ABSTRACT

This study sought to analyse the pattern of Instagram usage for advertising among youth online marketers in Niger state. It studies the pattern, degree of Instagram usage for advertising among youths online marketers in Niger state, the most preferred platform as well as the benefits and challenges inherent in the adoption and usage of Instagram advertising by online marketers in Niger state. This was done using the Survey method, surveying a total of hundred (400) respondents and the study was hinged on Technological determinism and Stimulus response theories. Findings revealed that Youth online marketers in Niger have embraced social media advertising (Instagram). It was also revealed that a number of challenges militate against the adoption of Instagram advertising by online businesses in Niger state, salient among them is Lack of technical know how. Based on the findings, it was recommended that Youth online marketers embrace Social media advertising as it has come to stay.

Key words: Instagram, Youths, online marketers, Advertising, Pattern.

PATTERNS OF INSTAGRAM USAGE FOR ADVERTISING AMONG YOUTHS ONLINE MARKETERS IN NIGER STATE.

CHAPTER 1

INTRODUCTION

1.1 Background to the study

The promotion and advertising of firms, goods and other awareness oriented business by the use of social media especially Instagram is far considered cheaper and widely accessed in the world with less risk of disbursing out more founds on lesser and non-virtual platforms. Instagram has created a platform whereby many advertisers can express themselves as they cub their consumers into patronizing their products, communicate with the consumer in terms of creating awareness through the means of advertising their products, the connecting of consumers to better business opportunity in diaspora. It has also created the medium of competition among advertisers who rely on Instagram advertising and their consumers to get the trends and endeavor to be on the wright path in which they are at the top leading the table while they gradually intensify their research Karlis (2013).

Advertisement is seen as another phase of communicating with the audience as well as creating awareness while others regard it as primitive with the reason of seeing it basically every day and every time why? Because it is a strategy for promotion that is set to attract our eyes and it is part of our everyday lives with no choice we get to see it in different messages, on our time lines, billboards, on the street, televisions, magazine pages, newspaper pages, radio, in social gatherings etc. it is inevitable as it has become our day to day routine, Robin Neifield (2010) .

Advertising on the other hand is a source of wealth for many others due to the rate of money allocated to each advert, many people now own their advertising industry majorly for the aim of making profit from it worldwide. This has been possible only because of the relative connection between the internet and advertising, Campus Quand(2014) .

However, various researchers opined that many advertising industries have regarded the traditional media as less efficient because of the new media, also the cost and time in advertising their products of course using the new media is less expensive and less time consuming because all they have to do is just create a page, site and post whatever advert they want with the wright amount of views they are good to go. In this present dispensation the traditional media are less attended to by everyone due to the fact that they are socially active on one social media platform or the other, Sultan (2014) .

These has created a great opportunity for advertisers to have edge over media houses and these has connected youths who are technologically hinged to social media and as such, this media platform has created a means of communication with known and unknown people for business purposes, as they basically want to meet new people on Instagram, create new relationships, watch trends , take and share pictures as well as going live but recent research has showed that they only subject themselves to the social, entertainment and educational aspect of Instagram leaving behind the financial sector that deals with majorly advertising with regards to a shallow finding, most youth now dive into these sector for consumer patronage and competition among others vast and financially stable advertisers from various countries and companies but most importantly the effect youths cause on Instagram regarding the use of this application for advertising purposes.

The Advances of the internet and its technologies has needled an obligation which determines how we behave, interact, communicate with others, learn and the acquisition of knowledge. It allows basically every aspect of our lives to be inclined to the basic functions of the internet such as banking, shopping, advertising, online classes amongst others and these has led to the creation of various applications by different programmers. Tariq, Mehboob, Khan & Ullah (2012). This is relatively attached to the usage of Instagram as a medium of advertising by youths online marketers.

Instagram is an online platform, a mobile application that grants the sharing of pictures, videos and also it is a networking service that permits its users to take pictures and videos with a provision of sharing them on the platform which could be either publicly if they want or privately Frommer (2010).

History of Instagram

Instagram is the largest and fast developing social media platform. Instagram has been a success proper from the time of conceptualization until the programmer modified it and it was launched through Kevin Systrom and Mike Krieger in San Francisco. Systrom had a passion for advertising and he started out, doing engineering at night time to help him learn how to code. He created a prototype app of the concept he originally referred to as Burbn, which allowed human beings to check-in where they're on their cell internet app. After meeting people who worked for assignment capitalist companies at a party, Systrom have been given an opportunity in the party to speak about Burbn with various prominent people. After the first meeting, he ceased his interest and weeks later he had raised $500,000 from the corporations. At this point, Systrom become determined to discover a group to help him and Mike Krieger who agreed to join. They decided that the app would be modified into a very similar and precise cell app, that they pivoted to focus completely on verbal

exchange via images. They stripped out all the features from the app except uploading photos, commenting and liking. It changed into renamed Instagram which mentioned the fact that customers were sending various of instantaneous telegram. Instagram launched on sixth October 2010 and its boom end up nearly on the spot. From a handful of users, it quickly ended up the primary snapshots app accumulating 100,000 clients in a single week, growing to at least a million in months. According to Kevin Systrom, the app itself took the best of 8 weeks to build but have become an end result of over three hundred and sixty five days of work in the back of it. It went right away to be bought through Facebook for $1 billion in 2012. It now has over six hundred million energetic clients and is still developing quickly Dan Blystone (2020).

According to Stec(2005), Instagram is a medium of photo-apportioning mobile application that allows its users to take pictures and video's, apply filters to them and share them on the platform as well as other platforms because of the provision created by the programmer. This implies that Instagram is a social media platform where users are allowed to communication using diverse means like sharing pictures, audios, video's, advertise and as well publicizing them if necessary. Thus Instagram has made and gained a parallel popularity.

The advancement of the internet and technology has caused a rotation in every advertisement and business retrieved from Statistic of 2011. In the late 2000s world witnessed the phenomenon where online networks became the bridge for global interactions through "sharing" and "following". Within the past few years, the phenomenon of social media on the internet has detonated into the main stream Media Matrix(2006).

It has also created a dynamic developmental change in today's advertising advancement and has equally provided the advertisers with a cosmic connection between their consumers and other random consumers, it has also provided the consumers with the new possibility and opportunity to create awareness for heterogeneous people simultaneously.

In recent years many managers began to understand the social media as a means to engage with series of interactive communications, with their current customers and forging new relationships with new customers as well. Forming new communities is also acknowledged as gateways to get feedbacks, solving problems and understand new solutions with real time customer interactivity. These social networking tools has always been a subject of several researches and investigations to understand the pattern usage and the purpose among youth, identity, privacy, social capital, and education Restoon(2007).

The use of entertainment medium appeals and documentation has become more rearing on the usage pattern among youths who use Instagram. They regard it as a way of escaping, adapting and cubing consumers to patronize them as well get information's and compete, Karlis (2013).

Companies, Organizations and business tycoons have begun their investigations and research towards the usage of various digital platforms for communication and advertisement likewise the effectiveness and the efficiency of web sites. (Johns and Perrot 2008) these tools of interaction which goes beyond advertising, services and it is supported by many to go to social media platform with a set objective of sharing solutions of how companies, organizations and business tycoons and media houses can flow without any need to shut down (Ryan Cohn 2010).

However, this study focuses on the patterns of Instagram usage for advertising among youths online marketers in Niger state.

1.2   Statement of Problem

There has been a drift from other available social media platforms on the internet that are widely used for promoting and advertising by youth and they include Facebook, YouTube, WhatsApp, Snap Chat, Tik Tok, Twitter. But regardless of that, Instagram has gradually become very popular and a widely accessible application that has created a vital role of receiving and transmitting information. This has caused the change in the traditional media because many audiences who engage in the traditional media lack communication in terms of advertising while others drift into the new media for a better customer interaction as well as advertising. According to research many scholars believe in the change and also believe that there are different reasons for the use of Instagram. Notwithstanding the fact that many usually engage in chatting and making new friends but recently the table has turned as many dive into advertising for themselves without the help of any traditional media in place and surprisingly they make more profits as they get competitors to keep them on their feet. But it has been confirmed that despite many research on "Instagram" researchers have failed to look into the patterns of instagram usage for advertising among youths online marketers in Niger.

This research is poised into filling the knowledgeable gap of how youths online marketers use Instagram for the purpose of advertising in Niger state whilst the fact that no researcher has done any research on and it is subjected to answer research questions related to these findings that would be gotten after the research and also shows how Instagram advertising is gradually taking over traditional media more and also the gradual adoption of the new media.

1.3   Objectives of Study

The general objective is aimed at helping the researcher evaluate and analyse the adoption of social media for advertising and the gradual adoption of Instagram for advertising among youths online marketers in Niger

1. To find out the degree of Instagram usage among youths online marketers in Niger.
2. To determine the most preferred medium of advertising by youths online marketers in Niger.
3. To obtain the benefits acquired from using Instagram for advertising as well the challenges involved.
4. To get the usage pattern of Instagram for advertising by youths online marketers in Niger.

1.4   Research Questions

This research study is poised at answering the following:

1. What is the degree of Instagram usage among youths marketers in Niger?
2. What is the percentage usage of Instagram for advertising by youths marketers in Niger?
3. Is Instagram the most preferred medium of advertising by youths marketers in Niger?
4. What are the benefits acquired from using Instagram for advertising and the challenges?

1.5   Significance of Study

This study will be significant because it intends to bring to light, tthe pattern of Instagram usage and advertising, not only to the general public but specifically to Instagram users among others. There have been diverse research into how Instagram is been utilized by so many individuals for certain reasons, but this study will take into cognizance the Youth online marketers and how they utilize Instagram and how it affects their businesses.

Secondly, the study also intends to highlight the role of Instagram and how it influences Advertisement placed by Youth online marketers as this would assist in clarifying the benefits and the militating challenges in using the application.

Lastly, it will be beneficial to those in the academia as it will help in imparting knowledge in the act of advertising, being an online marketer and as well the pattern of using this application for advertising like wise they will be able to utilize the citations from the literature, the analyzed data provided and recommendations. However, researchers conducting studies in similar areas will as well use this study as a source for research and the society will understand the importance and impact of social media in projecting their businesses through advertisement.

1.6   Scope of Study

This research is inclined to cover the scope pattern of Instagram usage among youths online marketers in Nigeria as it is known that there is no parameter for knowing how many youths online markets advertise on Instagram in Niger state as only a few number will be known through this study. The geographical location for the study is Niger state. The youths in Niger within age 20 to 30 years are the scope of this study and this is due to the fact that it's the age range that are involved in advertising on Instagram and as properly, they are greater inclined to social media. But, this study covers the pattern of Instagram utilization amongst youths online markers in Niger, in addition to the degree of Instagram utilization by youth online marketers in Niger and lastly the advantages received from the usage of Instagram for advertising as well the demanding situations concerned.

1.7   Definition of Terms

For the purpose of this study, the following terms will be operationalized;

Instagram, Pattern, Usage, Youth, Advertising.

Instagram: This is an online mobile, desktop and internet based platform for sharing pictures and videos for diverse reasons known to the user, it could be privately among friends or publicly.

Pattern: It is a form or a process at which a thing is done by following certain rules. Oxford advanced learners Dictionary defines pattern as the regular way in which something happens or is done.

Usage: The amount or manner in which something is used or consumed, as well as the act of using.

Youth: The time of life when a person is young, especially the time before a child becomes an adult (Oxford advance learners Dictionary).

Advertising: Advertisement is another phase of communicating with the audience as well as creating awareness, as well a public promotion of some product or service.

Chapter 2

Literature review

2.0 INTRODUCTION

It covers the basic concepts of the study, the theories and the empirical review of the related literature concerned with the study.

2.1 Conceptual Frame work

2.1.1 History of Instagram

Instagram is the largest and fast developing social media platform. Instagram has been a success proper from the volume of conceptualization until he modified it and it was launched through Kevin Systrom and Mike Krieger in San Francisco.

Systrom had a passion for advertising and he started out, doing engineering at night time to help him learn how to code. He created a prototype app of the concept he originally referred to as Burbn, which allowed human beings to check-in where they're on their cell internet app, at this point Systrom become determined to discover a group to help him and Mike Krieger who agreed to join. They decided that the app would be modified into a very similar and precise cell app, that they pivoted to focus completely on verbal exchange via images.

They stripped out all the features from the app except uploading photos, commenting and liking. It changed into renamed Instagram.

Instagram launched on sixth October 2010 and its boom end up nearly on the spot. From a handful of users, it quickly ended up the primary snapshots app accumulating 100,000 clients in a single week, growing to at least a million in months. According to Kevin Systrom, the app itself took the best 8 of weeks to build but have become an end result of over a hundred and sixty five days of work in the back of it. It went right away to be bought through Facebook owner Mark for $1 billion in 2012. It now has over six hundred million energetic clients and is still developing quickly.

2.1.2 Niger State history in brief

Niger State is located in north-central geopolitical zone of Nigeria, it was created out of the defunct North Western Nigeria in 1976 and was divided into twenty five local government areas.

The area known as Niger State today was originally part of the defunct North Western State which was one of the twelve states initially. The old state was later divided into two by late General Murtala Muhammed's regime and this brought about Sokoto and Niger state.

The present Niger State is the largest state in the country in term of landmass and referred to as the "Power State" because of the existence of three hydro-electric power stations namely the Shiroro, Kainji and Jebba power stations in the state.

The State lies on the 3.20° East and longitude 11.30° North covering a total land area of 76,363km/74,244 sqkm. Kaduna State and FCT are her borders to the north-east and south-east respectively; Zamfara State borders the north, Kebbi State in the west, Kogi State in the south and Kwara State in the south-west, while the republic of Benin her north-west.

2.1.3 Youth Online Marketers

Youth online markers are individuals who run any campaign initiative aimed at young people through social media and on their age, this category is usually broken down into smaller segments, including college students, and young adults aged 20-34. Each consumer group has products and promotional campaigns directly aimed at them. This promotional campaign is not limited to a particular marketing platform or methodology. The Youth Online Marketers promotion usually takes place online as they play by the rule of authenticity which is especially important for young people. Majority of the Youth Online Marketers have sensed that marketing online have positive impact on increase. In different studies carried out using Yi-Ting Huang and Sheng-Fang Su (2018). The utilization of Online Marketing is now common placed among the Youths. An array of studies carried out on the effect of online marketing in the research attested that it has contributed drastically to the economic growth of the world.

Youth online marketing is such a popular advertisement tactic because being young is related to being free, secure, hip and culturally important. The online marketing by youths is the vision that any company aspires to possess. Youth Online marketers now use photos and slogans to market products to their audiences and this affect the advertising of businesses that seek to seem vital, fresh and forward looking.

2.1.4 Advertising

Advertising plays an important part in our daily lives. It primarily influences the picture and way of life, and it has an influence on our thought as well as our way of life. Advertising tells us the ready mode of action in a certain situation. It decides what's right and what's wrong. Advertisement is an impersonal exchange of knowledge about goods, services or ideas via a range of channels, which is typically convincing by nature and compensated for by designated sponsors Bovee (1992)

Advertising is a notice made to the press to attract attention to the attractive qualities of a goods or services. It needs investment in both time and finance. Well, investment in advertisement will produce revenue and a poorly done advert, can make customers have a negative opinion of the advertiser. However the most significant innovations in the global advertising industry were made in the 20th century. It is no misconception to suggest that the 20th century was the "century of advertising" at the time of profound improvements and developments in the world of advertising. It was the twentieth century when advertising became so popular partly due to the unparalleled growth rate of world industrial output, as well as the appearance of more and more sophisticated advertising. Advertising is being more professionally structured and conducted on a regular basis (Presbrey, 2009).

Furthermore, It should be noted that each country has its own regulations concerning advertising. Advertising can define a wide number of different aspects, such as placement, timing, and the content. This rules are active and must be strictly adhered to in other to achieve the benefits of the advertisement.

2.1.5 Pattern and Usage of Instagram

Social networking sites used have certainly risen significantly over the past decade. This rise in use has drawn a great deal of attention, as scholars aim to better understand the pattern and use of Instagram. When talking on pattern and usage of Instagram what literally comes to mind is how the platform is being utilized either it is being used constantly or not.

In the existing research, it clearly indicates that there is some correlation between usage and patterns Verduyn et al. (2015). The pattern of instagram usage draws far back to when the app was being made by Kelvin Systrom who created the app to allow check-in where they are on their cell internet app, share and relating with people. looking further it shows "how" the app allows its users to share information among themselves and others. In relation to this study, it has come to

realization that the app is being used for advertising which brings us to pattern and usage of Instagram which is either through a business account or self owned account to project the advertisement.

2.2   Theoretical Frame Work

According to the literature review sections, the research is anchored on two theories;

the **Stimulus And Response theory and Technological determinism theory.**

 "the Stimulus and Response theory". This theory was created by Ivan Pavlov who's idea basically, places emphasis on the basis that the media has a powerful effect on the audience that requires them to react to any information derived from the medium and the impact of the media that exert on their character.

This theory focuses on the psychology of human that refers to the human belief which shows that our behavior manifest as a result of the inter play between stimulus, which is the external factor and the response, which is the human behavior. Due to this theory's interactive nature, Instagram has lend itself to stimulus as an external factor and the response approach which represents the consumers behaviour towards advertisement. In other words "power is bestowed in the fingers of the Youth Online marketers". Relating this idea to the current study, having a look at youth online marketers who make use of Instagram for projecting advertisement relying at the benefit derived from it as with the responses of their customers after their advert comes on. The pattern of Instagram usage by Yoth online marketers solely depends on the effect the advertisement causes on their customers.

The Stimulus and response theory stands where the Marketers are in charge of what they want their advert to project, based on their effort in producing a good advert but this only happens after if the customers have a positive reaction to the commercials they now decide if they want to either patronize the advertiser or not.

In this study, what is of importance is "how" (pattern) youth online marketers utilize Instagram as a means of creating awareness of the availability products which is called advertisement, It is understood that there is a relational relationship that connects between youth online marketers and Instagram usage which however has created an avenue for youths online marketers to show off their merchandise by advertising them on their pages or handles.

The Technological determinism theory

The technological determinism theory was pronounced a full grown theory in 1964 through the works of the Canadian media scholars, Marshal McLuhan et al, (2017).

The theory notes that there is a long and still active tradition of the quest for connection between current communication technologies and the core features of civilization with a particular aspect of media attention (McQuail, 2010). The thrust of this theory is that everything that happens in life has been revolutionized by the advent and implementation of digital media technology. It also shows that today's innovations decide the actions of members of society and society by extension. Going from the above explanation about technologies becoming the major determinants of lifestyles and patterns in the society, the theory is relevant to this study in that social media is part of the recent technological developments that has come to stay and its presence has changed the way things work in the society. Advertising has now moved on from the traditional media to the new media (social media). Thus this theory explains the existence and the extent to which new technologies (social media in this case) have changed the way things work in the society as against the usual norm of advertising in traditional media. And this goes a long way in understanding the patterns of Instagram usage for advertising among youths online marketers in Niger state.

2.3   Empirical review

In the research study titled "***the Social media marketing, the consciousness, attitude and responsiveness through Nigerian youths***" by way of Otugo, Uzuegbunam and Obikeze (2015);the study referred to the arrival of social media and how it has added a paradigmatic shift in the way advertisers promote their goods and services. The research posits that the area of social media advertising is still in its developmental stages. The research reveals that the level of focus on social media marketing among youths is high; It also concludes that a few demanding situations exist as it pertains to the eye and engagement with the goods via the advertisement. It recommends that social media advertisers should make their advertisement more assertive in nature, more eye-catchy I.e attention catcher, detailed, short and concise, precise, widely viewed and nicely positioned.

Researchers Nyekwere, Nnanyelugo and Azubuike (2014) in their study "*An Assessment of the use of social media as marketing vehicles in Nigeria.* It asserts that social media are potent marketing vehicles that gear the modern communication and advertising. The observation revealed that 70% of business corporations in Nigeria now embrace social media to speak with their customers. 35% of the agencies being surveyed acknowledged their successes with the usage of social media marketing.They recommended that more Nigerian organizations needs to embody social media advertising and marketing because it has the ability of reaching heir goal audience.

Thirushen (2013) in the look at "*The effectiveness of advertising via social media in Gauteng*" asserted that the social media marketing has turned out to become a phenomenon for most groups through various sites which includes youtube, facebook, Instagram, twitter, etc. The Social media advertising platforms is gaining greater prominence among companies because it permits emblem engagement on a extra personal stage with the customer. The researcher surveyed 189 respondents and revealed out that engagement, the attitude, the image perception, and client engagement contributes to the effectiveness of social media advertising and marketing.

Finally an observe by Adegbuyi, Akinyele and Akinyele (2015) on the "*Effects of Social Media Marketing on Small scale commercial corporation overall performance in Ota-metropolis, Nigeria*", the study found out that social media provides organizations with the responsibility of engaging their audience on many exceptional levels. It additionally states that at the beginning of social media advertising in ota-metropolis, Nigeria, the efforts of many businesses have essential responsibility for enterprises to create a relationship with their customers.

CHAPTER 3

3.O   METHODOLOGY

Research Goal

The aim of this study is essentially to understand the patterns of Instagram usage for adverting among youth online marketers in Niger and making some remarks that relates approximately to sample utilization of instagram for the motive of advertising. To collect statistics for this research, an area survey which uses a questionnaire as an instrument would be conducted.

3.1 Research Method

The type of research method that would be used for this study is Survey. This involves the studying of a measurable amount of individuals for the generalization of the result gotten from the respondents to investigate the existing phenomena which is based on the pattern usage of Instagram by youth for the purpose of advertising.

This research design is a basic plan that guides the data collection and analysis phase of the research project. It provides the framework that specify the type of information to be collected, its sources and the collection procedure.

Research design has been defined by Churchill & Iacobucci (2005) "as the blueprint that is followed to complete the study and it ensures that the study is relevant to the problem and will use economical procedure". MacMillan and Schumacher (2001) describe it as a plan for selecting subjects, research sites, and data collection procedures to answer the research questions. Research design is different from the method which would be used in collecting the data for this study.

For this study, a descriptive research framework was selected because it is well-matched to:

1. To measure the pattern of Instagram usage by youth online marketers.

2. A clear analysis on youths online marketers who venture into Advertising on Instagram and

3. An analysis on the pattern of usage for advertising purposes.

3.2 Research Design

The Quantitative research design would be employed for the study. Quantitative design is the systematic empirical investigation that emphasizes on the objective measurements and the statistical, mathematical or numerical analysis of data collected through polls, and questionnaires.

The relationship between the variable is vital and detailed data would be gathered through a close-ended questions.

3.3 Population

Population is the combined number of people who inhabits a territory. Population is also the combined number of people who inhabits a territory. Wimmer and Dominick (2003) defined population as a group or class of subjects, variables, concepts or phenomena. Dermers and Nicholas (1989) lend credence to this by saying that population is the group or elements about which you are planning to make your generalizations.

The population number involved for this study was retrieved from the Niger state Bureau of statistics with youths between the age range of (20-30) at the total of (686,509).

3.4 Sampling Technique

Sample technique is the act of choosing the number of observations that includes a statistical sample. The sample technique adopted for this study is Quota sampling technique.

Quota Sampling Technique

Quota sampling is a type of non-probability sampling technique in which participants are chosen on the basis of predetermined characteristics so that the total sample will have the same distribution of characteristics as the wider population (Davis, 2005). The technique is often used in marketing research. Using the quota sampling technique, the sample being used will be selected and grouped according to their various characteristics. Ideally, the quotas chosen will represent the characteristics of the underlying population.

The researcher intend to use Quota sampling technique to select the Youths online marketers who use Instagram for advertising in the North, specifically in Niger state and are between the ages 20-30.

3.5   Sample Size

The population size for this research is 686, 509 in total and gotten from Niger state Bureau of statistics but after using the Taro Ya-mane formula.

$$n= \frac{N}{1+N(e)^2}$$

n= Desired sample size

N= Population size(686, 509)

1= Constant

e= error margin

The desired sample size derived from it is 399.7 accurately approximated to 400. The reason for this choice of population is based on two facts which are;

1. The youths marketers involved in this study are residents of Niger state and within the age 20-30 years.

2. Instagram is open to anybody within the population that can access it in Niger state.

3.6   Method of data collection and Analysis

Data collection is a process of collecting information from all the relevant sources to find answers to the research problem, questions and evaluate the outcome.

The study would be conducted, using the Questionnaire which is a self-administered copies through an online document format as the instrument of data collection and The method of analysis would comprise of simple tables, frequencies, numbers and percentage that will be used in the analysis of data and interpretation of the information collected in the study.

CHAPTER FOUR

4.0   DATA REPRESENTATION AND ANALYSIS

Introduction

This chapter data representation and analysis discusses data collected during the study. Online Questionnaires were used to collect data among youths in Niger state

SECTION A

The online survey was completed by 340 respondents who gave feed-backs from Niger state . Out of the youths who participated in this study, 70.9% of the respondents were females while 29.1% were males. On the other hand, 93.5% confirmed they are all users of social media platforms while others 7.6% are not on any social media platform. With 85% participants who returned the questionnaire.

4.0.1   DEMOGRAPHIC INFORMATION OF RESPONDENTS

Options	Questionnaire Administered	Percentage (100%)
Total No. Questionnaire Administered	400	100
Total No. Questionnaire Returned	340	100
Total No. Questionnaire used for Analysis	340	100

A total of 400 copies of questionnaire were distributed for this study. Out of the 400 copies, 60 copies were not returned making the return rate of the questionnaire distributed 340, representing a response rate of 85% respondents.

4.0.2   Table 1: Age of respondents

AGE	FREQUENCY	PERCENTAGE(%)
13-18	8	2.3
15-20	24	7.1

20-39	293	86.2
39-45	15	4.4
Total	**340**	**100**

From the above Table 1 it is evident that the age information of the respondents is contained therein.

It reveals that, 2.3% of the respondents are between 13-18 years, 7.1% of the respondents are between 15-20, 86.2% is the highest group percentage between ages 20-39 and 4.4% represents the ages between 39-45.

In other words it could be said that respondents for this study is focused on only youths between the ages of 20-30years and as shown above, the highest percentage required were with the specified ages.

4.0.3 Table 2: Gender representation of respondents

GENDER	FREQUENCY	PERCENTAGE(%)
Female	241	70.9
Male	99	29.1
Total	**340**	**100**

Table 2 outlines the sex distribution, it shows that 241 respondents representing 70.9% are females while 99 respondents representing 29.1% are males.

4.0.4 Table 3: Respondents Occupation

OCCUPATION	FREQUENCY	PERCENTAGE(%)
Student / Entrepreneur	151	44.7
Business Owner/ Online Marketer	176	52.1

Employed	15	4.4
Unemployed	9	2.77
Total	**340**	**100**

On the occupation of respondents, Table 3 shows that all the respondents sampled are grouped under different occupation levels as some are Students and Entrepreneurs, Business Owners, Employed and Unemployed. 151 respondents of 44.7% are Student and Entrepreneurs. 176 respondents of 52.1% have businesses they run, 15 respondents of 4.4% represents the Employed, while 9 respondents of 2.7% are Unemployed. It is evident from the result that majority of the respondents are Business Owners with the highest frequency of 176, followed by Students and Entrepreneurs 151, 15 for Employed and finally 9 for Unemployed.

SECTION B

4.1 What is the degree of Instagram usage among youths in Niger?

Question 1: Using Instagram   is way better than other application software available.

Table 1: showing respondents affirmation to the degree of usage

Category	Frequency	Percentage%
Strongly Agree	256	75.2
Agree	45	13.2
Neutral	9	2.6
Disagree	10	3
Strongly Disagree	20	6
Total	340	100

The above table shows that majority (84.4%) of the respondents revealed that using Instagram is way better than other application software available with 256(75.2%) who strongly agree, 45(13.2%) agree, 9(2.6%) neutral, 10(3%) disagree, 20(6%) strongly disagree .

Question 2: I am only interested in instagram.

Table 2: respondents choices to their interest on instagram.

Category	Frequency	Percentage%
Strongly Agree	100	29.4
Agree	164	48.2
Neutral	8	2.4
Disagree	30	9.0
Strongly Disagree	38	11
Total	340	100

This table reveals that a 100(29.4%) who strongly agreed that they are only interested in instagram, 164(48.2%) agreed, 8(2.4%) neutral, 30(9.0%) disagreed, 38(11%) strongly disagreed.

Question 3: I usually superscribe to Instagram better than any other application.

Table 3: showing youths responses to the above question.

Category	Frequency	Percentage%
Strongly Agree	210	61.5

Agree	62	18.2
Neutral	14	4.0
Disagree	36	10.2
Strongly Disagree	21	6.1
Total	340	100

The table above shows the opinions of the respondents on the basis of their subscription to instagram better than any other application. with 210(61.5%) strongly agreeing to that, 62(18.2%) agree, 14(4.0%) neutral, 36(10.2%) disagree, 21(6.1%) strongly disagreed.

4.1.1 What is the percentage usage of Instagram for advertising by youths online marketers in Niger?

Question 1: I often make use of my Instagram account than any other platform for Advertising.

Table 4: response to account use better than any other platform.

Category	Frequency	Percentage%
Strongly Agree	125	36.5
Agree	135	39.5
Neutral	23	7
Disagree	34	10
Strongly Disagree	23	7
Total	340	100

The table above revealed that 125 representing 36.5% strongly agreed to often make use of their Instagram account than any other platform, 135 representing 39.5% agreed, 23 representing 7% are

neutral, 34 representing 10% disagreed, 23 representing 7& strongly disagreed to often making use their account Instagram better than any other platform

Question 2: I often make use of my Instagram Business Account and personal Account for Advertising.

Table 5: Indicating the usage percentage of their accounts

Category	Frequency	Percentage%
Strongly Agree	200	58.5
Agree	84	24.4
Neutral	15	4.4
Disagree	29	8.3
Strongly Disagree	15	4.4
Total	340	100

The table above shows how often they make use of their Instagram Business Account and personal Account for Advertising. The results show that 200 representing 58.5% strongly agreed to often making use of their Instagram Business Account and personal Account for Advertising., 84 representing 24.4% agreed, 15 representing 4.4% are neutral, 29 representing 8.3% disagree and 15 representing 4.4% strongly disagreed to using their accounts (9Business or personal) for accounting.

Question 3:The pattern and usage of Instagram for advertising is distinctive and preferable to other platforms

Table 6: respondents pattern and usage of Instagram for advertising is distinctive and preferable to other platforms.

Category	Frequency	Percentage%
Strongly Agree	138	40.6

Agree	141	41.5
Neutral	17	5
Disagree	29	8.5
Strongly Disagree	15	4.4
Total	340	100

This shows the percentage of responses to the question of "The pattern and usage of Instagram for advertising is distinctive and preferable to other platforms". The results show that 138 representing 40.6% Strongly agree, 141 representing 41.5% agreed, 17 representing 5% are neutral, 29 representing 8.5% disagreed and 15 representing 4.4% responded with strongly disagreed to using for advertising and is strongly distinctive to other platforms.

4.1.2 Is Instagram the most preferred medium of advertising by youths in Niger?

Question 1: I prefer Instagram to other applications because it is more detailed in all Informations and Hyperlinks.

Table 7: Respondents preference for Instagram

Category	Frequency	Percentage%
Strongly Agree	198	58.2
Agree	93	27.3
Neutral	12	3.5
Disagree	23	7
Strongly Disagree	14	4.0
Total	340	100

The table above shows the opinions of the respondents on the basis of their preference to Instagram than any other applications because it is more detailed in all Informations and Hyperlinks.

with 198(58.2%) strongly agreeing to that,93(27.3%) agree, 12(3.5%) neutral, 23(7%) disagree and 14(4.0%) strongly disagreed.

Question 2: I have no interested in checking other platforms because of the advertisement on Instagram.

Table 8: Respondents interest on advert placement on Instagram .

Category	Frequency	Percentage%
Strongly Agree	155	45
Agree	141	41.6
Neutral	9	3
Disagree	20	6
Strongly Disagree	15	4.4
Total	340	100

This table above reveals that 155 representing 45% strongly agreed to having no interest in checking other platforms because of the advertisement on Instagram., 141 representing 41.6% agreed, 9 representing 3% are neutral, 20 representing 6% disagreed and 15 representing 4.4% strongly disagreed to having no interest in checking other platforms because of the advertisement on Instagram.

Question 3: Instagram is the only social media platform that has a lesser difficult accessing procedures.

Tables 9: preference in accessing the application.

Category	Frequency	Percentage%
Strongly Agree	200	58.5

Agree	100	29.4
Neutral	10	3
Disagree	20	6
Strongly Disagree	10	3
Total	340	100

This table reveals that a 200 (58.5%) who strongly agreed that Instagram is the only social media platform that has a lesser difficult accessing procedures., 100(29.4%) agreed, 10(3%) are neutral, 20(6%) disagreed, 10(3%) strongly disagreed respectively.

4.1.3 What are the benefits acquired from using Instagram for advertising and the challenges?

Question 1: A better way for advertising has not been provided by any other platform like the way Instagram has created a platform for Business owners.

Table 10: confirmation of Instagram benefit for business owners.

Category	Frequency	Percentage%
Strongly Agree	168	49.4
Agree	85	25
Neutral	33	9.7
Disagree	35	10.3
Strongly Disagree	19	5.6
Total	340	100

The table above revealed that 168 representing 49.4% of the respondents strongly agreed, 85 representing 25% agreed, 33 representing 9.7% are neutral, 35 representing10.3% disagreed and 19 representing 5.6% strongly disagreed that a better way for advertising has not been provided by any other platform like the way Instagram has created a platform for Business owners.

Question 2: A Business Account on Instagram is equivalent to other sources of Advertising.

Table 11: respondents confirmation to the above claim

Category	Frequency	Percentage%
Strongly Agree	177	52.0
Agree	111	32.4
Neutral	18	5
Disagree	22	6
Strongly Disagree	16	4.6
Total	340	100

The table revealed that 177 representing 52.0% of the respondents strongly, 111 representing 32.4% agreed, 18 representing 5% are neutral, 22 and 16 respondents representing 6% and4.6% disagreed and strongly disagreed respectively that a Business Account on Instagram is equivalent to other sources of Advertising.

Question 3: A social media platform like Instagram project Advertising for youths in diaspora but limitations to lack of technical knowhow.

Table 12: benefit and challenges attached to advertising on Instagram.

Category	Frequency	Percentage%
Strongly Agree	125	36.5

Agree	135	39.5
Neutral	23	7
Disagree	34	10
Strongly Disagree	23	7
Total	340	100

The table above shows how a social media platform like Instagram project Advertising for youths in diaspora but limitations to lack of technical know-how. The results show that 125 representing 36.5% strongly agreed, 135 representing 39.5% agreed, 23 representing 7% are neutral, and 34 representing 23% disagreed that a social media platform like Instagram project Advertising for youths in diaspora but limitations to audience resonance, internet access and target audience/market.

4.2   DISCUSSION OF FINDINGS

The general data is analyzed using simple percentages. The number of answers to each alternatives provided in the closed-ended questions asked were determined using simple percentages. Each part of the survey questionnaire was drawn up using tables and evaluated by questions. The parts of the questionnaire were drawn from the research questions previously highlighted in chapter one of this report.

Section A, draws out three tables of which the researcher has used to analyze the demographic information of the respondents. In this section the researcher analyzed the number of questionnaire administered, returned and used for the research work to be 400 respectively. This means that the researcher worked with the calculated sample size of 400 respondents, distributed 400 questionnaires to match the sample size, received 340 responses from the issued out questionnaire and used all the 340 questionnaires retrieved from the survey in analyzing the research work. The first table in this section is in line with the quota sampling technique as previously stated in the chapter three of the research work. Youth online marketers and persons between ages 20-30years are being chosen as the

quota sampling technique for this study will represent the characteristics of the underlying population. Table 4.0.2 lists out the Ages used in sorting them into respondent figures and percentages. The results of table 4.0.2 shows that a greater percentage of respondents for this study were 20-30years of age as required for the study. Moving on to the gender with a greater percentage being people of the female gender with 70.9% from table 4.0.3, then data derived from table 4.0.4 shows that a greater percentage of Youth online marketers in Niger state are people who own their personal Businesses and are Online marketers being represented by 52.1% of the total sample size.

Section B analyzed research question one, What is the degree of Instagram usage among youths online marketers in Niger state? In this section, the researcher asked three different questions to determine the respondents degree of Instagram usage, using a Likert 5 Point scale to determine the audience rating. By using this Likert 5 Point scale, the researcher was able to conclude that the degree of Instagram usage by Youths online marketers was on a greater scale than any other platform available as they affirmed that it was the better than and most frequently used application.

Question two of the data analysis was used to answer questions on the second research question, which required to know what is the percentage usage of Instagram for advertising by youths online marketers in Niger? Table 4 shows that a greater percentage of Niger state Youth online marketers often make use of my Instagram account than any other platform for Advertising. while table 5 Indicating the usage percentage of their accounts And table 6 reveals the pattern and usage of Instagram for advertising is distinctive and preferable to other platforms.In summary, a higher percentage of the marketers make use of Instagram for advertising.

A look into the conceptual review of this work, the review on the use of social media for marketing online. And it was observed that their preference for online marketing have a positive impact on their businesses as it created an increase even in the economy. The study also projected the fact that the utilization of Online Marketing is now common placed among the Youths Yi-Ting Huang and Sheng-Fang Su (2018). Based on the data analyzed while answering the research questions, it can be seen that a greater percentage of Niger state Youth online marketers prefer Instagram. This leads to the third research question sought to know the preferred platform for advertising by Youths online marketers in Niger state and it is found that businesses use Instagram for advertising on social media. However, from the scaled results, it is clear that Youths online marketers subscribe more to the use of Instagram for advertising. This could imply that most businesses using Instagram for advertising in Niger state are targeting generalized audience rather than specialized audience, in the sense that Instagram users are more eclectic in nature when compared to application users. It was

also discovered that most advertisers prefer to advertise on Instagram simply because it is more detailed in all Information and Hyperlinks, Respondents only have interest in Instagram advert placement and is the only social media platform that has a less difficulty in accessing which can be found in tables 7,8 and 9. The findings are in line with Otugo et al (2015) who corroborates that, regardless of the media in use, it is appropriate for products to be advertised with the required application software.

Similarly, the study also inquired into the benefits in using Instagram and challenges militating against the use of Instagram advertising by Youth online marketers in Niger state. However, it was derived from table 10 that a greater percentage of the population affirmed that there has been no better way of advertising on social media like the way Intsgram has created such profound platforms for online marketers which marks the benefit derived from it. while Of all the challenges militating against the adoption of Instagram advertising, in actual fact the government policies is not one of them and this is a really refreshing development. This however also indicates the lack of policies guiding the actions and activities of Nigerians in general online/on social media; this in itself breeds the challenge of security, privacy and copy right issues as pointed out by Nadaraja & Yazdanifard (n.d). It is revealed that lack of technical knowhow poses a serious challenge to the adoption of online advertising by some people in Nigeria, even though the steps may seem direct and unambiguous, some technicalities still come to bare in areas of the copy writing, graphic designing, photo editing, page layout. It is also found that businesses shy away from online advertising because of immense time investment and too many competing platforms. However, it was derived that a greater percentage of the population affirmed that there has been no better way of advertising on social media like the way Intsgram has created such profound platforms for online marketers and more questions arose as to if a Business Account on Instagram is equivalent to other sources of Advertising and if a social media platform like Instagram projects Advertising for youths in diaspora but if there are limitations to lack of technical know-how. It was then discovered in the results of table 11 and 12, that the major factor that determines the audience rating was the fact that they agreed that Instagram is equivalent to other sources of Advertising and it is its challenges as well depended on the technical know-how of the application.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

INTRODUCTION

Four parts reflect this chapter. The first section includes an overall overview of the study, followed by a summary and results of the findings. Subsequently, the work is limited and recommendations for future studies are observed.

5.1 Summary

The values of the research are rooted in participants and this research gives some insights into understanding the patterns of instagram usage for advertising among youths online marketers in Niger state. The Chapter one of this research work goal of this research was to explore the use of Instagram for Advertising that represent youths in Niger state which was covered in the Introduction which includes the background of the study, statement of problem, objectives of study, research questions, scope of the study, significance of study, and the operational definition of terms.

Chapter two which is literature review was broken into conceptual framework, theoretical frame work and empirical framework and it examined the views of educationalists, scholars, academicians, technologists and authors regarding the subject matter. Sub-topics relating to Instagram, Advertising, pattern usage, reviews of advertising by Youths online marketers, history of Instagram and the brief history of Niger state were discussed in details. The theoretical framework aspect of this chapter made use of two different theories starting with the Stimulus response theory to properly examine a stand where the Marketers are in charge of what they want their advert to project and the perception of customers and preferences and secondly the technological determinism theory which states that everything that happens in the society has been revolutionized by the introduction and adoption of new media technologies. And this goes a long way in understanding the patterns of Instagram usage for advertising among youths online marketers in Niger state.

Chapter three is the research methodology which presents the research design employed in achieving the objectives of the study, the procedure that were used for data collection and plan for data analysis,

which includes; research design, population of the study, sampling technique, research instrument, validity and reliability of the research instrument, the method of data collection and concluded with examining the method of data analysis used in the research work.

Chapter four gave the data presentation and analysis, the statistical analysis of the information obtained through the questionnaire was carried out in this chapter and the findings made from the data were discussed with tables, figures and percentages.

Chapter five summarized and concluded the project with relevant recommendations. The major finding as contained in the project on the patterns of instagram usage for advertising among youths online marketers in Niger state, it concluded that the respondents prefer advertising online as marketers, using Instagram has benefited their businesses and Instagram stands as a better medium of advertising as this captures the perception of respondents who are the Youth online marketers.

5.2 Conclusions

This study focused on analyzing the pattern of instagram usage for advertising by Youths online marketers in Niger state and based on the findings, the following conclusions are made:

a. Social media advertising is being adopted by online marketers in Niger state. The percentage of adoption was higher given in the inherent benefits in the medium, the grounds covered were quite remarkable given that the environment as being slow to adoption of emerging technologies by Olotewo (2016).

b. Instagram is the preferred social media or online advertising medium for young online marketers in the state of Niger, regardless of their field of business.

c. There are challenges that are militating against the use of Instagram advertising by Youth online marketers in Niger, but these challenges are not unsurmountable and are worth considering the immense benefits inherent from the medium especially when compared to the financial investments and unpredictability of the traditional media of advertising.

5.3   Recommendations

The following recommendations are made; as it regards to the patterns of instagram usage for advertising among youths online marketers in Niger state;

a. Advertisers should truly accept internet advertisement, when social media have come to remain and media advertising is becoming a "global practice." They will not only enjoy the rewards of ads via social media, but will also be equal to their counterparts in the Diaspora.

b. Media practitioners, in particular advertisement practitioners, can see the gap caused by the shortage of social media advertising experts and respond proactively by focusing on the pattern and applying it to their expertise in order to stay valuable in these changing times.

c. In the same way, social media ads should be incorporated into the curriculum of educational institutions for media and advertising workers, in order to ensure that the output of strong staff is not partially baked or quacked, as this promotes and allows students to own their own brand.

d. It is also recommended that businesses see social media ads for what it is; an opportunity to take advantage of, cultivate and profit from, and not a single hit wonder that can fix all of their marketing problems. In the light of this, the researcher recommends that businesses follow a model established as a result of this analysis as a guide to advertisements. The above must be done with a decent advertisement; R-Research, I-Identify, B-Brainstorm, A-Action, M-Monitor and R-Repetition.

5.4 Limitation of study

There are a number of limitations in this study that should be further addressed in the

future. First, the survey was a bit lengthy for the respondents to an extent that some didn't complete it and some never filled it. Second, the survey was conducted during the Pandemic period which made it difficult for some to fill the survey with reasons of no data in filling the survey or internet network issues, future researchers should conduct the survey on a face to face basis.

Thirdly,the neutral option in the survey in some way encouraged the respondents to choose it to avoid the effort of thinking and deciding what options to select. Lastly the delay in responses made the study very slow to complete.

REFERENCES

Aborisade, P. O. (2010). How technology transforms journalism business through citizen-reporter. Lambert Academic Publishing. Deutschland, Germany.

Akubugwo, Ijeoma and Maria (2013). Influence of social media on social behaviour of post graduate students. A case study of Salford University, United Kingdom.

Anthony Chinedu Ekwueme and Ngozi Okoro May (2018). "Analysis of the use of social media advertising among Selected online businesses in nigeria".

Akter, T. (2014). Social media addiction, resistance, and influence of awareness: Measurement of psychology students' resistance to Facebook addiction. *Mediterranean Journal of Social Sciences*, *5*(8), 456-464.

Amichai, H. Y., & Vinitzky, G. (2010). Social network use and personality. *Computers in Human Behavior, 26*(6), 1289- 1295

About Egypt. (2018). Retrieved from http://www.eg.undp.org/content/egypt/en/home/ countryinfo.html

Aday, S., Farrell, H., Freelon, D., Lynch, M., Sides, J., & Dewar, M. (2013). Watching from afar: Media consumption patterns around the Arab spring. *American Behavioral Scientist*, 57(7), 899-919.

Alwagait, E., Shahzad, B., & Alim, S. (2015). Impact of social media usage on students academic performance in Saudi Arabia. *Computers in Human Behavior,51*,1092-1097.

Ahn J., Teenagers' experiences with social network sites: relationships to bridging and bonding social capital, "The Information Society" 28 (2012), pp.

Adegbuyi, O.A., Akinyele, F.A. & Akinyele, S.T. (2015). Effect of social media marketing on small scale business performance in Ota metropolis, Nigeria.

Anthony Ekwueme (Ph.D) and Ngozi Okoro May 2018.   Analysis of the use of   social media advertising amongselected online businesses in nigeria.

Boyd DM (2008). Social network sites definition, history and scholarship. Journal of computer mediated communication 13(1):210-230.

Ball-Rokeach, S. (1985). The origins of individual media-system dependency: A sociological framework. *Communication Research*. 12(4), 485–510.

Baumgartner, S., Weeda, W., Heijden, L., & Huizinga, M. (2014). The relationship between media multitasking and executive function in early adolescents. *The Journal of Early Adolescence, 34*(8), 1120-1144.

Boyd, D. (2007). Why youth (heart) social network sites: The role of networked publics in teenage social life. MacArthur foundation series on digital learning–Youth, identity, and digital media volume, 119-142.

Calderwood, C., Ackerman, P. L., & Conklin, E. M. (2014). What else do college students "do" while studying? An investigation of multitasking. Computers & Education, *75*, 19-29.

Calderwood, C., Green, J., Joy-Ghaba, J., & Moloney, J. (2016). Forecasting errors in student media multitasking during homework completion. *Computers and Education, 94*, 37-48.

Camilia, O., Sajoh, I., & Dalhatu, B. (2013). The Effect of social networking sites usage on the studies of Nigerian students. *The International Journal of Engineering and Science (IJES), 2(7), 2319-1805*.

Chan, T., Cheung, C., Na Shi, N., & Lee, M. (2015). Gender differences in satisfaction
   with Facebook users. *Industrial Management & Data Systems, 115*(1), 182-206.

Cristofoletti, T. (2007). Gender equality and women's empowerment. Retrieved from
   https://www.usaid.gov/egypt/gender-equality-and-womens-empowerment

Dumpit, D., & Fernandez, C. (2017). Analysis of the use of social media in higher
   education institutions (HEIs) using the technology acceptance model. *International
   Journal of Educational Technology in Higher Education,14*(1)10.

DeAndrea, D., Ellison, N., LaRose, R., Steinfield, C., & Fiore, A. (2012). Serious social
   media: On the use of social media for improving students' adjustment to college. *The
   Internet and Higher Education, 15*(1), 15-23.

Davis, K. (2012). Friendship 2.0: Adolescents' experiences of belonging and self-disclosure
   online. *Journal of Adolescence, 35*, 1527–1536.

De Vries, D. A., Moller, A. M., Wieringa, M. S., Eigenraam, A. W., & Hamelik, K. (2017).
   Social comparison as the thief of joy: emotional consequences of viewing strangers'
   Instagram posts. *Journal of Media Psychology, 21*(2), 222-245.

Diener, E., Emmons, R. A., Larsen, R. J., & Griffin, S. (1985). The satisfaction with life scale.
   Journal of Personality Assessment, 49, 71–75.

Davies J., *Facework on Facebook as a new literacy practice*, "Computers & Education" 59 (2012),
   pp. 19–29.

Davila J. and others, *Frequency and quality of social networking among young adults:
   Associations with depressive symptoms, rumination, and corumination*,
   "Psychology of Popular Media Culture" 1 (2012), pp. 72–86.

De Choudhury M. and others, *Predicting Depression via Social Media*, ICWSM, Palo Alto 2013.

Diener E., Oishi S., Lucas R. E., *Personality, culture, and subjective well- being: Emotional and cognitive evaluations of life*, "Annual Review of Psychology" 54 (2003), pp. 403–425.

Ellison, N., Steinfield, C., & Lampe, C. (2007). The benefits of Facebook, "Friends". Exploring the relationship between college students' use of online social networks and social capital, *Journal of computer Mediated Communication*, 12 (4).

Embi, M. A., Hamat, A., Din, R., Gabarre, S., & Gabarre, C. (January 27, 2014). Evaluating the level of diffusion of social networking sites among Malaysian university students. *Asian Social Science, 10,* 3, 99-111.

Ellison N. B. and others, *Cultivating social resources on social network sites: Facebook relationship maintenance behaviors and their role in social capital processes,* "Journal of Computer Mediated Communication" 19 (2014) 4, pp. 855–870, doi:10.1111/jcc4.12078.

Ezeah, Greg H and Edogor, Obiorah E, (2013) Social media use among students of Universities in South-East, Nigeria. IOSR: Journal of Humanities and Social Science, Vol. 16, Issue 3 Sep – Oct. pp. 23-32

Fabinu Ibidapo, (2016) Examining the impact of social media on Nigeria youth

http://www.peoplesdailyng.com/examining-the-impact-of-social-media-on-nigeriay

Faull, Jennier (2013) People twice as likely to use social media on smartphones as on tablets

http://www.thedrum.com/news/2013/05/30/people-twice-likely-use-social-mediasmartphones-tablets

Faculty Focus (2009). *Do college students spend too much time on Face book, You tube and other Social Networking sites*? Retrieved on 24th April, 2014 from

http://www.faculty.com/articles/edtech-news-and -trends/do-college-students-spend too-much-time-on-facebook-youtube-and-other-social-networkingsites/

Gok, T. (2016). The effects of social networking sites on students' studying and habits. International Journal of Research in Education and Science (IJRES), 2(1), 85- 93.

Global Internet Use Survey Report 2017: The Internet, Social Media, and Smartphones Are Our Daily Lives. Available online: https://www.smartm.com.tw/article/33313939cea3.

K. Victoria Fatokun (2008). Effects of social media on undergraduate student's achievements in Chemistry in the north-political zone of Nigeria, Nassrawa state university keffy.

Nadaraja, R. & Yazdanifard, R. (n.d). social media marketing: Advantages and

disadvantages. Centre of southern New Hampshire University, (SNHU).

Kuala Lumpur, Malaysia.

Newberry, C. (2016). Social media advertising: the complete guide. Retrieved from https://blog.hootsuite.com/social-media-advertising

Oghogho Uyi OSAZEE-ODIA, PhD March 2017. Investigating the influence of social media on sociability: university students in nigeria.

Stimulus-Response Theory (2020). - Psychologist World

https://www.psychologistworld.com/behavior/stimulus-response-theory

Tawfeeq Nazir September (2014). "Use of social networking sites by the Secondary And higher

secondary school Students of srinagar, kashmir" .

Z. Vukanovic, & P. Faustino (Eds.), *Managing media economy, media content and technology in the age of digital convergence* (pp. 291-317) Media XXI.

APPENDIX

Department of Mass Communication,

College of Humanity, Management and social sciences,

Mountain Top University,

Ogun state.

March, 2020.

Dear Respondent

I am a final year student of Mountain Top University, Ogun. I am presently carrying out a research on the patterns of instagram usage for advertising among youth in northern Nigeria.

A honest response to this questionnaire is required for this academic endeavour. I will ensure that every information and facts provided will be treated with proper attention and be used solely for the reason of this research work. Your honest and kind co-operation is required and appreciated.

Yours sincerely,

The Researcher.

INSTRUCTIONS

Please tick (√) against your chosen option and express your view where necessary. The Likert 5 Point scale is used in construction of the questionnaire to elicit your responses opinions on each statement. The adopted options and scales are as follow: Strongly agree (SA), Agree (A), Undecided (UD), Disagree (D) and Strongly disagree (SD) and the Question and answer.

SECTION A: BIO-DATA

- Age: a. 12-18yrs(   ) b. 20-30yrs(   ) c. 19-39yrs(   ) d. 20-38yrs(   )

- Sex: a. Male (   ) b. Female(   )

- What is your occupation?   a. Student/Entrepreneur(   ) b. Business/online Marketer(   ) c. Employed(   )

                              d. Unemployed( )

SECTION B

S/N	STATEMENTS	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
	What is the degree of Instagram usage among youths in Niger?					

1.	Using Instagram for advertising is way better than other application software available.					
2.	Only interested in instagram when it boils down to advertising or marketing.					
3.	I usually subscribe to Instagram for advertising purposes					
	what is the percentage usage among youths in Niger?					
1.	I often make use of my Instagram account than any other platform.					
2.	I often make use of my Instagram Business Account and personal Account for Advertising.					
3.	The pattern and usage of Instagram for advertising is distinctive and preferable to other platforms					

	Is Instagram the most preferred medium of advertising by youths in Niger?				
1.	I prefer Instagram to other applications because it is more detailed in all Informations and Hyperlinks.				
2.	I have no interested in checking other platforms because of the advertisement on Instagram.				
3.	Instagram is the only social media platform that has a less difficulty in accessing procedures.				
	What are the benefits acquired from using Instagram for advertising and the challenges?				
1.	A better way for advertising has not been provided by any other platform like the way Instagram has created a platform for Business owners.				

2.	A business account on Instagram is equivalent to other sources of Advertisement	41				
3.	A social media platform like Instagram project Advertisement for youths in Diaspora but limitations to technological know how					