

**THE CONTRIBUTION OF SOCIAL MEDIA ON BUSINESS PROMOTION  
AN EVIDENCE OF WHATSAPP**

**By**

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**ABSTRACT**

Over the years, social media advertising has taken over the landscape of advertising. The increasing rate of adoption and usage of WhatsApp and Instagram social media is apparent amongst users. However, knowledge of the relevance and level of usage of these platforms WhatsApp and Instagram in advertising goods and services is minimally rich. Thus, this survey was conducted to find out the level and feasibility of usage of WhatsApp and Instagram as advertising tools. As such, 400 questionnaires were administered amongst residents of Kano metropolis of which 392 copies were retrieved and used for the analysis of this study. The data and findings revealed that, majority of the respondents representing 83% are using WhatsApp and Instagram social media platforms and 79% of the respondents are aware of the advertisement of goods and services on WhatsApp and Instagram social media. However, regarding the usage of these platforms, majority of the respondents representing 40% uses WhatsApp and Instagram social media to patronize goods and services. And majority of these respondents representing 30% uses WhatsApp and Instagram to patronize goods and services very often. Also, the findings revealed that the feasibility of using WhatsApp and Instagram social media to advertise goods and services is effective as majority of the respondents representing 55% indicated. Thus, this study premised on the fact that, WhatsApp and Instagram social media are effective tools in advertising.

**KEYWORDS:** Social Media, WhatsApp, Instagram, Advertisement.

## INTRODUCTION

The emergence and usage of Instagram and WhatsApp social media as advertising tools is increasingly broadening. Over the decades it is apparent that the landscape of advertising has taken a new dimension whereby products, goods and services are sold, promoted, advertised, and patronized on virtual platforms known as social media. Dominick (2009) cited in Endwell (2011) explained that: Advertising particularly showcase products and services on social networks and uses networks such as blog ads, to target specific blogs whose readers would likely be customers.

Many organizations and individuals have completely switched over to WhatsApp and Instagram social media in regards to advertising goods and services. The usage of these tools has paved way for effective and efficient way of sharing, promoting, as well as advertising products. With the emergence of WhatsApp and Instagram, it makes the dissemination and circulation of commercial goods and services very feasible. Social network sites are a hot topic for marketers right now as they present a number of opportunities for interacting with customers including via plug in-applications, groups, fan pages. (Zarella, 2010 p.53). WhatsApp messenger is a cross platform instant messaging application that provides platforms for users to interact as well as share contents amongst themselves. While Instagram is also a platform that serve as a conduit for sharing photos, videos amongst users.

Social media marketers are now going better and more effective insight through the introduction of analytic applications by official social network site platforms. (Hafele, 2011). The usage of WhatsApp and Instagram in advertising of goods and services has paved way for small businesses and individuals to sells, promote, advertise and patronize variety of goods and services from different and far geographical area to the convenient destinations of the potential buyers within a short period of time. The viral nature of social media means that each person who reads your post has the capability to spread the news father within his own networks, so information can reach a large number of people in a short time. (Weinberg, 2009).

## **REVIEW OF LITERATURE**

The dramatic change in advertising as a result of the emergence of social media tools like WhatsApp and Instagram has brought a colossal advantage in connecting businesses to endconsumers directly and within a reasonable short period of time. Farzana et al.(2014) found that social networks will play a key role in the future of marketing ; eventually they can replace customer annoyance with engagement and internally they help to transform the traditional focus on control with an open and collaborative approach that is more conducive to success in the modern business environment. In the study “The State of Small Business Report” sponsored by Network solutions, LLC and the University of Maryland’s Robert H. Smith School of Business. The study reveals that social media usage by small business owners increased from 12% to 24% in just one year and almost 1 out of ten 5 actively uses social media as part of their marketing strategy.

Social media has been acclaimed for having dramatic influences on every stage of the consumer decision-making process as well as influencing general opinions and attitude formation. (Mangold and Faulds, 2009). In another study by invoke solutions revealed that, active social networkers find benefits of social media usage beyond just staying connected with friends and family. Rather, it is used in sharing and gathering information and knowing about new products. An earlier study by Palmer and Koenih-lewis (2009) revealed that over half of Facebook users have clicked on a company’s Facebook page while about 16% had sent a message to a company.

This literally explain the significance and relevance of social media in advertising. Seung-A (2012) found that businesses uses Facebook to build discussion and relationships with their dedicated customers, motivate their customers to shop online and rely on their customers to help in promoting the brand via their commitment to Facebook and the brand’s page. Social media has become the center of attention in many industries by facilitating various areas of marketing such as: promotions, marketing intelligence, sentiments research, public relations, marketing communications as well as product and customer management. (Aka and Topcu, 2011). Therefore, over the years, the usage of social media platforms in advertising especially the WhatsApp and Instagram. Thus, this paper explains the feasibility and level of usage of WhatsApp and Instagram as advertising tools.

## **METHODOLOGY**

Survey research method was used in this study In order to elicit information about the characteristics of the respondents regarding their level of usage of WhatsApp and Instagram as advertising tools. A sample size of 400 was used in this study and administered randomly amongst residents of Kano metropolis for the purpose of answering the following research questions:

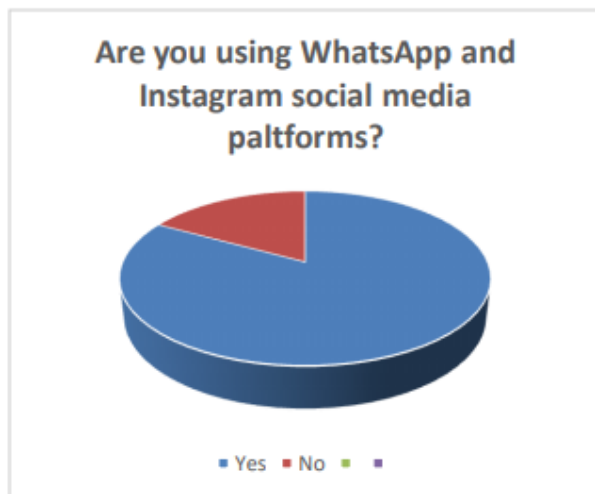
1. To what extent social media users are aware of the usage of WhatsApp and Instagram in advertising?
2. What do social media users does with WhatsApp and Instagram?
3. What is the feasibility of using WhatsApp and Instagram to advertise goods and services?

Reference to these questions, a questionnaire containing both open ended and close ended questions was used to elicit answers and assess the level of usage of WhatsApp and Instagram as advertising tools. Also, the data were analyzed using charts and percentages.

## **RESULT AND DISCUSSION**

A total of 400 questionnaires were administered within Kano metropolis, but only 392 copies were returned representing a response rate of 98%. As such, a total of 392 questionnaires will be used for this analysis. However, within the total of 392 retrieved questionnaires, 70 copies were not fully answered. Thus, a category of “Not indicated” is created to reflect and represent these unanswered questions.

**Fig 1**

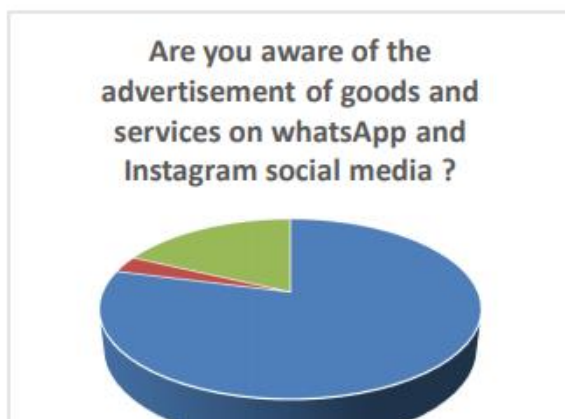


Response	Frequency	Percentage
Yes	326	83%
No	66	17%
<b>Total</b>	<b>392</b>	<b>100%</b>

**Discussion:**

From the data above, it reveal that, 326 respondents representing (83%) are using WhatsApp and Instagram social media platforms. While, 66 respondents representing (17%) are not using WhatsApp and Instagram social media platforms.

**Fig 2**



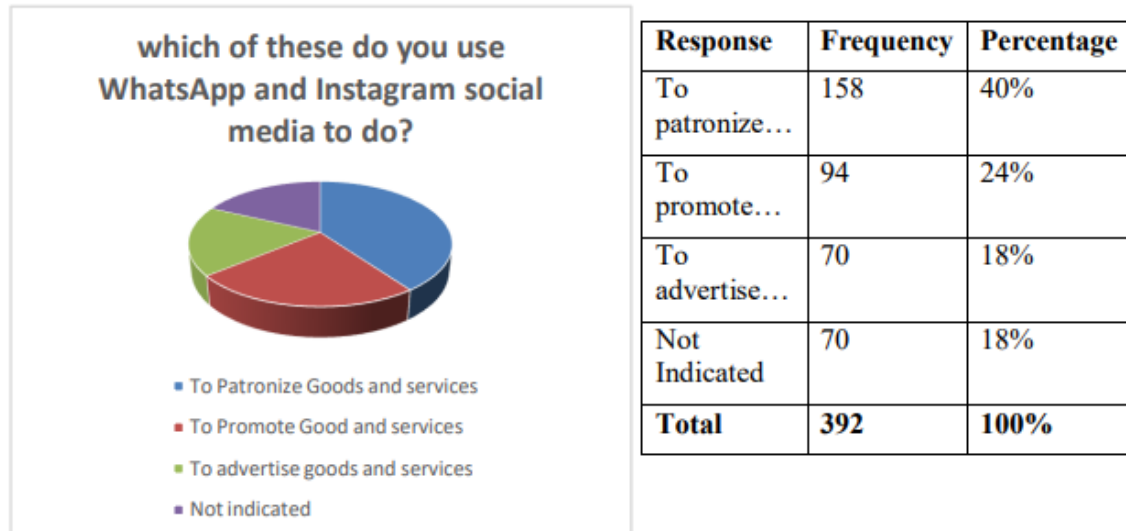
Response	Frequency	Percentage
Yes	311	79%
No	11	3%
Not Indicated	70	18%
<b>Total</b>	<b>392</b>	<b>100%</b>

**Discussion**

From the data above it is apparent that, 311 respondents representing (79%) are aware of advertisement of goods and services on WhatsApp and Instagram social media; 11 respondents

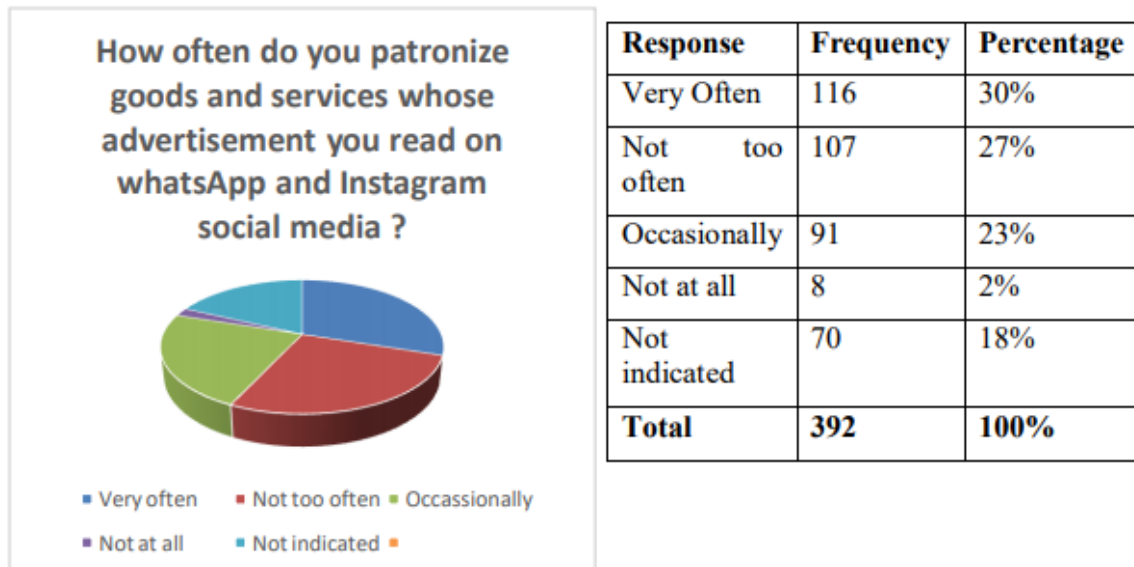
representing (3%) are not aware of advertisement of goods and services on WhatsApp and Instagram social media. However, 70 respondents representing (18%) have not indicated their response.

**Fig 3**



### Discussion

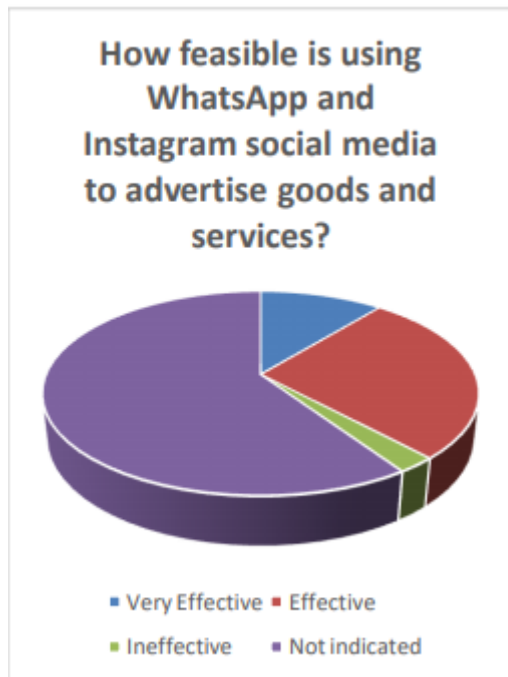
From the data above , it is reveal that, 158 respondents representing (40%) uses WhatsApp and Instagram social media to patronize goods and services; 94 respondents representing (24%) uses WhatsApp and Instagram social media to promote goods and services; 70 respondents representing (18%) uses WhatsApp and Instagram social media to advertise goods and services. However, 70 respondents representing (18%) have not indicated their respons



**Discussion**

the data above reveal that, 116 respondents representing (30%) patronize goods and services whose advert they read on WhatsApp and Instagram very often; 107 respondents representing (27%) patronize goods and services whose advert they read on WhatsApp and Instagram not too often; 91 respondents representing (23%) patronize goods and services whose advert they read on WhatsApp and Instagram occasionally; 8 respondents representing (2%) not at all patronize goods and services whose advert they read on WhatsApp and Instagram. However, 70 respondents representing (18%) have not indicated their response over this.

**Fig 5**



Response	Frequency	Percentage
Very Effective	88	22%
Effective	215	55%
Ineffective	19	5%
Not Indicated	70	18%
<b>Total</b>	<b>392</b>	<b>100%</b>

## Discussion

From the data above, it is reveal that, 88 respondents representing (22%) opined that the feasibility of using WhatsApp and Instagram social media to advertise goods and services is very effective; 215 respondents representing (55%) believed that the feasibility of using WhatsApp and Instagram to advertise goods and services is effective; 19 respondents representing (5%) believed that the feasibility of using WhatsApp and Instagram to advertise goods and services is ineffective. However, 70 respondents representing (18%) have not indicated their response.

## CONCLUSION

The varying nature of advertising and tools for effective advertisement of goods and services on social media platforms has become a topic of discussion amongst people regarding the feasibility and level of usage of WhatsApp and Instagram social media as advertising tools. As such, this study is concluded based on the data collected through a survey study to assess the level of usage of these platforms (WhatsApp and Instagram) in advertising. The findings of this study revealed that, these social media platforms- WhatsApp and Instagram are effective tools in advertising goods and services amongst users. And the level of usage of these platforms is not only limited to patronizing goods and services but also includes the advertisement and promotion of products, goods and services. However, indications have shown that in the future,



the usage of WhatsApp and Instagram in advertising will include tremendous activities that will pave way for effective application of these tools in advertisement of goods and services.

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