



Teofilo Kisanji University

TEKU Journal of Interdisciplinary Studies (TJIS)

<https://www.teku.ac.tz/tjis.php>

ORIGINAL ARTICLE

Received: 24 April 2023

Revised: 30th May 2023

Accepted: 18th June 2023

Published: 30th June 2023

Available at

<http://teku.ac.tz/article1.php>

The influence of Instagram Ads to Consumer Behavior among Youths: A Case of Congo Street Cloth Trades in Dar es Salaam Tanzania

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Abstract

The study was guided by the question: What is the influence of Instagram ads on consumer behavior among youths? The specific objectives of the study were to examine the extent in which youths are using Instagram, to identify the aspect of youths use Instagram, to establish a relationship between the uses of Instagram and purchasing tendency of youths, and also to examine the extent to which young people are affected by Instagram ads in their buying habits. The study used a descriptive research design. Questionnaires and interviews were used whereas a sample of 66 people was selected conveniently during data collection since the area is occupied with various business activities. Media Marketing theory was used to aid a researcher in finding information. Findings show that Instagram ads have impacted youths in decision making, since more than 33% of the total respondents were affected in buying decisions, (30%) mentioned that Instagram Ads increased consumer behavior among themselves and 37% of respondents were addicted to social media. The study concludes that youths are affected by Instagram ads in their buying decisions. Thus with the advancement of technology nowadays business people should learn the better ways of using Instagram as a business tool to promote their products and attract customers while buyers should also know the proper use of Instagram. The study recommends that the government should control online businesses so that no one will be harmed and the revenue will be easily collected.

Keywords: Instagram, Instagram ads, consumer behavior, youths

1. INTRODUCTION

Ads in social media have been influencing people in decision-making which also leads to product consumption (Ibrahim & Yakup, 2022). Through social media ads different companies are investing to reach more people, especially those of young ages, in order to affect their buying decision-making (Baum et al, 2019). According to We are Social (2022), 4.2 billion out of 7.8 billion people worldwide actively use social media, therefore this can be

used by these companies as a huge capital to invest through ads that are appearing in social media.

Consumer behavior among youths is influenced by self-interest, barriers, perception, demographics as well as culture. Boateng & Okoe (2015) indicate that there is a strong and significant relationship between consumers' attitudes and perceptions towards social media advertising and their behavioral responses.

Furthermore, there is a strong relationship between these two variables whereas the influence of Instagram ads is causing consumer behavior among youth; independent and dependent variables respectively. According to the Pew Internet and American life project as cited in Tekulve & Kelly (2013), 13% of the people who use the internet in their daily life, they are using Instagram, also the results show that people of age range from 18 to 29 are people who show response towards Instagram.

Surveys show that 90% of youth ages 13-17 have used social media sites. Furthermore, 75% report having at least one active social media profile and 51% visiting social media sites at least daily (American Academy of Child and Adolescent Psychiatry, 2018). The emergence of marketing invention and innovation through Instagram and the intensity of accessing it as well as goods advertisements started to influence users to shop via Instagram. Instagram came up with supportive features that enable people to search and do some IG shopping thus there is no need for someone to go for physical shopping in the market. According to Anggraini (2019) the influence of social media such as Instagram online shopping on the consumptive behavior Makassar High School 97% of students do online shopping not based on needs and demands rather the desire and lifestyle that is caused by what they see in Instagram. However, different researches have been measuring the relationship between social media and its influencing power that affecting the perceptions and attitudes of buying behavior, but this is going to find out how these Insta ads are influencing consumer behavior among youths hence coming up with the suggestions on the proper ways of consuming social media contents (ads) and not being driven resulting to unnecessary buying behavior.

The introduction of social media in Tanzania and the entire world has become a cornerstone as most people are relying on them in communication, sharing information, advertisement as well as marketing purposes. People of young ages spend as much as nine hours per day on social media sites (Jefferson, 2021). According to a recent study conducted by Common Sense Media (2021), mind-boggling statistics mean when students are not in school, they are busy using their smartphones surfing social media, interacting with friends, passing through different products that are in sales and so many other activities. Jefferson (2021) found out that a brand simply being on Instagram could be having a positive brunt on how audiences perceive that particular brand.

Instagram content clients tend to view brands on Instagram as more popular (78%), relevant (74%), creative (77%), entertaining (76%) as well as committed to building community (72%) than those that are not (Impact, 2019). The relationship between the use of Instagram ads and consumer behavior among youths is what drives the research to be conducted since the introduction of these social media sites have changed the way people communicate and share information but an important question posed here is whether they are having something to do with the influence of consumer behavior among youths. According to Mark (2017), consumer behavior among youth has many negative

impacts such as the increase in debt level among the youth as a result most of these youths are facing depression and stress. Scholars such as McCombs in Agenda setting model introduced in 2022 have clearly shown the power that media messages have an impact towards attitude changes among users, especially social media users; but there is no clear explanation on the relationship between consumerism of behavior of unnecessary buying habits and the power of ads that are displayed in the social media platforms Instagram in particular.

The study assessed the impact of these ads, especially in this era where social media usage has taken over among people of young ages since most of these youths spend most of their time searching different trends in the market in order to consume even though they are not so much in need (Mark, 2017). The study, therefore, was guided by the following specific objectives:

- To examine the extent in which youths in Dar es Salaam do use Instagram;
- To identify the preference and in which aspect do youths in Dar es Salaam use Instagram;
- To measure a causal effect relationship between the use of Instagram and the purchasing tendency of youths in Dar es Salaam and
- To examine the extent to which young people in Dar es Salaam are affected by Instagram ads in their buying habits.

2. THEORETICAL FRAMEWORK

This study uses the Social Media Engagement Theory. The theory was found by Prahalad & Ramaswamy in 2004 as they applied a socio-technical systems perspective to first address the course of why social media user experience influences engagement and afterward usage. According to Prahalad and Ramaswamy (2004), Social Media Engagement theory accounts for the role played by technological advancement as an underlying platform needed to facilitate social interaction among users that are globally and temporally distributed. The user experience means. Content stemming from direct participation, there are two critical factors that create the user experience in social media; one from social interactions and of technical features.

Social interaction enhances a sense of personalization as users pinpoint attention on topics of interest and conversely filter content not deemed significant or relevant to their personal interests (Goodwin, 1996; Mittal & Lassar, 1996). Positive user attitudes are more likely to increase when users perceive the interactions as being personalized to his/her specific interests; as a result, it might lead to greater and personal relevance heading to higher user engagement (Erat, Desouza & Kurzawa, 2006). The way users are engaged in social interactions via social media usage, is the way these users are having personal preferences for content (Prahalad & Ramaswamy, 2004).

According to Theory Hub (2020), generally, social media engagement is a complex field that proceeds to evolve as social media platforms and the way people use them. Studies

have shown the positive and negative aspects of social media engagements, therefore it is important to understand how social media engagements work in order to optimize the use of social media platforms and improve positive aspects while reducing the negative effects.

Social media use allows a company to control its information broadcaster, connect and converse with its targeted people in a dialogue fashion and create better customer engagement. According to Buffer (2019) the majority of marketers, 73% who participated in that study said that social media marketing is the most effective way for companies to promote and advertise their products.

Social media usage creates a demand in people's mindsets since most people are relying on them, especially in doing some shopping activities thus a higher level of customer engagement allows a firm to increase its website traffic, sales, customer satisfaction, loyalty and consequently decision quality. However, business people that use Instagram ads are engaging more youth and create dependent behavior in social media use, thus the understanding of social media engagement and application of engagement strategies are critical for effective social media marketing, community building, and online communication, the theory aided the accomplishment of this study.

3 EMPIRICAL LITERATURE REVIEW

Youth's behavioral changes are mostly influenced with social media usage, John (2015) social media contributes in decision making among youths like how it is in creating addiction behavior among them. Social media is also the source of decision making when attempting to purchase different products through online means. Absence or poor control in the social media usage is mentioned as a threat to most youths since they use social media with no awareness and that is a room for advertisers to attract youths' attention hence buying intentions (Jessica & Patti, 2017).

Chevalier & Mayzlin (2006) have evidenced that in the form of online, product reviews have a causal impact or positive influence on consumer purchasing behavior. In a similar vein, Lee (2009) found out that the quality of the arguments i.e. supported with facts versus emotional and subjective arguments used in reviews have a positive impact on purchasing intention; and the quantity of reviews have a positive effect on purchasing intention, since large number of reviews denote popularity of a product.

Psychologically advertisers in Instagram are struggling to win people's mindsets. John (2015) social media enjoys phenomenal success in terms of adoption and usage levels. Social media usage became paradigm shifts on how people connect and communicate with each other, on how they express and share ideas, and even on how they engage with products, brands and organizations. The study's findings suggested the four contributions to knowledge; firstly to consumer behavior theory by proposing information exchange as enlarged consumer behavior construct consisting of nine components.

Thomas (2020) social media influencers are affecting the purchasing habit of Instagram users as they properly promote their advertising messages. It is confirmed that the degree of loyalty among the people can be affected by the relationship between a person and the influencer and this doesn't happen accidentally rather it is created based on the psychological aspect so that people will be loyal to their brands. They succeed in attracting the attention of consumers as most of them have their portion of followers that to some extent have common interests.

Abbas, Ally, Reza & Soheila (2017) there are three fundamental strategies that can be used by marketers to make changes in cognitive structure of consumer's perspectives as way to make the buying behavior a culture to people; change in beliefs, change in importance, and level of characteristics as well as increasing in beliefs. Most companies are trying to influence consumers' interest and feelings towards a brand positively without having direct influence on consumers' beliefs and behaviors.

The process is said to increase the tendency or culture of buyers towards buying behavior since a buyer is going to buy a product and increase the buying behavior of consumers. In some cases, audiences unemotionally welcome such advertisements, because they associate baseless claims of the company with the audiences' mindsets and this can result in negative attitudes among audiences (Herman, 2014).

Chahat & Sachin (2020) web-based social networking has occupied purchasers that have no control over certain degree experiences that are altered by the use of social media. Web-based social networking sites have occupied purchasers who have no control over the stuff, timing or recurrence of online discussions among shoppers.

Moreover, social media usage stimulates consumer satisfaction in the stages of information search and substitute evaluation, with satisfaction being amplified as the consumer moves along the process towards the final purchase decision and the post-acquire evaluation. Rashad & Sook (2015) argued that Instagram is now one of the popular and important tools that are being used by the marketers to announce and promote different products and services as it enables people to interrelate locally and internationally. Instagram has gathered all the people around the world that are interested in photography since it focuses on photographic functions. Users of Instagram are sometimes affected in terms of psychology and in a social way. Some are facing addiction to social media, they have no control at all rather they are controlled by social media sites, psychologically some people are forcing themselves to change lifestyle and that is the beginning of having attitudes of buying whatever is promoted in Instagram.

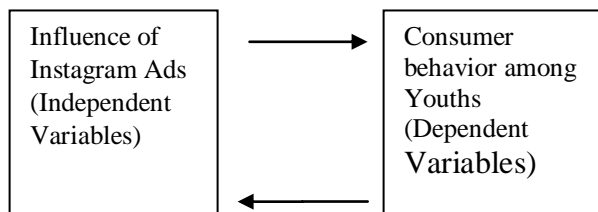
The marketing mix is a collection of controllable variables and their levels that a firm implies to affect its target market. This is the fundamental tactical component of a marketing strategy. According to McCarthy who introduced 4ps in 1964 as he namely price, promotion, product and place of distribution as primary ingredients of a marketing strategy and a means of transforming marketing planning into

practice. Marketing mix aids at defining marketing aspects for matured positioning marketing offer (Suprihanti, 2011).

Furthermore the economic environment is not static, rather it is changing accordingly since from four Ps then there was an addition of another people (people) (Judd, 1987). In improvement of marketing another three Ps were added that represented participants, physical evidence and procedure. Personal attention, interpersonal care and quick behavior are demonstrated by the customer-oriented.

In connection between two variables that are; consumer behavior among youths and Instagram ads is measured by considering that Instagram as one of the fastest growing social media has a very close relationship with consumer behavior since it has good qualities for business people to create promotional posts that stimulate customers' intention of buying products or services. (Mahatma Vidya& Ni, 2020). Social media sites, depending on their accessibility, have been an open ground for youths to choose whatever they want since most of these youths are addicted to social media sites (Jacqueline & Sanjukta, 2018). However, different studies such as Hamidah (2017) do not show the motive behind the product's consumers since most of these buyers are attracted by the ads that always appear in the social media walls especially Instagram, thus it is still an open ground for researchers to find out the relationship between them.

Figure 1: Conceptual Framework



Source: Adopted from Consumer behavior Approach, 2022

4. Research Methodology

Research design is the process of collecting, analyzing, interpreting and reporting data in research. It is the plan that links the conceptual research problem with the achievable empirical research (Cresswell & Plano, 2007). The study used mixed research design; this is the approach that offers a number of benefits to approaching complex research issues as it integrates philosophical frameworks of both post-positivism and interpretivism (Fetters, 2016). Dealing with qualitative and quantitative data in such a way that research issues bring about meaningful explanation. It also offers a logical ground, methodological elasticity and an in-depth understanding of minor cases (Maxwell, 2016).

Mixed research design is applicable since it helps to produce a more complete picture and provides an opportunity for a greater variety of different or complementary views; which are valuable as they not only lead to extra reflection and

enrich people's understanding of a phenomenon; it is also a welcoming for future studies (Teddlie & Tashakkori, 2009). The design was chosen because the study was a bit complicated in terms of finding information, especially secondary data that could be useful in accomplishing the study.

The area of this study was Congo Street that is located at Kariakoo ward Ilala Municipality in Dar es Salaam city. The area was chosen due to the fact that it is the entire part of Tanzania and considered as the most part of the city where there is a high number of dwellers. The Study was conducted between June and July 2022. That being the case there are so many social media users especially those buying products by the means of online stimulated by the use of social media.

In this study, the sample of 66 respondents was selected to accomplish a research whereby the population was youths who dwell in the mentioned area. Youths are the ones that mostly use social media, especially Instagram. It was also easy to measure the relationship between the ads that are displayed in Instagram and the way they affect their buying habits. Thus with them it was easy to obtain important information in order to fulfill the demand of the study.

Sample is also explained as the selected elements such as human beings or objects chosen to contribute in a study; people are referred to as subjects or participants. Therefore sample size for this study was determined by using the Rule of Thumb formulae which states: $(N \geq 50 + 8M)$ Whereby N = sample size, M = number of study independent variables. Therefore, the study had two variables that were consumer behavior among youths and Instagram ads Therefore: $N \geq 50 + 8 * 2 = 66$. Based on rule of thumb computation, the sample size for this study was 66 respondents that included buyers and sellers of different products at Congo Street in Kariakoo. The study used a non-randomized method that is convenience sampling because this is the type of non-probability sampling, whereby a researcher prefers participants as per their own convenience. Under this method, a researcher selected the closest live persons as respondents whereby a researcher is selecting participants conveniently (Doherty, 1994). The method was used because it is inexpensive since a researcher is choosing samples conveniently, also their sampling method is supportive in easy data collection because a researcher is selecting samples by considering his/her own judgments (QuestionPro, 2021).

In data collection, questionnaires were used to collect data from the selected sample. Questionnaires are an appropriate method, especially when the researcher needs to collect specific information about people's opinions, thoughts, experiences, and feelings. Questionnaires are useful when the subject of a survey involves issues that require complex questioning and considerable probing (Easwaramoorthy & Fataneh, 2006).

The study used content analysis as a method of analyzing data since it is so useful in organizing data in a logical way. These methods were used because they were suitable

enough to come up with true and accurate results but also they were not complicated, rather helping the accomplishment of the study. Therefore data are presented in terms of graphs, charts and tables in order to make them readable and meaningful. There was a consideration of the ethical stuff such as observing confidentiality, privacy, secrecy, humanity consideration and other ambiguity that could happen during the processes of conducting a study. According to Georgia & Marianna (n.d) ethics in research consist of requirements on people's daily works, the protection of human dignity and the publication of information in the study.

5. PRESENTATION AND DISCUSSION OF FINDINGS

The study used Instagram users from Dar es Salaam. The respondents' age was between 15 and 29 years old. Both males and females were included in the study in terms of percentages of how many were men and how many were women.

5.1 Respondent's Personal Information

Amongst 66 respondents, only 50 respondents used questionnaires while 16 respondents were interviewed. Table 1 shows the demographic characteristics of the respondents that are also categorized in terms age, gender, and occupation as well as education status.

Table 1: Respondents Personal Information (N=66)

Item	Category	Number of Respondents	Percentage
Age	15-20	31	47
	21-29	35	53
Gender	Male	30	45
	Female	36	55
Education Level	Educated	49	74
	Non- educated	17	26
Occupation	Employed	15	23
	Self-Employed	23	35
	Unemployed	18	27
	Students	10	15

Source: Field Data, 2022

5.2. Use of Instagram among Youths

This part intended to explore the use of Instagram among the youths in relation to its influence in buying behavior. Table 2 illustrates the findings as follows;

Table 2: Instagram usage among Youths (N=66)

Item	Number of Respondents	Percentage
YES	66	100
NO	0	0

Source: Field Data, 2022

5.3. Reasons of Using Instagram

The question intended to know the extent to which young people were using Instagram, as it wanted to know what Instagram was for. Therefore out of 66 respondents 11 (17%) said they were using it for searching information, 15 (22%) said they were socializing, 31 (47%) said they used to look for new products while the rest 9 (14%) said they were just using it for refreshment. Table 3 illustrates the findings as follows:

Table 3: Reasons of Using Instagram (N=66)

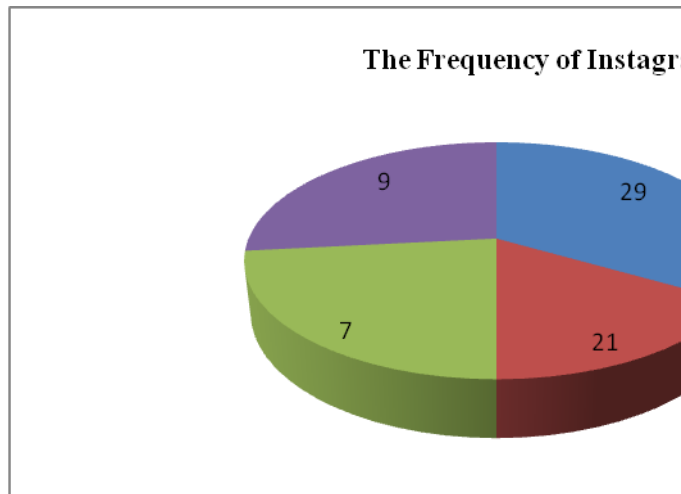
Item	Inform- ation	Socializ- ing	New products	Refreshing	Total
Number of respondent	11	15	31	9	66
Percentage	17	22	47	14	100

Source: Field Data, 2022

5.4. Frequency of Instagram Usage

This part intended to explore the frequency of Instagram usage by youths. Therefore, out of 66 respondents interviewed, 29 (44%) noted that they used it regularly, 21 (32%) used it irregularly, seven respondents (10%) used Instagram frequently while nine (14%) said it was normal. The chart below illustrates;

Figure 2: The Frequency of Instagram usage (N=66)

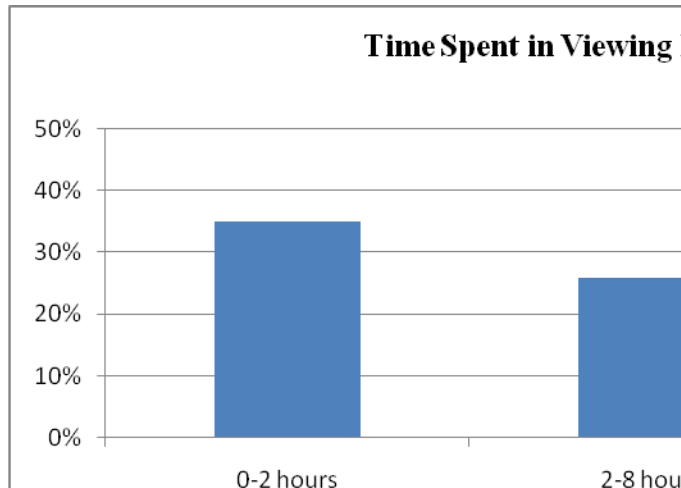


Source: Field Data, 2022

5.5. Time Spent in Viewing Instagram Ads

The intention was to find out time consumed by youths on Instagram especially in viewing Instagram ads. From the findings, 66 respondents were requested to answer, 23 (35%) respondents said they spent 0-2 hours a day, 17 (26%) said they spent 2-8 hours a day while the other 26 respondents (39%) said they spent 8-12 hours a day viewing Instagram. The figure 3 summarizes their responses.

Figure 3: Time Spent in Viewing Instagram Ads (N=66)



Source: Field Data, 2022

5.6. Influence of Instagram Ads towards buying Behavior

The objective of this question was to know the effect of Instagram ads in buying behavior among youths. Out of 66 respondents that were asked to state if their buying behavior had in any way influenced by Instagram ads, 56 (85%) agreed while 10 (15%) disagreed as illustrated in Table 4.

Table 4: The Influence of Instagram towards Buying Behavior (N=66)

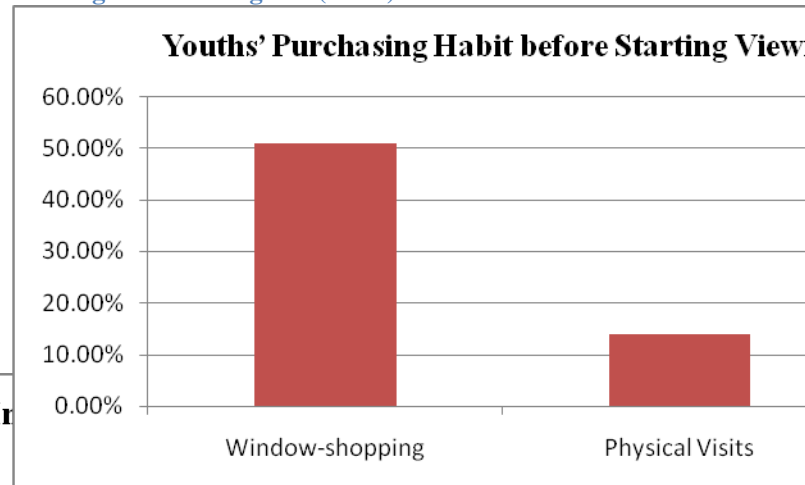
Item	Agreed	Disagreed	Total
Number of respondents	56	10	66
Percentage	85	15	100

Source: Field Data, 2022

Youths' Purchasing Habit before Starting Viewing Ads in Instagram

The question aimed at revealing the habits of youths before using Instagram to view ads. Out of 66 respondents 51 (77%) of respondents mentioned window-shopping, nine (14%) said they visit shops physically mostly at Kariakoo while six (9%) respondents said that they did not have consumerism habits by then but now they depend on Instagram.

Figure 4: Youths' Purchasing Habit before Starting Viewing Ads in Instagram (N=66)



Source: Field Data, 2022

5.7. Improvement in Instagram Ads Policies

The question intended to find out what the respondents' thoughts on what should be improved in Instagram ads policy. The findings showed that most of the respondents had contributed their views that sellers must post actual products, some advised that bundle costs among service providers should be reduced, and customer policies should be considered to protect their rights, purchasing more ads to consumers so that they can see more products if they wanted.

Some respondents had suggested that ads policies should match with customer's needs; there must be a possibility to skip an ad if they do not need to view it. Some respondents said business accounts should be verified and qualified by the government to avoid cybercrime while others said that the current Instagram ads policies are favorable.

5.8. Awareness on the Impact of Instagram Ads in Influencing Consumer Behavior among Youths

Another question asked to respondents was about awareness on the impact of Instagram ads in influencing consumer behavior among youths since a researcher wanted to

measure the level of awareness among youths if they know the impact of Instagram ads. The question was asked to 66 respondents and the most repeated answer was "I don't know the impact Instagram Ads" and just few of them seemed to know the impact of Instagram Ads, "I just started to use Instagram with no awareness but as time goes on I'm learning more things" said Fatuma Mtunya. Most of Instagram ads' users are just using it without being aware of so many different things.

5.9. An extent in which Young People were affected by Instagram Ads in Buying Behavior

The objective sought to measure the extent to which people of young ages were affected by these Instagram ads when viewing for their personal purposes. From the findings, most of the respondents seem to be affected in one way or another since there were some people's buying decisions based on the Instagram ads. For instance, in the question that intended to find out how Instagram ads had affected youths in decision making more than 33. % said they were affected in buying decisions, (30%) they mentioned that Instagram Ads increased consumer behavior among themselves and 37% of them said they were addicted to social media.

According to Amanda, Thomas & Wenlin (2017) Social network theory focuses on the function of social relationships in disseminating information, channeling personal or the influence of media and enabling attitudinal or behavioral change. The theory argues that attitudinal and behavioral change caused by the social media contents, and therefore consumers are affected by interpersonal communication rather than personal. He claimed that social media enjoys phenomenal success in terms of adoption and usage levels.

5.10. Relationship between Instagram Ads and Consumer Behavior

The aim under this objective was to measure the relationship between Instagram ads and consumer behavior since they are inseparable in operation. The findings show that these two variables are causing each other, business people that are attaching themselves in the use of social media depend on Instagram Ads to promote their products while customers (youths in this case) depend on Instagram to find different information about what to buy in their daily consumption.

In the two-step flow of communication hypothesis generated by Paul Lazarsfeld, Bernard Berelson and Hazel Gaudet in 1948 claim that the weak ties theory, and the theory of diffusion of innovations, these three major theoretical approaches integrate network concepts in understanding the flow of mediated information and its effects. In this approach, people tend to redesign content before transmitting it to its people or target audiences.

Mandara (2020) has noted that the relationship between the use of social media and consumer behavior can be determined by independent variables that are amusement, acquaintance and social imaging have highly influenced consumers' behavior and there is no statistically significant

power from the remaining variable, advertising expenditure. Rashad & Sook (2015) it is through Instagram ads where people can generate a tendency to buy a product regardless of his or her needs and demand since these ads are made with a convincing power to attract viewers.

Marketers are now using the loophole of this massive enrollment of people in social media since most of these people are starting to use social media without being aware and having self-awareness and control over the power that new media have on the users.

5.11. An Awareness Level on the Social Media Uses

This particular objective measured the awareness level of people in social media usage i.e. how aware they were in using social media. According to the results, most social media users seem to be not aware of the proper uses of social media. That is why sometimes some of them are using social media irresponsibly. For instance, most business people when asked if they are aware of the ads policies in Instagram, they said they are not aware. Thus it shows the awareness is still needed to order them to use social media properly so that they won't cause any damage, especially cyber bullying.

Ally, Abbas, Reza & Soheila (2018) cyber space increases the tendency towards buying a product and buying behavior of consumers. Thomas (2020) level of awareness on the social media usage is sometimes affected by the loyalty created by the social media influencers to their publics to the extent that customers do not need to be aware of the products or services rather to trust the processes hence consuming the product or service that is being promoted.

Social media users should be provided with education and awareness especially Instagram ads viewers both those using for business purpose and those who are buying or doing window shopping through Instagram ads have to understand the different issues on the proper use of social media.

6. CONCLUSION AND RECOMMENDATIONS

The study sought to determine the Influence of Instagram Ads to Consumer Behavior among Youths: A Case of Congo Street Cloth Trades in Dar es Salaam Tanzania. There is a correlational relationship between consumer behavior and influence of Instagram ads. Instagram ads stimulate demand in youth's minds in different aspects such as psychological, by influencing behavioral change as well as creating addiction in consuming different products by being influenced by ads on social media.

Tanzania's Government should consider Instagram as a source of income and self-employment to Youths; hence, it has to set different standards to its users and enact different policies that will be guiding people into proper and productive use of Instagram.

Youths should consider Instagram as an important tool and source of income. Therefore, they have that role to design creative ads that will be considering ethical issues in order to

attract more customers hence the growth of their businesses rather than using it as a luxury platform. As the world turns up into digital technology error, everyone must know how to use Instagram for beneficial targets rather than considering it as a place for posting and searching for stories written by non-mainstream media.

Instagram owners should make efforts to educate people on the proper usage of the platform through consideration of ethics, profits and taking it as one of the strongest among digital media. Further, there must be strong restrictions for those who will be breaking laws and regulations especially in relation to behavioral change aspects. Therefore, the study suggests that people have to be taught the proper ways of using social media networks such as Instagram to avoid improper use that might result in increased consumer behavior and cyber bullying as well.

The area seems to have few researches that are exploring the relationship between Instagram ads and the way it affects people's behavior especially in relation to the increasing or decreasing consumer behavior. Thus the findings of this study are going to pave the way for researchers to conduct more studies in the same area in order to ensure the proper use of social media, especially Instagram, in promoting businesses and avoiding bad conduct.

Funding

None

Conflicts of Interest

Authors declare that there are no conflicts of interest that may arise regarding the publication of this article.

Acknowledgments

Our sincere acknowledgements should go to the anonymous reviewers who critically commented on the contents of this paper for better improvement.

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