



Effects Of Instagram Marketing on Female Entrepreneurial Performance in Lagos Nigeria: An Exploratory Study

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Received: 18th July, 2019 Accepted: 9th December, 2019

Date of Publication: December, 2019

Abstract: Lagos is called the commercial capital and known as a city highly populated in Nigeria, with not less than 21 million people as at 2016. This makes it the largest city in Africa. The city is full of diverse opportunities for business and service delivery, majority of its population are social media savvy. Lagos hosts millions of female entrepreneurs who contribute to its GDP via product and service delivery. The study seeks to understand the experience of female entrepreneurs in Lagos who chose Instagram to market their small businesses. Ten female entrepreneurs were selected to participate in the study. The exploratory research design was adopted for the study. The study found that Instagram marketing is effectively used by female entrepreneurs, especially those of them who do not have a shop or an office. Some female entrepreneurs identified in this study, opined that Instagram is user friendly, however data consuming. Instagram marketing provides high exposure of products or services which gives room for sharing product pictures and creating an engaging content.

Keywords: Instagram; Instagram marketing; Social media; Female Entrepreneurs.

1. Introduction

Technology has made it possible for social media networks to thrive, and since the world has become a global village due to the advent of technology; people can now connect with one

another easily to carryout transactions and other social engagement.

Kaplan & Haenlein, (2010) as cited in Noor (2017) stated that the world today is going through some modifications and the introduction of technology has

enhanced business transactions in countries like Nigeria. In this 21st century, to remain relevant in the market, entrepreneurs should employ the use of internet technology to reach their target market. Entrepreneurs can infuse technology into their businesses to enhance productivity and competitive advantage, according to Ogbari, et al (2017) "Technology entrepreneurship is a concept that describes technology-driven entrepreneurship whereby technology is leveraged upon to achieve entrepreneurial success". Following an increase in digital and mobile technology, individuals can now interact on a larger scale and giving rise to an era where interactions is the principal idea of media functions. With the rise in digital and mobile technologies, interactions on a large scale became easier for individuals than ever before; and as such, a new media age was born where interactivity is placed at the centre of new media functions. An individual could now speak to many people and get instant feedback. Where consumers used to have limited and somewhat muted voices, now they could share their opinion with many. The reduction in cost of accessing latest technologies allowed views for the media than before, hence, instead of a few news media outlets. (Manning, 2014).

Wan, Ziti, and Nurul (2016) opine that social media have become a phenomenon since the boom of the internet and smart gadgets. Social media has come to disrupt the traditional media, thereby creating a new platform that is more accessible and less

expensive to use. To buttress this statement, Christensen (2019) as cited in Efughi (2019) opine that "an innovation that is disruptive allows whole new population of consumers at the bottom of a market have access to a product or service that was historically only accessible to consumers with a lot of money or skills".

According to Jenkins, (2015), Instagram is an application that has enhanced communication technology among buyers and sellers. It is commonly used on smart phones and has wider coverage used basically by young adults. It is a photo sharing application that allows users to share pictures and videos of interest to individuals or groups of friends publicly or privately with internet charges. Jenkins, (2015) went further to say that the use of Instagram as a marketing tool is becoming a common occurrence among start-ups and business organizations today, that this application of social media allow the user to market his or her offering to the other user as long as they are on the application as a user and a follower of the one who is trying to market their offerings.

Francesca, Poland, and Paoloni (2017) are of the opinion that female entrepreneurs have adopted social media to strengthen social network in their various businesses, to market and promote their product and services to their potential customers, and also for business innovation and branding, and the employment of workforce.

Social media marketing is a vital area that female entrepreneurs in Nigeria must pay close attention to, because it

has the capacity to increase their brand awareness, lead generation, direct traffic (customers) to their websites, grow their revenue, increase their sales, foster brand engagement and the building of a community around their businesses etc.

This study has identified two problems.

(1). Poor marketing by female entrepreneurs, especially on local media such as newspapers, radio and television due to high cost in advertisement rates, and (2) The poor utilization of social media technology for business activities by female entrepreneurs.

Previous studies by various authors has mentioned social media marketing as a major tool for small, medium and large enterprise. Hannah (2016), analysed female online businesses and how they use Instagram stories to market their products and services.

The goal of this study therefore, is to present Instagram marketing and its features and how the selected female entrepreneurs identified in this study are leveraging on it to market their product and services.

This paper is orderly arranged as follows, paper titles and authors, abstracts, introduction, and literature review, methodology of the study, sample description, data analysis, discussion, conclusion and implications, and references.

2. Literature Review

2.1 Conceptual Review: Social Media

Julian, (2017) define social media, citing the definition of Kaplan & Heinlein (2010). They define social media as an internet –based channels that allow users to opportunistically interact and selectively self-present,

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either in real time or asynchronously, with both broad and narrow audiences who derive value from user-generated content and the perception of interaction with others. McCay-Peet and Quan-Haase (2017) define social media in the work of Julian as a web-based services that allows individuals, communities, and organizations to collaborate, connect, interact, and build community by enabling them to create, co-create, modifies, share, and engage with user-generated contents that is easily accessible. According to Maya, (2019) social media is an internet-based technology which enhances the sharing and distribution of ideas, information and thoughts through the generation of virtual networks. Maya also emphasized that social media was birthed as a medium of interacting with friends and family but was later taken up by businesses and entrepreneurs to reach out to their audiences. According to thenextweb.com, “worldwide social media users have grown to almost 3.5 billion at the start of 2019, with 288 million new users in the past 12 months pushing the global penetration figure to 45 percent”.

2.2 Types of Social Media

Seeing the popularity and power of social media channels, businesses and Marketers look for different types of social media networks that they can use to target and convert their audience. Garima, (2018). In her work, identifies

the different types of social Media Networks as follows.

I. Social Networks: Facebook, Twitter and LinkedIn. These types of social media are used to associate with individuals and brands on the web. They help businesses via branding, social awareness, relationship building, customer service, lead generation and conversion. Different social media campaigns can be channelized on these networks that can help widen your reach. They encourage individuals and businesses to interact online and share data and thought for ensuring mutually productive relationship.

II. Media Sharing Networks: Instagram, Snapchat, YouTube. They are used to find and share photographs, live videos, Videos and other kinds of media on the web. They help in brand building, lead generation, targeting etc. They give individuals and brand a place to discover and share media so that targeted audience can be targeted and converted into a convincing and result driven way possible.

III. Discussion Forums: Reddit, Quora, Digg. These Channels are used for finding, sharing and discussing different kinds of information, opinions and news. They help businesses by being top-notch resource for doing immaculate market research. These forums are the oldest ways of running social media marketing campaigns, before the entry of popular social media players like Facebook. These forums are used by professionals, experts and enthusiast to discuss on variety of fields. The above are the different types of

social media that are in used, but the popular ones are Facebook, twitter, LinkedIn, Instagram, Snapchat and Whatsapp.

2.3 Instagram Marketing

Elise, (2018) asserted that Instagram is a social networking app made for sharing photos and videos from a Smartphone. The application is like Facebook and twitter, and everyone who creates an Instagram account has a profile with news feeds. When you post a photo or video on Instagram, it displays on your profile, other users who follow you will see your post in their own feed. Likewise, you will see from other users whom you choose to follow. Just like other social networks, one can interact with other users on Instagram by following them, being followed by them, commenting, and liking, tagging and private messaging. Over the past few years, Instagram has seen exponential growth-from one million users in December 2010, to over one billion in 2018. Caroline, (2018). Instagram has some unique features that its users can explore.

According to Kayla, (2018) the following are some of the features of Instagram app that can be used for marketing.

I. Video Features: This feature allows for video up to 1 minute long. Video posts generate more user engagement than photos.

II. Live Video: This is different from Instagram video, here it is live. Your followers are notified when you want to go live.

III. Stories Features: users add clips of video to a story which is viewable for 24 hours before it disappears.

IV. Activity Status Tracker: It is a green dot that indicates that your contacts are active on the app. Activity status can be seen from the direct message page. It can be turned off, if users don't want to be seen active on the app.

V. IGTV: Instagram TV is a feature on Instagram that allows users the ability to share videos that are up to an hour long. It gives business owners and marketers the opportunity to share longer video content with the benefit of your users being notified when a new Instagram TV is displayed

VI. Muting Ability: This feature lets you mute post from certain users without having to unfollow them.

VII. Hyperlink Username and Hash tags: In your bio-when you type @ or #, the user or hash tag that follows will automatically be hyperlinked. This will enable your followers to engage with other accounts you own or branded hash tags your company use.

VIII. Algorithm Updates: This feature helps users to see family and friend posts 90% of the time.

IX. Emoji Slider Polls: Instagram puts emoji's to use as a way of polling how much users like or dislike a post.

X. Shoppable Tags in Stories: This feature allows businesses to tag their products in their photos.

XI. Bulk Upload Stories: Ability for users to upload photos and videos to stories in bulk. This feature will be a time saver for businesses and social media managers.

Clair, (2018) define Instagram marketing as the way that brands use Instagram to connect with their target audience and market their offerings. She said recently, Instagram has gained popularity as an exciting method for brands to show off their culture, recruit new employers, engage with customers, and show off products in a new light. According to Eddie, (2018) Instagram marketing is competitive, that more than 25million businesses use the platform to capture attention, incite interest, create desire, and compel action.

Icon square, (2019) said Instagram marketing is no longer something to consider, but something to do because it comes with the jobs now. Those who understand this are no longer asking themselves why they should do it, but rather how they should do it correctly in order to get the results they want. Ana, (2019) is of the opinion that Instagram marketing is a staple part of many ecommerce businesses marketing campaigns and for good reasons it has a large and diverse audience that is happy to engage with brands resulting in high engagement overall.

We like to define Instagram marketing as the marketing done by business owners and organizations in order to create products and service awareness to their potential customers and clients using Instagram a social media type that gives room for photo and video sharing.

2.4 Why Female Entrepreneurship in Nigeria?

According to world-bank report as written by guardian woman on the 22nd of July 2017, the rate of female

entrepreneurship in Africa is higher than any other region in the world.

As at February 2017, BBC, in a news report stated that “Nigeria has the highest number of female entrepreneurs in the world, as forty percent of Nigerian women are entrepreneurs, which is higher than anywhere else in the world” the report said.

The report went further to say that emphasis on small scale and subsistence entrepreneurship for women is gradually fading away and replace it is a more daring and relentless form of female entrepreneurship.

According to Imhonopi et al (2016) the position of females in Nigeria, just like their counterpart in any other country, is biologically, culturally and socially distinct from that of males. They went further to say that this distinct characteristics contribute to the roles and functions expected of females in the home and the society at large. That Women are generally attached to their family and it is difficult most time to detach this attachment, all the house chore and the housekeeping functions are left for them to carry out. Garba, (2011) as cited in Imhonopi et al (2017) opine that women are mostly referred to as the main keeper of the home and family. And that they are expected to shoulder the responsibility of a mother and the one who does every other home front activities in order to keep their homes and children. Garba in his work, took cognizance of the fact that the status and economic position of some men is what determine the economic prosperity of their women. That means women have little or no access to the

available close family resources. In cases where the woman heads the home, for example a widow, all this implies is that, she will have to struggle for survival and also struggle to get herself involved in economic activities that will bring in money. So female participation in economic activities such as buying and selling of goods and the rendering of services will bring a transformation in their economic status, liberty and the level of resource control. In some instances, the money that comes in to a family determine their economic wellbeing as a family. When a family is in poverty, the effect is felt more on the women and the children, because their basic needs would not be meet. Women play a key role in reducing the level of poverty in their family, for Instance if the husband’s income is too small to meet the family needs (Garba, 2011) as cited in Imhonopi et al (2016). It is said that women play a supporting role in the fight against poverty eradication in developing and low income country such as Nigeria. A recent study has discovered that the rate at which women participate in entrepreneurship can be traced to the economic downturn or looming recession, and also the increase in literacy level. (Tambunan, 2008) as cited in Imhonopi et al (2016). These challenges and other reasons are the motivation for women in Nigeria to participate in entrepreneurial activities in order to empower and upgrade themselves socially and economically.

2.5 Female Entrepreneurs and Their Characteristics

A female entrepreneur is any woman who owns and runs a business or

provides services. Therefore, female entrepreneurs are women who do business or render services.

Carmen, (2013) is of the opinion that female entrepreneurship represent a vast untapped source of innovation, job creation and economic growth in the developing world. Women entrepreneurship means an act of business ownership, creation and controlling which empowers women economically, increase their economic strength as well as position in the society. Kavita & Mallikajum (2016). Female entrepreneurs are said to encompass approximately 1/3 of all entrepreneurs worldwide.

Colette, (2017) enumerated some of the characteristics of female entrepreneurs. Such as

I. Courage: Making the jump from corporate to CEO is scary, its courage to do such, because there are no more paid expenses, no more annual bonus and company pension scheme. No more stable monthly salary. Then there is the long learning curve that you must go through as the business takes shapes and starts to grow. It takes courage to quite an 8 to 4 Or 9am to 5pm job, especially if it pays well.

II. Thick Skin: For the business to be successful, you need to be visible, putting yourself out there and sharing your message, your brand, and to a certain extent your soul.

III. Perseverance: The ability to pick yourself up after every knock-back and every failure.

IV. Creativity: Female entrepreneurs can think outside the box. Creativity drives the world and business; therefore,

female entrepreneurs are always thinking at a go and out of the box so as to remain relevant as her own brand representative.

V. Empathy: The ability to use a knowledge and skills to solve a specific problem for people.

VI. Curiosity: Most of the female entrepreneurs who are successful have an element of explorer in them. They want to test new theories and push new boundaries to see what happens. This is how innovation takes place, and innovation is an important ingredient in any successful business.

VII. Passion: Female entrepreneurs can feel personate and excited about their business at the starting stage of the business.

VIII. Organized: They are very organized in terms of planning and setting goals.

IX. Confidence: Female entrepreneurs are very confident, they believe in their products and services.

X. Humility: Humility is vital to the success of any enterprise, most female entrepreneurs are very humble, they willing to learn and unlearn at any point in time in their businesses and personal life.

3. Theoretical Base of the Study

Social media is a new area of knowledge, therefore there has not been too many theories that can enhance an understanding of its utilization. However, JC Social Media (2019) identified Content as a theory that can be applied to aid the marketing of products and services on social networks. Content is a major pillar of social media that is commercially

viable. That possessing a solid content add up to the many goals and objectives of social media marketing. Social media content theory is said to consist of three different elements. They are Self - promotion, value -adding and interaction. Self – promotion has to do with selling goods and promoting the brand directly to the target audience. Value – adding has to do with creating a positive impact on the target audience. Interaction has to do with initiating a conversation with the social media subscribers on the target space. According to Kamy, (2017) the main aim of content in social media is to create a link between the audience and the brand , that this form of connection is not an ordinary one, but the one that gives the audience the capacity to show sympathy and empathy for the brand. Kamy went further to say that “content has the power to make people feel positive or negative about the brand”.

In the words of Victoria, (2018) “Customers are increasingly savvier and more discerning about which business they support, that before making a decision, they will do a quick search to browse your website and social media”. Victoria went further to say that putting up a rich profile that you update every now and then with content that are useful has the capacity to build a brands authority, thereby making a brand trustworthy , knowledgeable and approachable.

How does content theory relate to Instagram marketing? Content is what the brand or the organization put up for their customers or followers to see or read, content is the way a brand

communicates their offerings to their potential customers. It can be a photo of products, a video or a write up. Contents must be appealing to the customer and it must be able to promote or sell the intended products, create values that can prompt a buyer. An effective Instagram marketing must have an engaging content that can make a brand generate leads.

4. Methodology

This study used the primary method of data collection, through in-depth interviews of 10 female Lagos based entrepreneurs who were selected and accepted to participate in the study. The interview questions were self-constructed. Questions such as, what product do you sell or manufacture? What prompted you into selling the products you are sell? Does it move the market? What is your Instagram handle? How many followers do you have on your business page? Why is your business on Instagram? Why did you choose Instagram as a marketing tool? Does your brand use hashtags, how many par posts? How often do you post on Instagram? How much is your Instagram marketing budget par year? Do you have any Influencer used by your brand to promote it? Does your brand carry out Instagram adverts? What effects has Instagram marketing had on your business so far? Where asked.

Respondents were selected for this study based on their business performance in sales and customer patronage, the business’s presence on Instagram, and the numbers of followers they have on their Instagram handle.

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The interview was carried out in two ways, the physical contact (one on one) with respondents and the electronic means (online). Four of the respondents were interviewed physically at their various business places and the other six were electronically interviewed due to busy schedule and their unavailability during schedule dates of interview. The respondents that were electronically interviewed were sent questions via the Whatsapp application voice message, two replied via the same voice message, while the other four sent their reply in a written format. The one on one interview lasted for about 30 minutes, while electronic one took about 10 to 15 minutes. The content of the interview was analysed, and a thematic analysis was performed.

5. Sample Description

Respondent 1 is a 29 years old master's degree holder in Management Information System. She is the founder of Aridunumi_queen, a brand located in the Magodo area of Lagos Nigeria. She sells ladies bags, shoes, male and female clothes, wristwatches and medicated eye glasses. The business has been in existence for 6 years. Instagram handle is @Aridunumi_queen with 346 followers as at the time her interview was conducted.

Respondent 2 is a leather shoe maker with the brand name DyDyshoes located in Ketu Lagos. Her shoe manufacturing business is 1 year and 3 months old with 3 additional shoe makers who work for the brand. Omowunmi is 23 years old and a graduate of biochemistry. Instagram handle is @DyDyshoes with

1,431 followers as at the time of conducting the interview.

Respondent 3 is 23 years old, with the brand name beadsnation. Her business is located in Ajao Estate Lagos. She makes and sells handcrafted jewellerys, bracelets and necklace. The business has been in existence for over 5 years and has 3 staffs. Instagram handle is @issy_beadsnation with 2000 as at when she was interviewed.

Respondent 4 owns a business called Aaycakes. She bakes cake and render confessionary services for various events. The 27 years old microbiology graduate has coordinated the business for 5 years from her Ogba Aguda residence. Instagram Handle is @Aaycakes with 200 followers as at interview time.

Respondent 5 is a 31years old graduate with the brand name (HOT WEARS) Home of Theresa Wears. She makes and sell leather foot wears such as sneakers, sanders, males covered shoes etc. Hot wear is located at Surulere Lagos and has been manufacturing shoes for 5 years alongside 3 other shoe makers working with her. Instagram handle is @hotwears with 9000 followers.

Respondent 6 35years, runs veeqy's store, an online store that has been in existence for four years with one staff. She sell fashion items and manufacture liquid soap. Veeqystores is located at Egbeda Lagos. Instagram handle is @veeqystores with 1,435 followers.

Respondent 7 is the CEO of Dae26fabrics. It started officially in January 2018, though she has been selling and making fabrics for some of her friends prior to the official lunch.

She is a 34 years old graduate of economics, who has passion for fabrics making and designs. She sells Ankara, Aso Oke, Cashmere, Guinea and Lace Material. Dae26fabrics is located at Ogba, Lagos. Instagram handle is @dae26fabrics with 349 followers.

Respondent 8 owns Nature's Tea Venture, she produces Shea butter. The business has been around for 2 years, and within these periods she has been able to produce various flavours of Shea butter (Vanilla, Strawberry, and Cocoa). Her business operates from Opic estate in the beggar area of Lagos. She is 26 years old and a graduate. Instagram is @teanature with 2000 followers as at when she accepted to be interviewed.

Respondent 9 is a 27 years old lawyer. She runs Gift Fairy NG, an outlet that is into gift services for both corporate and social events, personalised gift and novelty gift. The business is 4 years old and it has two staffs to its credit. She runs gift fairy from her Chevron Drive base, Lekki Lagos Nigeria. Instagram handle is @thegiftfairyng with 4,600 followers.

Respondent 10 is a 28years old master's degree holder In International Relations. She runs Astarttoforever, a brand that is into bridal wears and accessories, male and female fabrics and foot wears. The brand is located in Ilupeju Lagos with one staff. Instagram handle is @Astarttoforever with 111 followers.

6. Data Analysis

I. The New Market Place

Technology has bridged the gap of having to go to a physical market for buying and selling. In this study, the

entire participant admitted that Instagram is a social media type that allows for photo and video sharing. Participant 1 said "Instagram is the new market, it is the platform where most youth are these days". Participant 2 said "Instagram is her show room, a new form of market that allows her to display her products for all to see, that it gives her the opportunity to share her products with potential customers in the absence of a physical showroom". Participant 3 said "her target audience spends more time on Instagram the new market place". Instagram as the new market place makes it possible for start-ups and already established entrepreneurs to get their products and service out to their potential customers and clients without having the need to go display or sell them at the physical market. The above theme is peculiar to participant 1, 2 and 3.

II. Reach, Time and Hashtags.

In this study reach is peculiar to all the participants. They mentioned the reach that Instagram has, as one of their major reasons for exploring Instagram marketing for their businesses. Participant 2 said "Instagram marketing helps her business get to a wider audience of potential customers". Participant 3 said "it's a great platform that place your business in people's face anywhere in the world, you can close a sales deal without meeting physically". Participant 5 said she has chosen Instagram to "reach out to the world and not just Nigeria". Participant7 said "a lot of presence and wider reach is the major reason why she chooses Instagram marketing". Participant 8 said

“Instagram is a great place to find potential customers”. Participant 9 said “Instagram marketing gives her business access to a wider market and audience”. Peculiar to all participants also is their various time of sharing post and information about their various products. Participant 1 said she “post at least once in a day”. Participant 2 said she “post three times in week”. Participant 3 “post at least once a day and at most five times in a day”. Participant 4 said she “post once in a while”. Participant 5 said she “post every day”. Participant 6 said she “post 3times in a week”. Participant 7 said she always “post three multiples of 10 pictures per day”. Participant 8 said her “posting depends on the available products”. Participant 9 said “post four times in a week”. And participant 10 said she “post weekly”.

All the participants explore the use of the right hashtags to increase their reach on Instagram. Hashtags means a lot on Instagram, it helps other users of the Instagram application to discover your content and help you to analyse the performance of your Instagram marketing campaign. In this study all the participant admitted to using hashtags to every post on their Instagram handle. The participants said they use hashtags that are close or related to their businesses. E.g. #fashion #womenfashion #weddingbells #bags #mensshoe #cakes #gifts #brideandgroom etc.

III. Influencers and Adverts

An Influencer is a person (a celebrity or an active user of Instagram) that businesses or brand can leverage on to

promote or market their offerings. In this study all the participants declined as to using influencers to market their brand on Instagram. Participant 9 said “though there are no influencers for her business on Instagram, but when she does gifts packaging and branding for notable persons or celebrities, they share the pictures on their Instagram handle or Instagram adds”. Apart from participant 7 every other participant has not explored Instagram adverts before.

IV. Buying Followers

The entire participant in this study, declined to buy followers, they said all their followers as at the time of conducting this interview are organically built. Organically built followers are the followers that were not bought to follow a brand, but follow an account willingly based on the content or activity of the account. Respondents were unable to provide an evidence to support the claim of not buying followers. But authors conducted a research into Instagram account that buy followers and those that does not buy followers and then compare them with those of the respondents. We discovered that Instagram account with many followers e.g. 500K, whose content or picture post does not generate likes or comments that is commensurate to the number of Instagram followers is likely to be followers that are bought. When we check respondent’s page, we discovered the numbers of followers is commensurate to the number of people that engage their post.

V. Effects of Instagram Marketing on the Participants Products and services

The table below shows effects of Instagram marketing on the participant’s brand. The entire participant agreed that Instagram marketing helps brand awareness, gives access to a larger audience of people all over the world, it is user friendly i.e. easy to operate, it does not really need any special kind of knowledge or skills. They also agreed that it has led to increase in sales and patronage. Participant 1 and 4 mentioned

that “Instagram marketing has helped their business meet nice customers”. Participant 5, 6 and 9 said “Instagram marketing has help them to build a strong clientele base both within and outside Nigeria, that Instagram marketing has made them meet people they would not have had access to on a normal business day”. Participant 6 said “the major effect of Instagram marketing on her business is the basic acceptance of her products by her online customers”.

Table 1. Personal effects of Instagram marketing on participant’s businesses.

Source: This Study

Participants	Brand Awareness	Large Audience	Meeting New Customers	Building A Strong Clientele Base	Sales Increase	User Friendly
1.	yes	yes	yes		Yes	yes
2.	yes	yes			yes	yes
3.	yes	yes			yes	yes
4.	yes	yes	yes		yes	yes
5.	yes	yes		yes	yes	yes
6.	yes	yes		yes	yes	yes
7.	yes	yes			yes	yes
8.	yes	yes			yes	yes
9.	yes	yes		yes	yes	yes

10.	yes	yes			yes	yes
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7. Discussion

In this era of modern technology, marketing is shifting gradually from the traditional method to social media. Social media marketing is a major form of Internet and Web based marketing that employs the use of the various social media types, where business owners, entrepreneurs and start-ups use social media to market their offerings to their existing and potential customers. Social media is characterised by pictures and videos, therefore marketing with it will implies that pictures and videos are shared as contents, because people relate more with photos and videos than written marketing contents. The social networking platform that fit perfectly in this category is Instagram. Instagram subscribers are increasing every second, it has a lot of young people that are active users, and it also has businesses that are subscribed to it. Instagram is a photo sharing application that enables more than 25% engagement of products and services compare to other social media. It has 70% female users and 30% male users. 50% of the high-ranking businesses leverage the Instagram space to market their offerings to their customers who are subscribed to the application.

Instagram is now the new market place, a show room used by entrepreneurs and business owners to display, create awareness and buy items. Business owners and organizations gain more

popularity via viral marketing platform through Instagram.

Instagram is a vital space for business opportunities that empowers entrepreneurs to reduce the cost of creating awareness of their products and services, mobility, buying or renting a physical location or space for running a business.

Marketing on Instagram result to a positive and immediate impact on the choice of customers and their willingness to pay for premium quality products and their loyalty to the brand.

Our respondents adopted Instagram marketing to market their product and services, because it gives them the ability to manage their time effectively, without having to run crash schedules. There is no limit to or time of engaging with people on line, post and messages can be uploaded at any time. Instagram Marketing has created brand awareness to our ten female entrepreneurs, it has helped their brands to gain a wider reach and cause them to build a strong clientele base both within Lagos and outside Nigeria, it has helped to increase their sales volume and also generate revenue, and it is user friendly and easy to navigate. Instagram Marketing is the newest form of customer engagement and marketing that can make a whole lot of difference if embraced by entrepreneurs.

8. Conclusion and Implications

8.1 Conclusion

This study investigated how technology is been used to shape the business world and how this era of social media is penetrating everyday aspect of human endeavours. Just a click on the computer can complete a business transaction without seeing or meeting physically. This study has found that Instagram, one of the types of social media has a huge benefit that can be employed by entrepreneurs. The app allows photo and video sharing. This unique feature is been used by many business owners to share their product pictures with the world, to market and also communicate brand offerings. 10 female entrepreneurs in Lagos metropolis whose businesses are on Instagram where interviewed for this study, they shared with us effects of Instagram marketing and how it has helped the performance of their businesses.

Instagram marketing is vital in running a business, because the society is gradually turning into a technologically driven one, where people spend more of their time on social media. It is therefore

necessary for entrepreneurs to move their products from physical engagement to online interactions.

In conclusion, leveraging Instagram for marketing will build a business and create an online community round it, it will expose the business to a wider audience, and it will help the business to increase sales volume and generate revenue, perform and compete favourably with its competitors.

8.2 Implications

The implications of this study for research is the ability of potential business owners or intending start-ups to utilize the available studies and findings in order to channel their efforts towards the newest technologies that can help their business to grow and attain their set aims and objectives. Another implication is how to market products and services using modern technologies rapped around social media. Further research can also be carried out to find out how male entrepreneurs leverage Instagram for Marketing.

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