

**EFFICACY OF INSTAGRAM AS AN ADVERTISING PLATFORM FOR
YOUNG WOMEN'S CLOTHES IN NAIROBI, KENYA**

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DECLARATION

I hereby wish to make a declaration that this research project report is my original work for the award of degree of Master of Arts in Communication Studies and has never been presented to any other institution of higher learning.

Sign.....Date.....

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K50/6809/2017.

This research project report has been submitted for examination under my supervision and approval.

Sign.....Date.....

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DEDICATION

To the Almighty God, for His amazing Grace and to my parents, siblings and friends for their financial and moral support.

ACKNOWLEDGMENT

My gratitude first goes to our Creator, for the gift of life, strength and opportunity to study.

I am also grateful to my family for all the support in my academic pursuits.

I am very thankful to my supervisor Dr. Silas Oriaso under whose academic guidance in this research project has been carried out. His endurance, analytical recommendations, encouragement and motivation were all critical in bringing this research project to fruition.

I take this opportunity to appreciate my fellow students, colleagues and comrades who were always there in times of need.

LIST OF ACRONYMS AND ABBREVIATION

BAKE	:	Bloggers Association of Kenya
CA	:	Communications Authority of Kenya
CPM	:	Cost per Impression
CRM	:	Customer Relationship Management
IMC	:	Integrated marketing communication
PSI	:	Para Social Interaction
ROI	:	Return on Investment
SEM	:	Search Engine Marketing
SEO	:	Search Engine Optimisation
SMM	:	Social Media Marketing
SNS	:	Social networking Sites
SPSS	:	Statistical Package for the Social Sciences

ABSTRACT

Instagram advertising is gaining popularity among several brands. This study sought to investigate the efficacy of Instagram as an advertising platform for young women's clothes in Nairobi Kenya. This following specific objectives drove the study: to determine the gratifications that young women derive from Instagram advertising of clothes., to explore the extent to which Instagram is used as a platform for advertising clothes for young women in Nairobi and to investigate how Instagram advertising influences attitude and behavioural intention of young women on advertised clothes. The study was grounded on theory of uses and gratifications that focuses on how individuals use social media and the gratifications they seek from that use. The proponents of the theory make an assumption that the target social media content consumers are active consumers and have control on what to consume as they have ability to make sense from content shared and integrate it in their day to day lives. The study was also based on the hierarchy of effect model which expounds how promotion impacts consumer decision to purchase a commodity or procure a service or not and denotes the development of decision making and learning a consumer is involved in as a result of promotion. A descriptive research design was employed with mixed qualitative and quantitative research methods. The target population comprised young women who are active users of Instagram and use the platform to buy clothes in Nairobi. Snowball sampling was used to identify the young women who already are active Instagram users and use the platform to buy clothes. Purposive sampling was used to identify advertisers of young women's clothes on Instagram. The study relied on data collected using structured questionnaires and interviews. Data was analysed descriptively where explanations on the relationship between variables according to the findings were done. According to the results, the study concluded that perception, attitude and behaviour are affected by Instagram advertising, which affects clothes purchasing decision of women in Nairobi Kenya. The study also established that good quality, purchasing power and accessibility of clothes were the largest determining factors of purchasing decision of the customers. Other factors that affect buying decision though to a small scale include age, the education attainment, levels of awareness and practical experience in Instagram advertising. The population features of the customers in terms of their age, awareness levels and education provided significant insight into the nature of clothes purchasing decision of women in Kenya.

TABLE OF CONTENTS

DECLARATION	ii
DEDICATION	iii
ACKNOWLEDGMENT	iv
LIST OF ACRONYMS AND ABBREVIATION	v
ABSTRACT	vi
TABLE OF CONTENTS	vii
CHAPTER ONE	1
INTRODUCTION	1
1.0: Overview.....	1
1.1: Introduction.....	1
1.1.1 The adoption of social media as a new way of advertising	5
1.1.2 Social media penetration in Kenya	8
1.2 Background of the Study	9
1.3 Problem Statement.....	11
1.4 Research Objectives.....	12
1.4.1 General Objective	12
1.4.2 Specific Objectives	12
1.5 Research Questions.....	12
1.6 Justification of the Study	13
1.7 Significance of the study.....	13
1.8 Scope and Limitations	14
1.9 Operational Definition of Terms.....	14
CHAPTER TWO	16
LITERATURE REVIEW	16
2.0 Overview.....	16
2.1 Social Media and Consumer Behaviour	16
2.2 Social media and Brand Communication	17
2.2.1 Effectiveness of Social Media Advertising	23
2.2.2 Uptake of Instagram as an advertising platform.....	23
2.3 Research Gap	25
2.4 Theoretical Framework.....	25

2.5 Conceptual Framework.....	29
CHAPTER THREE	32
RESEARCH METHODOLOGY	32
3.0 Overview.....	32
3.1 Research Site.....	32
3.2 Research Design	32
3.3 Research Approach	33
3.4 Research Method	33
3.5 Study Population.....	34
3.6 Sample size and Sampling procedures.....	34
3.7 Data Collection Methods	35
3.8 Data Analysis and Presentation	35
3.9 Validity and Reliability.....	36
3.10 Ethical Considerations	36
CHAPTER FOUR.....	38
DATA PRESENTATION, ANALYSIS AND INTERPRETATION	38
4.0 Overview.....	38
4.1 Response Rate.....	38
4.2 Demographic Characteristics of respondents	38
4.2.1 Age of respondents	45
4.2.3 Year of Study of respondents	47
4.2.4 Residential area of respondents	48
4.2.5 Source of Income of respondents.....	50
4.3 Gratifications that young women derive from Instagram advertising of clothes	51
4.3.1: Appeal of Instagram advertisements of clothes.....	51
4.3.2 Reason for visiting Instagram.....	52
4.4 Extent to which Instagram is used for advertising clothes for young women	53
4.4.1 Frequency of Instagram Visits.....	53
4.4.2 When the respondents last accessed Instagram	54
4.4.3 Complaint channel on Instagram	55
4.5 Influence of Instagram advertising on attitude and behavioural intention	56
4.5.1 Buying of clothes on Instagram.....	57

4.5.2 Sharing knowledge about purchasing clothes on Instagram	58
4.5.3 Ordering of clothes based on social media information	58
4.5.4 Sharing information about Instagram purchases	59
4.5.5 Source of information for respondents about products or services	60
4.5.6 Recommending Instagram to new potential users	61
4.5.7 Convenience of Instagram to do online purchases	62
4.5.8 Motivation by Instagram Adverts to buy clothes	63
CHAPTER FIVE	65
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS	65
5.1 Overview	65
5.2 Summary of Findings.....	65
5.2.1 Gratifications that young women derive from Instagram advertising of clothes	65
5.2.2 Extent to which Instagram is used for advertising clothes for young women..	66
5.2.3 Influence of Instagram advertising on attitude and behavioural intention	67
5.2.4 Conclusions	68
5.5 Recommendations.....	69
5.6 Suggestions for Further Studies	69
REFERENCES	70
APPENDICES	70
APPENDIX I: QUESTIONNAIRE	74
APPENDIX II: INTERVIEW GUIDE (INSTAGRAM CLOTHES ADVERTISER).....	81
APPENDIX III: CERTIFICATE OF FIELD WORK.....	82
APPENDIX IV: ORIGINALITY REPORT	83
APPENDIX IV: CERTIFICATE OF CORRECTION	84

LIST OF TABLES

Table 4.1 Age of Respondents	45
Table 4.2: Level of Education.....	46
Table 4.3: Year of Study.....	47
Table 4.4: Part of Nairobi the respondents come from.....	49
Table 4.5: Respondent’s Source of Income	50
Table 4.6 Appeal of Instagram advertisements of clothes.....	51
Table 4.7: Reason for visiting Instagram.....	52
Table 4.8: Frequency of Instagram visits.....	53
Table 4.9: When the respondents last visited Instagram	55
Table 4.10: Complaint Channel on Instagram	56
Table 4.11: Have the respondents ever bought clothes on Instagram	57
Table 4.12: Sharing knowledge about purchasing clothes on Instagram	58
Table 4.13: Ordering of clothes on Instagram based on social media information	58
Table 4.14: Sharing information about Instagram purchases	60
Table 4.15: Source of information for respondents about products or services	60
Table 4.16: Whether respondents would recommend Instagram to new potential users..	61
Table 4.17: Convenience of Instagram to do online purchases	62
Table 4.18: Motivation by Instagram Advertises to buy clothes	64

LIST OF FIGURES

Figure 2.1: An Excerpt of an Instagram advert	24
Figure 2.2: Conceptual frame work	30

CHAPTER ONE

INTRODUCTION

1.0: Overview

This section contains the overview of efficacy of Instagram as an advertising platform for young women in Nairobi. The chapter also highlights the problem of study which this investigation seeks to address. Additionally, the section provides the justification, scope as well as the limitations, delimitations and assumptions of the study.

1.1: Introduction

Advertising refers to a paid form of non-personal display and promotion of products and services offered by a given firm or service/product provider (Kazmi & Batra, 2008). The definition issued above lacks an aspect of persuasion, a common component of advertising and one that determines the success of advertising objective. Due to dynamic of advertise subject, there are various definitions that have been adopted and none in particular is universally accepted. However, the increased components of advertising such as social media platforms and paid leads among others are forms of persuasions that can be perceived as controlled mass communication. It is worth noting that advertising may assume different forms such as visual, oral or written form with purpose of promotion of product/service through persuasion in realising the objective. The primary objective is changing of customers' attitude at the point of buying the product.

Product/service promotion involves advertising messages which are well articulated and significance components of communication during advertising process. The messages can be communicated using a thought, idea, and image among others. However, the most crucial part of advertisement is the effectiveness in presentation of advertising message.

According to Gupta (2012), a message design for advertisement should have an ability to draw attention, cultivate the interest and stimulate the need of acquiring the product or experience given by the service. Nevertheless, the effectiveness of advertising message is determined by its content that is visual. The advertising expert must identify the ideal selling point of the service or the product, an idea or theme. Idea, appeal or theme is/are used by the advertising expert to draw the interest of potential customers and direct their attention towards the product or the services/idea. The persuasion or effort to influence the potential customers to get attracted to the product/service may take diverse

An advertising demand is an approach adopted by marketers to draw the attention of buyers and sway their emotional state regarding the commodity, service or idea. Advertising attempts to persuade and influence through the use of diverse types of demands.

The current trends shows that most firms have adopted internet as a portion of their marketing media combination with the fast expansion in the IT sector with primary objective of harnessing wealth of technologies. Markets are swiftly appreciating internet flexibility and ability to manage the materials used in advertising making the internet marking fastest growing advertising platform. As result of the varied dynamics of internet advertising platform features, the internet users as well as solution based applications have grown extensively over the last decade.

Apart from marketing internets have valuable tool for communication, amusement, training, and automated trade (Ko *et al.*, 2004; Koyuncu and Lien, 2003). The innovation as a result of information technology has greatly affected how people live, conduct business making it able for retailers to sell their products and service across the globe. According to Silk et al, (2001) perceived media as the emerging advertising medium. Scholars considers internet as one of most significant one on one marketing network for the international

market(Faber et al., 2004; Ko et al., 2004; Korgaonkar and Wolin, 2002). Organisations across the globe have invested billions of dollar into internet marketing space so as to realise bigger returns and competitive advantage through internet adverts (Edwards, 2005; Joines et al., 2003).

Not only product and service providers, internet have also provided unique to consumer as it gives them opportunities to access much information regarding products and service for accurate decision making. Due to dynamics of online market, consumers are able to make valuable decision such as where, when, and the amount of advertising content to interact with (Korgaonkar and Wolin, 2002). The internet gives consumers access to wide range of products and services from business establishments around the globe with less time and shopping effort (Ko et al., 2004). According to Smith (2002), when consumer searches information from internet, the motive of online search influences customer behaviour and reaction to online info and advertisement.

Cho and Kim (2011) defines social media as an assembly of internet based applications technological models of web 2.0 and that allows the design and sharing of the user content. It promotes interaction and collaboration between one person and the other using a dialogue as initiators of content in a virtual society as opposed to websites where users are restricted to passive viewing of the message created for consumers (Cherviot 2011). Social media veterans are perceived as educators of oneself as the knowledge is generated from one individual and spread through meetings conversation and mentorship platforms providing learning opportunities even to renowned experts.

Chum and Kim (20 11), holds that social media platform contains a several internet content sharing format comprising of social networking e.g. Facebook, Myspace and Friendster,

creative content sharing sites such as YouTube, Flickr and micro blogging sites such as twitter. According to Perrigot, Kacker, Basset and Clique (2012), Facebook takes a lead among social media platforms and is accessible in over 70 different languages. Facebook has recorded since its launch in the year 2004 to reach 750 million subscribers by the year 2011 and daily login of over 325 million subscribers. Most social networking platforms permits individuals who sign up with them to acquire membership by developing a public outline with a restricted arrangement gain extra followers sharing connectional in light of link and those of additional systems (Charlejee, 2011). Persons with merely basic knowledge can acquire account with social media platforms and express themselves (Fleming 2010).

Dyrod (2011) claimed that the global subscribers in social media platforms are nearing half of global population. Huton and Fosdick (2004), argues that the social platforms have increased the ability of people to connect with one another to great extent more than any other medium of communication. Mutula (2012) argue that the penetration and creation of media contents for social media is high in Asia countries despite the fact that most of these sites have their origin in United State of America and United Kingdom. For instance, in the year 2011, Philippines had a penetration of about eighty three percent, Hungary eighty percent; Poland had seventy seven percent while Mexico had seventy six percent.

Increased innovation and growth of mobile technology has greatly enhanced the accessibility of social media pushing penetration curve even higher (Edwards 2012). Another innovation that has positively impacted social media adoption is the recent accesses of internet services on mobile device; this has helped in bridging digital divide globally (Market and social research association 2012).

In recent years, African region has experienced high increase of accessibility to mobile device leading to high growth rates in numbers of social media subscribers in the region (Fleming, 2010). The growth in social media platforms has increased alteration in the manner in which the individual interact with one another and how they access the information (Rao, 2012). According to Mutual (2012), there are more number of people owning cell phones than those who have subscribed to social media networks in Africa. For instances in 2009 Kemibaro found there were 415 million mobile users but 115 million internet users. The report further noted fifty seven percent of mobile owners are internet subscribers in Africa (Kemibaro, 2009). Another scholarly work in African context is the work of Olson (2012) who noted Africa has teamed with social platforms like Kukla Happy, one of the popular online based Kenya entertainment channel developed for the mobile screens as well as AfriNolly a social site that provides African movies access.

1.1.1 The adoption of social media as a new way of advertising

Over recent days, social media has gained high applicability in business advertising. Mutula (2012) has noted that organisation have adopted social media as a strategic part of their business development. A report published by Market Publishers (2012) indicates that globally organisations spent up to 103 billion in 2011 which represented 941.4 percent increase from previous year 2010 which recorded expenses of 7.3 billion. Other cases of social media adoption in business include predied and feral (2010) findings from 1,898 business sampled in the UK who reported that 88 percent of the business used twitter, 87 percent use Facebook, 78 per cent used LinkedIn while 70 percent used blogs.

In another case Isaac (2010), reported that firms under the fortune 100, 65 percent had working twitter handle, fifty four per cent had Facebook fan page while fifty percent had active tube video channels. Swartz (2010) noted that companies such as Ford, Levi Strauss

as well as Chevron had initiated advertising operation with purpose of adoption of social media platforms to boost their revenue. Pataki (2011, p.6) notes that Ford company had fronted a social media movement known as Fiesta which was aimed at promoting the company fiesta car model. The company recruited 100 bloggers and gave them a fiesta model for nearly half a year to use. Ford required the bloggers to create and publish a video clip about the car in their YouTube account and another video on an independent account outlining their experience with the model in their blog. The movement placed the model campaign at a desirable state with over 7000 videos created and spread by bloggers, these videos attracted over 6.5 million viewers and over 3.4 impressions on the twitter account, the car photos shared through Flickr attracted viewing of over 670,000. The campaign led to increased inquiries about the car; over 50,000 US customers comprising of ninety percent of customers who did not own a Ford brand previous demanding more information on Fiesta. The company sold 10,000 vehicles before the end of one week upon the vehicle Launch.

The proliferation of mobile technology in Africa has encouraged companies in the continent to tap into social media advertising channels. According to a research conducted by Deloitte (2012), observed firms based in Africa have adopted the use of social media so as to effectively engage the consumers through a dialogue. The report cites mobile telephony companies such as Safaricom from Kenya which has enhanced innovations and added value to its service with the case of M-pesa. Social media networks offer platforms from which business can understand their customer preference and get insights into their products or services acceptable in the field (Kumar & Sundaram, 2012). Thatho (2010), opined that social networking sites present great opportunities for public relations, marketing and advertising professionals, if used appropriately, as illustrated in her case

of Ford Motor Vehicle Company by Patnaik (2011) they can provide business with tools and information necessary to approach their audience in creative ways in order to fulfill their objectives.

For instance, Hutton and Fosdick (2011) observed that consumers increasingly are turning to blog as a source for information on entertainment, product recommendation and even news. The case of Ford further confirms the argument by Cheruiot (2011) that social media as an efficient form of advertising that can be exploited to promote product awareness, loyalty by customers and promotion of customer service which can potentially improve the firm's performance. Through social platform, business can provoke and initiate a health conversation with customer regarding service and/or products rendered by business. According to Kumar and Sundaram (2012) firms are on a daily basis engaging all possible platforms with aim of analysing their effectiveness in promoting customer base, retaining existing customers, and promote their sale volume.

While the broad range of social media comes in several forms and shape, Taylor, Lewin and Stratton (2011), observe that they have specific commonalities such as allowing subscribers to create a profile within a constrained system to uphold list of connections and those of others. Lewin and Stratton (2011), however explain that the exact mechanism varies from site to site. For instance, Facebook and Myspace both allow users to develop profiles and associate with "Friends" – those whom they have chosen to be on their profile. Some web sites such as Facebook also permit subscribers to form unidirectional relations and "fans" or "followers".

Thus a business may develop a fan page on Facebook and subscribers will enlist as "fans". According to Lewin and Stratton (2012) the advantages that accrue from unidirectional relationships are: the potential for unlimited number of fans and preservation of user

privacy as those who “fan” a company may want to follow it without the firm having access to their profile.

1.1.2 Social media penetration in Kenya

A report compiled by the communication commission of Kenya (2012), showed that cell phone internet users has increase exponentially and competing with other internet devices; 98.8 percent of the entire internet/data users comprising customers who use cell phone internet submarket. The CA in 2010 approximated Kenyan internet users to be at 6.4 million in the first quarter of the year 2010 which was 88% increase from previous year. Kenyan number of social media subscribers has continued to increase with increase in internet (strategic public relations and research, 2011). Statistics compiled by, hub research (2012) indicate that 99% of internet access is form a mobile device, representing about 17 million internet users in Kenya; of which 88.1% of mobile internet access was for social media purpose.

Marketing/ advertising forms the fundamental component of the common social media platforms such twitter, YouTube and Facebook among others. In the year 2015, Instagram application launched advertisement functionality to help advertise business by sharing images through a cell phone device. Instagram has enabled business to effectively engage with their customers using visual form drawing the interest of both local businesses to multinational owned business which is implied by increased campaigns on the platform (Advertising on Instagram 2016). The selling point of the Instagram social platform is visualisation; it promotes images and video content. According to Klie (2015), Instagram offer firms opportunity to relate with customers; this is because, customers also share their experiences with a given service providers service or brand. Instagram was launched in the

2010 and since then, it has recorded amazing increase in number of subscribers. Most people using Instagram are mainly the young generations with approximately 35 per cent being 35 year and below (Lowe 2015). Additionally, the companies are fascinated by the ability of Instagram to effectively engage users at all levels thus enhancing the frequency of interacting with created content place on the platform by either liking or leaving a comment with much higher effectiveness as opposed to other social network platforms.

1.2 Background of the Study

Advertising online involves putting compelling messages to persuade or inform the potential customer about your products on an internet platform. This form of market helps to create awareness about the products and services offered by the organisation (Aziz, Yasin, and Kadir, 2008). It can also be seen as the form of product and service promotion by use of technology communication application where the internet platform is used to spread the desired information (Durmaz, 2011). Priyanka (2012) argues that online advertising is not limited to but is not limited to place content online but also use of mobile and email services. Due to its economic benefits of internet advertising, it is extensively supported by other forms of internet website products such as blogs.

Priyanka (2012) argues that web based marketing incorporate wireless media and email. The marketing process is extensively promoted by web and blogs which provide users with diverse ways of earning. This form of marketing comprise of commercial content which include electronic content which just like in the case of traditional advertisement with only notable different being format (Ducoffe, 1996). Online marketing comprise a web banner promoting, blogger and posting on social media platforms (Ducoffe, 1996; Schlosser, Shavitt and Kanfer, 1999).

In Kenya, the internet has grown swiftly over the years and so has the user population hence businesses are striving to have an online presence. The internet has had a greater impact on marketing of goods and services than any technology since the invention of the television (Wallace et, al 1998).

Attitude also known as perception or inclination to a certain way of doing thing based on individual's knowledge and personality (Allport, 1935; Pickens, 2005). By 2018, the active monthly users of Instagram rose from 800 million in the year 2017 to 1 billion in the year 2018(Omnicores, 2018). The findings state that there were 500 million daily Instagram users in September 2018.

Instagram users in United State of America stand at 77 million which is approximately 27 per cent of its population. It was also observed the higher proportion of these users is women. It was also noted that Instagram content attracts 3.5 million likes on daily basis. A document describing the situation of the internet in Kenya in 2017 observed by blogger association in Kenya in September 2017, there were 4 million Instagram users in Kenya.

Advertisers mainly focus on target groups that they believe most likely to be interested in the products they are advertising. Identifying the right target group before choosing a communication strategy is necessary in ensuring the message is received politely by the audience. Audience research therefore is very vital for any advertiser before crafting their message since it facilitates reception of the message and hence ensures that it leads to action.

Apart the obvious necessity of putting on clothes, they are put on for several other reasons. The content that spreads globally apart from driving consumers to buy clothes, they also stimulate customers in many ways making them spend more finances on clothes due to many choices. This

conditions has greatly changed the typical consumer behaviour and values, the internet marketing has created group of consumers who are inclined to brand of a given fashions, implying the product that has attachment of functionality, provides status create a unique motivation and innovative. It is assumed that changes in consumers' culture can lead to vibrant renewal of consumerism and individual pleasure. The enthusiasm in customer taste is recognised globally as part of worldwide culture arrangement with social values and lifestyles are determined by repeated change (Hartley & Montgomery, 2009).

1.3 Problem Statement

Many businesses are still struggling to figure out Instagram, perhaps because they are uncertain about how to get the platform into already existing array of social media (Fast Company, 2014). Research shows that marketing on Instagram has out rightly higher success in consumer interaction than Facebook. This is because Instagram came up as a platform which enables users to share images and videos with an accompanying caption. This is ideal in terms of advertising because it enables effective display of the items on sale. Therefore, as consumers migrate to new social media platforms brands must follow and learn to communicate in these new environments. Given its spread and uptake, Instagram has become extremely important for brands to build their communities and also for running digital advertising operation. Studies have been done to ascertain the cognisance and assertiveness of youth on social media advertisement. Little research has been done to assess the efficacy of Instagram as an advertising platform for young women. This study will therefore assess the use of social networking as an advertising vehicle with a major focus on Instagram and its usage among young women in Nairobi.

1.4 Research Objectives

1.4.1 General Objective

The general objective of this study was to investigate the efficacy of Instagram as an advertising platform for young women in Nairobi Kenya.

1.4.2 Specific Objectives

- i. To determine the gratifications that young women derive from Instagram advertising of clothes.
- ii. To explore the extent to which Instagram is used as a platform for advertising clothes for young women in Nairobi.
- iii. To investigate how Instagram advertising influences attitude and behavioural intention of young women on advertised clothes.

1.5 Research Questions

- i. What gratifications do young women derive from clothes advertised on Instagram?
- ii. What is the extent to which Instagram is used as a platform for advertising clothes for young women in Nairobi?
- iii. How does Instagram advertising influence attitude and behavioural intention of young women on advertised clothes?

1.6 Justification of the Study

The reason for conducting this study is to understand efficacy of Instagram as an advertising platform for young women and how the adverts influence their attitude and behavioural intention. This will enable businesses to design most effective online adverts. In addition, women's attitudes towards online advertising tend to evolve with time (Karson, McCloy and Bonner, 2006) hence there is a need to regularly monitor these attitudes and how they influence purchase decision.

Establishing attitude and perception among women in social media advertising will help in streamlining the process and control techniques employed by a large number of marketers using social media in advertising their products.

1.7 Significance of the study

The study has addressed the gap that most advertisers find in using Instagram as a form of advertising clothes to women in Kenya. The findings can be used by advertisers towards adopting of social media specifically Instagram in everyday communication of their brands.

Findings of this study will also help in establishing the attitude and perception of women in advertisement and more specifically on Instagram by determining whether the adverts boost their purchase intention.

According to marketing expert Robert Craven, women comprise of the largest of human population demographic accounting for over fifty percent of the total human population. They also constitute the largest online content consumers. Female demographic possess unique features when it comes to purchasing behaviour as compared to male making them

an ideal group that should be targeted by the marketers. According to Robert Craven, markets should spend more time on women as well as developing marketing strategies that target women.

1.8 Scope and Limitations

This study will focus on young women in Nairobi. Precisely, the study will focus on young women who are active Instagram users and use the platform to purchase clothes. It seeks to find out the efficacy of Instagram as an advertising platform for young women in Nairobi Kenya. The study is based on the Uses and gratifications and hierarchy of effects theories. Some of the limitations to this study may be uncooperative respondents in terms of failing to fill questionnaires which will be overcome by giving other questionnaires to a set of willing respondents.

1.9 Operational Definition of Terms

Attitude: This is the outlook or point of view that women have on Instagram advertising of clothes.

Consumers: these are women who are registered Instagram users and purchase advertised clothes through the platform.

Instagram: A popular photo and video sharing social networking site where registered users interact and keep in touch with the world. It is gaining popularity among businesses which are now using it to advertise their products and services to potential customers.

Purchase decision: This is the thought process that leads women to buy clothes they see being advertised on Instagram.

Social media: A communal term to define the several online media platforms that permit user to associate to one another, by either creating content for social collaboration and cooperative contribution or consuming said content at own will.

Women: Adult human females who are registered Instagram users and who use the platform to buy clothes.

CHAPTER TWO

LITERATURE REVIEW

2.0 Overview

This section seeks to unravel and analyse existing literature related to the research questions. The chapter contains three major parts. The introductory part deals with the theoretical review, the second part re-examines the existing body of knowledge in relation to the variables of the study variables and the last section concerned with review of previous scholarly work, the study model, critique of the scholarly work, literature summary and study gaps.

2.1 Social Media and Consumer Behaviour

The present world most activities depend largely on technology. Social network have played a great role in enabling business promote and advance their campaign for their products and services reaching the larger range of potential consumers. Chi (2011, 46) refers social marketing campaign as connecting the consumer to the brand while providing a specialised attention to an individual connection. The tools and strategies employed in conversing with customers have been altered significantly following the growth of social media network; therefore corporates must strive to understand the applicability of the social networking that will promote the actualisation their business strategic plan and especially organisation that are trying to gain presence in the market(Mangold and Faulds 2009).

The present scholarly review has mainly targeted the retailer's development and use of social networks and a platform for their advertising and product promotion plan. This advancement has a history of one decade. Therefore the existing literature on social media has mainly focused on definition of new terminology, assessing of the impact on the

organisation and consumer reaction. Most studies on the subject have employed experiment or theoretical approach. The specific value or benefits accrued by retailers have not been factored by most existing studies.

Though the sector has largely advanced over the last decade, there is little scholarly work on the subject. There is need to extend the knowledge by evaluating the long term advertising benefits that a retailer get from the social media advertising. Studies have suggested a need for progression beyond theoretical so as to gain clear understanding of the subject and its application. The literature review focuses on the gap that exists on social media marketing particularly on small traders.

2.2 Social media and Brand Communication

Empirical studies take the approach of gathering data and relevant information through first hand observation or through hypothesis development (Sekaran, 2006). This study seeks to investigate different dimensions of the variables that have already been identified. The use of empirical study is effective because only observable data is used. This is important because it helps improve the validity and accuracy of the findings of the research. This investigation relied on empirical evidence that has already been presented by other researchers. This is important because it provides a roadmap for the research and research contrasting information about the topic under investigation.

Social media and its application in advertising have drawn interest of most scholars and practitioners across the globe. The areas of focus being the effectiveness of social media advertising in marketing compared to traditional marketing approaches such as “word of mouth” in promotion (Smith et al, 2007; Trusov et al, 2008; and Fogel, 2010). Studies have also been conducted focusing on consumer behaviour as well as the attitude towards social

media sites drawing inference for marketers (Chung and Austria, 2010; Hensel and Deis, 2010; Kyle and Michael, 2010; and Dif and Kearns, 2011)

Social media has also been studied on basis promotional mix (Spiller, 2011 and Vij, 2012). Weinberg and Pehlivan (2011) analysed the measurement of returns on the investment, prediction of product performance (Lica & Tuta, 2011), effectiveness of network (Colliander & Dahlen, 2011), integration of social media (Kaplan & Haenlein, 2009). According to Mangold and Faulds (2009) social media is a component of advertising since it provides a means for business to correspond with their customers. They further argues that it also provide social media make it easier and possible for customers to connect to one another. The content and the instances of customer to customer correspondence is outside the business manager control.

Social media differs from the traditional combined marketing approach where one party dominated the control. Hence the account managers should direct the customers' discussion in line with company strategic performance plan. Hensel and Deis (2010) posit that managers of social media account should think through all areas that can exploited to boast the performance of the organisation as well as the promotion of effective marketing. To achieve the desired success of social media marketing, the marketers should analysis opportunities, threats and possible limitation of a social media platform before implementing it.

The business account manager should help in shaping the discussion of business customers. Additionally, the market should incorporate social media strategies to assess the companies' online presence and ensure the customers are not demeaning the brand. Internet networking has heightened the ability of customer to communicate to thousands of online

community about a certain brand and the company that supply or produces the product. Colliander and Dahlén (2011) contrasted the traditional and online networking on the publicity of several companies. The study analysed how customers reacted to the product using seven different social media platforms. The study found that social media promoted publicity of an organisation effectively.

Elizabeth et al (2010) conducted a study to examine the trends of social media, opportunities provided by social media and cell phone advertising. The study also assessed the lasting effect of social media trend on marketing. The study found that content development and developer ability shaped the customers perception about the product. A findings support by Stelzner (2011) who found ninety per cent of the social media marketers held the importance of social media marketing high on its ability to influence the business performance. The study by Stelzner further found the marketers expressed high desire to understand how to assess the return on investment on social media activities. Stelzner further found that most marketers have intensified the use of social media marketing platforms with over fifty percent using the platforms to market for at least 6 hours every week, on third for 11 or more hours every week. They study also noted that seventy seven per cent of marketers intended to invest on video for YouTube, seventy percent sought to advance their marketing skills on Facebook, sixty nine percent on blogging, seventy two percent on art of increasing traffic and sixty two percent on optimisation of SEO. Having a set budget for social media was considered a huge challenge for most marketing executives. The marketing executives were left to make choices on how to promote the products on daily basis. Practically, online channels are mostly preferred for transparency in terms of cost per click. In effort to enhance the effectiveness of various marketing platforms, Markus and Markus (2010) examined the how various channels

influenced business communication and their relationship with other issues that influenced use of online platforms. The study found use of SEO ensured the website appeared on top during the search attempts. This implies that internet has provided remarkable opportunities for business to raise awareness of their brand and presence as a solution to the potential customers. The study also records that SEM increased the conversion of potential customer nearly three times better than TV leads did.

Chung and Austria (2010) conducted a study to examine determinants of satisfaction with social media and perception of customers toward social network promotion. The study found the individual perception on social media advertising content is subject to individual satisfaction will social platform interaction and info but not the entertainment aspect of the media. Asur and Huberman (2010) argue that social media content can be design to assess the possible outcome. Their study laid more emphasise on the ability of extracting twitter sentiments and using them in predicting the power of social media. Another study by Lica and Tuta (2010) found that social media can be applied in forecasting of the product and business future success.

Kaplan and Haenlein (2011) have demonstrated that executives have to engage in proper planning so as to achieve success in social media advertising. Kaplan and Haenlein argue that viral marketing is a word of mouth that is electronically captured and spread exponentially through a social media platform. They further stressed that success of viral marketing required to provide right message to right massagers and in the right environment. They also outline four messages that were termed as viral messages which included triumphs, domestic issues, strokes-of luck and hallucinations.

Kaplan and Haenlein further warn the managers of social accounts against launching own viral marketing movement. Instead they advise the managers do an excessive planning, support it with traditional marketing, avoid high pre-emptive and edgy content, have guts and always remember that viral marketing is as good as other form of marketing.

Kunz and Hackworth (2011) conducted a study targeting 18 retailing shops to assess their usability of social media sites. They studied the change retailers' subscribers and change in retailer sales for couple of weeks. The showed that customers reacted positively to promotions when they felt part of community that target of the promotion. The study further found that social media subscribers have significantly grown putting pressure on corporate to interact with them through social media. Due to increased adoption rate, business organisations have embarked on assimilation of social media communication in day to day communication in their business as well as marketing.

Spiller (2011) studied social media to analyse its influence on advertising. The study assessed how the growth and interactive IMC's and recent advancement through social media platforms. The current development IMC tools have greatly been promoted by CRM. The traders designed events to inspire the consumers to follow company's activities online to seize the promotion opportunities. The analysis of how the social media tools have enhanced awareness and branding, and also given rise of opportunities where the organisation can use social media tools as platform to create relations with customers and promote seasonal sales.

Diffley and Kearns (2011) conducted a study to targeting different age categories to evaluate their attitude towards social networking site. The study found that customers were uncomfortable with pop ups', roll overs and noisy ads. The referred the messages as a

distraction from their primary objective of using social media; connecting with friends. However, customer preferred to companies to adopt an approach where advertise are engaging instead of introducing into their privacy. The further argued if a customer is engaged they will consider the message and perhaps recommend it to a friend

For a company to realise a full potential of social media marketing, they should engage the customer on social networking site. The company should adopt approaches which have pull effect to customers as oppose to push effect. The use of social media by a company should not breach or intrude to the objective of customers' use of social media objectives which may include; telling the markets what they want, being socially heard among others. With increased social media customers have become more of prosumer; that is they have joined the marketers in creating advertising content and brand. The primary aim of company going online should reaching consumers and engaging them in their marketing process. Though most companies understand the importance of maintaining online presence, this has remained a challenge as most of them still don't know how to do so include the indicators they should observe to measure their performance.

Consequently, firms should develop strategies for different social media platforms. They should understand how the social media tools interact with each other and which ones are standalone components. Hanna et al (2011) provides an opinion on procedural approach in comprehending and hypothesising the online social media as a network of related components borrowing from both customary and current media. Their contribution has given insight on teachings linked to a strategic assimilation Social media advertising into a companies' marketing communication strategy

2.2.1 Effectiveness of Social Media Advertising

Alubala conducted a study to assess how Facebook advertisement of cosmetic affected the sales in Kenya. It was noted that 76.7% (41.7%+45%) of the participants reported that they highly used of Facebook to promote their products. However, the study revealed that 11.7% of the respondents did not agree that they highly make use of Facebook to promote the products and service. The findings also reviewed that a majority of participants, 81.3% established with the proclamation that Facebook advertisements have highly increased their monthly sales while 8.3% disagree with the statement that Facebook advertisement has highly increased their monthly sales.

The findings also revealed that 71.4% of the respondents said they trusted the products advertised on Facebook while 28.6% said they did not trust products advertise on Facebook. Majority said they trust them because after making an order the product are delivered to their own premises. This implies that social media like the conventional media have the effect of increasing interests in products as advertised in the manner explained by George Gabner in the media cultivation theory.

2.2.2 Uptake of Instagram as an advertising platform

Instagram has been adopted in marketing of product and services since development of advertising functionality in 2015. The number of ads has increased 9 times between 2015 and 2017 and an average of over fifty percent growth rate on advertising annually. The demand of Instagram in business has led to increase in relation per 1000 impression. Actually, average Cost per impression has ordinarily held steady. General, Brand Systems observed a minor growth in average CPMs in 2017.

With growth in Instagram users globally the companies with renowned brand globally have increased utilisation of the system. Since the launch of Instagram business tool, the number of brand networks has increased by forty six per cent annual from 2015 to the year 2018. Content containing video has taken a lead due to ability of platform to support video. This enables managers of the account to continue engaging the consumers of the advert. The brand network had facilitated thousands of videos by the end of June 2018. Between January and June 2018 video content accounted for 66.2% of all impressions on Instagram which imply that video remains an effective way of promoting products and services on Instagram.



Figure 2.1: An Excerpt of an Instagram advert

Source: La Belle Fashions Instagram page

2.3 Research Gap

The rapid growth of Instagram as a social media advertising tool has seen organisations alter their advertising game plan. Social media has of late been embraced as a platform for advertising and is still evolving in Kenya. Conversely, although sufficient empirical evidence exists regarding virtual communications, though most some of content is not shareable in social media (Bond, Ferraro, Luxton and Sands, 2010).

In addition, it still remains unknown how online forces impact Internet users' opinions and thoughts on promotion using online social network (Campbell and Wright, 2008). Moreover, there is little and inappropriate investment on social media due to lack of information due to insufficient studies conducted on customers' perception on online advertisement that triggers promoters to choose the incorrect marketing features; distribution of ambiguous messages; and lack clarity in recognising the intended consumers (Hadija, 2008). Given its spread and uptake, Instagram has become extremely important for products to shape their societies and also for supporting online promotion operation. Studies have been done to ascertain the cognisance and assertiveness of youth on social media advertisement. This study presents the use of social networking as an advertising vehicle with a major focus on Instagram usage among young women in Nairobi.

2.4 Theoretical Framework

This study is based on the uses and gratifications theory founded by Jay Blumer and Elihu Katz in 1974 which deals with the consequence of persons on the media. It explains communication as it offers a tactic that targets the audience. The application and gratifications theory understands the stakeholders as inducing consequence because they make considerate moves, show up, identify and keep messages from social media. The

theory points on the uses that individuals take media and satisfaction the presumed before the used it. The theory takes up that individual in the society are not passive but active members and they interpret and incorporate media into their day to day lives. the theory explains how an individual voluntarily choose media that will gratify them on basis of the needs and permit them to enhance understanding, recreation, social connections, friendship, alteration, or escape.

The proponents of the theory make an assumption that the target social media content consumers are active consumers and have control on what to consume as they have ability to make sense from content shared and integrate it in their day to day lives. The theory differentiates itself from other theories in sense that it maintain that the social media content consumers have responsibility to select the media that will address their goal of using social media and desire to attain full satisfaction. This implies that media is in constant competition with other source of information.

This theory guides this study in that the young women will derive some gratifications when they turn to Instagram such as information, entertainment, education and escape. They may find the adverts appealing because of the images of clothes displayed. If they have a positive attitude, their intention to buy the clothes advertised will be boosted.

This study is also anchored on the ladder of influence of theory of advertising. The theory of advertising was founded by Lavidge and Steriner in 1961 and since then, the theory has found its application in many firms as a way of determining marketing objective (Barry Howard, 1990). The theory presents a model on how marketing affects consumer intent to procure a product and service or not. The ladder signifies the advancement learning and assessment of consumer preferences due to marketing activities. The significance effects

derived from the model is applied in setting up an organised series of marketing content for a specific goods with the objective of building upon each sequential goal until a sale is eventually made.

The hierarchy of effects model proposed 6 steps to customer purchasing behaviour which include:

Awareness: This is the first and most critical stage .It marks the beginning step in purchasing. Firms must ensure that clients are aware of the existence of their brand. Therefore, clothes advertisers should make sure that their brands are well advertised in targeted media so that their target audience and probably their prospective client are aware of the existence of their specific brand in the market.

Knowledge: the consumer may have been exposed to the products but may lack adequate knowledge concerning the products (Belch, 2002).

Liking: on liking, the notion is concerned with the perception that consumers have on the product or service.

Preference: Though the consumer may have liked the product, this does not necessarily imply that the consumer may prefer the product or service to its competition. In this incidence, the social media content must endeavour to persuade the consumer to make them prefer the product and service. This can be achieved through quality enhancement promoting the value of the product intensification of the other valuable features of the commodity (Belch, 1995).

Conviction: focusing on conviction, consumer may place preference on the commodity but lack the compulsion/ conviction to buy the commodity. Under such circumstances, the marketer must endeavour to enable consumer understand the benefits of product as an ideal choice for them to get satisfaction for their prospects. Furthermore, the amenities and

volumes of the commodities ought to be adverted in contrast to competitors' trademarks and complete the marketing procedures for the consumers.

Purchase: finally, after influencing the consumers to buy your product, selling must be made through a careful thought processes that will ensure the consumer procure the product for goods and service. Some features such as inspiring info regarding the commodity, pricing, quality and other ideal features as opposed to the competitors' products can compel the consumer to buy the product/service (Belch, 1998). Although Mabry (2010) suggests that the supposition was developed from the AIDA model, Lavidge and Sterner (1961) believed that having an insight of how consumers made decisions gave advertisers a clue how to design captivating advertisements. Mabry opines that the hierarchy of effects theory was driven by the Cognitive, Psychology, and Affective model that explain consumer tendencies when buying. According to him, the first thing consumers develop is thought. Thoughts are translated to emotional feelings which lure customers to buying a product. Apart from the hierarchical model, additional models have been developed specifically which dwells with cognitive processes of a customer regarding the psychological and behavioural dimension, however, Lavidge & Steiner's hierarchy of effects has proven to be the most convincing theory (Mabry, 2010).

Interestingly, some studies have recently applied the theory to try and understand the concept of advertisement comprehensively. In one of the studies that sought to evaluate how advertising affects consumers, it was established that hierarchies associated with the customer purchasing decision process were; Affect, Cognition and Behaviour model (Vakratsas & Ambler, 1999). According to the researchers, consumers could be lured to

purchase a product if they had its likeability. Brand attitude is also a very important component that influences the perception consumers have on a particular product.

Mabry (2010), opined that despite the fact that some conclusions have been made based on the analysis of these hierarchies; emotions and preconceived perception directly influence consumer outlook towards a product. In addition, advertisement likeability and brand inclination have a strong interlink. Lastly, advertisers can assert message they intend to pass across using different approaches. Mabry (2010) also writes that according to the advertiser's poll, the recent adoption of social media as a platform for advertising has modified the procedure customers follow when determining on whether to buy commodities.

This implies that the hierarchy of effects relates to consumers who buy via social media. However, many of the respondents in the Mabry investigation revealed that accomplishing client's rejoinder at every level is a hurdle because the development of social media a fact associated to the differences in which clients intermingle in these platforms.

2.5 Conceptual Framework

Conceptual framework refers to what the researcher hypothesises to be the association between study variables in the study and their graphical or diagrammatical relationship (Mugenda & Mugenda, 1999).

This is an underlying structure that captures the basic elements of an idea. The framework support theory that has already been developed (Jabareen, 2008). The purpose of a conceptual framework is to organise existing literature on a topic into a meaningful form. It summarises and organises ideas into comprehensible format.

Figure 2.2 is a representation of the conceptual framework

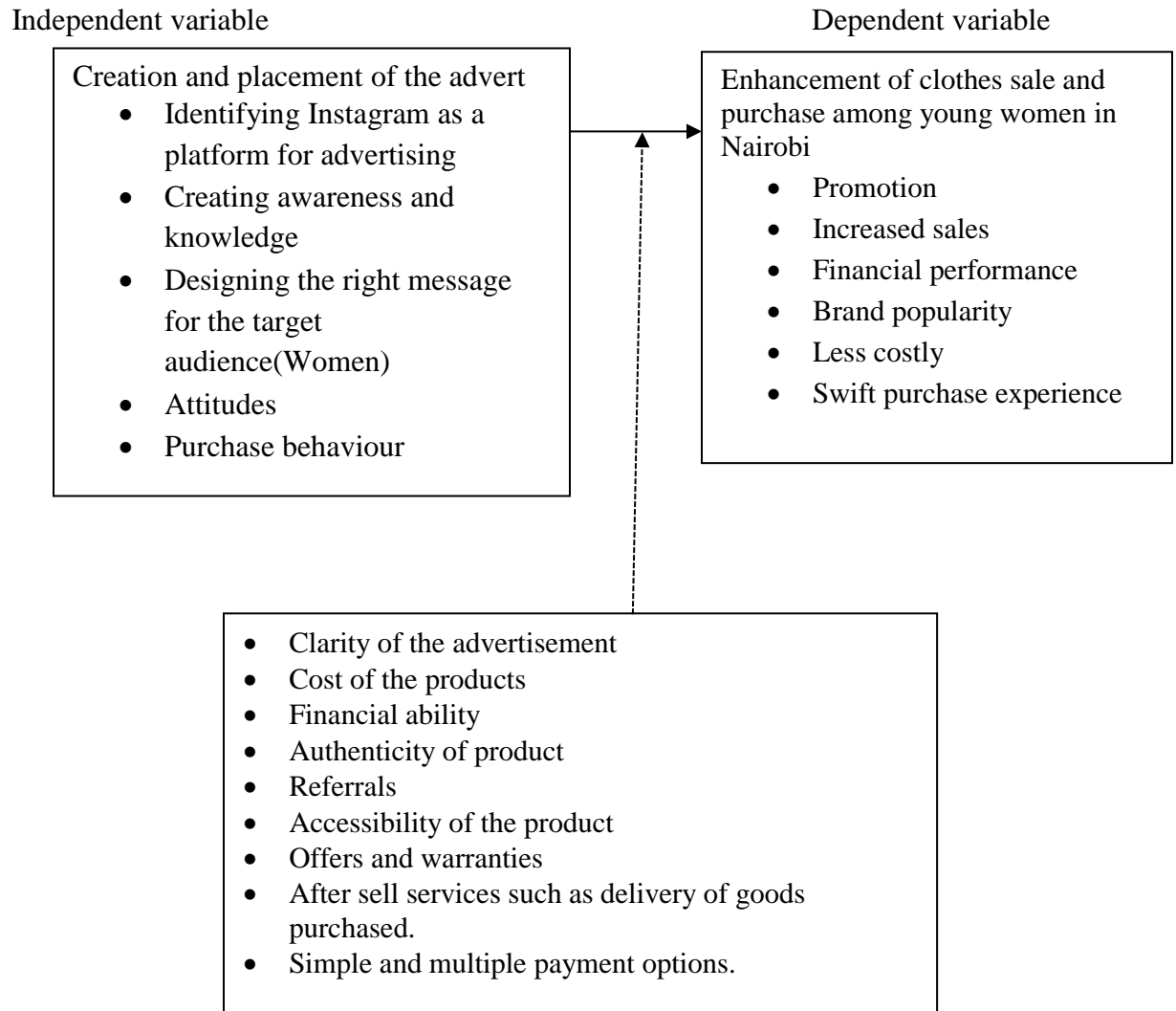


Figure 2.2: Conceptual frame work

This study established a conceptual framework based on the hierarchy of effect model, the study developed a conceptual framework with the independent variables being the hierarchical steps followed before customer makes a decision to buy a product mostly influenced by advertising campaigns whereas on the other hand the dependent variable being the effect of clothes advertisement on Instagram.

Advertisement of clothes influences customer's cognition of the product which then necessitates the hierarchy of effect whereby they become aware of the product (perception), develop an attitude towards it which then facilitates decision making. The hierarchy of effects is what translates to the dependent variable.

There are also intervening variables such as clarity of the advertisement, cost of the clothes as well as financial ability of the consumers, authenticity of the product, referrals, accessibility of the product, offers and warranties, after sell services such as delivery of goods purchased and simple and multiple payment options that may also influence purchase decision. For instance, a consumer may be pushed to buy the clothes because they have seen their friend or colleague with it who may refer them to where they bought it. Moreover, some consumers may be pushed to purchase the product because of offers and warranties, delivery after purchase or simple and multiple payment options but not necessarily because of the effect of the advertisement they come across on Instagram. Other consumers may fail to buy the clothes even after coming across the adverts on Instagram due to financial constraints, lack of clarity of the advertising message and difficulty in accessing the product.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Overview

This chapter involves a blueprint for the gathering, measurement and analysis of data. Thus in this section, the study will classify the techniques and processes applied in the gathering, processing and analysis of data.

This chapter will therefore outline the research design, target population, sampling techniques, data collection and data analysis.

3.1 Research Site

The study was carried out in Zetech University School of Journalism. Zetech University is a private institution that was founded in 1999 as a Centre providing ICT training and has introduced other programmes over the years. It started with a main Campus in Ruiru along Thika Road and has expanded to three satellite campuses in Nairobi town namely Stanbank, Pioneer and Agriculture.

Zetech University was ideal as research site because it's a location where the researcher conveniently found many young females drawn from different parts of the country converged in one place. This made it easier to collect data and draw conclusions.

3.2 Research Design

Burns and Grove (2003) define research design as a guide that the researcher utilises in conducting study to ensure the effects of factors that could alter the validity of the data are minimised. Saunders et al (2016) argues that research design is a structure used by investigators to acquire and analyse data. This study employed a descriptive study design

so as to evaluate association between study variables. Descriptive research design enables the study to describe the variables used in the study (Cooper & Schindler, 2006).

This design was relevant to this study because it gave the association between the study variables and will enable the collection of data from the participants. It gave relevant information on the unique features of the variables under investigation.

3.3 Research Approach

The study used qualitative and quantitative data and thus used a mixed method approach. In this method, info about people's perception, ideas or behaviours were collected by distributing questionnaires to a sample of subjects and generalised the findings. The main focus of this study was quantitative method though qualitative method was used for triangulation purposes so as to have an enhanced consideration and permit a more insightful explanation of the findings from the study.

3.4 Research Method

The study employed a case study research method with a focus on Zetech University. A case study research helps provide a clear understanding to complex issues especially in an in depth investigation. Through case study methods, a researcher is able to go beyond the quantitative statistical results and understand the behavioural conditions through the actor's perspective. By including both quantitative and qualitative data, case study helps explain both the process and outcome of a phenomenon through complete observation, reconstruction and analysis of the cases under investigation (Tellis, 1997). The study therefore keenly analysed the attitudes and perceptions that Zetech University female students have towards Instagram advertising and how this affects their behavioural intention.

3.5 Study Population

The study analysed the efficacy of Instagram as an advertising platform for young women and especially female students in Zetech University School of Journalism. The total population of female students was 250. The sampling frame of the study comprised of estimates of female students who are active users of Instagram as a social networking site and also buy clothes from the platform.

It also focused on the advertisers or business owners. These respondents, who included the shop owners, were found in boutiques that are operating in town and also on active Instagram pages that advertise clothes.

3.6 Sample size and Sampling procedures

This study employed a snowball sampling technique to ensure that all students picked to give questionnaires were already active Instagram members. This was done by asking a few students whether they are on Instagram and after they confirmed that they are registered on the platform, they led me to their friends who are also on Instagram and these also led me to their friends until a sample of 100 students was obtained.

The total population of female students in the school of journalism was 250 hence through snowball sampling the researcher arrived at 100 respondents which is 40% of the total population. According to Borg and Gall (2003), at least 30% of the total population is representative.

The study also employed purposive sampling to arrive at a sample of 10 clothes business owners who advertise on Instagram. The 10 namely, La chic fashions, The brand collection, Tujuane Africa, Nessa fashions, Slay on a budget Ke, Eleanor's collection, La belle fashions, Mali kali Kenya, Unique accessories Kenya and Kenyan Slayers, were

specifically selected because the researcher had prior knowledge that they actively advertise clothes on Instagram.

3.7 Data Collection Methods

Data was collected from the selected sample of the population using questionnaires containing open ended and closed ended questions. Prior to the administration of the interviews, the relevant respondents were requested for permission and it is after this that the interviews were conducted. Data analysis was done using SPSS computer aided software.

3.8 Data Analysis and Presentation

The collected data was classified, and coded then tabulated for easier interpretation. The SPSS program was applied for analysis. Data was analysed using both qualitative and quantitative methods. Mugenda (1999) affirms that qualitative analysis is the systematic content explanation of the composition of the entities or materials of the study. It includes detailed description of items, objects or things that comprise the study. The method provided understanding on the underlying issues as well as get actual facts on perception, attitude and behaviour of Zetech University School of Journalism female students on Instagram advertisements. Data collected was presented in the form of tables that facilitate in the description and clarification of the findings. For quantitative analysis, inferential statistics was applied to determine the association between the research variables.

3.9 Validity and Reliability

According to Kothari (2011), a tool can be validated by demonstrating that its content or items are correct. Validity is established to find out if the items are a representative sample of the skills and traits that include the area to be measured.

Mugenda, O.M, and Mugenda, A.G. (2003) defined reliability as an extent to which a research tool yields reliable outcomes after repeated trials. In this study, Piloting was done representing 10% of the population to test the reliability of the tool. Participants were given the measuring tools. Obtaining of units for piloting was outside the study area. A reliability coefficient of 0.7 or more was assumed to reflect the internal reliability of the tools (Cooper, Schindler, & Sun, 2006). Cronbach's alpha is an index of reliability related with the difference accounted for by the factual scores of the original construct which is a hypothetical variable that is being evaluated.

Once the validity of the tools is determined, they would yield results that can easily be replicated in a repeat study with a small margin of error.

3.10 Ethical Considerations

Ethical considerations are build-up of values and principles that discourse questions of what is bad or good in research undertaking. Mugenda (2008) suggests that defending the welfare and rights of the participants should be the major ethical responsibility for all parties in the research study. Provisions were taken to ensure non-disclosure of research data to any third party that might use such data for their own purposes. Precaution will be taken to ensure that the respondents' names and particulars are not disclosed. A system of coding the participants' responses will be established such that each completed tool were linked to the key informers without using their actual names. Respondents were informed

they have the freedom to reject participating in the research because the process was voluntary. No one was coerced to take part in the research process. These facts were communicated before the process started through an introduction letter to obtain consent.

Furthermore, the study followed a systematic procedure required by the University of Nairobi where the researcher was cleared to proceed for fieldwork after being certified by the board of examiners. This is after it certified that all corrections proposed during the proposal defence had been effected to its satisfaction hence issued the researcher with a certificate of field work (see appendix III). Thereafter, the study was tested for antiplagiarism and originality report by the university (see appendix IV) and after proposed corrections certificate of corrections was issued after meeting its expectations (see appendix V).

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 Overview

The section illustrates the data analysis, results and interpretation which were guided by study objectives. Results from the analysis of frequencies and percentages were presented in form of tables.

4.1 Response Rate

Overall, 100 questionnaires were distributed whereby 75 were correctly filled, and handed back. The figure signified a good response rate of 75%. A response rate of 50% is reasonable for a descriptive study (Mugenda and Mugenda, 2003). Kothari (2004) also reinforced the theory and Babbie (2004) also urges that return rates of 50% are applicable to evaluate and present, where;

60%=good

70% =very good

>80%=excellent

Applying these arguments from the distinguished academicians, 75.0% response rate is excellent for the investigation to be conducted

4.2 Demographic Characteristics of respondents

This section contains a profile that illustrates traits of the respondents for instance age, level of education, year of study, their residential area and whether they have a source of income. The sub-sections below present the data based on the questions in the instruments.

4.2.1 Age of respondents

The respondents were required to indicate their age. This was important because it provided an overview of which age bracket is most active on Instagram. The data is presented in Table 4.1.

Table 4.1 Age of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
18 and below	27	36.0	36.0	36.0
19-24	48	64.0	64.0	100.0
Total	75	100.0	100.0	

Results indicate that majority of the respondents at 64% were aged 19-24 years while those below 18 years were 36%. This was important to the research as it shows which age group mostly uses Instagram and get to see the advertised clothes. This implies that those aged between 19-24 years are the avid consumers of products on Instagram.

On the part of the business owners, most of them target women aged between 17 and 35 implying the target audience is young women. Since the age group that is on Instagram is 19-24 years, the advertisers are mostly usually able to reach their target audience with the clothes adverts on Instagram.

One of the respondents had this to say;

“My main target audience is ladies between 17 and 35 years since they are vibrant and are busy trying to establish themselves in life hence they do not have time to walk into shops to buy clothes and instead order online.”

Studies have shown that Instagram is more accessible to youth but also appeal to different classes of people as opposed to other social media platforms (Abbott et al., 2013; Salomon, 2013). Solomon (2013) found the time youth spend on Instagram is relatively high compared to other social media platforms. This could be explained by the fact that young people are more attracted to visuals such as photos and videos and can share more of videos and images from their phones (Abbott et al., 2013).

Furthermore, the demographic distribution of the Instagram subscribers is mainly the younger groups: 90% of subscribers are below 35 years of age (Lowe 2015).

4.2.2 Level of education

The study sought to find out the level of education of the respondents. This was important in showing whether education levels affect access and use of Instagram and because it helps explain why advertisers chose to convey their message using different ways to suit different education levels. The results are presented in table 4.2

Table 4.2: Level of Education of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Diploma	57	76.0	76.0	76.0
Certificate	18	24.0	24.0	100.0
Total	75	100.0	100.0	

Findings show that majority of the respondents (76.0%) were diploma holders while certificate holders were (24.0%). This means that they are knowledgeable enough to respond to what is needed by the researcher.

Age and education levels are positively correlated. In most cases young people especially study make use of social media platforms for social reasons such as interpersonal association and correspondence (Kahn et al., 2016). According to Duggan et al., (2015) students pursuing first degree, diploma or certificate are more prone to use of social media as they spend most of time online searching academic materials or searching information.

4.2.3 Year of Study of respondents

The study required the respondents to indicate their year of study. The results are presented in the table 4.3.

Table 4.3: Year of Study of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
First Year	27	36.0	36.0	36.0
Second Year	36	48.0	48.0	84.0
Third Year	12	16.0	16.0	100.0
Total	75	100.0	100.0	

Majority of the respondents were second years at 48% and the least were third years at 16%. First years were 36% meaning that second years are the most active on Instagram hence are the lot that comes across many adverts of clothes on the platform.

4.2.4 Residential area of respondents

The study sought to find out which part of Nairobi the respondents came from. This was important because it provided an insight to how the environment the respondents live in affects their access to Instagram as well as their behavioural intention. The results are provided in the table 4.4.

Table 4.4: Residential area of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Northern	12	16.0	16.0	16.0
Southern	20	26.7	26.7	42.7
Eastern	31	41.3	41.3	84.0
Western	2	2.7	2.7	86.7
Central	10	13.3	13.3	100.0
Total	75	100.0	100.0	

Majority of the respondents at 41.3 % were from Eastern while the least at 2.7% were from western. Those from the southern, western and central parts were 16.0%, 26.7% and 13.3% respectively. This implies that the majority are from less privileged areas such as Mathare and Huruma in the North, South B in the south, and Eastlands in the East therefore affecting their purchasing power. Most of the respondents were saying that the clothes are expensive. The least were from Western which covers areas such as Westlands and Central the Central business District which explains why only few of the respondents have bought clothes on Instagram.

The prices are primary determinants on online consumer buying behaviour. Scholars have recommended that the price of a web based store should never be greater than physical store. For instance, a study by Vrechopoulos et al., (2001) found that whenever customers

found the online prices higher those prices of physical store, the opted not to buy from web based stores.

4.2.5 Source of Income of respondents

The respondents were required to indicate whether they have a source of income. This is important as it will clearly indicate whether the respondents have purchasing power. The results are presented in table 4.5.

Table 4.5: Respondent's Source of Income

	Frequency	Percent
Yes	15	20.0
No	60	80.0
Total	75	100.0

The study found majority of the participants at 80% did not have a source of income while 20% said they have a source of income. This implies that most of the participants had a low purchasing power hence could not order the advertised clothes on Instagram.

The price of the goods or service remains one of key factor affecting the consumers' intention to buy from online social network. Prices of an online store have to not be higher than prices offered by physical stores. There have been proof by scholars for cases of internet consumers who don't choose to buy from we store if the prices are higher (Vrechopoulos et al., 2001). Furthermore, Customers seek abundant choice and little price from web-based stores (Khan et al., 2015).

4.3 Gratifications that young women derive from Instagram advertising of clothes

The first objective of the study was to determine the gratifications that young women derive from Instagram advertising of clothes. The following sub-sections present the results in detail.

4.3.1: Appeal of Instagram advertisements of clothes

The study sought to find out how appealing the respondents find the adverts of clothes they come across on Instagram. The findings are presented in table 4.6.

Table 4.6 Appeal of Instagram advertisements of clothes

	Frequency	Percent
Yes	49	65.3
No	26	34.7
Total	75	100.0

Majority of the respondent (65.3%) believe Instagram advertisements for clothes appealing enough because of the use of the use of attractive models to advertise. On the other hand, 34.7% of the respondents felt that the advertisements they come across on Instagram are not appealing enough.

Chung and Austria (2010) conducted a study to examine determinants of satisfaction with social media and perception of customers toward social network promotion. The study found the individual perception on social media advertising content is subject to individual satisfaction will social platform interaction and info but not the entertainment aspect of the media.

4.3.2 Reason for visiting Instagram

The study aimed to determine why the respondents visit Instagram. This is important as it provided an insight of the main reason they turn to the platform and whether buying products is one of them hence determine whether the adverts push them to buy the clothes. The results are presented in table 4.7.

Table 4.7: Reason for visiting Instagram

	Frequency	Percent	Valid Percent	Cumulative Percent
To seek information	32	42.7	42.7	42.7
For entertainment	18	24.0	24.0	66.7
To catch up with friends	5	6.7	6.7	73.3
To buy products	20	26.7	26.7	100.0
Total	75	100.0	100.0	

Majority of the respondents at 42.7% visit Instagram to seek information which implies Instagram is also appreciated as a source of information. 26.7% visit the site to buy products, 24.0 for entertainment and 6.7% to catch up with friends. This implies that a good number of the respondents i.e. 26.7% are conversant with Instagram as a platform to do online purchases which will include clothes hence important in determining the various factors that influence their behavioural intention.

4.4 Extent to which Instagram is used for advertising clothes for young women

The second objective of the study was to explore the extent to which Instagram is used as a platform for advertising clothes for young women in Nairobi. The sub-sections below provide the results in detail.

4.4.1 Frequency of Instagram Visits

The study sought to find out how frequently the respondents visited Instagram. This is important as it will show that those who frequently access the site are most likely to come across the adverts of clothes. The results are presented in the table 4.8.

Table 4.8: Frequency of Instagram visits

	Frequency	Percent	Valid Percent	Cumulative Percent
Every day	34	45.3	45.3	45.3
Weekly	28	37.3	37.3	82.7
Monthly	7	9.3	9.3	92.0
Never	6	8.0	8.0	100.0
Total	75	100.0	100.0	

According to the findings, 45.3% of the respondents indicated that they visit Instagram daily, 37.3% said they visit the site weekly, 9.3% monthly and 8.0% said they never visit Instagram.

Since the largest percentage is of those who access Instagram daily, they provided information on their experience and on factors that make them visit the site including purchase of clothes.

Instagram has enabled business to effectively engage with their customers using visual form drawing the interest of both local businesses to multinational owned business which is implied by increased campaigns on the platform (Advertising on Instagram 2016). The selling point of the Instagram social platform is visualisation; it promotes images and video content. According to Klie (2015), Instagram offer firms opportunity to relate with customers; this is because, customers also share their experiences with a given service providers service or brand. Instagram was launched in the 2010 and since then, it has recorded amazing increase in number of subscribers. Most people using Instagram are mainly the young generations with approximately 35 per cent being 35 year and below (Lowe 2015). Additionally, the companies are fascinated by the ability of Instagram to effectively engage users at all levels thus enhancing the frequency of interacting with created content place on the platform by either liking or leaving a comment with much higher effectiveness as opposed to other social network platforms.

4.4.2 When the respondents last accessed Instagram

It was important for the study to establish when the respondents last accessed Instagram. This was important because it helped determine those who accessed the site most recently hence had the most recent interaction with content therein including the clothes adverts. Results are presented in table 4.9.

Table 4.9: When the respondents last visited Instagram

	Frequency	Percent
Today	44	58.7
A Few Days Ago	21	28.0
A Few Weeks Ago	7	9.3
More Than A Month Ago	2	2.7
Never	1	1.3
Total	75	100.0

Results indicated that 58.7 % of the respondents visited Instagram the same day the research was conducted, 28.0% had visited the social media site a few days ago, 9.3% had visited the site a few weeks ago, 2.7% had visited the site more than a month ago and the least percentage i.e. 1.3% said they had not visited Instagram. Since the majority had accessed Instagram on the day of the research, they were in a better position to describe their experience with the site. It also implies that they had met the criteria the researcher expected.

4.4.3 Complaint channel on Instagram

The study sought to find out whether Instagram offers a complaint channel in case of any issue with the clothes bought on the platform. This was important in finding out the relationship between the advertisers and their customers in terms of how they handle their complaints. The results are illustrated by table 4.10.

Table 4.10: Complaint Channel on Instagram

	Frequency	Percent
Yes	36	48.0
No	39	52.0
Total	75	100.0

Majority of the respondents (52.0%) believe that Instagram does not offer a complaint channel in case of a problem with clothes because of slow response from the vendors. Implying the vendors are no proactive in handling complaints.48.0% of the respondents however said that Instagram offers them a complaint channel.

Most of the business owners said that they address genuine issues to ensure their customers are satisfied and to establish and maintain a good relationship with them.

One of the respondents had this to say;

“People are very negative and this is a disadvantage when customers have negative experiences they think we are con artists for example if you post an outfit on your page and a customer who likes it decides to come to the shop to purchase it then maybe finds that it has been bought by someone else, they start saying you are advertising what you do not have . We delete negative comments or reply to those issues we can handle for example a customer who had a wrong cloth size delivered. We also block the persistent one who can influence others to have a negative attitude towards our brand.”

4.5 Influence of Instagram advertising on attitude and behavioural intention

The third objective of the study sought to establish how Instagram advertising influences attitude and behavioural intention of young women on advertised clothes. This was important in providing insight as to how the respondents perceive the adverts they come across and how this in turn affects their purchase decisions.

4.5.1 Buying of clothes on Instagram

The research aimed at finding out whether the respondents have ever made clothes purchases on Instagram. This was important in providing information concerning what factors influence their purchase of clothes on Instagram and whether the adverts actually pushed them to buy. Findings are presented in table 4.11.

Table 4.11: Have the respondents ever bought clothes on Instagram

	Frequency	Percent
Yes	13	17.3
No	62	82.7
Total	75	100.0

Majority at 82.7% have never bought clothes on Instagram because they are expensive. Implying that a huge group of respondents had low purchasing power despite the fact that 17.3% had bought clothes on Instagram pointing out that they are of good quality and are appealing.

Many researchers have submitted that buying from online social networks is a behaviour inspired by external benefits such as tangible benefits (such as time consuming, bargaining power) and intangible benefits (such as convenience) mainly reduce the consumers' online procurement goals (Çelik, 2011; Lim and Dubinsky, 2004; Wolfinbarger and Gilly, 2001).

4.5.2 Sharing knowledge about purchasing clothes on Instagram

The study sought to find out whether the respondents share knowledge about purchasing clothes to others on Instagram. The findings are presented in table 4.12.

Table 4.12: Sharing knowledge about purchasing clothes on Instagram

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	32	42.7	42.7	42.7
No	43	57.3	57.3	100.0
Total	75	100.0	100.0	

Majority of the respondents at 57.3 % have never shared information on Instagram while 42.7% have shared their knowledge to others on Instagram. This shows that majority of the respondents do not trust information on Instagram. Implying that then respondents have alternative sources of information they trust when they need to make purchases

4.5.3 Ordering of clothes based on social media information

The study also aimed at finding out whether the respondents order clothes on Instagram based on information they get on social media. This was important to find out whether they trust information from social media sites and especially Instagram. The results are presented in table 4.13.

Table 4.13: Ordering of clothes on Instagram based on social media information

	Frequency	Percent
Yes	16	21.3
No	59	78.7
Total	75	100.0

Majority of the respondents at 78.7% have never ordered clothes on Instagram based on social media information while 21.3% have made orders based on social media information. This implies that majority of the respondents have got less or no faith in social media information.

Studies show that social networks growth has been suppressed by low trust emanating from users especially when transacting. General social networks provides low link and its and full adoption may take even more time because most consumers are used to traditional social networks and the frequency of their behavioural change is so high (Lee & Chen, 2011).

4.5.4 Sharing information about Instagram purchases

The study aimed at finding out when the respondents share information about the purchases they make on Instagram. This was important to determine whether they share positive or negative information in relation to the circumstances that make them share it. The findings are presented in table 4.14.

Table 4.14: Sharing information about Instagram purchases

	Frequency	Percent	Valid Percent	Cumulative Percent
When happy about the products	39	52.0	52.0	52.0
When displeased about the products	12	16.0	16.0	68.0
When happy or displeased	24	32.0	32.0	100.0
Total	75	100.0	100.0	

A majority of the respondents at 52% share information about Instagram purchases when happy about a product, 16% said they share information when displeased while 32% share when happy or displeased. This implies that word of mouth advertising is necessitated by customer satisfaction.

4.5.5 Source of information for respondents about products or services

The study sought to find out where respondents seek info about goods and services they intend to purchase. This was important in establishing the most trustworthy source of information for the respondents. The results are presented in table 4.15.

Table 4.15: Source of information for respondents about products or services

	Frequency	Percent	Valid Percent	Cumulative Percent
Friends in social media	18	24.0	24.0	24.0
Company website	56	74.7	74.7	98.7
Information on TV	1	1.3	1.3	100.0
Total	75	100.0	100.0	

Majority of the respondents at 56.0% turn to seek information about a product or service they intend to purchase from the company website. Implying company website are the most trust source of information when one is making a decision on product or service.24.0% of the respondents seek information from friends on social media while 1.3% seek from information on TV.

4.5.6 Recommending Instagram to new potential users

The study sought to find out whether the respondents would recommend Instagram to new potential users to help determine whether they have a positive attitude towards the platform especially in relation to purchase of products. The findings are presented table 4.16.

Table 4.16: Whether respondents would recommend Instagram to new users

	Frequency	Percent
Yes	65	86.7
No	10	13.3
Total	75	100.0

Majority of the respondents at 86.7% would recommend Instagram to new potential users because it is friendly while 13.3 % would not recommend the social media site to new potential users. This implies that majority of the respondents find Instagram more interactive.

In addition, the advertisers said it is an effective platform for advertising.

One of them had this to say;

“Instagram is effective in advertising products and services because of high interactivity between the brand and the customers in addition to the ability to reach many people despite their location.”

In relation to this, studies show that there has been relocation of substantial volumes of advertising and promotion activities to online networks (Hanafizadeh & Behboudi, 2012). Moreover, engaging platforms provided by social media platforms have altered the way marketing is conducted both in present and in the future. The tools have created opportunities where consumers can engage one another, share and act as a team to create force that can affect the mode of marketing and nature of marketers’ activities (Hanna, Rohm, & Crittenden, 2011).

4.5.7 Convenience of Instagram to do online purchases

The study aimed at finding out whether Instagram is convenient to do online purchases. This was important because it will determine the attitude the respondents have towards Instagram as a platform for buying clothes which will also affect their behavioural intention. The findings are presented in table 4.17.

Table 4.17: Convenience of Instagram to do online purchases

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	46	61.3	61.3	61.3
No	29	38.7	38.7	100.0
Total	75	100.0	100.0	

Majority of the respondents at 61.3% believe that Instagram is convenient enough to do purchase online while 38.7% of the respondents believe it is not convenient. This implies that majority of the respondents have embraced Instagram as a market place.

The business owners who advertise on Instagram have also embraced the platform to showcase the products and services they have to offer. Most of the respondents were of the view that people prefer to shop online and have clothes delivered later and that walk-ins have become rare this day and they reach consumers through Instagram.

Some of them had the following to say;

Respondent1 *“Because lately most people are on Instagram and most customers especially ladies like shopping online due to their busy schedule.”*

Respondent 4 *“Because many people are on the platform hence we are able to reach many people .It also involves posting images hence customers can clearly see what you have to offer.”*

Bellman et al., (1999) observed that typical web consumers are time starved as they lead a wired lifestyle. These web consumers shop online to save time.

4.5.8 Motivation by Instagram Adverts to buy clothes

The study sought to find out whether Instagram advertisements of clothes motivate the respondents to make a purchase. This is important in determining whether Instagram adverts push the respondents into buying the clothes. The results are presented in table 4.18.

Table 4.18: Motivation by Instagram Adverts to buy clothes

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	56	74.7	74.7	74.7
No	19	25.3	25.3	100.0
Total	75	100.0	100.0	

A majority of the respondents at 74.7% said that Instagram adverts motivate them to buy clothes due the use of attractive models to advertise, good quality images and offering after sale services such as delivery. On the other hand, 25.3% of the respondents said that the Instagram adverts of clothes do not motivate them to make a purchase.

The business owners said they offer special after sale services to attract and retain customers. Packaging, delivery, discounts, exchange of items and end of season sale are some of the after sale services offered by the advertisers.

One of the respondents had this to say;

“I offer discounts especially during half term where most students are at home and they refer their friends to buy clothes from me.”

The findings were found to be consistent with Binns (2014), which established that users’ behaviour was inclined to changes based on the structure and impressiveness of designs offered by different social media tools.

Furthermore, scholars have built consensus on the ability of firm to achieve even better rate of turnover because of offering after sale services. Therefore the efficiency and sales growth and earning from sales could outdo the product sale (Alexander et al., 2002).

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Overview

The overall results, conclusion and recommendations are presented in this section. The summary represents key findings of the study derived from questions in related sections of the research instruments. The conclusion was derived from the main findings of the study, while recommendations were majorly policy, strategy and recommendations for future investigations.

5.2 Summary of Findings

The general objective of the research was to investigate the efficacy of Instagram as an advertising platform for young women in Nairobi Kenya. The following sub-sections contain conclusions made for each key finding of specific research questions.

5.2.1 Gratifications that young women derive from Instagram advertising of clothes

The first objective of the study was to determine the gratifications that young women derive from Instagram advertising of clothes. Majority of the respondent (65.3%) believe Instagram advertisements for clothes appealing enough because of the use of attractive models which appears to be an excellent technique to draw their interest towards the clothes.

A majority of the respondents at 74.7% do believe Instagram motivates to buy clothes due to use of attractive models implying that appeal form the adverts drives people to action. Hung and Austria (2010) support this finding through their study which they conducted to

examine determinants of social media satisfaction and perception on social media advertising content. The findings of the study suggested that perception on the social media messages dependent on individual satisfaction with the usage of social media and satisfaction with the information and the interaction with the media and not the entertaining nature of the ads.

5.2.2 Extent to which Instagram is used for advertising clothes for young women

All respondents believe Instagram is major form of advertising; because lately most people are on Instagram and most customers especially ladies like shopping online due to their busy schedule. Many people are on the platform hence we are able to reach many people. It also involves posting images hence customers can clearly see what you have to offer. 45.3% indicated that they visit Instagram daily meaning there could be many other factors that influence access to Instagram that is why the number is too small.

The world leading brand has taken advantage of growing number of Instagram users. Drawing more attention on the numbers defining increase, we find out that the impression of Instagram increased by approximately 46% since the business advertising tool was launched in the year 2015 through mid-year 2018. Apart from Instagram, it is worth to note advertise in a significant component in all major social media platform. Instagram launched as image supporting tool for businesses globally as a new platform to target their customers.

Instagram provided business a golden opportunity to reach and interact with their customers promotes behaviour using visual mean. The value of Instagram has been realised in all sizes of the organisation both start-ups and multinationals (Advertising on

Instagram 2016). The primary strength of Instagram that makes it competitive is the ability to support visual content (video and images). The developers wanted the business to appreciate the fact that subscribers not only see but also spread content about their moments with a certain company brand (Klie 2015).

Since its launch in 2010, Instagram offer firms opportunity to relate with customers; this is because, customers also share their experiences with a given service providers service or brand. Instagram was launched in the 2010 and since then, it has recorded amazing increase in number of subscribers. Most people using Instagram are mainly the young generations with approximately 35 per cent being 35 year and below (Lowe 2015). Additionally, the companies are fascinated by the ability of Instagram to effectively engage users at all levels thus enhancing the frequency of interacting with created content place on the platform by either liking or leaving a comment with much higher effectiveness as opposed to other social network platforms.

5.2.3 Influence of Instagram advertising on attitude and behavioural intention

A majority of the respondents at 74.7% do believe Instagram motivates to buy clothes due to attractive packaging, implying that packaging drives people to action.

Majority of the respondents at 61.3% believe that Instagram is convenient enough to do purchases online. Implying that they have embraced Instagram as a market place

Majority of the respondents at 78.7% have never ordered clothes on Instagram based on social media information .Implying they have got less or no faith in social media information.

The present world most activities depend largely on technology. Social network have played a great role in enabling business promote and advance their campaign for their

products and services reaching the larger range of potential consumers. Chi (2011, 46) refers social marketing campaign as connecting the consumer to the brand while providing a specialised attention to an individual connection. The tools and strategies employed in conversing with customers have been altered significantly following the growth of social media network; therefore corporates must strive to understand the applicability of the social networking that will promote the actualisation their business strategic plan and especially organisation that are trying to gain presence in the market(Mangold and Faulds 2009).

5.2.4 Conclusions

Drawing from the results of the study concluded that perception, attitude and behaviour are affected by Instagram advertising, which affects clothes purchasing decision of women in Nairobi Kenya. Women have made major moves in social media advertising but there is still huge gap of knowledge and opportunities they can seize as far as the Instagram advertisement is concerned. The concept of Instagram clothes advertisement is a potential marketing opportunities that still remains unexploited by women in Nairobi Kenya. The level of awareness on basis of ordering and trustworthiness between the buyers and sellers has not been achieved.

Though viewing is possible, it has been established from this study that clothes advertisement, particularly in Kenya, is still wanting. Thus it demands a significant amount of sacrifice from the producer to improve their services. The evidence has also shown though age factor, education attained and awareness and practical experience in Instagram advertisement remained relatable to better clothes sales, the variability of good quality, purchasing power and accessibility of clothes was seen to be the principal factor of

purchasing decision of the customers. The demographic features of the participants based on their age, attained level of education and awareness levels provided significant insight into the nature of clothes purchasing decision of women in Kenya.

5.5 Recommendations

From the study findings, the researcher recommends that growth of Instagram advertisement awareness to be created among the women in Nairobi at all levels in order to increase the attitude of purchasing clothes through the sites and improve the quality of advertisements put across to the targets. A good perception created to all women in Nairobi Kenya towards Instagram clothes advertisement would result to increased attitude and purchasing decision.

5.6 Suggestions for Further Studies

The study recommends that future studies should aim to broaden the knowledge on other factors that affect the growth of Instagram advertisement. Additionally, there should be a study that determines the actual influence of social media on women behaviour with regard to clothes purchase where there are other intervening and moderating factors. Also, the present study was based on the assumption that is the leading social media platform used in clothes business; another study should be conducted to determine other social media platforms with similar, better or less powerful effect on marketing for which cadre of the female populations.

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APPENDICES

APPENDIX I: QUESTIONNAIRE

Introduction

This questionnaire is designed to seek information on efficacy of Instagram as an advertising platform for young women's clothes in Nairobi Kenya. Your cooperation in this exercise is important and welcome. Your responses will be treated with utmost confidentiality and will only be used for the purpose of this study.

Note: Kindly do not write your name anywhere on this paper.

Instructions

Kindly respond to all questions by ticking in the brackets provided or writing in the spaces provided. Feel free to ask anything that you don't understand or requires clarification.

SECTION A: SOCIO DEMOGRAPHIC INFORMATION OF WOMEN

1. What is your age bracket? (in years)

a) 18 and below ()

b) 19 – 24 ()

c) 25 – 29 ()

d) 30 – 34 ()

e) 35 and above

2. Level of education

a) Diploma ()

b) Certificate ()

3. Year of study
- a) First year ()
 - b) Second year ()
 - c) Third year ()
4. Which part of Nairobi do you come from?
- a) Northern ()
 - b) Southern ()
 - c) Eastern ()
 - d) Western ()
 - e) Central ()
5. Do you have a source of income?
- a) Yes ()
 - b) No ()

**SECTION B: GRATIFICATIONS THAT YOUNG WOMEN DERIVE FROM
INSTAGRAM ADVERTISING OF CLOTHES**

6. Are Instagram advertisements for clothes appealing enough?
- a) Yes ()
 - b) No ()

Explain your answer

7. What is your reason for visiting Instagram?

- a) To seek information ()
- b) For entertainment ()
- c) To catch up with friends ()
- d) To buy products ()
- e) Other (explain)

8. Please suggest how advertisers can make their clothes on Instagram more appealing to you.

SECTION C: EXTENT TO WHICH INSTAGRAM IS USED AS A PLATFORM FOR ADVERTISING CLOTHES FOR YOUNG WOMEN

9. How frequently do you visit Instagram?

- a) Every day ()
- b) Weekly ()
- c) Monthly ()
- d) Never ()
- e) Other (explain which interval)

10. When did you last visit the social site (Instagram)?

- a) Today ()
- b) A few days ago ()
- c) A few weeks ago ()
- d) More than a month ago ()
- e) Never ()

11. Does Instagram offer you a complaint channel in case of a problem with the clothes?

- a) Yes ()
- b) No ()

Explain how

12. Should Instagram advertising be integrated with traditional advertising channels to be more effective?

13. What is the future of Instagram as an online advertising platform?

SECTION D: INFLUENCE OF INSTAGRAM ADVERTISING ON ATTITUDE AND BEHAVIOURAL INTENTION OF YOUNG WOMEN ON ADVERTISED CLOTHES

14. Have you ever bought clothes on Instagram?

a) Yes ()

b) No ()

Explain your answer above.

15. Have you ever shared your knowledge about purchasing clothes to others on Instagram?

Yes ()

No ()

Explain your answer above

16. Have you ordered for clothes on Instagram based on social media information?

Yes ()

No ()

Explain your answer in 11 above

17. When do you share information about Instagram purchases?

a) When happy about the products ()

b) When displeased about the products ()

c) When happy or displeased ()

18. Where mostly do you turn to seek information about a product or service you intend to purchase?

a) Friends in social media ()

b) Company website ()

c) Information on TV ()

19. Would you recommend Instagram to new potential users?

a) Yes ()

b) No ()

Explain your answer

20. Is Instagram convenient enough to do online purchases?

a) Yes ()

b) No ()

Explain your answer above

21. Do Instagram advertisements motivate you to buy the clothes?

a) Yes ()

b) No ()

Explain your answer

22. What factors influence your purchasing decisions on Instagram?

-

APPENDIX II: INTERVIEW GUIDE (INSTAGRAM CLOTHES ADVERTISER)

- 1) Do you think Instagram is a major form of advertising or promotion?
- 2) How long have you been using Instagram to create brand awareness?
- 3) In your company, what are the benefits you get by using Instagram for advertising your company's brand and products?
- 4) Have you ever encountered a negative comment(s) online about your company or products? If so, how did you deal with the situation?
- 5) Do you find Instagram as an advertising channel to be effective? If yes, please explain how?
- 6) Who is your main target for the Instagram adverts of clothes?
- 7) Do you offer any special after sell services?

APPENDIX III: CERTIFICATE OF FIELD WORK



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REF: CERTIFICATE OF FIELDWORK

This is to certify that all corrections proposed at the Board of Examiners meeting held on 7th June 2019 in respect of M.A/PhD. Project/Thesis Proposal defence have been effected to my/our satisfaction and the project can be allowed to proceed for fieldwork.

Reg. No: K50/6809/2017

Name: ANN WANGUI WANJAU

Title: EFFICACY OF INSTAGRAM AS AN ADVERTISING PLATFORM

FOR YOUNG WOMEN'S CLOTHES IN NAIROBI KENYA.

Dr. S. Onianwa
SUPERVISOR

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27/6/2019
DATE

Dr. Samuel Siringi
ASSOCIATE DIRECTOR

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25/6/19
DATE

Prof Ndetei Ndetei
DIRECTOR



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26.6.2019
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APPENDIX IV: ORIGINALITY REPORT

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