ACCESS AND USES OF INSTAGRAM ADVERTISMENT AMONG THE STUDENTS OF FEDERAL POLYTECHNIC BAUCHI

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ABSTRACT
This research is aimed at investigating the Access and Uses of Instagram Advertisement among Students of Federal Polytechnic Bauchi. The research adopted survey method and used questionnaire to obtained relevant data for the study. The population of the study consists of the undergraduate Students of Federal Polytechnic Bauchi. The research sampled 370 respondents from the respective schools in Federal Polytechnic Bauchi. In analyzing the data collected, the research used simple percentage and frequency table. The findings from the study reveals that Students have Access to various kinds of product on Instagram. Students use Instagram Advertising in getting information about product service and ideas. Instagram influence them in a positive ways to purchase product. Their view towards Instagram is satisfactory. It was therefore recommended that advertisers of various product, services or ideas should try as much as possible to authenticate and simplify their advert on Instagram in order to easily arrest the interest of the audience. Furthermore, advertising agencies who utilize Instagram as a medium of encoding their advert should endeavor to comply with the rules and regulations stipulated by their association such as OAAN and APCON. The Advertisers should be articulate and straight forward in the content of the advertisement.

Keywords: Advertising, Instagram, Access, Uses, Students.

INTRODUCTION
Advertising in a general sense covers all kinds of non-personal presentation of ideas, goods, services and events conveyed to people, who are potential customers being targeted at large. It includes promotion of
ideas, goods, services and/or events executed by an authorized advertising agency to fulfill the expectations of an identified sponsoring entity. The major task of advertising whether in broadcast or print media, is to create a good image for a product, service or idea and, ultimately, pave ways for a favorable market for that product, where it will make better sales at the expense of competitors (Abubakar, in Kurfi, 2006).

Advertising like all other terms and concept has no single universally accepted definition; it has therefore been defined by various scholars from different perspectives. Arens (2008) sees advertising as a ‘structured and composed non personal communication of information, usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media’. This definition is similar to that of the American Marketing Association which viewed "advertising as any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor". It is also similar with the definition of Bovee & Arens (1982) and Dunn & Barban (1982).

In order to realize the objectives of any packaged advertising for any good, service or idea, an appropriate medium and means to send it to appropriately reach the target audience is imperative. Instagram is one such important medium or means to actualize this. This is because of its attendant advantage over other means of social media networks such as YouTube, WhatsApp etc. Its constructive use of beautiful pictures both motion and especially still ones make it highly attractive and popular with young people especially in tertiary institutions. Instagram is a mobile, desktop, and internet based photo-sharing application and service that allows users to share pictures and videos either publicly or privately. A version for android devices, followed by a feature-limited website interface as well as incorporation of apps for windows 10 mobile extended its advantages for the use of advertisers (Yeung, Ken, 2017).

In this regard, Onomo (2012) stated that “Much of what the students of tertiary institutions admired from the advantages of Instagram is its ability to let registered users upload photos or videos to the available service they more often use. It also has the advantage of allowing users to apply various
digital filters to their images, and add locations through geo tags”. This is especially useful to students in tertiary institutions as they will need pictures to facilitate academic assignments and projects. The photos sometimes amuse them and give them relaxation.

Among the attendants advantages of Instagram which the students of tertiary institutions find useful nowadays is that it enables them to add hash tags to their posts, linking the photos up to other content on Instagram featuring the same subject or overall topic. It already had over one million users (Yeung, Ken, 2017). Some years back, many of the early communities using social networks focused on bringing people together to interact with one another through chat rooms and encouraged users to share personal information and ideas via personal web pages by providing easy-to-use publishing tools and free or inexpensive web space. Some network such as classmates.com, Facebook, Twitter etc. took a different approach by simply having people link to each other through e-mail addresses. However, even at that time, advertisers have been able to use the available resources to make impact. New social networking methods were developed at the end of the 1990’s using developed network of Instagram to gain success and many sites began to design more advanced features for users to find and manage friends. This newer generation of social networks began to blossom with the emergence of sophisticated gadgets of Instagram for advertising.

In Nigeria, the number of Instagram network users in tertiary institutions especially students are on the high side. Perhaps this attracts attention of many market oriented scholars including academicians to research into the different aspects of advertisement through Instagram, for the need to ascertain the degree of its influence on the student’s patronage of brands, goods, services and ideas is so chilling. This informs the rationale for this study.

STATEMENT OF PROBLEM
Among the social network sites such as Face book, WhatsApp, LinkedIn, YouTube etc., Instagram, becomes a trusted medium for market practitioners to engage their marketing activities simply because of the rapid growth of this site and how fast it helps in reaching a large number of audiences at a particular time.
In recognition of the position of advertisement as one effective way of increasing purchase and awareness of products, services and ideas, advertisers have migrated in large from advertising on traditional media to advertising on the new media especially Instagram because of its unique feature as a free-photo sharing platform and also a platform where various audiences can be reached. Instagram audiences are exposed daily to various kinds of advert messages which they do not really seek for and these adverts are always on the increase, bombarding their pages (Onomo, 2012).

Many researches conducted such as Onomo (2012), Yeung & Ken (2017), Freinster, (2002) and Spencer, (2017) attested to the advertisement via Instagram being targeted to the students of tertiary institutions especially because of the belief that students of tertiary institutions forms major part of the groups that have access to, and uses social networking sites frequently for diverse range of purposes. They argued that this group uses Instagram satisfactorily because of its ability to share photo freely of whatever form using different styles to communicate.

It is in this regard that this research work will seek to find out the access and utilization of Instagram advertising among the student of Federal Polytechnic Bauchi, in relation to the benefits students derived from Instagram advertising and the influence of such advertisements on the student’s patronage of brand, goods, services or idea.

**THE OBJECTIVES OF THE STUDY WERE TO:**

1. Determine the exposure of the students of Federal Polytechnic Bauchi to Instagram advertisement.
2. Determine the pattern of use of Instagram advertisement among the students of Federal Polytechnic Bauchi.
3. Determine the benefits students derived from Instagram advertising in Federal Polytechnic Bauchi.

**REVIEW OF RELATED LITERATURE**

Networking sites, during decades, focused mainly on bringing people together to interact with one another through chat rooms and encouraged users to share personal information and ideas via personal web pages by
providing easy-to-use publishing tools and free or inexpensive web space. Some network such as classmates.com, Face book, Twitter etc. took a different approach by simply having people link to each other through e-mail addresses. New social networking methods were developed at the end of the 1990’s where the potentialities of Instagram showed up and many sites began to design more advanced features for users to find and manage friends (Conrad, 2016).

This newer generation of social networks began to blossom with the emergence of six degrees.com in 1997, followed by make out club in 2000, Freinster in 2002 and MySpace in 2003. Social networking sites have become a new means through which individuals can interact and communicate with friends in distance places. As at September, 2011, Face book had a total number of 800 million active users. Today, it is estimated that there are now over 200 active social networks using a wide variety of social networking models (Spencer, 2017).

In Nigeria, the number of social network users is on the high side. According to social bakers, a Face book statistics site, Nigeria ranks 35th in the world in the number of Face book users. According to the site, Face book has an estimate of over 4 million Nigeria users, with the males dominating 65% while the females have 33% domination.

Instagram is a mobile, desktop, and internet based photo-sharing application and service that allows users to share pictures and videos either publicly or privately. It was created by Kevin Systrom and Mike Krieger, and launched in October 2010 as a free mobile app exclusively for the IOS operating system. A version for android devices was released two years later, in April 2012, followed by a feature-limited website interface in November 2012, and apps for windows 10 mobile and windows 10 in April 2016 and October 2016 respectively. Instagram lets registered users upload photos or videos to the service. Users can apply various digital filters to their images, and add locations through geotags. They can add hash tags to their posts, linking the photos up to other content on Instagram featuring the same subject or overall topic.

In February 2016, Instagram announced that it had 20,000 advertisers on the platform. (Harris & Anthony, 2016). This increased to 500,000 active advertisers in March 2017. (Yeung, Ken, 2017). Following the release of
Instagram in October 2010, by December 2010, it already had one million users, in June 2011; it announced that it had 5 million users which increased to 10 million in September (Protalinski & Emil, 2012). Advertising like all other terms and concept has no single universally accepted definition; it has therefore been defined by various scholars from different perspectives. According to Arens (2008:7) advertising is a 'structured and composed non personal communication of information, usually paid for and usually persuasive in nature, about products, goods, services, and ideas by identified sponsors through various media'. This definition is similar to that of the American Marketing Association which viewed "advertising as any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor".

The major purpose of advertising is to create a good image for a product, service or idea and ultimately make way for a favorable market for the product, where it will make better sales at the expense of competitors. Instagram have been identified as a powerful tool for effective Advertising. Arens (2012) argued that Instagram has recently become a powerful communication force and vital marketing tool helping to sell goods, services, images, and ideas through channel of information and persuasion. It is highly visible force in the society. Harris (2014) emphasised that, in all our purchasing activities, today all of us receive many advertising messages daily and we seem to be influenced by them to that effect. Now it is essential to the success of any type of business and industry. Today the use of Instagram has become visible not only for advertising, but also in other activities involving communication, marketing, public relations, information and persuasion process. It is usually aimed at a particular segment of the population - the target audience (Jock & Frank, 2016).

In a study to determine how users perceive advertising messages on Instagram in Nigerian tertiary institutions (survey of some polytechnics), Harris (2014) found out that students in the tertiary institutions believe in most adverts featuring on Instagram, and those adverts were capable of creating greater patronage on the minds of the receivers of the messages invaded about the products, services and ideas. He further attributed that
to good content disposition composing of beautiful motion and still photos that are so admiring to these users

In a similar study, Conrad (2016) investigated the level of patronage of Instagram advertisement by students in Nigerian polytechnics and his findings, in relation product or brand patronage, was almost opposite to that of Harris (2014). His findings revealed that students of tertiary institutions accorded low patronage to the adverts on Instagram, they partially believe in such advertisements and they do not take them to be anything serious rather they view them as more of strategic gimmicks of brand, products, services or ideas promotion specifically intended to attract attention of the customers. They believe that these advertisements are typical styles of brand and products image projection for patronage, they are not always real as such their attention was not well captured towards the intended patronage.

In their effort to ascertain how a successful Instagram advertisement can be obtain using simple logic of linear disposition, Mock & Jade, (2015) find out that Creating access for Instagram Advertisement that will eventually lead to its success requires notable steps which include: Set-up your optimized business Instagram account, create popular Instagram posts that users want to follow and promote your products with creative, professional photos (Mock & Jade, 2015). We can understand that by this, the appeal of the customers and how well to approach them presupposes designing Instagram advertisement of any kind by any business entity. This is because through knowing the appeal of the customers an advertiser can derive essential materials necessary to develop a good advertisement content reach enough to induce the mind of a customer towards patronizing the brand or product under question. This is in line with AIDA model preposition that an advertisement must raise awareness, stimulate interest, and leads the customer to desire and eventually action (Hackley, 2005).

THEORATICAL FRAMEWORK

This research work is rooted within the AIDA media model. The proponent of the AIDA (Attention, Interest, Desire and Action) model was Strong in (1925) and is a behavioral model that has a purpose to make sure that an
advertisement raise awareness, stimulate interest, and leads the customer to desire and eventually action (Hackley, 2005). This model is seen as highly persuasive and is said to often unconsciously affect our thinking (Butterfield, 1997). Strong suggests that for an advertisement to be effective it has to be one that command attention, leads to interest in the product, the desire to own or use the product and then finally leads to action (Mackay, 2005).

It is argued that the AIDA model is an exceptionally uncomplicated and basic model of the consumer response process. Even though it was developed to explain the stages a salesperson must take a consumer through in the personal selling process, it could also represent the basic consumer response processes which consumers proceed through when they are exposed to advertising messages.

The traditional response hierarchy models have previously been criticized concerning the mechanistic way in which they represent the consumer response process. This criticism is relevant when examining the AIDA model as well. It is believed that the consumer proceeds through more than the mere attention, interest, desire and action phases and those additional phases should be included in the consumer response process. It is furthermore believed that consumers do not necessarily proceed through these suggested phases/stages in a linear fashion. Because this model was developed in 1925, it represents a mechanistic view of the communication process. During these early times, communication experts did not realize that communication is a transactional instead of a linear process.

The AIDA model therefore still represents the linear view of the communication process. In spite of the criticism against the AIDA model, it is still believed to be useful in adequately explaining and representing the basic consumer response process, and may assist in the creation of effective advertising messages by advertising professionals.

The AIDA model simply explains that advertisers must try to take their target audience through processes which will involve attracting their attention, interest and as well try to persuade them to go for their product. In relation to the above therefore, we can vividly see the relevance of this model to this study because the study, as one of its cardinal objectives, seeks to determine the exposure of the students of Nigerian polytechnics
to the Instagram advertisements. Knowing fully that the exposure of this kind of Instagram users depends largely on the ability of the advertisers to induce the attention of the customers through a viable process and an appeal to those elements capable of attracting their attention as well as cultivating interest in them through an appropriate persuading techniques for an intent patronage of their products, brand, service or idea. This is one daily activity of advertisers on Instagram today, where advertisers on Instagram use various kinds of attractive messages and designs to see that consumer’s attention and interest are being caught towards their products.

**METHODOLOGY**

This research work adopts the survey method of data collection. Survey method deals with asking people about their attitudes, skills, interests, opinions and other behavioral manifestations regarding an issue of societal concerns. According to Sobowale (1983), survey method is a method that involves drawing sets of questions on various subjects to which selected numbers of the population are requested to react.

This research work adopts survey method in order to collect data about the access and uses of Instagram advertisement among the students of federal polytechnic Bauchi.

The population of this study consists of 10,865 undergraduate students of federal polytechnic Bauchi.

The sampling method used is convenience sampling technique. Convenience sampling is a non-probability sampling from which subjects are selected because of their convenient accessibility and proximity to the research work. From respective schools in Federal Polytechnic Bauchi, respondents that can conveniently serve the purpose of the study were selected. Here sample is drowned based on some specific characteristics, the target population must be internet users who might have experienced a social network advertisement in their daily affairs.

Four schools were conveniently selected and one department each from the schools selected. The schools selected consist of School of General Studies (SGS), School of Engineering Technology (SET), School of Business Studies (SBS) and School of Science and Technology (SST). The
convenience arise from the fact that in these schools the essentiality of ICT as a pre requisites for undertaking any course (displine) from the respective schools is highly emphasized and thus become necessary. ICT courses were basic in the departments of the mentioned schools, so the students are considered to be more likely to have access to social media and Instagram in particular than students in other schools. The curriculum of studies of polytechnics made it mandatory for departments in these mentioned schools to take ICT courses as part of their study courses (FPTB student’s handbook, 2019).

The departments selected from the schools includes: Department of Mass Communication (from SGS), Department of Electrical and Electronics (from SET), Department of Business Administration & Management (from SBS) and Department of Computer Science (from SST) respectively. The convenience mentioned above extended to these respective Departments in line with the fact that students from these Departments are more acquainted with ICT knowledge and they can handle ICT facilities better than students from other Departments as some internal studies revealed (Kunle & Murtala, 2019).

Sample Size Determination Using Krejcie and Morgan method help the research work to determine the sample size. According to Krejcie and Morgan (1999), any population that is up 10000 to 20000, 370 is edquate for a sample. He further argued that more or less number may be required for any population beyond or less than this range (10000 to 20000). In this regard therefore, since the study population is within the range of 10000 to 20000, the research work handled 370 as a sample.

From the register of the respective Departments selected for the research, it was discovered that during 2019 session: Mass Communication Department has 451 students; Electrical and Electronics Department has 206 students; Business Administration & Management Department has 410 students and Computer Science Department has 420 students.

The number of respondents taking as a sample from the selected departments was done proportionately based on Emil & Bhakthar (2011) postulation of sample determination, where they insist on taking 100 respondents from every 400 population and less than 100 from every 200 population in a small quantum survey. Here our sample is 370 which were
distributed proportionately across the department selected as a sample for the study, thus: 100 students were taken each from Mass Communication Department, Business Administration & Management Department and Computer Science Department respectively, while 70 students were taken from Electrical and Electronics Department as a sample. Only students that uses Instagram were selected for convenience. Data were collected using questionnaire.

FINDINGS OF THE STUDY
Findings from the study reveal that students of the Federal Polytechnic Bauchi were not only exposed to Instagram advertisements but also access to it has not been anything difficult. They do not only fancy the adverts but they also frequently use links provided from the adverts to accessed and purchase products of different kinds. The links to accessed various kinds of products have been made available on Instagram through diverse adverts; as one get interested, one can simply log on to the link and the order and purchase is very simple. Various kinds of products which have been identified by the respondents as been featured on Instagram includes: Clothing, Academic Materials, Electronic Gadgets, Mobile phones and very few others. The findings indicated that these students are active members on Instagram who spend much time on the platform whereby a large number of them spend up to 30-45 minutes on this platform daily. The products they are most exposed to are clothing materials.

Table A&B: Showing the exposure to, and the Kind of Products Respondents are exposed to through Instagram Advertisement

<table>
<thead>
<tr>
<th>Variables</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expose</td>
<td>363</td>
<td>98.1%</td>
</tr>
<tr>
<td>Not Expose</td>
<td>7</td>
<td>1.9%</td>
</tr>
<tr>
<td>Total</td>
<td>370</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Variables</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing</td>
<td>105</td>
<td>28.4%</td>
</tr>
</tbody>
</table>
Adverts on these materials gratify them more than on other materials. This may not be unconnected to the fact that they are young adults who are in higher institution and would want to look good all the time. This also indicates the advertisers’ will in given a good approach and use of appropriate appeals in structuring and channeling their products towards this target population. This is because as young adult, clothing is among some of their main needs.

The study also reveals that a large number of the students use Instagram advertisement in getting information about products and services. That is likely the reason why majority of respondents uses Instagram advert messages twice on a daily basis; and also it is favorable because they believed that they can get concrete information about products and services, and also the advert messages are convincing enough to make them believable.

### Table: Showing the Views of Respondents towards Instagram Advertisement as an Influencer towards their Purchase Attitudes of Products.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>159</td>
<td>44%</td>
</tr>
<tr>
<td>Agree</td>
<td>127</td>
<td>34%</td>
</tr>
<tr>
<td>Neutral</td>
<td>30</td>
<td>8%</td>
</tr>
<tr>
<td>Disagree</td>
<td>43</td>
<td>11%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>11</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>370</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

*Source: Field Source 2019*
These reactions by the students simply indicate that they are not disturbed by the adverts neither does it serve as a disturbance to their page and activities on the Instagram platform, but rather serve as a good means for them to get to know more about new and existing products and as well develop interest in getting the products.

Findings also indicated that majority of the respondents derived benefits from Instagram advertisement because it influenced them in a positive way to purchase products being advertised on Instagram, it saves them time, energy and money because through the platform, they can contact the manufacturers of the product they want to purchase and there is believability and credibility through this means and also at times some form of discount can be made for the purchasers and also the benefit of the product being delivered to the purchasers doorstep is also available.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>90</td>
<td>24.4%</td>
</tr>
<tr>
<td>Agree</td>
<td>125</td>
<td>33.8%</td>
</tr>
<tr>
<td>Neutral</td>
<td>75</td>
<td>20.3%</td>
</tr>
<tr>
<td>Disagree</td>
<td>69</td>
<td>18.6%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>11</td>
<td>2.9%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>370</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Source: Field Source 2018

The findings also revealed that large number of the students viewed Instagram advertisement as satisfactory because going by the percentage of the respondents, it is believed that majority of them are satisfied with the idea and what they are being exposed to on Instagram advertisement.

**DISCUSSION OF FINDINGS**

The findings were used to address the research questions earlier formulated, and the findings can be linked with the AIDA theory. The AIDA model which means Attention, Interest, Desire and Action, was created by Strong (1925). It is a behavioral model that has a purpose to make sure
that an advertisement raise awareness, stimulate interest and leads the customer to desire the products and eventually take the action to purchase a product.

Butterfield (1997) also states that this model is seen as a highly persuasive and is said to often unconsciously affect our thinking. The findings of this study confirms Harris' (2014) study where He found out that students in the tertiary institutions believe in most adverts featuring on Instagram, and those adverts were capable of creating greater patronage on the minds of the receivers of the messages invaded about the products, services and ideas. He further attributed that to good content disposition composing of beautiful motion and still photos that are so admiring to these users.

In the same dimension this study is in line with the analysis of Arens (2012) who argued that Instagram has recently become a powerful communication force and vital marketing tool helping to sell goods, services, images, and ideas through channel of information and persuasion. It is highly visible force in the society. In the same regard Harris (2014) also emphasised that, in all our purchasing activities, today all of us receive many advertising messages daily and we seem to be influenced by them to that effect. Now it is essential to the success of any type of business and industry.

This is seen in the findings where advertisers on Instagram try to make sure that they structure their adverts in a way that they will capture the attention of their target audience, which will as well make the audience have an interest and desire to purchase and own a product. This is a behavioral action that is being carried out by consumers when advertisers on Instagram advertise their product. The advertisers try to structure their advertisement in such a way that it will contain the four factors of Attention, Interest, Desire and Action, so as for them to get the attention of their consumers.

**CONCLUSION**

The results obtained from this study have shown that advertisement on Instagram is a credible and reliable way of getting information about products because the findings of this work revealed that the audience sees
it as a favorable and informational means of getting information about products. Despite the main aim of the platform of getting people to share pictures, videos and socialize with friends, family and relatives from far and near, advertisers idea of advertising and presenting their products to members of this platform who are mostly students has received a positive attitudes because the findings of this research revealed that majority students of Federal Polytechnic Bauchi, have positive uses of this idea by advertisers.

RECOMMENDATIONS BASE ON FINDINGS
1 Advertisers of various products, services or ideas should try as much as possible to authenticate and simplify their adverts on Instagram in order to maintain and easily arrest the interest of the audience.
2 Advertising agencies who utilize Instagram as a medium of encoding their advert should endeavor to comply with the rules and regulations stipulated by their Associations such as OAAN and APCON.
3 The study also recommends that advertisers should be articulate and straightforward in the contents of the advertisement in order not to throw people off.

REFERENCES
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