

Effectiveness of ‘Instagram’ on the Patronage of Commercial Organizations



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Abstract: Instagram, a popular social media platform with over a billion active users, has become a powerful tool for commercial organizations. Its visual-centric format, engagement features, and advertising capabilities provide businesses with unique opportunities to attract and retain customers. This analysis explores the effectiveness of Instagram in driving patronage for commercial organizations. Instagram has proven to be an effective platform for driving patronage for commercial organizations. Its visual-centric approach, robust engagement tools, and targeted advertising capabilities enable businesses to increase brand awareness, engage customers, and drive sales. However, success on Instagram requires a strategic approach, continuous effort, and adaptability to platform changes and audience preferences. By leveraging Instagram’s unique features and maintaining authenticity, businesses can significantly enhance their patronage and overall success. This study employed Uses and Gratification Theory and the survey method was used in the study. The population of this study consists of students of Caleb University. As such, the total number of students in Caleb University is 3000. The sample size selected for this study is Six hundred (600) and purposive sampling technique was adopted to select Six hundred (600) sample size. The findings of the study show students use Instagram for several purposes. It was also observed that the students assess the Instagram network in various ways and with different gadgets. The study concludes that the students pay a moderate level of attention to Instagram as this indicated that there was less addiction level by the students to the platform.

Keywords: Commercial, Effectiveness, Instagram, Organizations and Patronage

I. INTRODUCTION

Instagram is an online, mobile phone, photo-sharing, video sharing and social networking services that allow users to take pictures and videos and share them on their social media platform (Ahmed & Msughter, 2022) [1]. The authors further state that Instagram which can be seen as social media platform is a mobile is a mobile, desktop and internet based photo-sharing application and services that allow users to share pictures and video either publicly or privately. Aondover (2020) [2] also states that Instagram is a photo-sharing mobile application that allows its users to take pictures, apply filters to them and share them on the platform itself as well as other platforms. In other words, Instagram is a platform

where one can share photos, videos, audios and other things to the public. He states that Instagram, a mobile photo and video capturing and sharing service, has emerged very fast as a new medium in spotlight in recent years.

Aondover et al., (2022) [3] said that Instagram which is now the fastest growing social media platform globally, provides users an instantaneous way to capture and share their moment with friends through a series of (filter manipulated) pictures and videos. Dimico, Millen and Duggan Hile et al., (2023) [8] states that since its launch in October 2010 by Kelvin Systrom and Mike Krieger as a free mobile application for the iPhone operating system (IOS), Instagram has attracted over 800 million active users with over 95 million photos uploaded by users per day and more than 40 billion photos have been shared so far. Facebook acquired Instagram in 2012 for approximately one billion dollars. The extraordinary success of Instagram shows that photos and videos have become the key social change online (Aondover et al. 2023) [4].

Idris and Msughter (2022) say that there are benefits of using Instagram among student in Nigeria, which include [9]; strengthening interpersonal relationship, education, individual identify and self-expression, social interaction/web engagement and informal knowledge and skills acquisition. According to Instagram User Demographic in Nigeria (2017), there are 3.6 million Instagram users in Nigeria. Only 40% are female, over 80% of all Instagrammer who live in Nigeria are aged 18-44 whom are youths. The largest percentage of users in the age range of 18-29 is about 55% of online adults who use Instagram (Aondover et al., 2022) [5]. Not only do young adults use Instagram, but they also rely on it as a form of self-expression and discovery. Teens at age 20 and above are spending less time on Facebook and more time on social network like Instagram (Melanie Shreffler of smarty-pants, a youth and family research form).

There is a paradigm shift from other forms of social media which include Facebook, Twitter, Whatsapp, Youtube to Instagram which has become one of the most popular forms of the new media. According to research by various scholars, there are different motives for instagram usage (Kurfi et al., 2021) [10]. Despite the various research carried out on the motives, need and social cultural differences for Instagram usage among undergraduate students, the researchers have not done anything on the Effectiveness of Instagram usage among undergraduate students of Caleb University, Imota Lagos.

However, one may wonder how appreciable this part of the world and Caleb University, Imota Lagos campus use Instagram for different purposes and reason, the pattern in which they also use Instagram cannot be overemphasized, therefore, this study sees it

Manuscript received on 30 July 2024 | First Revised Manuscript received on 18 August 2024 | Second Revised Manuscript received on 16 February 2025 | Manuscript Accepted on 15 March 2025 | Manuscript published on 30 March 2025.

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necessary to know the effectiveness of Instagram patronage among undergraduate students of Caleb University, Imota Lagos, the level of accessibility of Caleb University, Imota Lagos undergraduate students to Instagram and the level of Instagram patronage among undergraduate students of Caleb University, Imota Lagos. The above mentioned posers have not been answered by previous research, hence this study wish to fill the knowledge gap which has not been carried out or done by any researcher on the patterns of effectiveness of 'instagram' on the patronage of commercial organisations among students of Caleb University, Imota Lagos.

A. Objectives of the Study

1. To find out the patronage of Instagram usage among undergraduate students of Caleb University, Imota, Lagos, Nigeria.
2. To examine the patronage of Caleb University, undergraduate students to Instagram.
3. To ascertain the level of Instagram usage among undergraduate students of Caleb University, Imota, Lagos, Nigeria

B. Empirical Review

Elham et al., (2014) examines the adoption of social networking in education [7]: This research aims to explore the need to change the traditional style of teaching and learning after the innovation of Web 2.0. The research methodology is to conduct a survey amongst Omani students at different universities, colleges, and other higher education institutions and to explore the social networking tools that might have an influence on teaching and learning styles. The type of data collected will be both quantitative and qualitative. This study is based mainly on the student's perspective - the impact on students of using social networking tools and what effect it has on the traditional style of learning and teaching. This study highlights the benefits of using social networks as tools for developing a new style of learning, and the negative impacts that can affect the process of learning, in order to provide a justification for using social networks in higher education.

Raut and Patil (2016) [14] examines the use of social media in education: positive and negative impact on the students, The study tries to highlight how social media influenced our population there is a need to know for the good and bad impacts of the social media on our education sector as well as on our next generation and make a proper plan in both cases if the usage of social media is good or bad.

Tarek and Hashem (2015) [15] examines the impact of social media on the academic development of school students [16], he discovered that it is crucial to determine the impact of social media on the academic performance of students [17]. Technology is booming rapidly from year to year, and the younger generations are the ones caught in this rapid change [18]. Questionnaires were distributed through Facebook and E-mails, to find out whether students academic performance is impacted by social media or not. The findings demonstrate that there is no relationship between social media and academic performance [19].

Boateng and Amankwaa (2016) [6] carries out a study on the impact of social media on student academic life in higher education, the study implored a qualitative approach in assessing these impacts. Ten (10) participants were

conveniently sampled and interviewed with a period of two weeks. After studying the phenomena that were of interest to the study, and transcribing the various responses of the participants the results reveals that social media is widely used by students of higher institution and that participant are in support of the idea that social media contribute a significant quota to the development of their academic life.

C. Theoretical Framework

This study employed Uses and Gratification Theory. According to Katz, Blumer and Gurevitch (1974), Uses and Gratifications theory establishes a phase in mass media research challenging the traditional focus of what the media do to the audience to what the audience does with the media. It further focuses on why the audience uses the media and the purposes for which it is used (Maikaba & Msughter, 2019) [11]. The theory holds that people have preconceived needs, which they bring to the communication process. Expatiating on the theory, McQuail in Maradun et al., (2021) [12] states that the central question posed is: why do people use the media, and what do they use them for? The theory has been identified as a model of communication research which seeks to explain issues on the basis of the audience's subjective account of the media experiences and the functions a particular kind of content serves in particular circumstances.

The theory is approached from the view that, for the audience, the mass media are a resource that is drawn upon to satisfy needs. The theory recognizes and maintains that the audience has various needs that prompt them to expose themselves to any media or media content. Therefore, the theory establishes that there are distinct benefits a consumer expects to get from any medium and failure to deliver these expectations will lead to the audience deserting such medium. Social media has become a supplement to audience access to information, entertainment, and enlightenment. With tweets from subscribed websites, blogs, individuals, celebrities and so on, information savvy people satisfy their needs with the support of what the mainstream media provide. Gratification is even better achieved with the mobile notification activation on social media a function that allows a user get all tweets on his/her social media account direct on his mobile phone as text message at no cost through a free short code 40404.

The Uses and Gratifications Theory is grounded in the idea that users have reasons for selecting certain media and intentionally choose a message source that best fits their personal needs. This theory assumes that audiences are active with goal-driven media usage and the media possesses the ability to fulfill users' needs. This audience-centered approach says that audiences actively seek out specific media to gratify their needs and desires such as cognitive needs, affective needs, personal integrative needs, social integrative needs and tension free needs.

The theory emphasis that audiences actively search out media messages to satisfy their certain needs, thus the audience is active and goal directed. This according to Mojaye and Aondover (2022) [13], means, people are not only impacted by the message sent from media, they also actively seek for certain media and media content to satisfy particular needs. The uses and gratifications theory assumes



that people are self-aware to know, and to articulate, their reasons for using the media and that they view the media as at least one avenue to gratify their needs. Finally, the uses and gratification theory is important and related to this study because the users of Instagram (Caleb University student) in this context choose the pattern and kind of message they want to expose themselves to and not Instagram choosing for them.

II. METHODOLOGY

The survey method was used in the study. The survey method is used when a researcher is interested in the attitude, perception and behavior of people towards a variable or phenomenon. Further, the survey design allows researchers to collect data from a few people which represent the entire population of the study. The population of this study consists of students of Caleb University. As such, the total number of students in Caleb University is 3000. The sample size selected for this study is Six hundred (600) and as such, purposive sampling technique was adopted to select Six hundred (600) sample size. This was adopted in order to give the respondents equal chance of being represented in the sample.

This questionnaire was collected after the respondents had filled it. This was an online response with the help of word document. The questionnaire was considered most appropriate because it allows for collection of data from many respondents within a short time and provides a high degree of data standardization and adoption of generalized information amongst any population. The simple percentage method has been chosen for analyzing and presentation of data that were obtained from the complete copies of the questionnaire.

III. FINDINGS AND DISCUSSION

Table 1: Sex Distribution

Categories	No. of Respondents	Percentage
Male	165	31.9%
Female	353	68.1%
Total	518	100 %

Source: Field Survey, 2020

The table shows that out of the 518 who responded to the questionnaire 353 respondents representing 68.1% were females while 165 representing 31.9% were males indicating that majority of the respondents were females.

Table 2: Age of the Respondents

Categories	No. of Respondents	Percentage
14 -17 years	99	19.1 %
18 – 21years	264	50%
22– 26 years	103	19.8 %
27- 31 years	35	12.4%
32 years and above	17	6.7%
Total	518	100 %

Source: Field Survey, 2020

Table 2 shows that 99 (19.1%) of the respondents were within the age range of 14-17 years, 264 (50%) were within the age of 18-21 years range, a further of 103(19.8%) confirm their ages to be between 22-26 years, 35 (12.4) were within

the ages of 27-31, while 17 (6.7%) of the respondents is of the age range of 32 and above.

Table 3: College Distribution

Categories	No. of Respondents	Percentage
CASMAS	320	61.7 %
COPAS	124	23.9 %
COLENSMA	46	9 %
COPOS	28	5.4 %
Total	518	100 %

Source: Field Survey, 2020

From the above table, the respondents were 320 (61.7%) students from CASMAS, 124 (23.9%) students from COPAS, 46 (9%) students from COLENSMA and 28 (5.4%) students from COPOS. This shows that all students from these faculties were duly represented.

Table 4: Marital Status of Respondents

Categories	Frequency	Percentage
100	110	21.2%
200	160	30.3 %
300	136	26.6 %
400	112	21.7%
Total	518	100%

Source: Field Survey, 2020

From the above table, the respondents level of study were distributed as thus: 110 (21.2%) people. From 100 level, 160 (30.3%) from 200 level, 136 (26.6%) from 300 level and 112 (21.7%) from 400 level. This shows that students were represented from all level of study.

Table 5: Awareness of Instagram

Response Categories	No. of Respondents	Percentage
Yes	439	84.7%
No	79	15.3 %
Total	518	100 %

Source: Field Survey, 2020

Table 5 shows that most of the students use Instagram with 439Yes (84.7%) number of respondents and 79 NO (15.3%) respondents. After asking respondents screener questions, it was discovered that only 439 uses Instagram while the remaining 79 respondents does not. However, the analysis of the remaining questions on the questionnaire was based on the number of respondents that use Instagram this helped to achieve the objectives of the research.

Table 6: The use of Instagram

Response Categories	No. of Respondents	Percentage
Over 12 hours	220	42.4 %
1-4 hours	56	10.8%
4 -8 hours	42	8.2%
Less than 1 hour	200	38.6 %
Never		
Total	518	100%

Source: Field Survey, 2020

This total shows that 220 (22.4%) respondents use Instagram for over 12 hours daily, 56 (10.8%). Respondents use Instagram for 4-8 hours daily on the average, while 42 (8.2%) respondents use Instagram for 1-4 hours daily and 200 (38.6%) respondents use Instagram for less than 1 hour on the average daily. This implied that most of the respondents use Instagram for 1-4 hours daily as



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this had the highest number of respondents.

Table 7: Level of Instagram usage

Categories	Frequency	Percentage
Good	160	30.8%
Very good	204	39.3%
Not bad	73	14.0%
Just there	50	9%
Fair	21	4%
Others	10	1%
Total	518	100 %

Source: Field Survey, 2020

From the above table, the respondents level of attention paid to Instagram are thus, 160 (30.8%) respondents paid very much attention to Instagram, 204 (29.3%) respondents paid much attention to Instagram, a further of 73 (14.0%) paid moderate attention, which is the highest number of respondents, while 50 (9%) paid little attention and 21 (4%) also paid little attention while, 10 (1%) paid very little attention as this had the lowest number of responses and percentage.

IV. DISCUSSION OF FINDINGS

The study was aimed at finding answer to the research questions related to the pattern of Instagram usage by undergraduate students of Caleb University, Imota, Lagos. Having presented, interpreted and analyzed the data collected through the administered questionnaires, the researcher discovered that both male and female students use Instagram. This was revealed through the demographic data that was filled. Elham et al., (2014) highlight the benefits of using social networks as tools for developing a new style of learning, and the negative impacts that can affect the process of learning, in order to provide a justification for using social networks in higher education.

Moreso, it was discovered that the students assess Instagram through various ways and gadgets. The research found out that many students assess Instagram through their personal data subscription as this had the highest number of aggregate score by the respondent. However, personal smartphones happened to be the most used gadget for assessing Instagram. Raut and Patil (2016) highlight how social media influenced our population there is a need to know for the good and bad impacts of the social media on our education sector as well as on our next generation and make a proper plan in both cases if the usage of social media is good or bad.

Furthermore, most students claimed that they do not use Caleb University, internet access much to assess Instagram as it had the lowest aggregate score. It was also discovered that the students use less of E-Library computers to assess Instagram network. Boateng and Amankwaa (2016) After studying the phenomena that were of interest to the study, and transcribing the various responses of the participants the results reveals that social media is widely used by students of higher institution and that participant are in support of the idea that social media contribute a significant quota to the development of their academic life.

From the findings, it was observed that most students use Instagram majorly for making new friends, advertisement and business promotion and finding old friends as these had the highest aggregate score by the respondents. Also, the least

purpose of Instagram usage by the students is for sharing course related information as this had the lowest aggregate score by the respondents. Finally, it was observed that the student pays a moderate level of attention to Instagram network as it has an average daily usage by the respondents.

V. CONCLUSION

The research work focused on the "effectiveness of 'Instagram' on the patronage of commercial organisations among students of Caleb University, Imota, Lagos". Some of the factors that necessitated the research include: finding out the purpose of Instagram usage by the students, to examine the level of accessibility of Instagram by the students and to ascertain the level of usage by the students. The study has shown that students use Instagram for several purposes. It was also observed that the students assess the Instagram network in various ways and with different gadgets. The study still shows that the students pay a moderate level of attention to Instagram as this indicated that there was less addiction level by the students to the platform.

RECOMMENDATIONS

Based on the findings the following recommendations are made:

1. The students should use the Instagram network more for supplements to classroom teaching and not only for making new friends and other purposes.
2. The students should use Instagram to share course related information by creating group chat rooms for the messages related to their courses.
3. The school authority should also provide Wi-Fi connections apart from the E-Library to the students which will aid their accessibility to Instagram in order to share information related to their course and also majorly for research, assignments and project.

DECLARATION STATEMENT

I must verify the accuracy of the following information as the article's author.

- **Conflicts of Interest/ Competing Interests:** Based on my understanding, this article has no conflicts of interest.
- **Funding Support:** This article has not been sponsored or funded by any organization or agency. The independence of this research is a crucial factor in affirming its impartiality, as it has been conducted without any external sway.
- **Ethical Approval and Consent to Participate:** The data provided in this article is exempt from the requirement for ethical approval or participant consent.
- **Data Access Statement and Material Availability:** The adequate resources of this article are publicly accessible.
- **Authors Contributions:** The authorship of this article is contributed solely.

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