

## INFLUENCE OF INSTAGRAM ADVERTISING ON CONSUMER PURCHASE DECISION IN ADO-EKITI METROPOLIS

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### Abstract

The digital transformation of marketing has made social media a dominant force shaping consumer decisions. In Nigeria, platforms such as Instagram are redefining how brands engage customers and influence purchases. Yet, limited empirical evidence exists on its effects on predicting customers' purchase decisions in a state capital like Ado-Ekiti, given the influx of investors, businesses, and the alarming population in the state capital. This study, therefore, examined the effect of Instagram advertising on consumers' purchase decisions in Ado-Ekiti metropolis. The study is anchored in the Theory Acceptance Model. A descriptive survey design was used, and data were collected via structured questionnaires administered to 519 active Instagram users; 420 completed questionnaires were used for the study. The data were processed using descriptive statistics and Structural Equation Modelling (SEM). Findings revealed that Instagram advertising platforms influenced consumer purchasing decisions to a small but significant extent. The inability of Instagram advertising to meet customer expectations for consumer purchase decisions in Ado-Ekiti will persist unless the ads are more relevant, credible, and emotionally engaging. Therefore, it is recommended that marketers avoid wrong negative loading that might be counterproductive.

**Keywords:** Instagram Advertising, Purchase Decision, Social Media Advertising, Buying Behaviour, and Theory of Acceptance Model

### Introduction

Consumers today are increasingly discerning, valuing authenticity, transparency, and ethical marketing practices over aggressive sales tactics (Dwivedi, Ismagilova *et al.*, 2021). Brands that fail to meet these evolving expectations risk alienating their audiences and damaging their reputations. In the context of Ado Ekiti metropolis, socio-economic and cultural influences, as well as rising mobile connectivity, strongly shape consumer responses to social media advertising. Navigating these local elements is vital for businesses aiming to develop effective digital marketing strategies, such as Instagram. Husnain *et al.* (2025) showed that Instagram is one of the social media apps currently ranked 4th, boasting a notable 38% user engagement. It is widely believed that Instagram has gained considerable market share because it enhances customer purchase decisions. From the viewpoint of

Sadewa *et al* (2022), Instagram has become a very popular digital marketing tool nowadays, with a wide market reach and many features that can help hotels in marketing, the view was shared by Raj (2025) that with over two billion active users, Instagram has become one of the most powerful platforms for digital advertising like its visual nature, combined with targeted algorithms and influencer collaborations, allows brands to integrate promotional content seamlessly into consumer experiences. It can be deduced that the platform is considered one of the social media apps that have enhanced business performance at the time, serving as a window through which awareness, preferences, and purchase intent are created.

This precision may enhance the effectiveness of marketing campaigns, increasing the likelihood of consumer engagement and purchase (Voorveld *et al.*, 2018). It is no gainsaying that sellers/users in the market take advantage of Instagram by sharing photos of their products, well-designed and packaged, with a variety of filters to attract more audience. Husnain *et al.* (2025) noted that Instagram ads feature a range of call-to-action buttons that encourage users to take specific steps, helping brands get noticed and engage their audience more effectively. Using Instagram, users could perfect their strategies, making it a strong player among social media apps. However, while social media advertising offers significant advantages, it also presents challenges. Issues such as information overload, data privacy concerns, and advertising fatigue can negatively impact consumer trust and responsiveness (Tuten & Solomon, 2017).

Despite the increasing adoption of Instagram as a marketing tool, its effects on predicting customers' purchase decisions in Ado-Ekiti metropolis have not been fully explored, given the mass influx of investors and businesses and the alarming population in the state capital. Many business owners still lack sufficient context-specific empirical guidance to shape their strategies, often relying on approaches that may not fully reflect their specific audience or market realities (Pingali, 2024; Franco Haase & Rodrigues, 2024). In light of these observations, it is imperative to investigate the effect of Instagram on consumer purchase decisions in the Ado-Ekiti metropolis. This study seeks to address the existing gap by providing empirical evidence on the extent to which Instagram advertising influences consumer awareness, interest, and purchase decisions in the local context. By doing so, it will offer valuable insights for marketers, business owners, and policymakers aiming to optimise digital marketing strategies in the state capital.

### **Instagram Advertising**

Wulandari and Darma (2020) described Instagram as one of the social media platforms with many online shops, which currently appears to be a beneficial business. It is a platform for sponsored, distributed marketing content, including feed posts, Stories, Reels, carousel ads, and influencer partnerships. Managed through Meta's Ads Manager, Instagram offers features such as shoppable posts, story swipe-ups, and branded content tags, enabling brands to create immersive, visual-first campaigns targeted to specific audience segments based on demographics, interests, and behaviours (Shrestha *et al.*, 2023). Since the introduction of the Shop tab in 2020, Instagram has further deepened its advertising integration. The Shop feature allows users to explore product tags and complete purchases without leaving the app.

### **Purchase Decision**

In Hamari's (2016, in Waweru *et al.*, 2025) study, customers are more likely to participate in product discussions and share information with group members when they are more knowledgeable about the product and have a more positive attitude. This is what Instagram does to predict the purchasing decision. Online shopping, according to Waweru *et al.* (2025), allows users to leave many reviews and opinions that reflect whether a product is good or bad before deciding to purchase. Kotler and Keller (2012) claim that purchasing is a problem-solving process that involves examining requirements and wants, retrieving information, evaluating resources, choosing alternative purchases, making a purchase, and acting after the purchase. Also, Kotler and Keller (2016) emphasise the significance of purchase decisions, which they say can be influenced by consumers' perceived product value and by how that value is communicated and experienced. The outcomes of a purchase decision are a product of cognitive and emotional processes that occur after recognising the need for the product, searching for information, and evaluating alternatives. Azhari *et al.* (2025) explained that a purchase decision is the final stage in the consumer decision-making process. This is where an individual evaluates alternatives and selects a product or service based on various psychological, social, and informational factors.

The theoretical framework serves as the conceptual foundation guiding this study's exploration of how Instagram advertising influences purchase decisions in Ado Ekiti metropolis. It integrates established theory from the Technology Acceptance Model (TAM) (Davis, 1989; Venkatesh

& Bala, 2008), which addresses consumer adoption of digital platforms, focusing on perceived usefulness and ease of use as determinants of acceptance. Given the pivotal role of social media platforms in advertising, TAM explains how consumer attitudes toward platform usability influence their engagement with advertising and subsequent purchase behaviour. Nigerian studies affirm that ease of use and trust in social media platforms significantly affect acceptance of social media advertising (Ibrahim & Adeyemi, 2023). This framework informs the formulation of research hypotheses and guides the empirical investigation of Instagram advertising's effect on purchase decisions. It ensures a theoretically coherent approach to analysing how advertising stimuli on platforms such as Instagram shape purchase decisions in the local market.

### **Instagram Advertising and Consumer Purchase Decisions**

Instagram has evolved into a high-impact advertising platform that significantly influences consumer purchase decisions, particularly among millennials and Generation Z users. Its visually rich interface, influencer-driven culture, and seamless shopping integration make it an effective medium for converting interest into transactions. Instagram advertising has a significant effect on consumer purchase decisions. Husnain *et al* (2025), in a study carried out in UMT, Sialkot, affirmed the strong impact of the Instagram advertising on the Consumer decision-making as attested by the respondents. Their study used a questionnaire survey, stratified random sampling, and SPSS. While Raj (2025) examined the impact of Instagram ads on consumer purchase decisions, the results indicate that interactive formats such as Reels and Stories generate. Stronger recall and engagement than static posts, while micro-influencers exert more influence on trust and buying intent compared to celebrities. Despite these benefits, challenges such as ad saturation, skepticism, and shifting algorithms reduce overall effectiveness. A mix of primary survey data, secondary resources, and case analyses was used as a method. Considering the findings of Husnain *et al.* (2025) and Raj (2025), it can be inferred that, though Instagram enhances consumer decision-making, overall performance could be hindered by certain factors. Since these limiting factors were not specific to a particular place, further study is needed.

Azizah *et al.* (2024) examined the impact of Instagram advertising on consumers' purchase intention. The findings highlight complex factors that influenced consumer purchase intentions, including consumer behaviour, brand strategy, social media, advertising, and product involvement.

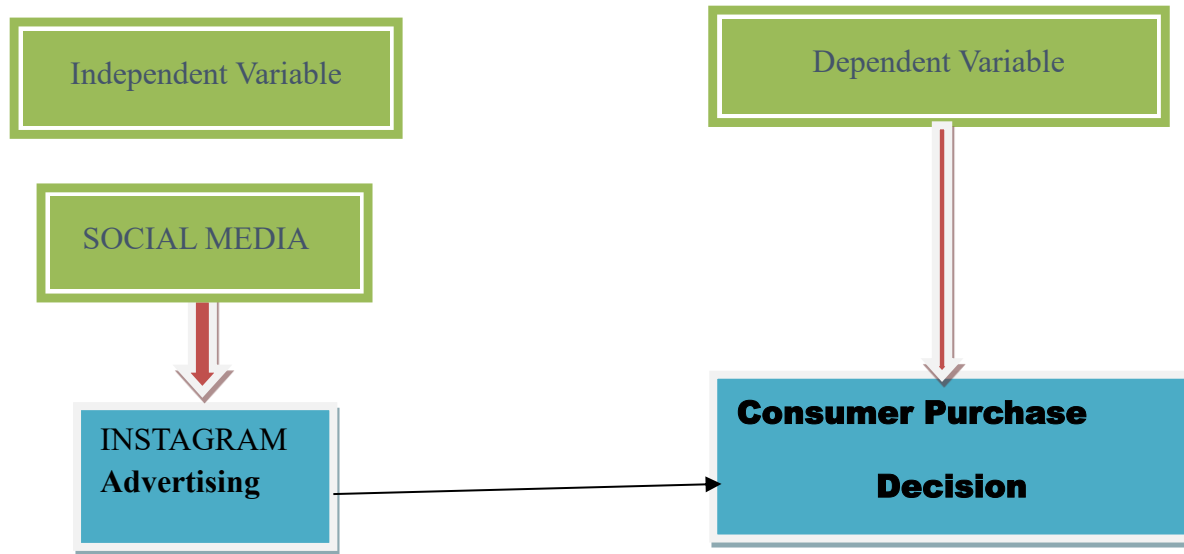
Several trend issues were identified, including time risk, brand awareness, Gen Z, attitude, online advertising, brand strategy, and consumer behaviour. Azizah *et al* said that understanding these dynamics is crucial for marketers to design effective strategies that attract and fulfil consumer needs, ultimately driving profitable purchasing decisions. Data collection was carried out through the widely used Scopus database, recognised for its application in multidisciplinary research and information systems. In the same vein, Al Aziz *et al.* (2022) examined the influence of content marketing Instagram on consumer purchase decisions at Almeera Atelier. The evidence shows that independent influences the dependent variable. The study adopted a descriptive quantitative.

Moreover, Wulandari and Darma (2020) investigated the effectiveness of advertising on purchasing decisions on Instagram. The overall result showed that advertising effectiveness has a positive, significant impact on purchase decisions. Methods adopted include questionnaire and structural equation modelling (SEM) with the AMOS program version 22. While the findings of Wulandari and Darma (2020) and Al Aziz *et al.* (2022) aligned, Azizah *et al.* (2024) highlighted crucial, complex factors that influenced purchase intention, which inevitably led to purchase decisions. The view was not too far from Raj's (2025) findings. Obviously, the platform's emphasis on visual storytelling and influencer marketing makes it ideal for shaping purchasing intent, especially among younger consumers who rely on aesthetics, peer validation, and social trends when making buying choices. Instagram's strong visual orientation and influencer-driven culture have made it a compelling platform for influencing consumer purchase decisions. With features like Reels, Stories, in-app product tagging, and shopping integrations, Instagram enables a seamless journey from brand discovery to transaction. Sokolova and Kefi (2020) found that Instagram users often form parasocial relationships with influencers, perceiving them as personal connections, which significantly affect purchase intent. Their study revealed that consumers were more inclined to act on influencer recommendations when they perceived authenticity, emotional resonance, and aesthetic appeal in the content. Empirical research in Nigeria affirms these dynamics. Oladimeji (2022) surveyed undergraduate Instagram users in Lagos and reported that over 70% had purchased a product after seeing it promoted through Instagram ads or influencer content. The study highlighted that younger consumers, particularly those aged 18–30, were highly responsive to ads in storytelling

formats, especially when accompanied by promotional incentives such as discount codes or time-limited offers.

Furthermore, Eg, Adetunji and Sanni (2023) explored the role of product tagging and direct purchase links on Instagram. Their research demonstrated that the ability to click a product in a post and be instantly redirected to a checkout page eliminated decision friction and significantly increased conversion rates. The findings also showed that product reviews and comments on posts acted as social proof, reducing buyer hesitation and increasing trust. This is particularly relevant in Nigeria, where digital fraud concerns remain high; visible user testimonials and influencer credibility play a crucial role in validating purchase decisions. In Ado-Ekiti, SMEs have begun leveraging Instagram's tools to improve customer acquisition and conversion. However, as Sharma, Kumar and Singh (2025) cautioned, overexposure and poorly targeted ads could reduce effectiveness, leading to consumer burnout. To maximise Instagram's impact on purchase behaviour, businesses must focus on authentic engagement, seamless user experience, and strategic content scheduling to convert interest into action. In the Nigerian context, Oladimeji (2022) surveyed university students in Lagos and found that Instagram advertising had a measurable impact on actual purchasing decisions. Approximately 71% of respondents admitted to buying at least one product after viewing an Instagram ad, with video reels, influencer collaborations, and carousel ads cited as the most persuasive formats. The study emphasised that users were more likely to make purchases when the content felt authentic and visually appealing. Similarly, Eg *et al.* (2023) investigated consumer behaviour in South-Western Nigeria and found that Instagram's product-tagging and in-app purchase features reduced friction in the buyer journey, enabling spontaneous purchase decisions. Their findings revealed that time-limited offers, scarcity messages, and social proof mechanisms (such as likes, comments, and testimonials) enhanced purchase urgency and trust.

### Conceptual Framework



**Figure 2.1:** Conceptual Framework showing the influence of Instagram on Consumer Purchase Decisions

**Source:** Author's Conceptual Framework (2025)

Figure 2.1 illustrates the influence of the independent variable on the dependent variable. In the framework, social media served as the independent variable, while consumer purchase decisions (CPD) served as the dependent variable. The framework explains how the Instagram ads influenced the CPD.

### Methods

In this study, a descriptive research design was adopted to describe the characteristics of Instagram advertising and its influence on consumer buying behaviour in Ado Ekiti. The population of this study comprises consumers in Ado Ekiti metropolis who are active users of social media platforms such as Instagram. This group is targeted due to their significant interaction with social media advertising and their potential influence on consumer purchase decisions. The total population of Ado Ekiti is approximately 500,000 (National Population Commission, 2023). However, for this study, only a subset of the population will be considered, those who actively engage with social media platforms and are likely to have encountered advertising messages.

**Table 1: Below is a breakdown of the population**

Category	Estimated Number	Percentage (%)
Total Population (Ado Ekiti)	500,000	100%
Social Media Users (WhatsApp, Facebook, Instagram)	200,000	40%
Active Consumers (Frequent Social Media Engagers)	120,000	24%

Source: National Bureau of Statistics (NBS, 2023)

This study focuses on active consumers who regularly engage with social media platforms, estimated to represent approximately 24% of Ado Ekiti’s population. These individuals are most likely to offer relevant insights into the impact of Instagram advertising on consumer purchase decisions. According to data from the National Bureau of Statistics (NBS, 2023) and corroborated by Statista’s regional digital penetration figures, social media usage in Ekiti State has grown steadily, with urban centres like Ado Ekiti recording increasing digital engagement among youth and working-age populations. The sampling procedure adopted for this study was heterogeneous purposive sampling, ensuring that every population category had an equal chance of being selected. This method was chosen to reduce sampling bias and increase the generalizability of the findings across the consumer population in Ado Ekiti. The sample size was determined using the Yamane (1967) formula.

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

Where; n= Sample size to be tested  
 N= Total population size  
 e = Acceptable error term (0.05)

Therefore, the total sample size is calculated thus

$$N = \frac{120,000}{1+120,000(0.05)^2} = 399$$

Thus, a minimum sample size of 399 was deemed statistically significant, achieving a 95% confidence level and a 5% margin of error, which are acceptable levels for maintaining confidence (Israel, 2013). However, to cater for response bias and missing values, 30% of the calculated sample size was added as suggested by Israel (2013). Hence, approximately 120 respondents were added to the calculated sample size of 399, bringing the total to 519. The data obtained were analysed using both descriptive and inferential statistical techniques. Descriptive statistics were used to address the respondents’ demographic characteristics, while Structural Equation Modelling (SEM) was employed

to analyse the data. This technique enabled the researcher to determine the extent to which Instagram advertising predicts changes in overall purchase decisions.

**Research Question**

To what extent would Instagram advertising influence consumer purchase decisions.

**Data Analysis and Interpretation**

A total of five hundred and nineteen (519) copies of the questionnaire were administered to respondents across various segments of the study area. Out of these, four hundred and twenty (420), representing 81% of the total distributed instruments, were duly completed and returned to the researcher, while ninety-nine (99), representing 19%, were either not returned or inadequately completed. This response rate is considered high and satisfactory for survey-based research of this nature, reflecting strong cooperation and interest among respondents. It also enhances the validity and reliability of the data, ensuring that subsequent analysis and interpretation are based on a sufficiently representative sample of the target population in Ado-Ekiti Metropolis.

**Table 1 Demographic Descriptive Analysis of the Respondents**

Variable	Frequency	Percentage (%)
<b>Age</b>		
Below 20 years	116	27.6
21–40 years	176	41.9
41–60 years	114	27.1
61 years and above	14	3.4
<b>Subtotal (Age)</b>	<b>420</b>	<b>100.0</b>
<b>Gender</b>		
Male	196	46.7
Female	224	53.3
<b>Subtotal (Gender)</b>	<b>420</b>	<b>100.0</b>
<b>Educational Background</b>		
University	202	48.1
Polytechnic	155	36.9

Others	63	15.0
<b>Subtotal (Education)</b>	<b>420</b>	<b>100.0</b>
<b>Marital Status</b>		
Single	223	53.1
Married	135	32.1
Divorced	31	7.4
Widowed	31	7.4
<b>Subtotal (Marital Status)</b>	<b>420</b>	<b>100.0</b>

**Source:** Researcher's field work (2025)

Table 1 shows the age distribution of respondents: the majority (41.9%) fell within the 21–40 years category, followed by 27.6% who were below 20 years, 27.1% between 41–60 years, and only 3.4% aged 61 years and above. This indicates that the population surveyed is largely young and economically active. The dominance of youthful respondents reflects the reality that younger people are the most active users of Instagram, which serves as the primary channel for digital marketing and online advertising. This finding aligns with the central theme of the study, the influence of Instagram advertising on customer purchase decisions, because younger demographics are known to be more exposed to and influenced by social media advertisements. They are also more likely to make purchase decisions based on online interactions, peer recommendations, and digital campaigns. Individuals between 21–40 years represent the most responsive segment of digital consumers due to their technological proficiency and habitual engagement with social networks. Therefore, the respondents' youthful nature enhances the validity of this study, as it captures the key audience most affected by Instagram advertising.

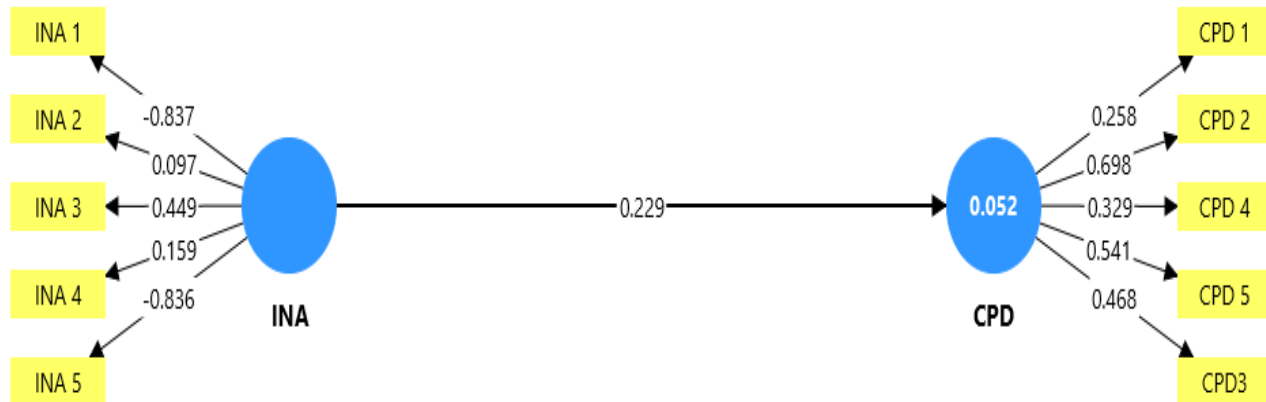
The gender distribution shows a slight dominance of female respondents (53.3%) over males (46.7%). This near balance suggests that both male and female perspectives on platform advertising were adequately represented. The slight female majority reflects the growing participation of women in online activities, digital shopping, and social media engagement. In the context of the study, this gender balance is significant because men and women tend to respond differently to advertising appeals. While men often focus on product functionality and information, women are generally more attracted to emotional, interactive, and relational advertising content. Consequently, the balanced

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representation ensures that findings on how Instagram advertising influences consumer buying behaviour in Ado-Ekiti capture gender-based variations comprehensively. This enhances the robustness and generalizability of the research conclusions, ensuring that both male and female consumer tendencies are reflected in the study's analysis. The respondents' educational profiles indicate that 48.1% had university education, 36.9% had polytechnic qualifications, and 15% had other forms of education. This distribution shows that the respondents are relatively well educated, a vital factor in understanding how individuals interact with digital platforms and respond to online advertising.

Education plays a key role in shaping how consumers process and evaluate advertising messages. Educated individuals are more likely to possess digital literacy, discern credible advertising content, and make informed buying decisions. Higher educational attainment enhances awareness and critical engagement with digital marketing communications. Within the context of Ado-Ekiti. An educational hub hosting several tertiary institutions, the presence of a largely educated respondent group supports the study's credibility. It implies that the population can understand and respond meaningfully to social media advertisements, thereby strengthening the link between digital exposure and informed buying behaviour. Analysis of marital status reveals that a majority of the respondents (53.1%) were single, 32.1% were married, while 7.4% each were divorced or widowed. This distribution underscores the predominance of young, single individuals, who are typically more active users of the platforms. The finding corroborates the existing literature, which identifies young, unmarried people as the most frequent consumers of online content and the most responsive to digital marketing campaigns. Singles and younger adults are often more exploratory and open to trying new products or brands promoted online. Their engagement on platforms such as Instagram makes them prime targets for digital advertisers. Hence, the marital composition of the respondents aligns clearly with the study's objective of examining how Instagram advertising affects consumer purchase decisions. The predominance of this group suggests that social media advertising in Ado-Ekiti is likely to have a substantial behavioural impact on this consumer segment, reinforcing the relevance of digital marketing strategies in the region.

**Measurement Model 1**



**Figure 1:** Shows the influence of Instagram Advertising on Consumers’ Purchase Decisions.

**Discussion of Findings**

The structural equation model shown highlights the relationship between Instagram Advertising (INA) and Consumer Purchase Decision (CPD). The path coefficient of 0.229 indicates a small but positive influence of Instagram advertising on consumers’ purchase decisions. This suggests that, in the context of Ado Ekiti metropolis, exposure to Instagram ads can slightly increase the likelihood that consumers will decide to purchase a product or service. However, the relatively low R<sup>2</sup> of 0.052 indicates that Instagram advertising explains only about 5.2% of the variance in consumer purchase decisions, suggesting that the majority of purchasing behaviour is determined by factors beyond Instagram ads. This finding aligns with prior research that emphasises the nuanced and often modest impact of social media advertising on actual consumer behaviour. For instance, Alalwan (2018) found that while social media platforms like Instagram can foster consumer engagement and influence attitudes, their direct impact on purchase intention is typically moderate unless the ads are highly relevant, credible, and emotionally engaging. The visual nature of Instagram ads does provide a platform for marketers to create appealing and persuasive content; however, simply advertising on Instagram is not sufficient to significantly drive purchase decisions.

The presence of strong negative loadings on some Instagram advertising indicators (INA1 and INA5) suggests that parts of the Instagram advertising content or user perceptions might be counterproductive. Such negative perceptions could stem from ad fatigue, intrusive advertising formats, or a mismatch between ad content and consumer expectations. This resonates with the work

of Tafesse and Wien (2018), who caution that consumers may react negatively to social media advertising if it is perceived as excessive or irrelevant, thereby diminishing engagement and reducing ad effectiveness. Moreover, the modest explanatory power of Instagram advertising found here reflects findings by Boateng and Okoe (2015), who highlight that in emerging markets or less urbanised settings, consumers' buying decisions are often shaped more strongly by offline factors such as peer recommendations, trust in the brand, and socio-economic considerations. Therefore, while Instagram can serve as a channel for influencing consumer behaviour, it should be integrated with offline marketing strategies and community engagement to maximise its impact. This model's findings also highlight the importance of refining and localising social media advertising content. Kumar and Gupta (2016) argue that digital advertising efforts must be tailored to the cultural and socio-economic context of the target audience to resonate effectively. Given that Ado Ekiti is a unique metropolitan setting with its own consumer habits, social norms, and digital literacy levels, marketers should design Instagram ads that align with local preferences, use authentic storytelling, and incorporate trusted influencers to enhance credibility and relevance. Instagram advertising positively affects consumer purchase decisions in Ado Ekiti; its effect is relatively limited and likely contingent on the quality and cultural fit of the ads. Marketers need to adopt a strategic, consumer-centric approach that blends engaging online content with offline trust-building activities to influence buying behaviour more effectively.

## **Conclusion**

It was found out that social media has transcended its traditional role as a communication medium to become a powerful strategic marketing instrument that integrates consumer purchase decisions. However, in Ado-Ekiti, the influence of the independent on the dependent is still below consumer expectations, but in a positive way. Instagram may be counterproductive due to fatigue, intrusive advertising formats, and a mismatch between ad content and customer expectations. It further shows that, to boost the significant influence of Instagram ads in the state capital, efforts must be tailored to the cultural and socio-economic context of the target audience. In addition, taking into consideration consumer habits, social norms and digital literacy levels.

## Recommendations

From the findings, it was shown that Instagram advertising influenced consumer purchase decisions in a small but significant. Hence, it is recommended that, when using Instagram advertising, marketers focus on highly relevant, credible, and emotionally engaging content and avoid negative loading that might be counterproductive.

## Contribution to Knowledge

This study makes significant contributions to the existing body of knowledge in the areas of digital marketing, specifically in Ado-Ekiti, by:

1. Showing what the marketers will do to boost the effectiveness of Instagram ads on purchase decisions, like tailored ads to the cultural and socio-economic context of the targeted audience, among others.
2. The belief that Instagram advertising significantly influences consumer purchase decisions across all locations was not applicable.

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