British papers in London had effectively started to convey notices, and from the 18<sup>TH</sup> to 19<sup>TH</sup> century advertising turned out to be implemented all around the world it was perceived and turned into a standard for advancement and promotion of goods and services.

### **2.3.2 TYPES OF ADVERTISING**

They are broadly various sorts of advertising for all intents and purposes; Products and services can be publicized through any medium one can consider. Marketing advertising media can be in type of divider canvases, announcements, road furniture segments, printed flyers and rack cards, radio, film and TV adverts, web pennants, cell phone screens, shopping baskets, web popup, skywriting, stop seats, human boards, magazines, papers, local proclaimers, sides of transports, flags appended to or sides of planes (“logo jets”), in-flight advertisements on seatback collapsible tables or cab entryways, rooftop mounts and traveler screens, melodic stage shows, tram stages and prepares, versatile groups on expendable diapers, entryways of latrine slows down, wheel barrow handles, the initial segment of real time sound and video, banners, and subsequently the backs of occasion tickets and store receipts. Anyplace an “distinguished” support pays to convey their message through a medium is advertising.

### **2.3.3 INSTAGRAM ADVERTISING**

Instagram has become an increasingly popular social media platform, with more than 800 Million users. It has made various mediums for its users to publicize their products and services. It began in November 2013 with the establishment of supported post advertising in the United States. These were picture advertisements that sprung up in the middle of client's news source. In September 2015 these advertisements went worldwide and were accessible for all sponsors. New features have persistently been added, setting out much more helpful forms for advertising. For instance, the Instagram story advertisement that was just barely established in January 2017. "SOURCE" Today organizations can purchase four distinct kinds of advertising stock on Instagram: photo ads, video ads, multiple photos/videos in one post ads, carousel ads and stories ads. Another vital and less explicit method of advertising on Instagram is through influencer marketing. This sort of advertising involves that brands pay influencers e.g. celebrities, bloggers to market their products on Instagram (Jong, 2018).

#### **2.3.4 TYPES OF INSTAGRAM ADVERTISEMENTS**

Instagram has made different means through which its users can sell and market their products to a more extensive populace. There are around 6 kinds of Instagram advertisements and they are;

##### **Instagram Photo Ads**

Through the Instagram photo advertisements, Users can recount a story or advance their products online through outwardly captivating pictures. Likewise, showcasing their independent venture

or brand to an expansive crowd or target population could be simply neighborhood users from their geographic region.

### **Instagram Video Ads**

Instagram enables its users to make video advertisements of as long as 60 seconds in length and conveys them to their favored objective audiences. It is suitable for users to make more limited recordings as Time is extremely restricted nowadays. This will help them create enough awareness to be noticed by target audiences, and existing users.

### **Instagram Carousel Ads**

These kinds of advertisements make Instagram users swipe to see extra pictures and source for inspiration on official websites to learn more about their products or services (Robert, 2021). From multiple points of view, a Carousel Ads crusade is like a substance advertising effort since it conveys significant data to users. The principle objective is to get possible users to visit your site whenever you've figured out how to draw their attention and consideration.

### **Instagram Stories Ads**

This kind of advertisements enables users to publicize their products through Instagram stories. With more than 500 million dynamic users on the platform, this would offer an option to support one's business to expected users, and explicit objective audiences. .

## **Advertisements in Explore page**

This assists users by reaching individuals in a revealing approach by stretching out their feed advertisements to individuals who are hoping to expand.

### **2.3.5 PURPOSE OF ADVERTISEMENT**

Advertising takes a significant part in advertisement to customers and clients' buying choice and advancement specifically. Most purchasers have the false impression that publicity is inseparable from advertising and the other way around. The organization among manufacturers and customers and clients through notice is exclusively pointed toward accomplishing certain related targets. There are;

- i. **To establish a new product:** one among the jobs of advertising is to enlighten customers and clients concerning the presence of a new inventory or production within the market for example creating of attentiveness.
- ii. **Persuading clients to make purchase:** Advertising helps in stirring the client's decisions and by so doing convinces them to purchase the product.
- iii. **Creating interest:** Advertising animates interests by continually reminding likely customers about the inventory of the goods and products inside the market.

- iv. **To reach target audience:** Advertisements are a distinctive instrument which can be used to reach a wider range of Audience.
- v. **To bring about brand dependability:** The interest of the buyers is frequently put into consideration by continually showcasing the effectiveness on a particular product and this may at last create a form of brand dependability.

### **2.3.6 DIGITAL ADVERTISING**

The World Wide Web has become the quickest developing advertising medium in this decade. The Interactive Advertising Bureau (2007) announced US web based advertising income's Development from 1998's US\$1.8 billion to \$20 billion of every 2007. The 10-overlay increment means the significance of internet advertising to the advertising and media industry. (Louisa, 2012).

Thusly, Digital advertising can be portrayed as a kind of advancement that utilizes the web and World Wide Web for the communicated motivation behind conveying advertising messages to attract users through different online stages. A portion of these online stages incorporate; Google, web-based media sites (Instagram, Facebook, YouTube, Twitter) and different sites.

### **TYPES OF DIGITAL ADVERTISING?**

They are three principle types of digital advertising that is essentially utilized by people and firms to advance products and services.

- **Social Media Advertising**

Online media stages are a fantastic spot to promote your business. The absolute most usually utilized stages incorporate, Instagram, Facebook Twitter, Pinterest, and LinkedIn.

Advertisements via web-based media stages can be as recordings, pictures, or text. Web-based media advertising is incredible in light of the fact that it can help you focus on a specific crowd.

- **Display advertising**

This is a sort of computerized media advertising in through which designs pictures and recordings are utilized to advance an product on various advanced stages like, web-based media stages, and online sites.

This sort of advertising is regularly utilized by content manufacturers on Instagram and YouTube. By a wide margin, this stage the two online media stages with the most Video presence. This clarifies its adequacy when used to run advertisements, online missions and advancement.



Examination shows that video advancement and advertising is turning out to be extremely well known continuously. As indicated by HubSpot video is the number 1 system utilized by content advertisers late exploration shows that video advertisers have reestablished an expansion in brand mindfulness by 54%.

### • **Influencer-Based Advertising**

Utilizing powerhouses to promote your item is a speedy and simple approach to arrive at your intended interest group. Forces to be reckoned with via web-based media stages like Instagram ordinarily have a huge number of devotees or even millions now and again.

Exploration from Strategy Analytics uncovered 1 billion of advanced mobile phones are being utilized around the world, an entrance of 1 in 7 while in Malaysia, the infiltration for correlation remain at 1 out of 4 and the most noteworthy rate, 17.3 percent of Smartphone client's age is between 20-24 years of age. In current circumstance, customers at this point don't see Smartphone's similarly as gadgets for calling and messaging, rather as multi-use gadgets for gaming, mingling, and downloading applications which brings about an extreme change in standards of conduct. An overview done by Ericsson, 2014 announced that advanced cells reception is anticipated to increment drastically during the coming a long time with Smartphone memberships developing by just about multiple times somewhere in the range of 2013 and 2019.

Presently on the planet today, advanced cells have become an indispensable piece of individuals' life particularly the adolescents that we regularly see that a ton individuals can't adapt without their PDAs. Africa has the biggest and quickest developing number of portable clients, which presumably reflects critical interest in the broadcast communications area (Patterson, 2016)

(Schoentgen & Gille, 2017). Nigeria is no special case as the most crowded African country with roughly 180 million individuals: it has the biggest economy and portable market on the mainland (Onyeajuwa, 2017). As indicated by Statista (2021) in 2020, 41, 4 percent of the Nigerian populace got to the web through cell phone. This offer is projected to develop to 64.9 percent in 2025. In 2020, the quantity of versatile web clients in Nigeria added up to over 85.26 million that is about 42% of the nation's populace.

### **2.3.8 FACTORS INFLUENCING THE PURCHASE OF MOBILE PHONES**

#### **Purchasing Intention**

Buy expectation, considering ahead of time to purchase certain products or administrations later on, not really to carry out the buy aim because of it is relies upon person's capacity to perform (Warshaw& Davis, 1985 in Qun et al., 2012). As per (Blackwell et al. 2001), what is cross in the client's brain connotes aim to buy by them. The comparative specialists express that buyers will go through the interaction of perceived the item to buy, then, at that point they will discover the data about the item, assess, buy and criticism. Consequently, they will buy an item in the wake of making research ahead of time so they will buy right item that address with their issues and needs.

There are numerous decisions brands of Smartphone's in the market to fulfill the clients' necessities and needs. In this manner, various shoppers will have various preferences and inclinations. In this way, the conduct of customers to buy are depending to their attributes, for

example, brand name, value, quality, amusement and innovation awareness, stirred up with different decisions just as indiscretion (Leo et al., 2005). Along these lines, inspect factors that lead to the purchaser's choice to buy a Smartphone. This examination is to analyze factors, for example, item includes, brand name, social impact and item penance towards buying aim among customers of Smartphone.

## **Product Features**

These days, there are numerous high innovation features of Smartphone's on the lookout. Consequently, various individuals will choose attributes of Smartphone's that can carry on with their issues and wants. As stated by (Oulasvirta et al, 2011), Smartphone's these days are being included with remote network, an underlying internet browser, application establishment, full programmability, a record the board framework, sight and sound show and catch, high-goal shows, a few gigabytes of capacity and area just as development sensors. In light of past research, there are five plan qualities of cell phone being liked by purchasers like camera, shading screen, voice-actuated dialing, web perusing and remote network (Ling et al., 2006). In light of study done by comparative analyst shows that the respondents that for the most part undergrads more really like to buy cell phone because of its actual appearance, size and menu association.

Features of products can be characterized as the traits of an item that can fulfill customers' expectations through having the item, utilizing and applying the item (Kotler and Armstrong, 2007). As per (Lay-Yee et al, 2013), equipment is the outside of gadget that can be truly

contacted like body of the Smartphone, size, weight, shading too plan. In the interim, programming incorporates PC projects, technique and documentation. Likewise, working stage, stockpiling or application additionally can be classified as programming. There are a few kinds of working programming, for example, iOS, Android, Windows, RIM Blackberry, Symbian, Bada and memo. Hardware and programming can be sorted as item includes. In view of past research led by (Russell 2012), shoppers in Malaysia generally incline toward Android comprises of 41%, trailed by IOS with 18%, RIM Blackberry and Windows recorded something similar with 6%. The clients in different nations, for example, Singapore, Australia, New Zealand, Thailand and Vietnam generally use Android working framework. In light of past done by (Lay-Yee et al 2013), 31% of clients favor programming contrast with equipment just 17.6%. This demonstrates buyers will look more on programming instead of equipment in buy the Smartphone.

## **Brand Name**

Associations will consistently discover approaches to separate them from the others particularly in cell phone industry that keep continually changing the innovation. The associations need to discover new innovation that not accessible on the lookout and fulfill need the clients. Brand name can be a character and selectiveness that address the association. Brand name can be as name, term, image and configuration to separate the association from the contenders. As per (Cornelis 2010), the majority of associations underscore about brand name that can be as an important resource for their items and administrations.

This can be the upper hand to the association (Azira Rahim et al. /Procedia Economics and Finance 37 245 – 253, 2016). These days, clients favor Smartphone's that have novel highlights, for example, could rapidly show data with insignificant disturbance and clear graphical interface for contact screen connections (Norazah, 2013). For instance, brand of Samsung, BlackBerry, Apple HTC, Nokia, and LG are Smartphone's for the most part bought by the clients. Concurring exploration done by Change Wave Research (2010), Smartphone's image of Apple has high number of clients that faithful to the brand because of it separate various sorts of clients by selling various adaptations with various measures of extra room and various tones at various value focuses. In light of past research, it was discovered that item's image name impact clients' assessment and influence to their purchasing choice (Khasawneh, 2010). This likewise can be upheld by the other exploration done by (Norazah, 2013), brand name was found to significantly affect the interest for Smartphone's among Malaysian understudies.

## **Social Influence**

As indicated by (Rashotte, 2007), social impact is tied in with changing of sentiments, demeanor, considerations and conduct, deliberately or unexpectedly affected by the other individual. It is because of the connection with others that know one another like guardians and companions. Customers would be affected by media, guardians and companions all together to purchase the Smartphone's (Nelson and McLeod, 2005). These days, individuals can foster their interpersonal organization online through web-based media like Facebook, Twitter, Instagram thus, they can discover the information regarding Smartphone's as well as get remarks and item surveys from

different clients that at present or recently utilized the Smartphone's. As indicated by (Kotler and Armstrong 2007), buyers' activity is being affected by individuals encompassing them. They would look for idea, counsel just as encounters of individuals that as of now buy and utilize the Smartphone. They may will in general get it from various sort of individuals particularly for those that near them like companions, peers, relatives and mate. In view of past research led in Malaysia by (Mohd Azam Osman et al., 2012), 35.6% of the respondents like to buy the PDAs as per the pattern locally. This can be upheld by research done by (Suki, 2013), youthful age particularly understudies depend profoundly over individuals encompassing them to buy the advanced cells. Customers will in general hear guidance and thoughts from their loved ones dependent on highlights of PDAs and will buy the comparable advanced mobile phones that their loved ones use.

#### • **Product Sacrifice**

Customers may discover data with respect to an item that they need to buy dependent on their preferences and inclinations. The customers likewise will create correlation between various sorts of the items so they can buy their items inside their spending suit with their requirements and needs. Other than that, they additionally make correlation in term of value, benefits just as cost of the item. They additionally need to forfeit to buy different things to get their ideal items. Item penance can be said as quitting any trace of something significant or important to buyers to buy PDAs. Buyers can forfeit to purchase different things in term of financial and non-money related expense (Zeithmal, 1996 in Sok, 2005). Money related expense can be in term of price tag, obtaining cost, transportation, establishment, request taking care of, fixes and support hazard

of disappointment or terrible showing. In the mean time, non-financial expenses can be in term of time cost, search cost and mystic expense with regards to settle on choice whether to buy or re-buy Smartphone. Hence, purchasers will forfeit in term of money related as well as non-financial expenses like time, exertion and energy in finding the information about different brand name of Smartphone in advance before making decision to purchase Smartphone's. This can be supported by previous research done by (Sok, 2005), there was positive significant relationship between product sacrifice and purchasing intention among consumers.

## **2.4 EMPIRICAL REVIEW**

As stated by (Morden, 1991) advertising offers proper understanding concerning a particular product and makes the reflections in mind about it. (Rosaldo, 1989) cited in (Monaghan, 2000) also discovered that culture influences all acts about culture. Modern technology gives different product to the consumers, it enables the product value and modifies the product in a different style (Stantone and Futrell, 1987).

According to a study conducted by ( Lidwine de Jong, 2018) which investigated “The Effects of Instagram Advertising on Brand Awareness, Ad Intrusiveness, Brand Attitude and Purchase Intentions”. This research work, was done In other examine photo advertisements, influencer marketing, and story advertisements, on Instagram and to find out their differences and also take a look at how they influence ad intrusiveness, brand attitude and purchase intentions The main rationale behind the study was to determine whether the different Instagram advertisement

methods influenced the brand attitudes and purchase intentions of consumers. Over 171 respondents were chosen through the distribution of surveys on Facebook and WhatsApp, out of the 171 respondents, merely more 100 were used for the analysis of this research study, due the fact that they were participants with inaccurate information , also individuals who did not come across the advertised brands in the experimental conditions and those who are not aware of the brand in the control condition were not included. The outcome of this survey explains the importance and effect between the experimental conditions and brand awareness; which affirms the fact that Instagram advertisement indeed as an effect on brand awareness and consumers purchase intentions, though depending on the advertisement method used, some showed to have more effects than others while some weren't effective at all.

Findings in the study also laid emphasis on influencer marketing, which to some extent isn't really considered a type of Instagram advertisement, but according to the survey it has proven to be effective. This study concluded that Instagram advertisement is broad and that marketers are now exploring a bunk of other new developed advertising methods.

As investigated by (Akpan, 2015) the "Influence of Facebook Advertisement on the Buying Behavior of Students of a Nigerian University". Both personal interview and questionnaires were the instruments for data collection whereas the stratified random sampling technique was implemented to draw 396 participants from the populace with the use of Taro Yamene statistical sampling method. Just to clarify things, all information's and records obtained were presented through the use of simple percentage frequencies. The outcome of this study indicated that a most of the participants and respondent's use and come across advertisements on Facebook and



see them as being intentionally showcased to the youths. The findings also reveal that there was evident relation between those who patronize the products advertised on Facebook and those who do not, with 54.8% patronizing and 45.2% not patronizing. This shows that more concentration and efforts need to be put in the part of advertising in organizations as well as advertisers to ensure that the advertisements on Facebook appear to be more appealing and presentable also to ensure that all details needed are put so as to facilitate more patronage of the advertised product. (Akpan, 2015).

Furthermore, another academic research has been carried out on the psychology of emotion (Lazarus, 1984) and methods through which advert induced feelings might influence user's reaction when it comes to marketing communication (Batra and Ray 1986, Holbrook and Batra 1987). Various researchers have also observed that advertising may bring about both positive and negative reactions and emotions when seeking to influence. Inclusively, (Brown, Homer and Inman 1998, p.115), suggested that from a more experimental point of view, "the relative strength of positive and negative feeling effects potentially could guide advertisers' choices regarding execution of various strategies.

## **2.5 SUMMARY OF LITERATURE REVIEW**

In this chapter the theoretical framework for this research study was reviewed and analyzed. References were made to numerous scholars to see different meanings to the term literature review, also different definitions of advertising were presented as well as their forms and types.

Two theories were selected in relation to this research study which are the; Uses and gratification theory & Source credibility theory. How both of these theories correlate with the research study was explained and reviewed in this chapter. Furthermore, in this chapter a little bit of the history, types, definitions and forms of Instagram advertising was also looked at. The purpose of advertising and the factors which influence mobile phone purchases were also stated in this chapter and the concepts of this research were reviewed. Lastly an empirical review was done to prove to readers and examiners that indeed there have been other researches carried out which proves advertising in one way or the other is identically effective.

## **2.6 GAPS TO FILL**

Irrespective of the literatures reviewed in relation to the Effect of Instagram advertisement on the purchase of mobile phones there are still certain Gaps which needs to be looked at. Firstly, in this research study it was reviewed that Instagram advertisement influences users mobile phone purchase decisions but what remains to be seen is the genuineness of this advertisements and how true they are, this needs to be emphasized so as to prevent Instagram users from having any complications. This research study mainly portrayed the positive effects of Instagram advertisement, where as areas which talks on the negative effect were rarely concentrated on.

Secondly, the gap considered in this project work, is the limitation of this population study. In this study only Caleb University student which consists of over 5,000 people and a total of 360 Caleb University students were selected to achieve the objectives of this research work. According to Napoleon statistics as stated earlier in the chapter one of this research work,

Instagram has over 8 million users in Nigeria only, hence the need to explore other population across the globe should be considered as significant to find out the effect of Instagram advertisements.

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### **CHAPTER THREE**

### **RESEARCH METHODOLOGY**



### **3.1 INTRODUCTION**

This chapter intends to analyze the Effect of Instagram advertisement on the purchase of mobile phones in Caleb University, Lagos. Also, this chapter provides information on the procedures adopted in collecting data for providing answers to the research questions and objectives. In this context the main focus of this chapter is on the discussion of research design, population sample of the study, Model specification, Sources of data, sample size, sample technique, research instrument, method of data collection and method of data analysis.

### **3.2 RESTATEMENT OF RESEARCH QUESTIONS**

- 1) Does Instagram advertisement have an effect on why Caleb University students purchase Mobile phones?
- 2) What are the factors that influence mobile phone purchase decisions among Caleb University students?
- 3) What Type of Instagram Advertisement is used mostly by Caleb University students?
- 4) Why do Caleb University students run Instagram advertisement?

### **3.3 RESEARCH DESIGN**

Research design is referred to as a phase through which a researcher's study is being conducted by organizing the study, in order to get answers to research questions. A research design is a strategic framework for actions which is a form of connection between research questions and the implementations of the research strategies (Durrheim, 2004).

Also, Research design is a blueprint of a study which points the way a research is to be done, in terms of how data are collected and analyzed. Survey research was adopted in this research study because the perception of people and their opinions on both variables and important factors in this study will be the primary data. The Survey style of research design is carried out in cases where there are limited costs involved and there is a requirement to access data without difficulty.

(Okoro, 2001) notes that this method, selects and studies samples which are gotten from the target populace so as to figure out the relation in occurrence, circulation and inter-relations of sociological and psychological variables. Since this research work, is audience centered which requires individualistic consideration, attitudes, motivations and opinions, the survey method was considered most effective for this research study.

### **3.4 POPULATION OF THE STUDY**

(Amin, 2005) states that a population is a total combination of all the elements and Units of interest in a particular research study. The populations selected for this research work are students of Caleb University. According to the Caleb University exams and records data of 2020 the population of Caleb students is estimated to have a population of over 5,000 students. This population study was selected for these various reasons;

- ✓ They are students
- ✓ They use mobile devices
- ✓ They use Social media

### **3.5 SAMLING TECHNIQUE AND SAMPLING SIZE**

A sample can be described as a convenient part of a populace or elements which have common characteristics. In addition, sample can be defined as any segment of a populace chosen for a research work and through which data required for a research work is gotten (Aderanti & Tayo, 2011, Akinade& Owolabi, 2009, Adedokun, 2003). (Aivi, 2016) indicates that a sample is a segment or fraction of a focus group of individuals which portrays significance in relation to the study been carried out. Therefore, sampling can simply mean taking any portion of a population and it would still be representative of the entire population. The research questionnaires were dispersed to students in Caleb University by using a **Purposive sampling method.**

The links to the online questionnaire were disseminated on different selected platforms of this institution, it was also distributed among my final year colleagues in other to give everyone an

opportunity to participate in this research. This method was chosen due to the pandemic and subsequent lock-down happening in the nation. The questionnaire comprised of a total of 17 questions and two different sections. Section A consisted of questions distributed to acquire respondent's bio data, and demographic details. While Section B was mainly concerned with questions which relates to the studies research questions, and Objectives.

### **3.6 SOURCES OF DATA**

For this research study, information was gathered from the distributed **Questionnaires** which serves as the primary source of data. The methods of data collection for this study consist of the quantitative method of research. The questionnaire was used as the instruments for data collection. (Okoro, 2001) affirms that questionnaires are very substantial to when it comes to gathering of information from individuals to discover their attitudes, behaviors, perception and opinions, on a particular phenomenon.

### **3.7 DATA COLLECTION INSTRUMENT**

The data collection instrument for this research study is the questionnaire which was formulated with the use of Google forms and then distributed to different platforms, and recorded a total of three hundred and sixty (360) respondents. As stated earlier, the online questionnaire was done because of the current state of the Corona Virus disease in the country. The questionnaire

distributed is divided into two sections which represents both demographic information and the research questions, and objectives of this study. Basically, the questionnaire was the main and only data collection instrument used for this research work.

### **3.8 INSTRUMENT VALIDATION AND RELIABILITY**

The questionnaire, being the main tool used in this research study, has been painted in such a way as to appropriately reflect on the phenomenon, as well as the entire purpose of this study. Often times, questionnaires have been described as an artificial measure which doesn't fully allow respondents to express themselves. In this case, the researcher tried to provide a good number of **close-ended questions**, ones that the respondents could easily answer too, it entailed straight forward options such as ( YES, NO ). This enabled the respondents to express themselves freely, and provided answers relevant to this research study. Inclusively, the questions in the questionnaire of this research work were peer reviewed and subjected to supervisor review and approval to ensure that the right and relevant questions were asked. This question was reviewed to avoid non clarity and imprecision.

### **3.9 METHOD OF DATA ANALYSIS**

Data Analysis can be described as a procedure which involves examining the information that has been gathered in such a way that it can be interpreted to get actual information for use in further action and decision making. A simple percentage analysis was used in this research study, and the primary data was collected and was coded through presentations in frequency tables.

### **3.10 LIMITATIONS OF METHODOLOGY**

The limitations of the study are various characteristics of design or methodology which impacts or influences the outcome of the findings of a research study. They are referred to as restrictions on generalisability, applications to practice, and/or utility of findings that are the result of the ways in which you initially chose to design the study or the method used to establish internal and external validity or the result of unanticipated challenges that emerged during the study (Price, James H. and Judy, 2019). Some of the limitations of methodology in the process carrying out this study are;

#### **LIMITED ACCESS TO INFORMATION**

One of the limitations methodologies of this research study is the fact that there was limited access to information, because of the current state of the covid19 disease in the country and the protocols implemented by the government. At some point the university library, as well book shops were not accessible in order to gather more exquisite information for this research work. Also, due to the covid19 the method through which the primary data for this research work, was gotten through questionnaires distributed on various online & Media platforms, because there was limited access to people as they couldn't be reached physically.

### **3.11 ETHICAL CONSIDERATION**

## **DATA PROTECTION**

Safeguarding of the data gotten from respondents was significantly put into consideration, as the researcher used a method of gathering information from respondents, while keeping them anonymous. In this research study, when requesting feedbacks & answers from respondents, Personal information such as; Name, email, house address etc. all this were intentionally omitted in the questionnaires in order to keep respondent's information safe.

## **RECIPROCITY AND TRUST**

During the process of the distribution of the questionnaires for this research study, the reciprocity and the trust of the respondents were heavily considered. In order to make sure this was achieved, it was clearly stated in the research questionnaire, that each and every information gotten from the questionnaires distributed, will be used for academic purposes only. The respondents were also made to understand the importance of their honest responses, as it will help achieve the research objectives of this study.

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## **CHAPTER FOUR**

### **DATA PRESENTATION, ANALYSIS AND DISCUSSIONS**

#### **4.1 INTRODUCTION**

This chapter sheds light on the presentation of data gathered from the distribution of questionnaires among Caleb University students, in relation to the study objectives and research questions. This questionnaire was distributed to Caleb University students, and a total of 360 responses were recorded. Simple percentage method was used to interpret the data or findings for this study.

#### **4. 2 DATA PRESENTATION AND ANALYSIS**

## SECTION A: Demographic characteristics

**Table (1) 4.2.1: Distribution of respondents by gender**

<b>GENDER</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>Male</b>	<b>209</b>	<b>58%</b>
<b>Female</b>	<b>142</b>	<b>39.5%</b>
<b>No response</b>	<b>9</b>	<b>2.6%</b>
<b>Total</b>	<b>360</b>	<b>100</b>

*Source: Field study 2021*

Table 1 above shows that 209 [58%] of respondents were male while 142 [39.5%] were female.

The table above indicates that the majority of respondents were Males, 9 (2.6%) of the respondents did not respond to the above question.

**Table (2) 4.2.2: Distribution of respondents by Age range.**

<b>AGE RANGE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>16-20</b>	<b>202</b>	<b>56.7%</b>
<b>21-26</b>	<b>120</b>	<b>33.7%</b>
<b>27 and above</b>	<b>34</b>	<b>6.7%</b>
<b>No response</b>	<b>4</b>	<b>2.9%</b>
<b>Total</b>	<b>360</b>	<b>100</b>

*Source: Field study 2021*

The table above shows that 202 [56.7%] of the respondents were between ages 16-20 years, while 120 [33.7%] were between the ages 21-26 years. Furthermore, the table indicates that 34 [6.7%] of the respondents were between the ages 27 years and above. The above table shows that majority of respondents are between the ages of 16-20 with 202 (56.7%), 4 (2.9%) of the respondents did not provide an answer to the above question.

**Table (3) 4.2.3: Distribution of level of education by respondents**

<b>LEVEL</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>100</b>	<b>52</b>	<b>14.5%</b>
<b>200</b>	<b>38</b>	<b>10.6%</b>
<b>300</b>	<b>88</b>	<b>24.5%</b>
<b>400</b>	<b>172</b>	<b>47.3%</b>
<b>MSC</b>	<b>9</b>	<b>2.5%</b>
<b>OND/PHD</b>	<b>0</b>	<b>0</b>
<b>No response</b>	<b>1</b>	<b>0.6%</b>
<b>Total</b>	<b>360</b>	<b>100</b>

*Source: Field study 2021*

The table above shows that 52 (14.5%) of the respondents were 100 level students, 38 (10.6%) of the respondents were 200 level students, 88 (24.5%) of the respondents were 300 level students, 172 (47.3%) were 400 level students, while 9 (2.5%) Were MSC students. This indicates that they were more responses from the 400 level students at Caleb University.

## **SECTION B**

This section mainly deals with the needed information of the respondent's opinion on the effects of Instagram Advertisement on mobile phone purchase.

**Table (4) 4.2.4. Distributions of respondents by answers to question (4) of the research questionnaire. Which states; Do you use Instagram?**

<b>RESPONSES</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>Yes</b>	<b>330</b>	<b>92.4%</b>
<b>No</b>	<b>30</b>	<b>8.4%</b>
<b>Total</b>	<b>360</b>	<b>100</b>

*Source: Field study 2021*

From the table above 343 (92.4%) of the respondents Use Instagram, and 11 (8.4%) do not use Instagram. As indicated by the table above this means that majority (92.4. %) of the respondents use Instagram.

**Table (5) 4.2.5 Determination of how frequently respondent Use Instagram**

<b>RESPONSES</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>Very frequently</b>	<b>116</b>	<b>32.1%</b>
<b>Frequently</b>	<b>148</b>	<b>41.2%</b>
<b>Sometimes</b>	<b>69</b>	<b>19%</b>
<b>Rarely</b>	<b>25</b>	<b>7%</b>
<b>Never</b>	<b>0</b>	<b>0</b>
<b>No response</b>	<b>1</b>	<b>0.3%</b>
<b>Total</b>	<b>360</b>	<b>100</b>

*Source: Field study 2021*

The table above shows that 116 (32.1%) of the population use Instagram very frequently, 148 (41.2%) of the respondents use Instagram frequently, 69 (19 %) of the population use Instagram sometimes, and 25(7%) rarely use Instagram. This means that most of Caleb University students use Instagram frequently.

**Research question 1: Does Instagram have an effect as to why Caleb University students purchase mobile phones?**

**Table (6) 4.3.1: Have you come across a mobile advertisement on Instagram before?**

<b>RESPONSES</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>Yes</b>	<b>328</b>	<b>91.6%</b>

<b>No</b>	<b>30</b>	<b>8%</b>
<b>No response</b>	<b>2</b>	<b>0.5%</b>
<b>Total</b>	<b>360</b>	<b>100</b>

*Source: Field study 2021*

The table above shows that 91.8% of 328 Caleb University students have seen a mobile phone advertisement on Instagram, while 30 (8%) haven't come across any. This proves that majority of Caleb University students have come across a mobile phone advertisement on Instagram before.

**Table (7) 4.3.2: Distribution to determine if respondents have purchased a phone through an Instagram Advertisement or know anyone who has.**

<b>RESPONSES</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>Yes</b>	<b>300</b>	<b>83.7%</b>
<b>No</b>	<b>56</b>	<b>15.2%</b>
<b>No response</b>	<b>4</b>	<b>1.1%</b>
<b>Total</b>	<b>360</b>	<b>100</b>

*Source: Field study 2021*

The table above shows that 83.7% 300 of Caleb University students have either purchased a mobile phone through an Instagram Advertisement or know some who has, while 56 15.2% of the Caleb population have not purchased Do not know of anybody who has. From the above, most Caleb respondents agree that they have either purchased or are aware of someone who has purchased a mobile phone through an Instagram Advertisement.

**Table (8) 4.3.3: Distribution to determine respondent’s opinion on Instagram Advertisement.**

<b>RESPONSES</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>Very good</b>	<b>118</b>	<b>32.8%</b>
<b>Good</b>	<b>176</b>	<b>48.9%</b>
<b>Neutral</b>	<b>58</b>	<b>16.1%</b>
<b>Poor</b>	<b>8</b>	<b>2.2%</b>
<b>Rarely poor</b>	<b>0</b>	<b>0</b>
<b>Total</b>	<b>360</b>	<b>100</b>

*Source: Field study 2021*

The table above shows that 178 (48.9%) of the Caleb population are of the opinion that Instagram Advertisement is Good, 118 (32.8%) think Instagram Advertisement is very good, 58 (16.1%) have a neutral opinion on Instagram Advertisement, while 8 (2.2%) think that Instagram Advertisement is poor. This further implies that majority of the respondents are of the opinion that Instagram Advertisement is good.

**Table (9) 4.3.4: Distribution to determine if Instagram Advertisement influences respondent's mobile phone purchase decisions.**

<b>RESPONSES</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>Yes</b>	<b>283</b>	<b>79.5%</b>
<b>No</b>	<b>70</b>	<b>19.7%</b>
<b>No response</b>	<b>7</b>	<b>0.8%</b>
<b>Total</b>	<b>360</b>	<b>100</b>

*Source: Field study 2021*

From the table above, 79.5% 283 of the Caleb University population admits that Instagram Adverts influences their purchase decision, 70 (19.7%) states their mobile purchase decision isn't influenced by Instagram Advertisements.

**Table (10) 4.3.5 Distribution to discover whether respondents will advise their loved ones to purchase a mobile phone through Instagram.**

<b>RESPONSES</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>Yes</b>	<b>77</b>	<b>21%</b>
<b>No</b>	<b>14</b>	<b>3.8%</b>
<b>Only if trusted</b>	<b>236</b>	<b>65.5%</b>
<b>Not sure</b>	<b>18</b>	<b>5.2%</b>



<b>No response</b>	<b>15</b>	<b>4.5%</b>
<b>Total</b>	<b>360</b>	<b>100</b>

*Source: Field study 2021*

The table above shows that 236 (65.5%) of respondents will advise their loved ones to purchase a mobile phone through Instagram, only if it is from a trusted Vendor., also in the table 21% of Caleb students say they will advise their loved ones through an Instagram advertisement, while 14 (3.8%) won't allow their loved ones purchase through instgaram ad.

**Research question 2: What are the factors that influence the purchase of Mobile phones among Caleb University students?**

**Table (11) 4.3.6 Distribution to determine what influences respondents purchase decisions after viewing an Instagram Advertisement.**

<b>RESPONSES</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>Brand name</b>	<b>112</b>	<b>31.3%</b>
<b>Number of testimonials</b>	<b>75</b>	<b>20.9%</b>
<b>Interesting write ups</b>	<b>39</b>	<b>10.4%</b>
<b>Positive reviews</b>	<b>132</b>	<b>36.9%</b>
<b>No response</b>	<b>2</b>	<b>0.5%</b>
<b>Total</b>	<b>360</b>	<b>100</b>

*Source: Field study 2021*

The table above most respondents 132 (36.9%) agree that an Instagram Adverts positive reviews is what influences them make a purchase, 112 (31.3%) of Caleb University sturnt states that a phones brand name is what influences their purchase decisions, while 75 (20.9%) are influence by number of testimonials.

**Table (12) 4.3.7: Distribution to discover what factors determines respondent’s choice for purchasing a mobile phone**

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<b>RESPONSES</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>Camera quality</b>	<b>156</b>	<b>43.5%</b>
<b>Battery capacity</b>	<b>92</b>	<b>25.6%</b>
<b>Phone design</b>	<b>97</b>	<b>27%</b>
<b>Storage/capacity</b>	<b>14</b>	<b>3.7%</b>
<b>No response</b>	<b>1</b>	<b>0.2%</b>
<b>Total</b>	<b>360</b>	<b>100</b>

*Source: Field study 2021*

The table above indicates that 156 (43.5%) of Caleb University students agree that a mobile phones camera quality is what they look out for before making purchase, 92 25.6% agree that a phones camera quality is what influences their purchase decision, while 97 27% of Caleb University students are influenced by a Phone design.

**Research question 3: What type Instagram Advertisement is mostly used by Caleb University students?**

**Table (13) 4.3.8: Distribution to determine what type of Instagram Advertisement respondents come across more often.**

<b>RESPONSES</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>Photo/Video ads in home feed</b>	<b>175</b>	<b>52.1%</b>
<b>Ads in Instagram story</b>	<b>96</b>	<b>22.6%</b>
<b>Ads in explore page</b>	<b>51</b>	<b>15.2%</b>
<b>Carousel Ads</b>	<b>14</b>	<b>4.1%</b>
<b>No response</b>	<b>24</b>	<b>6%</b>
<b>Total</b>	<b>360</b>	<b>100</b>

*Source: Field study 2021*

From the above table, 175 (52.1%) of Caleb University students agree that photo & video advertisement in home feed is the type of advertisement that they come across more often, 96 22.6% of the Caleb University population see Instagram advertisements on Instagram story more often, and 51 15.2% come across advertisements on the Instagram explore page, also 14 (4.1%) agree to see more of the carousel ads.

**Research question 4: why do Caleb University students run Instagram Advertisements?**

**Table (14) 4.3.9 Distribution to evaluate respondents' opinions as to Caleb University Instagram advertisements.**

<b>RESPONSES</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>To reach target audience</b>	<b>185</b>	<b>51.7%</b>
<b>To grow customer base</b>	<b>90</b>	<b>25.1%</b>
<b>To create awareness</b>	<b>69</b>	<b>19.3%</b>
<b>To make money</b>	<b>14</b>	<b>3.4%</b>
<b>No response</b>	<b>2</b>	<b>0.5%</b>
<b>Total</b>	<b>360</b>	<b>100</b>

*Source: Field study 2021*

From the table above, majority 185 (51.7%) are of the opinion that people run Instagram Advertisement in order to reach their preferable target audiences, 90 (25.1%) of Caleb students use Instagram ads to grow customer base, while 69 (19.3%) use Instagram ads to create awareness and 14 (3.4%) use Instagram advertisement for the purpose of making money.

### **4.3 ANSWERS TO RESEARCH QUESTIONS**

**ARQ1: Does Instagram have an effect as to why Caleb University students purchase mobile phones?**

In answer to research question one, the findings in this study shows that 79.5% 283 of the Caleb University population admits that Instagram Advertisements influences their purchase decision, this proves that Caleb University actually purchase mobile phones through Instagram advertisements. Also, findings in this study as shown in table 7 reveals 83.7% 300 of Caleb University students have either purchased a mobile phone through an Instagram Advertisement or know some who has. These provides an answer to the research question, because Caleb University students have purchased a mobile phone from Instagram, or know of someone who has as this proves the effect of Instagram advertisement on Caleb University students.

Furthermore, In this study, the findings show that 91.8% of 328 Caleb University students have seen a mobile phone advertisement on Instagram, this again shows that reveals that Caleb University students have access to Instagram, and they purchase through this advertisements as shown in 6.

Finally, from the research made in this the study it reveals to readers and examiners that the Caleb population are of the opinion that Instagram Advertisement is very Good, This further implies that majority of the respondents are of the opinion that Instagram Advertisement is good. Most importantly, From the table above, 79.5% 283 of the Caleb University population admits that Instagram Adverts influences their purchase decision, 70 (19.7%) states their mobile purchase decision isn't influenced by Instagram Advertisements.

From all data presented and investigated it proves that Instagram advertisement as an effect as to why Caleb University students purchase mobile phones therefore answering research question one.

**ARQ2: What are the factors that influence the purchase of Mobile phones among Caleb University students?**

The findings in this study shows that most respondents 132 (36.9%) agree that an Instagram Adverts positive reviews is what influences them make a purchase. Also, in another finding in this study indicates that 156 (43.5%) of Caleb University students agree that a mobile phones camera quality is what they look out for before making purchase.

Both findings answer research question two, which asks for the factors that influence the purchase of Mobile phones among Caleb University students, they are a phones camera quality and positive reviews, these are the factors that influences Caleb University students purchase decision.

**ARQ3: What type Instagram Advertisement is mostly used by Caleb University students?**

From findings shown in this study table **13** particularly, shows that 175 (52.1%) Caleb University students which make up a higher portion of the respondents, they agree that photo & video advertisement in home feed is the type of advertisement that they come across more often. which provides an answer to research question three. There a various ways through which users

can advertise on Instagram but, consequent upon the findings of this study most Caleb University students agree to come across photo & video advertisement in home feed more often than any type of Instagram advertisement beyond doubt, proves that is the most effective.

#### **ARQ 4: why do people run Instagram Advertisements?**

As seen in table (14) majority 185 (51.7%) reveal that they use Instagram advertisement for the purpose of reaching their preferable target audience. This provides an answer to the research question asked, as a large portion of the Caleb population agree to using Instagram advertisements in order to reach their target audience

#### **4.4 DISCUSSION OF FINDINGS.**

In this section the data collected from the research questionnaire on the **“Effect of Instagram advertisement on the purchase of mobile phones among Caleb University students”** Will be discussed in full details.

#### **DOES INSTAGRAM HAVE AN EFFECT AS TO WHY PEOPLE PURCHASE MOBILE PHONES**

From the presented data above, it can be seen that most Caleb University students use Instagram frequently and most of them have admitted to have come across a mobile phone advertisement on Instagram before.

Also, From the findings in table 7 above it shows that most Caleb University students 300 (83.7%) admitted to have either purchased a mobile phone through an Instagram Advertisement or know someone who has, which also leads us to table 8, it shows that majority of the respondents are of the opinion that Instagram Advertisement is good. This confirms that Instagram Advertisement clearly has an effect on most of the respondents from Caleb University.

Furthermore, in the data presented above, most Caleb University students 283 (79.3%) have agreed that indeed Instagram Advertisement influences their mobile phone purchase decisions, Also based on the findings in table 10 it shows that 179 (56.1%) of Caleb University students will make an approval for their friends and family to make a mobile phone purchase through an Instagram Advertisement only if it's from a trusted vendor.

### **THE FACTORS WHICH INFLUENCES CALEB STUDENTS MOBILE PHONE PURCHASE DECISIONS.**

Based on the findings in the above table 11 it shows that most respondents from Caleb University 132 (48.2%) are influenced by positive reviews seen on an Instagram Advertisement which encourages them to make a purchase. Thus, positive reviews and feedback on a particular



advert is one of the major factors that hinders the purchase decision among Caleb University students.

Also, as seen in the table 12 above it shows that most Caleb University students 156 (43.5%) are intrigued by a phones camera Quality as shown in the presented tables, this is what influences their decisions while making a mobile phone purchase.

### **THE MOST EFFECTIVE TYPE OF INSTAGRAM ADVERTISEMENT**

Based on the findings from the distributed questionnaire, over 175 (52.1%) of Caleb University students revealed that Photo/Video advertisements in home feed, is the type of Instagram advertisement that they come across most of the time. This without a doubt confirms that Photo and video ads are the most effective type of Instagram advertisement.

### **REASONS WHY CALEB UNIVERSITY STUDENTS RUN INSTAGRAM ADVERTISEMENT**

Based on information gathered in this study, and based on findings as seen in table 14 majority of Caleb University students 187 (51.7%) are of the opinion that the reason why people run Instagram Advertisement is to reach their preferable target audience. This confirms that people run Adverts in other to enable them give their businesses more exposure towards a particular group of individuals.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 INTRODUCTION**

The rationale behind this research work is to determine Instagram Advertisement effect on the purchase of Mobile phones among Caleb University students. This chapter summarizes the entire research study, and it also includes the conclusion and recommendations in relation to this research study.

## 5.2 SUMMARY

The first chapter of this study consists of the introductory part, such as the background to the study, statement of the research problem, research objective, research question, significance of the study, scope of the study, and operational definition of terms. In this chapter, the study introduced the impact of social media and Instagram and how it has become an important part of people's lives in today's society. The objectives behind the study were to find if Instagram has had an effect as to why people purchase mobile phones, Also to Evaluate factors that influences the purchase of Mobile phones among Caleb University students, and To determine they type Instagram Advertisement which is mostly used by Caleb University students, Lastly To discover why individuals use Instagram Advertisement.

The second chapter of this study examined the nature of advertising, type of Instagram Advertisement, purpose of Instagram Advertisement, importance of advertising from the conceptual, empirical and theoretical perspectives, reviewing opinion of past literatures on the subject matter. The theories used were the uses and gratification theory and source credibility theory.

Chapter three focused on the methodology used for the study, the study used a descriptive method employing questionnaires as its primary tool to gather information. Also, the sample size and population of the study was revealed. In this research Caleb University was selected and a total number of three hundred and sixty (360) respondents were recorded. The primary data which was collected was coded and presented in table frequency.

The fourth chapter dealt with data analysis and presentation of data, interpretation and discussion of findings from the study. After administering of the questionnaire for the study, the data derived was analyzed, presented and the findings were all revealed in the chapter. The findings of the study revealed that most of the respondents agree that Instagram influences their mobile phone purchase decision. The chapter further analyzed the research question that was generated for the study.

The chapter five summarized the whole project and provided conclusion and recommendations for the study.

### **5.3 CONCLUSION**

Consequent upon the findings of this study, it can be concluded that Instagram advertisement has an effect as to why people purchase mobile phones. Also, an Instagram advert is an important medium to reach larger audience. In concluding this research study, it is important to pin point some of the research questions and data retrieved from the respondents through the questionnaires distributed, so as to prove to readers and examiners that indeed answers to the research questions were provided accurately. Some of the key summaries of findings from this research study as gotten from the questionnaires are as follows;

- ✓ As revealed in the study, 91.8% of 328 Caleb University students have seen a mobile phone advertisement on Instagram before.

- ✓ Majority which is 178 (48.9%) of the Caleb population are of the opinion that Instagram Advertisement is Good.
- ✓ The research shows that 83.7% 300 of which is the larger portion of Caleb University students have either purchased a mobile phone through an Instagram Advertisement or know some who has.
- ✓ According to the findings in this study it reveals to readers and examiners that 79.5% 283 of the total population admit that Instagram Adverts influences their purchase decision.
- ✓ The research findings in this work, also shows that 132 (36.9%) of Caleb University students agree that an Instagram Adverts positive reviews is what influences them make a purchase.

These findings listed above, basically proves that Instagram indeed influences, and has an effect as to why Caleb University students purchase mobile phones.

## **5.4 RECOMMENDATIONS**

- 1) Advertisers should also try to improve their communication skills in other to enable better engagement with customers and potential clients.
- 2) Phone Vendors should try to improve their advertising scheme in other to gain the trust and retain patronage from their consumers.

- 3) Various Social media platforms should be explored and used for advertising to reach a wider range of target audience.
- 4) Social media users need to look thoroughly into a mobile phone advertisement for clarity and trust, before making any purchases.

## **5.5 AREAS FOR FURTHER RESEARCH**

Every research work is expected to birth another for future purposes; therefore, researchers can extend their study in the following areas:

- An assessment on the effects of advertisement on individuals attitude
- Negative influence of Social media on its user's mobile phone purchase decisions.
- The impact of twitter advertisement on the purchase of mobile phones.

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