

**INFLUENCE OF “CAMERAJOINTS INSTAGRAM STORE” POST ON THE
PURCHASING BEHAVIOR OF PROFESSIONAL PHOTOGRAPHERS IN ENUGU
METROPOLIS**

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CERTIFICATION PAGE

I, Nnaji Chukwuemeka Samuel with the registration number GOU/U22/MAS/483 of the department of Mass Communication, Faculty of Management and Social Sciences, Godfrey Okoye University, Ugwuomu-Nike, Enugu State, have satisfactorily completed the requirements for the award of B.Sc. Degree in Mass Communication.

This project is original and has not, to the best of my knowledge, been submitted in part or full for any other certification, diploma or degree program of this or any other university.

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DEDICATION

I dedicate this project especially to God Almighty for his unending mercy, favour, strength, provision, protection and preservation towards me throughout the course of my four years, I would not be where I am today if not for His faithfulness.

I would also like to dedicate this project to my family and friends. Your unending love and belief in me continue to inspire me every passing day. Your support and beautiful memories remain forever in my heart.

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To my friends, to the ones who made life and school bearable, to the ones who always pushed me when I felt like giving up and to the ones who always put a smile on my face; and to those I could not name, I just want to say a big thank you.

Finally, I want to thank myself for not giving up despite all the hurdles and challenges along the way. I am most grateful for my strength, determination and zeal to scale through. This achievement is a reminder of everything I have overcome and it is only a stepping stone.

DECLARATION

I, Nnaji Chukwuemeka Samuel , hereby declare that this research work was written by me and has not been submitted or received anywhere for the purpose of acquiring a degree in Mass Communication or any other program.

Nnaji Chukwuemeka Samuel

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ABSTRACT

This study assessed the influence of Camerajoints Instagram store posts on the purchasing behaviour of professional photographers in Enugu metropolis. The study was guided by three objectives which were to examine the extent of exposure of professional photographers to Camerajoints Instagram store posts, determine their perception towards the posts, and ascertain the extent to which exposure to the posts influences their purchasing behaviour. The study adopted the survey research design, while Social Cognitive Theory propounded by Albert Bandura (1986) served as the theoretical framework. The population of the study comprised all the eighty-one (81) members of the “Photographers Safe Space (PSS)” WhatsApp group in Enugu metropolis. Since the population was manageable, the census sampling technique was

adopted, making all the members respondents for the study. Data were collected through a structured questionnaire administered through Google Forms. The data obtained were analyzed using frequency tables, percentages, mean scores, and grand mean calculations. The findings revealed that professional photographers in Enugu metropolis are highly exposed to Camerajoints Instagram store posts through Instagram feeds, reels, likes, comments, and regular engagement with photography-related contents. The study also found that respondents have a positive perception towards Camerajoints Instagram posts because the posts are visually appealing, informative, and credible. Furthermore, the findings revealed that exposure to Camerajoints Instagram store posts significantly influences the purchasing behaviour of professional photographers by shaping product preferences, purchase intentions, and confidence in online equipment purchases. The study concluded that Instagram store posts significantly influence awareness, perception, and purchasing behaviour among professional photographers in Enugu metropolis.

Keywords: Instagram Store Posts, Purchasing Behaviour, Professional Photographers, Social Media Marketing, Visual Communication

APPENDIX 1

ASSESSING THE INFLUENCE OF “CAMERAJOINTS INSTAGRAM STORE” POST ON THE PURCHASING BEHAVIOR OF PROFESSIONAL PHOTOGRAPHERS IN ENUGU METROPOLIS

QUESTIONNAIRE

Instruction: Please indicate your considered response by a tick (✓) in the appropriate box.

Part I: Personal Data

1. Age Group:

(a) 18 – 24 [] (b) 25 – 34 [] (c) 35 – 44 [] (d) 45 – 54 []

(e) 55 and above []

2. Years of Professional Experience:

(a) 1 - 3 years [] (b) 4 - 6 years [] (c) 7 - 10 years [] (d)

Above 10 years []

3. Area of Specialization:

(a) Studio Photography [] (b) Event Photography [] (c)

Freelance Photography [] (d) Photojournalism []

4. Primary Source of Income:

(a) Photography (Full-time) [] (b) Photography (Part-time) []

(c) Other Profession []

5. Do you use Instagram for professional purposes?

(a) Yes [] (b) No []

Section B: Main Items

Instruction: For each of the following statements, tick (✓) the option that best represents your level of agreement.

Key: SA = Strongly Agree A = Agree D = Disagree SD = Strongly Disagree

Research Question One:

To what extent does exposure to Camerajoints Instagram store posts influence the purchasing decisions of professional photographers in Enugu metropolis?

S/N	Item	SA	A	D	SD
-----	------	----	---	---	----

1 I am aware of Camerajoints Instagram store posts.

2 I frequently see Camerajoints posts on Instagram.

3 I actively follow Camerajoints on Instagram.

4 I have purchased photography equipment after seeing Camerajoints posts.

5 Exposure to Camerajoints posts influences my decision to consider buying camera equipment.

Research Question Two:

How does the visual presentation of Camerajoints Instagram posts affect professional photographers' perception of product credibility in Enugu metropolis?

S/N	Item	SA	A	D	SD
-----	------	----	---	---	----

6	The quality of images in Camerajoints posts makes the products appear reliable.				
---	---	--	--	--	--

7	Well-designed Instagram posts increase my trust in the products advertised.				
---	---	--	--	--	--

8	Video demonstrations on Camerajoints Instagram page enhance product credibility.				
---	--	--	--	--	--

9 Clear product descriptions alongside visuals improve my confidence in purchasing.

10 The visual professionalism of Camerajoints posts influences my perception of product quality.

Research Question Three:

What role do Instagram engagement features play in shaping the purchasing behaviour of professional photographers in Enugu metropolis?

S/N	Item	SA	A	D	SD
-----	------	----	---	---	----

11	A high number of likes on Camerajoints posts increases my interest in the product.				
----	--	--	--	--	--

12	Comments from other users influence my purchasing decisions.				
----	--	--	--	--	--

13	I am more likely to trust products with high engagement (likes, shares, views).				
----	---	--	--	--	--

14	Positive reviews in the comment section affect my buying behaviour.				
----	---	--	--	--	--

15 Engagement features on Instagram help me evaluate the popularity of a product before purchasing.

THANK YOU FOR YOUR PARTICIPATION!

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The rapid expansion of digital communication technologies has significantly transformed commercial practices across global and local markets. Social media platforms have evolved from interpersonal networking spaces into structured commercial environments where products are displayed, evaluated, and purchased. Visual-driven platforms now shape consumer perception through imagery, engagement metrics, and interactive storytelling. These transformations have altered how consumers encounter products and how sellers communicate value in digital spaces. This shift has redefined how trust, credibility, and value

are constructed in digital marketplaces. As a result, purchasing behaviour is now deeply embedded within social media environments.

Instagram has emerged as one of the most influential social media platforms due to its visual-centred design. Unlike text-based platforms, Instagram prioritizes photographs and short-form videos, making it particularly effective for product marketing and brand communication. Olaitan (2021) notes that Instagram allows users to upload images, videos, captions, and interactive content that collectively influence consumer awareness and decision-making. This structure supports product discovery, evaluation, and post-purchase interaction within a single platform. The platform's photographic nature distinguishes it from other social networks by enabling users to visually assess products before purchase. Consequently, Instagram has become a critical space for commercial persuasion.

The influence of visual imagery on consumer behaviour has been widely acknowledged within communication and media discourse. Visual communication enhances message retention and emotional engagement, particularly in mediated marketing environments. Talabi et al. (2024) argue that photographs and graphic designs possess a credibility that often surpasses written text because images provide immediate evidence and emotional resonance. Their study on photography and graphic design in newspaper sales demonstrates that visuals significantly influence purchasing behaviour. This finding reinforces the persuasive power of images in shaping consumer decisions. In visually oriented industries, such as photography, this influence becomes even more pronounced.

Professional photographers represent a specialized consumer group whose purchasing decisions are guided by technical expertise, aesthetic judgment, and professional standards. Their evaluation process differs significantly from that of general consumers due to their advanced visual literacy and professional accountability. Unlike general consumers,

photographers evaluate products based on performance quality, durability, and visual output. Talabi et al. (2024) emphasize that professionals respond strongly to visual demonstrations that reflect real-world application and output quality. For photographers, images are not decorative elements but technical indicators of product reliability. Instagram therefore becomes a critical decision-making space for this group.

In Nigeria, the growth of social media commerce has been facilitated by increased internet accessibility and smartphone usage. Digital platforms have expanded beyond communication into spaces of advertising, branding, and transactional exchange. Olaitan (2021) observes that platforms such as Instagram, Facebook, and Twitter significantly influence consumer behaviour by shaping awareness, interest, and post-purchase engagement. Nigerian consumers increasingly rely on social media posts to evaluate products and sellers. This trend has led to the rise of Instagram-based stores that operate without physical outlets. Instagram has thus become a dominant marketplace within Nigeria's digital economy.

Instagram stores function as informal yet powerful commercial entities within the Nigerian market. These stores rely heavily on visual presentation to compensate for the absence of physical inspection. Through curated images, videos, captions, and customer feedback, Instagram stores simulate physical shopping experiences. Okoye et al. (2022) note that audiences often judge credibility based on photographic quality and technical presentation. High-quality images are frequently interpreted as indicators of professionalism and authenticity. For professional photographers, this visual credibility is particularly influential.

Camerajoints Instagram store operates within this visually driven commercial environment as a specialized supplier of photography equipment. Through consistent posting of cameras, lenses, accessories, and usage demonstrations, the store positions itself as both a retailer and an industry insider. Such positioning aligns with broader branding strategies where visual

consistency strengthens trust and reputation (Nwabueze, 2022). Talabi et al. (2024) explain that repeated exposure to professional-quality visuals sustains consumer interest and reinforces purchase intention. Camerajoints' posts therefore function as persuasive cues rather than mere advertisements.

Enugu metropolis has experienced significant growth in creative and media-related professions, including photography and videography. The city's expanding creative economy has increased dependence on digital platforms for business visibility and equipment sourcing. Okojie et al. (2023) confirm that Instagram plays a major role in business development and marketing within Enugu State. Similarly, Nwankiti et al. (2023) observe that social media platforms increasingly shape professional practices and media consumption patterns within Enugu metropolis. This urban context intensifies the platform's commercial influence.

The purchasing behaviour of photographers is further shaped by peer observation and digital demonstration. Social media allows professionals to observe how products are used within real work contexts. Olaitan (2021) explains that Instagram enables users to move from product awareness to post-purchase behaviour within the same platform. For photographers, observing equipment usage through images and videos reduces uncertainty associated with online purchases. Visual demonstrations substitute for physical testing and expert consultation. Instagram posts therefore play a decisive role in shaping purchase decisions.

Influencer dynamics also contribute to Instagram's persuasive capacity. Product endorsement, expertise display, and visual storytelling combine to shape audience trust. Ogunleye (2024) demonstrates that Instagram influencers significantly affect purchasing behaviour through perceived expertise and visual endorsement. In the photography industry, trusted sellers and experienced photographers often function as informal influencers. Even

without explicit influencer branding, consistent professional presentation can generate similar effects. Camerajoints' visual authority may therefore function as an endorsement mechanism.

Visual credibility remains central to mediated persuasion in Enugu metropolis. Audiences evaluate images not only for aesthetics but also for authenticity and technical competence. Okoye et al. (2022) reveal that audiences in Enugu evaluate photographs based on clarity, composition, and technical quality when determining credibility. These criteria align closely with professional photographers' evaluative standards. High-quality Instagram posts are therefore more persuasive within this audience. Camerajoints' visual consistency becomes a key factor in shaping trust.

Metropolitan exposure further amplifies Instagram's impact on professional consumption patterns. Urban environments encourage higher levels of digital engagement and competitive visibility. Ogbodo (2025) notes that photography-centered platforms such as Instagram show higher engagement levels in metropolitan environments. Urban photographers are more exposed to trends, innovation, and peer comparison. Instagram functions simultaneously as a marketplace and professional showcase. This dual role strengthens its influence on purchasing behaviour.

Beyond commerce, Instagram has been shown to influence behavioural outcomes in Enugu metropolis across multiple domains. Repeated exposure to visual content shapes attitudes and normalizes certain behavioural patterns. Onwukwalonye and Odoh (2024) demonstrate that repeated exposure to Instagram lifestyle posts affects users' attitudes and behaviours. Similar patterns of influence have been observed in advertising-driven behaviour change studies (Udoh, 2024). When applied to professional consumption, repeated product exposure can normalize specific purchasing choices.

Despite extensive research on social media influence, limited attention has been given to professional photographers as a distinct consumer group. Many Nigerian studies focus on students, general consumers, or institutional contexts such as education and banking (Arijeniwa, 2023; Nnadi et al., 2024). While these studies confirm the behavioural influence of digital media, they do not isolate professional creative markets. Okojie et al. (2023) highlight Instagram's role in business promotion but do not focus on niche professional consumption. Camerajoints Instagram store therefore provides a focused context for analysis.

This research is therefore positioned at the intersection of visual communication, social media marketing, and professional purchasing behaviour. By assessing the influence of Camerajoints Instagram store posts on the purchasing behaviour of professional photographers in Enugu metropolis, the study contributes context-specific insight to Nigerian media and consumer research. It emphasizes how visual credibility, content presentation, and Instagram engagement shape professional decision-making. The study ultimately advances understanding of Instagram's role within Nigeria's creative economy and professional consumer culture.

1.2 Statement of the Problem

The increasing reliance on Instagram as a commercial platform has significantly transformed purchasing behaviour within Nigeria's creative industry, particularly among professional photographers who depend on visual information to guide equipment acquisition. Instagram stores such as Camerajoints present photography equipment through curated images, videos, and captions that simulate product demonstration and professional endorsement. While these posts are intended to influence awareness and purchase decisions, there is growing concern that professional photographers may be making critical purchasing choices based largely on mediated visual representation rather than physical inspection or verified technical

evaluation. This raises questions about the extent to which Instagram posts genuinely influence photographers' purchasing behaviour, shape brand trust, and determine buying preferences within Enugu metropolis, where digital commerce continues to expand rapidly.

Despite the visible popularity of Camerajoints Instagram store among photographers in Enugu metropolis, there is limited empirical evidence assessing how its posts specifically influence the purchasing behaviour of professional photographers. Existing Nigerian studies largely focus on general consumers, students, or broad social media marketing outcomes without isolating professional photographers as a distinct audience with specialized evaluative standards. This study therefore aims to fill this gap by systematically assessing the influence of Camerajoints Instagram store posts on the purchasing behaviour of professional photographers in Enugu metropolis, with particular attention to visual credibility, content presentation, and engagement features. By doing so, the research addresses the lack of localized, profession-specific evidence on Instagram-based commerce within the photography industry in Enugu metropolis.

1.3 Research Objectives

The general objective of this study is to assess the influence of Camerajoints Instagram store posts on the purchasing behaviour of professional photographers in Enugu metropolis.

The specific objectives of the study are to:

1. examine the extent of exposure of professional photographers in Enugu metropolis to Camerajoints Instagram store posts;
2. examine the perception of professional photographers towards Camerajoints Instagram store posts in Enugu metropolis;

3. examine the extent to which exposure to Camerajoints Instagram store posts influences the purchasing behaviour of professional photographers in Enugu metropolis.

1.4 Research Questions

The study is guided by the following research questions:

1. To what extent are professional photographers in Enugu metropolis exposed to Camerajoints Instagram store posts?
2. What is the perception of professional photographers towards Camerajoints Instagram store posts in Enugu metropolis?
3. To what extent does exposure to Camerajoints Instagram store posts influence the purchasing behaviour of professional photographers in Enugu metropolis?

1.5 Scope of the Study

The study comprises the geographical scope and thematic scope.

Geographically, the study was conducted in Enugu metropolis, Nigeria. The metropolis was selected because of the growing concentration of professional photographers, creative practitioners, and active engagement with Instagram-based commercial platforms. The study is also limited to Instagram as a social media platform and Camerajoint as a case study, excluding other social media platforms and physical camera retail outlets. Camerajoint serves as one of the official business accounts used for the promotion and marketing of camera equipment, while Instagram provides business-oriented engagement metrics that influence purchasing decisions. Professional photographers also frequently use Instagram to showcase their pictures and videos, making the platform relevant to this study. Enugu metropolis further

provides a suitable urban setting where digital commerce and visual media practices are well established, making it appropriate for examining Instagram-driven purchasing behaviour.

The thematic scope of the study focuses on assessing the influence of Camerajoint Instagram store posts on the purchasing behaviour of professional photographers. Specifically, the study examines exposure to Camerajoint posts on Instagram, perception towards Camerajoint Instagram posts, and Instagram engagement features such as likes, comments, shares, and views that influence professional photographers to purchase camera equipment. Emphasis is placed on how visual communication and mediated interaction shape professional purchasing decisions.

1.6 Significance of the Study

The significance of this study lies in its contribution to both academic knowledge and practical understanding of how Instagram-based marketing influences the purchasing behaviour of professional photographers in Enugu metropolis. The study will be beneficial to specific individuals, businesses, researchers, and stakeholders within the creative and digital marketing industries.

Practically, the study will benefit professional photographers by helping them understand how Instagram content, visual presentation, engagement strategies, and online interactions influence their purchasing decisions regarding camera equipment and accessories. The findings will encourage photographers to critically evaluate online product information, customer reviews, promotional visuals, and influencer recommendations before making purchase commitments. This awareness can promote more informed, rational, and professional buying decisions.

The study will also benefit Instagram-based camera retailers such as Camerajoints and other digital camera vendors who market their products through Instagram platforms. The findings

will provide these retailers with insights into the preferences, expectations, and behavioural responses of professional photographers toward Instagram marketing strategies. This will help them develop more credible, transparent, customer-oriented, and visually appealing promotional content capable of attracting and retaining professional customers. In addition, the study will assist retailers in understanding the importance of trust, engagement, and effective visual communication in influencing purchase behaviour.

Digital marketers and content creators will equally benefit from the study because it will provide practical knowledge on how visual storytelling, audience engagement, product presentation, and persuasive communication influence consumer behaviour within a professional market environment. The findings will help marketers improve campaign planning, branding strategies, audience targeting, and content optimization for Instagram-based businesses.

Furthermore, stakeholders within Nigeria's creative industry and digital economy will benefit from the study through empirical evidence on the growing role of social media platforms in shaping professional consumption patterns and business interactions. The study may contribute to discussions on digital entrepreneurship, social media commerce, and the development of creative industries in Nigeria.

The study will also be significant to researchers, students, and academics in the fields of Mass Communication, Marketing, Digital Media, and Communication Studies. It will contribute to existing literature on social media marketing, consumer purchasing behaviour, and Instagram commerce by providing a profession-specific and localized perspective from Enugu metropolis. The findings will further serve as reference material for future studies related to visual persuasion, digital consumer behaviour, social media advertising, and online commercial interactions in Nigeria and similar contexts.

In summary, this study will provide practical insights for improving Instagram-based marketing practices and informed purchasing decisions among professional photographers while also contributing to academic discourse on social media influence and consumer behaviour.

1.7 Operational Definition of Terms

1. **Influence:** The extent to which Instagram store posts by Camerajoints affect the awareness, perception, interest, and purchasing decisions of professional photographers.
2. **Camerajoints:** A photography equipment brand/store that uses Instagram to advertise and market cameras, lenses, accessories, and related photography products.
3. **Instagram Store Posts:** Visual and textual content such as photographs, videos, captions, reels, and promotional advertisements uploaded by Camerajoints on Instagram to market photography equipment and related products.
4. **Purchasing Behaviour:** The decision-making process and actions taken by professional photographers in selecting, evaluating, and purchasing photography equipment after exposure to Instagram store posts.
5. **Professional Photographers:** Individuals who earn income primarily through photography-related services and possess professional knowledge and skills in photography and camera equipment usage.
6. **Enugu Metropolis:** The urban area of Enugu State comprising major commercial and residential locations where the professional photographers selected for this study operate.

CHAPTER TWO

LITERATURE REVIEW

2.1 Conceptual Framework

This section explains the key concepts derived from the objectives of the study on the influence of Camerajoints Instagram store posts on the purchasing behaviour of professional photographers in Enugu metropolis.

2.1.1 Instagram Store Posts

Instagram store posts refer to visual and textual content shared by businesses on Instagram with the intention of promoting products and influencing consumer behaviour. These posts typically include photographs, videos, captions, and other interactive elements designed to communicate product value and attract potential buyers. Instagram has evolved from a social networking platform into a commercial space where brands engage directly with consumers through curated content. Jones et al. (2022) explain that Instagram posts are structured to encourage user interaction and engagement, making them central to digital brand communication. Similarly, Bhagyalakshmi et al. (2022) note that Instagram store posts serve as a primary medium through which businesses present products in visually compelling formats. These posts therefore function as both advertising tools and communication channels within digital marketplaces.

The nature of social media marketing on Instagram is highly interactive, visually driven, and consumer-centered. Unlike traditional advertising, Instagram marketing relies on continuous engagement between brands and audiences through likes, comments, shares, and direct messages. Carah et al. (2023) argue that Instagram has transformed retail practices by integrating browsing and purchasing into a seamless digital experience. In addition, Herzallah et al. (2022) emphasize that Instagram enables businesses to maintain constant visibility and interaction with consumers, thereby strengthening brand presence. This interactive environment allows marketers to build relationships, foster trust, and influence consumer perceptions over time. Consequently, Instagram marketing operates as a dynamic process where communication and commerce are closely intertwined.

Instagram supports various types of content that businesses use to promote their products, including photos, videos, reels, captions, and stories. Each content type offers unique opportunities for engagement and persuasion depending on how it is designed and presented.

Bhagyalakshmi et al. (2022) highlight that image-based posts remain the most dominant form of content on Instagram due to their immediate visual appeal. Similarly, Laestadius et al. (2022) observe that videos and stories provide additional layers of interaction by enabling real-time communication and immersive storytelling. These diverse content formats allow businesses to tailor their messaging to different audience preferences and marketing objectives. As a result, Instagram store posts are multifaceted tools that combine visual aesthetics with strategic communication.

Instagram functions primarily as a visual marketing platform where images and videos play a central role in influencing consumer perception. The platform emphasizes aesthetics, creativity, and visual storytelling, making it particularly effective for product promotion. Kusumowidagdo et al. (2023) note that Instagram images often convey cultural, stylistic, and contextual meanings that enhance product appeal. Furthermore, Shah et al. (2023) explain that visual content on Instagram enables brands to showcase products in realistic and relatable contexts, thereby increasing consumer interest. This visual emphasis makes Instagram especially suitable for marketing products that rely on appearance and presentation, such as photography equipment. Therefore, the platform's visual nature significantly contributes to its effectiveness as a marketing tool.

Instagram has also become a powerful tool for digital commerce and product promotion, enabling businesses to sell directly through the platform. Features such as shoppable posts, product tagging, and integrated payment systems have simplified the online purchasing process. Carah et al. (2023) explain that Instagram has “platformized” retail by merging social interaction with commercial transactions. In addition, Hood et al. (2024) highlight that consumers increasingly rely on Instagram stores for product discovery and purchasing decisions. This integration of commerce into social media environments allows businesses to

reach consumers more efficiently and influence their buying behaviour. As a result, Instagram serves not only as a marketing platform but also as a fully functional digital marketplace.

Effective Instagram store posts possess certain characteristics that enhance their ability to attract and engage consumers. These include high-quality visuals, clear messaging, consistency in branding, and strategic use of captions and hashtags. Jones et al. (2022) emphasize that posts with visually appealing elements and interactive features tend to generate higher engagement levels. Similarly, Robson et al. (2023) note that the popularity of brand posts is influenced by how well they align with audience preferences and platform trends. These characteristics contribute to the overall effectiveness of Instagram marketing by increasing visibility and user interaction. Consequently, businesses must carefully design their posts to maximize their impact on consumers.

The relevance of Instagram store posts in influencing consumer decisions lies in their ability to combine visual appeal with persuasive communication. Consumers often rely on the information presented in these posts to evaluate products and make purchasing decisions. Shuhaiber et al. (2022) argue that Instagram shopping experiences are shaped by how products are presented and perceived by users. Likewise, Herzallah et al. (2022) indicate that exposure to Instagram posts can significantly affect consumer attitudes toward products. These findings suggest that Instagram store posts play a critical role in shaping consumer behaviour in digital environments. Therefore, businesses must strategically use Instagram content to influence purchasing decisions effectively.

Finally, Instagram store posts represent a convergence of marketing, communication, and commerce within a single platform. They enable businesses to reach a wide audience, present products visually, and engage consumers in meaningful ways. The effectiveness of these posts depends on how well they integrate visual elements, messaging, and interaction features. As

digital marketing continues to evolve, Instagram store posts remain a key component of online business strategies. Their influence on consumer behaviour underscores the importance of understanding how they function within the broader context of digital commerce. This makes them a central concept in examining purchasing behaviour among professional photographers in Enugu metropolis.

2.1.2 Purchasing Behaviour of Professional Photographers

Purchasing behaviour refers to the decision-making process and actions individuals undertake when selecting, evaluating, and buying products or services. It involves a series of stages that guide consumers from recognizing a need to making a purchase and evaluating the outcome. Pereira et al. (2022) explain that purchasing behaviour is influenced by how consumers perceive product quality and relevance to their needs. Similarly, Szulc et al. (2022) emphasize that visual representation of products significantly affects consumer decision-making. In the context of professional photographers, purchasing behaviour is often driven by technical requirements and professional standards. Therefore, understanding this behaviour requires examining both cognitive and practical factors that influence decision-making.

The consumer decision-making process typically includes need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. Each stage plays a crucial role in shaping the final purchasing outcome. Enema et al. (2024) note that consumers carefully assess product features and benefits before making purchasing decisions. In addition, Pereira et al. (2022) highlight that the availability of detailed product information enhances consumer confidence during the evaluation stage. For professional photographers, this process is often more complex due to the technical nature of photography equipment. As a result, purchasing decisions are usually based on thorough analysis and comparison of available options.

Professional photographers possess unique characteristics that distinguish them from general consumers. They are typically knowledgeable about photography equipment, industry standards, and technical specifications. Awinzeligo et al. (2024) observe that professional photographers consider technological advancements and equipment performance when making purchasing decisions. Similarly, Ezeilo et al. (2025) indicate that professionals are influenced by changes in technology that affect their work and industry relevance. These characteristics make professional photographers more discerning consumers who prioritize functionality and quality. Consequently, their purchasing behaviour reflects a high level of expertise and critical evaluation.

Several factors influence the purchasing behaviour of professional photographers, including product quality, brand reputation, price, functionality, and peer influence. These factors determine how products are perceived and evaluated before purchase. Rafli et al. (2024) explain that consumer preferences in photography are shaped by both personal needs and industry standards. Additionally, Talabi et al. (2024) highlight that the quality of visual presentation can significantly influence purchasing decisions. Professional photographers are particularly sensitive to these factors because their work depends on the reliability and performance of their equipment. Therefore, these variables play a critical role in shaping their purchasing choices.

Expertise and technical knowledge are essential components of purchasing behaviour among professional photographers. Their understanding of camera specifications, lenses, and accessories allows them to make informed decisions. Awinzeligo et al. (2024) note that professionals evaluate products based on performance, durability, and compatibility with existing equipment. Furthermore, Khaled et al. (2023) emphasize that professional knowledge enhances the ability to assess the suitability of products for specific tasks. This expertise

reduces uncertainty and increases confidence in purchasing decisions. As a result, professional photographers rely heavily on their technical knowledge when selecting products.

Product credibility is another important factor influencing purchasing behaviour, particularly in digital environments. Consumers are more likely to purchase products they perceive as credible and trustworthy. Morrison et al. (2024) explain that credible product information reduces perceived risk and uncertainty in purchasing decisions. Similarly, Szulc et al. (2022) highlight that high-quality product presentation enhances consumer trust and confidence. For professional photographers, credibility is especially important because of the financial and professional implications of their purchases. Therefore, credible information plays a significant role in guiding their decisions.

The role of photography itself in influencing purchasing behaviour cannot be overlooked. High-quality images and visual representation of products can significantly impact consumer perception and decision-making. Pereira et al. (2022) emphasize that professional photography enhances product attractiveness and increases the likelihood of purchase. In addition, Khaled et al. (2023) note that visual styling and presentation can persuade consumers to consider products more favorably. This is particularly relevant for professional photographers who are highly attuned to visual quality. Consequently, visual presentation becomes a critical determinant of purchasing behaviour.

In conclusion, purchasing behaviour among professional photographers is shaped by a combination of cognitive, technical, and contextual factors. Their decisions are influenced by expertise, product quality, credibility, and visual presentation. Unlike general consumers, professional photographers approach purchasing decisions with a higher level of scrutiny and analysis. This makes their behaviour more deliberate and informed. Understanding these

dynamics is essential for examining how Instagram store posts influence their purchasing decisions in Enugu metropolis.

2.1.3 Exposure to Instagram Store Posts and Purchasing Decisions

Exposure to Instagram store posts refers to the extent to which consumers encounter and interact with content shared by businesses on the platform. In digital environments, exposure is influenced by factors such as frequency of use, content visibility, and algorithmic recommendations. Hood et al. (2024) explain that Instagram plays a significant role in shaping consumer behaviour through repeated exposure to product-related content. Similarly, Anggara et al. (2024) note that social media exposure affects various stages of the purchasing decision process. This highlights the importance of exposure as a key determinant of consumer awareness and interest. Therefore, understanding exposure is essential for analyzing purchasing behaviour on Instagram.

The frequency and intensity of exposure to Instagram content significantly affect how consumers perceive and respond to products. Frequent exposure increases familiarity with products and enhances brand recognition. Patnaik et al. (2023) argue that repeated exposure to Instagram posts can stimulate interest and influence purchasing intentions. In addition, Nassif et al. (2025) highlight that continuous interaction with content strengthens consumer engagement and recall. This suggests that the more consumers are exposed to Instagram store posts, the more likely they are to consider purchasing the advertised products. Consequently, exposure plays a crucial role in shaping consumer preferences.

Exposure to Instagram store posts also contributes to increased consumer awareness of available products and services. When consumers encounter product-related content regularly, they become more informed about features, benefits, and alternatives. Eggert et al. (2023)

explain that Instagram's visual format enhances information delivery and facilitates product discovery. Similarly, Helinsha et al. (2022) note that Instagram content supports the information search stage of the purchasing process. This increased awareness enables consumers to make more informed decisions. As a result, exposure serves as a foundation for effective consumer decision-making.

Repeated exposure to Instagram content can influence purchasing decisions by reinforcing product messages and creating familiarity. Consumers tend to develop preferences for products they encounter frequently. Krsmanovic et al. (2024) highlight that consistent exposure to promotional content strengthens the link between brand awareness and purchase intention. Furthermore, Adiyaksa et al. (2024) emphasize that exposure to advertisements on Instagram can directly impact purchasing decisions. This indicates that repetition plays a key role in shaping consumer behaviour. Therefore, repeated exposure is a powerful tool in digital marketing.

Algorithm-driven content visibility also plays a significant role in determining exposure to Instagram store posts. Instagram algorithms prioritize content based on user preferences, engagement patterns, and relevance. Irliana et al. (2025) explain that algorithmic exposure influences what users see and how often they encounter specific content. Additionally, Mardhatilah et al. (2023) note that digital engagement is shaped by how content is distributed and presented on social media platforms. This means that exposure is not entirely random but influenced by technological systems. Consequently, algorithms play a crucial role in shaping consumer experiences on Instagram.

Exposure to Instagram store posts serves as a determinant of consumer interest and action by influencing perceptions and attitudes toward products. Consumers often develop interest in products after repeated interaction with engaging content. Patnaik et al. (2023) note that

emotional responses triggered by Instagram posts can motivate purchasing decisions. Similarly, Nassif et al. (2025) highlight that exposure to visually appealing content can enhance consumer desire for products. This demonstrates that exposure goes beyond awareness to influence actual behaviour. Therefore, it is a critical factor in digital consumer engagement.

Furthermore, exposure to Instagram content affects multiple stages of the consumer decision-making process. From need recognition to post-purchase evaluation, Instagram plays a role in shaping consumer experiences. Anggara et al. (2024) emphasize that social media influences each stage of the purchasing process through continuous interaction and information flow. In addition, Hood et al. (2024) highlight that Instagram impacts both pre-purchase and post-purchase behaviours. This underscores the platform's comprehensive influence on consumer decision-making. As a result, exposure is integral to understanding purchasing behaviour.

In summary, exposure to Instagram store posts is a key factor influencing purchasing decisions in digital environments. It enhances awareness, shapes perceptions, and drives consumer action through repeated interaction with content. The role of algorithms further amplifies its impact by determining content visibility. As consumers continue to rely on social media for product information, exposure remains a critical component of digital marketing strategies. Understanding this concept is essential for analyzing how Instagram influences purchasing behaviour among professional photographers in Enugu metropolis.

2.1.4 Visual Presentation and Product Credibility

Visual presentation constitutes a fundamental aspect of digital marketing, particularly in visually driven platforms such as Instagram. It encompasses elements such as image quality, composition, clarity, color balance, and aesthetic appeal, all of which shape how products are perceived by consumers. In the second instance, MAHDAOUI et al. (2025) emphasize that

visual sensory marketing significantly influences how audiences interpret brand value and online reputation. The arrangement of visual elements communicates meaning beyond textual descriptions, thereby enhancing the persuasive power of product displays. Similarly, Wibowo et al. (2026) explain that visual symbols and structured presentation contribute to shaping perceptions of credibility and institutional trust. These elements collectively determine whether a consumer perceives a product as authentic or questionable. Consequently, visual presentation is not merely decorative but serves as a strategic communication tool in influencing consumer judgement.

The role of visual communication in marketing extends beyond aesthetics to include the transmission of brand identity and product value. In the third sentence, Hu (2024) highlights that visual storytelling and graphic balance play a crucial role in shaping audience interpretation of brand messages. Through carefully curated visuals, marketers can communicate product functionality, quality, and emotional appeal simultaneously. Furthermore, Dhimi (2023) notes that the credibility of a product is often tied to how convincingly it is visually presented, especially when endorsements or branding elements are involved. Visual communication thus acts as a bridge between the product and consumer cognition. It simplifies complex product information into easily digestible formats that enhance understanding. This reinforces the importance of investing in high-quality visual strategies to influence purchasing behaviour.

Visual persuasion plays a central role in shaping consumer perception and decision-making processes. In the second sentence, Hoang and Hua (2024) argue that consumers often form initial judgments about product quality based on visual presentation even before engaging with textual information. This suggests that perception is largely influenced by immediate visual cues. Additionally, Kfoury (2024) asserts that visually appealing content enhances perceived

credibility by increasing user engagement and trust in digital environments. The psychological impact of visuals can trigger emotional responses that influence attitudes toward a product. Such responses often determine whether a consumer proceeds to evaluate or ignore a product. Therefore, visual persuasion operates as a powerful determinant of consumer perception in online marketplaces.

The relationship between visual quality and perceived product credibility is particularly significant in e-commerce environments. In the third sentence, Li (2026) explains that structured visual narratives, including image-video combinations, enhance credibility by providing detailed and authentic product representations. High-quality visuals reduce uncertainty and allow consumers to better assess product features. Similarly, Ratnayaka et al. (2022) emphasize that visually rich content travels faster and has a stronger impact on consumer trust than textual information alone. This reinforces the idea that visual quality directly influences credibility perceptions. Poor visual quality, on the other hand, may signal low product standards or lack of professionalism. Hence, maintaining high visual standards is essential for building consumer confidence.

Professional imagery plays a crucial role in establishing trust and authenticity in product marketing. In the second sentence, Dhami (2023) notes that credibility is significantly enhanced when visuals align with professional standards and trustworthy endorsements. Professionally captured images convey attention to detail and commitment to quality, which positively influence consumer trust. In addition, MAHDAOUI et al. (2025) suggest that visual quality contributes to a brand's e-reputation, thereby affecting long-term consumer relationships. Authentic imagery also reduces skepticism and increases the likelihood of purchase decisions. Consumers tend to associate professional visuals with reliability and brand

integrity. As such, the use of professional imagery is a critical factor in strengthening product credibility.

Visual storytelling has emerged as a key strategy in modern product marketing. In the third sentence, Hu (2024) emphasizes that storytelling techniques enable brands to create emotional connections with consumers through structured visual narratives. By presenting products within relatable contexts, marketers can influence how consumers perceive product usefulness and desirability. Furthermore, Li (2026) highlights that narrative-driven visuals enhance understanding by combining experience, product details, and usage guidance. This approach makes the product more relatable and easier to evaluate. Visual storytelling also enhances memorability, increasing the likelihood of repeat engagement. Thus, storytelling strengthens both emotional appeal and cognitive evaluation in purchasing decisions.

The integration of visual elements into marketing strategies significantly enhances consumer engagement and trust. In the second sentence, Kfoury (2024) notes that user-generated visual content contributes to authenticity and strengthens credibility perceptions. Consumers are more likely to trust visuals that reflect real experiences rather than staged promotions. Additionally, Hoang and Hua (2024) indicate that visually appealing content improves engagement, which in turn reinforces trust and product evaluation. Engagement with visuals allows consumers to interact with the product indirectly, increasing familiarity. This familiarity reduces perceived risk associated with online purchases. Therefore, visual integration plays a crucial role in shaping consumer trust and decision-making.

In conclusion, visual presentation serves as a critical determinant of product credibility in digital marketing environments. It integrates elements of aesthetics, communication, persuasion, and storytelling to influence consumer perception. High-quality visuals enhance trust, reduce uncertainty, and improve engagement, ultimately shaping purchasing decisions.

The use of professional imagery and structured narratives further strengthens credibility and authenticity. As digital platforms continue to prioritize visual content, the importance of effective visual presentation becomes increasingly significant. Businesses that invest in strong visual strategies are more likely to achieve positive consumer responses. Consequently, visual presentation remains a cornerstone of successful product marketing.

2.1.5 Instagram Engagement Features and Purchasing Behaviour

Instagram engagement features such as likes, comments, shares, saves, and views play a significant role in shaping consumer behaviour. These features serve as indicators of audience interaction and content popularity, influencing how products are perceived. In the second sentence, Rahman et al. (2022) highlight that different Instagram post features significantly affect consumer engagement levels. Engagement metrics provide immediate feedback on product appeal and relevance. Similarly, Ebrahimi et al. (2023) note that interactive features enable users to connect with content and participate in digital communities. This interaction fosters a sense of involvement and familiarity with products. Consequently, engagement features act as important drivers of consumer attention and interest.

Social proof is a critical concept in digital marketing, particularly within Instagram environments. In the third sentence, Molina-Prados et al. (2022) explain that high engagement levels signal product popularity and influence consumer trust. When users observe that others have positively interacted with a product, they are more likely to perceive it as credible. Furthermore, Oruç and Aydın (2022) emphasize that social media interactions shape consumer attitudes and purchasing intentions. Social proof reduces uncertainty by providing validation from other users. This validation is especially important in online environments where physical product evaluation is not possible. Therefore, engagement metrics serve as indicators of social approval and product reliability.

Engagement metrics significantly influence consumer perception and decision-making processes. In the second sentence, Jones and Lee (2022) argue that features such as likes and comments enhance the visibility and attractiveness of Instagram posts. Higher engagement levels often lead to increased exposure through platform algorithms. Additionally, Ibrahim and Aljarah (2024) note that user engagement strengthens the connection between consumers and brands, thereby influencing purchasing behaviour. Engagement metrics act as signals of product relevance and desirability. Consumers often interpret high engagement as evidence of product quality. Thus, engagement features shape both perception and behavioural outcomes.

The relationship between engagement and trust in online products is particularly significant in Instagram commerce. In the third sentence, Saffanah et al. (2023) explain that interactive features such as live shopping enhance trust by providing real-time product information and engagement. This interaction reduces uncertainty and builds confidence in purchasing decisions. Similarly, Ebrahimi et al. (2023) highlight that engagement fosters a sense of community, which strengthens trust in digital platforms. Trust is a key determinant of online purchasing behaviour. When consumers feel connected and informed, they are more likely to make purchase decisions. Therefore, engagement features play a crucial role in building trust.

Audience interaction is essential in shaping purchasing decisions on Instagram platforms. In the second sentence, Kumar et al. (2026) note that interactive content encourages user participation, which enhances consumer involvement in the purchasing process. Interaction allows consumers to ask questions, provide feedback, and engage with brands directly. Furthermore, Suciawan et al. (2025) emphasize that features such as filters and augmented reality tools increase engagement and purchase intention. These interactive elements create immersive experiences that influence decision-making. Increased interaction leads to higher

levels of product familiarity and confidence. Consequently, audience interaction is a key factor in influencing purchasing behaviour.

Influencer and peer engagement significantly impact purchasing decisions, particularly among professional buyers. In the third sentence, Hazzam (2022) highlights that engagement patterns vary across demographics, influencing how consumers respond to social media content. Influencers play a crucial role in shaping consumer opinions through their interactions with followers. Additionally, Rahman et al. (2022) note that brand-generated engagement combined with influencer participation enhances credibility and product appeal. Peer interactions further reinforce product evaluation through shared experiences. This combination of influencer and peer engagement creates a powerful marketing dynamic. As a result, purchasing behaviour is strongly influenced by social interactions.

The integration of engagement features into Instagram marketing strategies enhances both visibility and consumer trust. In the second sentence, Ibrahim and Aljarah (2024) explain that engagement-driven marketing activities strengthen brand-consumer relationships. Higher engagement levels increase the likelihood of content being promoted by platform algorithms. Additionally, Oruç and Aydın (2022) note that consistent interaction improves consumer loyalty and purchasing intention. Engagement features thus serve as both promotional tools and trust-building mechanisms. They enable brands to maintain continuous interaction with their audience. This ongoing interaction reinforces consumer confidence and encourages repeat purchases.

In conclusion, Instagram engagement features play a vital role in shaping purchasing behaviour by influencing perception, trust, and interaction. They provide measurable indicators of product popularity and credibility, which affect consumer decisions. Engagement fosters social proof, enhances brand relationships, and increases product visibility. Interactive features further

create immersive experiences that encourage consumer participation. Influencer and peer engagement amplify these effects by reinforcing product evaluation. As Instagram continues to evolve, engagement features will remain central to digital marketing strategies. Their impact on purchasing behaviour highlights the importance of active and strategic audience interaction.

2.2 Empirical Review

Empirical studies on social media, visual communication, and consumer behaviour provide a strong foundation for understanding how Instagram store posts influence purchasing behaviour, particularly among professionals such as photographers. This review examines relevant studies based on their author, year, title, purpose, method, area of study, findings, as well as similarities and differences.

Olaitan (2021), in *The Impact of Social Media (Twitter, Facebook and Instagram) on Consumer Behaviour in Nigeria*, examined how social media platforms influence consumer purchasing patterns. The purpose of the study was to determine the relationship between social media exposure and consumer decision-making. The study adopted a survey research design, using structured questionnaires administered to social media users across Nigeria, covering major urban centres with a population of active internet users. Findings revealed that frequent exposure to social media content significantly shapes consumer preferences, attitudes, and purchase decisions through repeated visual and textual interactions. This aligns with the current study, *Assessing the Influence of Camerajoint's Instagram Store Post on the Purchasing Behavior of Professional Photographers in Enugu Metropolis*, in its emphasis on social media exposure as a determinant of purchasing behaviour, but differs by adopting a broader platform scope and general population rather than focusing specifically on Instagram store posts and professional photographers.

Ogunleye (2024), in *Influence of Instagram Influencers on Oriflame Product Campaign*, investigated how Instagram influencer content affects purchasing decisions. The study aimed to assess the persuasive power of influencer marketing using a survey method, with university students in Benin City as the study population. Findings showed that visual appeal, influencer credibility, and message relatability significantly drive purchase intention. This relates to the current study in its focus on Instagram-based persuasion and visual communication, but differs in its emphasis on influencer-driven marketing and student population rather than brand-managed Instagram store posts targeted at professional photographers.

Udoh (2024), in *Influence of Social Media Advertising on Purchasing Behaviour of Undergraduates*, examined how digital advertisements affect buying behaviour. The study employed a quantitative survey design across selected Nigerian universities, with undergraduates as the population. Findings indicated that exposure to social media advertisements significantly increases awareness, interest, and eventual purchase decisions. While this supports the current study's focus on exposure influencing purchasing behaviour, it differs in context, as it focuses on general advertising and students rather than Instagram store posts and professional photographers in Enugu metropolis.

Okoye et al. (2022), in *Public Perception of the Credibility of News Photographs in the Era of Photoshop*, examined how image manipulation affects credibility perception. The study adopted a survey method in Enugu urban, targeting residents as the population. Findings indicated that high-quality, authentic, and minimally altered images significantly enhance trust and credibility. This closely aligns with the current study's concern with visual presentation and product credibility, although it differs in context by focusing on news imagery rather than commercial Instagram product posts.

Talabi et al. (2024), in *Influence of Photography and Graphic Design on Sales*, explored how visual design influences consumer engagement and sales. Using content analysis and survey methods in Osun State, the study focused on media consumers and readers. Findings revealed that high-quality images, effective composition, and aesthetic appeal significantly improve audience engagement and sales outcomes. This supports the current study's emphasis on visual presentation as a determinant of purchasing behaviour, though it differs in its focus on traditional media rather than Instagram-based commerce.

Rahman et al. (2022), in *Consumer Engagement with Visual Content on Instagram*, examined how Instagram post features affect engagement. The study adopted a quantitative approach, analyzing engagement metrics from brand posts among social media users. Findings showed that likes, comments, shares, and visual formats significantly drive engagement. This directly aligns with the current study's focus on Instagram engagement features, although it differs in that it examines general engagement rather than professional purchasing decisions.

Ebrahimi et al. (2023), in *User Engagement in Social Network Platforms*, aimed to identify key factors influencing online consumer purchase behaviour. The study used a survey design across multiple regions with online consumers as the population. Findings indicated that interactivity, engagement metrics, and platform usability significantly influence purchasing decisions. This aligns with the engagement dimension of the current study, but differs in its broader scope across multiple social networking platforms.

Molina-Prados et al. (2022), in *Customer Brand Engagement on Instagram*, examined Instagram as a commercial "shop window." The study used survey data from fashion consumers, focusing on brand interaction and engagement. Findings revealed that engagement, visual appeal, and brand interaction significantly influence purchasing behaviour. This closely

relates to the Instagram store concept in the current study, though it differs in industry focus and geographical setting.

Oruç and Aydın (2022), in *Effects of Social Media Content on Consumer Behaviour*, analyzed how social media content influences purchasing decisions using survey research among Instagram users. Findings showed that content quality, interactivity, and visual appeal significantly affect purchase intention. This aligns with both visual presentation and engagement variables in the current study, but differs in focusing on general consumers rather than professionals.

Saffanah et al. (2023), in *Instagram Live Shopping and Purchase Behaviour*, examined how live shopping features influence purchases. The study employed quantitative methods in the Asia Pacific region, targeting online shoppers. Findings revealed that real-time engagement, interactivity, and technological affordances significantly drive purchasing decisions. This supports the role of engagement features highlighted in the current study, although it differs in its focus on live shopping rather than static Instagram store posts.

Mahdaoui et al. (2025), in *Visual Sensory Marketing and Purchase Intention*, conducted a bibliometric review of studies from 2015–2025 to synthesize trends in visual marketing. Findings indicated that visual quality, aesthetics, and sensory appeal significantly influence brand reputation and purchase intention. This strongly supports the visual presentation variable in the current study, though it differs methodologically as a review rather than an empirical field study.

Kfoury (2024), in *Visual eWOM and Purchase Intentions*, examined how visually driven electronic word-of-mouth influences consumer decisions using survey methods in the tourism sector. Findings showed that visually appealing user-generated content enhances credibility

and purchase intention. This aligns with the current study's emphasis on visual credibility, though it differs in industry context.

Hoang and Hua (2024), in *Digital Persuasion on Social Media*, investigated how influencers and visual cues affect purchasing decisions using quantitative methods. Findings indicated that visual elements and perceived credibility significantly shape consumer attitudes and purchase intentions. This relates to the visual persuasion aspect of the current study but differs in its focus on influencer marketing.

Eggert and Weber (2023), in *What Drives Purchase Decision in Instagram Stores*, explored determinants of Instagram shopping behaviour using mixed methods involving surveys and behavioural analysis among Instagram users. Findings revealed that product visuals, trust, and engagement metrics significantly influence purchase decisions. This study is highly similar to the current research in its focus on Instagram store dynamics, though it differs in its general consumer population rather than professional photographers in Enugu metropolis.

Szulc and Musielak (2022), in *Product Photography and Purchase Decisions*, examined how product images influence consumer perception using experimental methods with online consumers. Findings showed that high-quality images significantly increase perceived product value, trust, and likelihood of purchase. This directly aligns with the visual presentation and credibility focus of the current study, although it differs in its broader e-commerce context rather than Instagram-specific marketing.

Across the reviewed studies, a common pattern emerges that social media exposure, visual presentation, and engagement features significantly influence consumer purchasing behaviour. Most studies employed survey or quantitative methods and consistently found that high-quality

visuals enhance credibility, while engagement indicators such as likes, comments, and shares reinforce trust and purchase intention.

However, notable differences exist in terms of context, population, and industry focus. Many studies concentrated on students, general consumers, or sectors such as fashion and tourism, whereas the present study specifically targets professional photographers in Enugu metropolis, representing a more specialized and technically informed audience. Furthermore, while several studies examined multiple social media platforms or influencer marketing, the current research uniquely focuses on Instagram store posts as a commercial tool, using Camerajoints as a case study. Overall, the empirical literature provides substantial support for the variables under investigation while revealing a gap in research on professional users and niche digital markets, which this study seeks to fill.

2.3 Theoretical Framework

This study is anchored on the Social Cognitive Theory propounded by Albert Bandura in 1986. The theory explains how human behaviour is influenced through the interaction of personal factors, environmental influences, and observed behaviours. It is relevant to this study because it helps explain how exposure to Instagram store posts can influence the purchasing behaviour of professional photographers in Enugu metropolis.

2.3.1 Social Cognitive Theory

Social Cognitive Theory was propounded by Albert Bandura in 1986 as an extension of social learning perspectives on human behaviour. The theory explains that behaviour is shaped through the reciprocal interaction between personal cognition, environmental influences, and behavioural responses. According to Bandura, individuals do not learn only through direct personal experience but also through observing the behaviour, actions, and outcomes

experienced by others within their environment. Islam et al. (2023) explain that the theory integrates cognitive processes with environmental influences to shape behavioural outcomes. This perspective makes the theory highly relevant in digital communication environments where users constantly interact with media content and observe the actions of others through online platforms. Social media environments therefore provide opportunities for continuous observational learning and behavioural influence.

One of the major tenets of Social Cognitive Theory is observational learning. Observational learning refers to the process through which individuals acquire behaviours, attitudes, and responses by observing models within their environment. Rodrigues et al. (2023) highlight that individuals often imitate behaviours after observing the consequences attached to such actions. In social media environments, users are repeatedly exposed to product demonstrations, endorsements, reviews, and visual presentations capable of influencing behavioural decisions. Almulla and Al-Rahmi (2023) further explain that reinforcement mechanisms determine whether observed behaviours are adopted or rejected. Positive outcomes associated with observed behaviour increase the possibility of imitation and behavioural adoption. Within the context of digital marketing, observational learning explains how exposure to Instagram posts can shape consumer preferences and purchasing behaviour.

Another important assumption of Social Cognitive Theory is reciprocal determinism. Reciprocal determinism refers to the dynamic interaction between personal cognition, environmental factors, and behavioural responses. Chen et al. (2023) explain that behaviour is produced through the continuous interaction of these three elements. This means that individuals are not only influenced by their environment but also contribute to shaping it through their actions and responses. Chou et al. (2024) further emphasize that cognitive processes such as perception, interpretation, attention, and self-regulation significantly

influence behavioural outcomes. In social media environments, users constantly interact with visual and persuasive content capable of influencing perception and decision-making. Reciprocal determinism therefore provides a holistic explanation of how social media environments shape consumer purchasing behaviour.

Modeling and imitation are also central concepts within Social Cognitive Theory. The theory explains that individuals are more likely to imitate behaviours demonstrated by credible, attractive, or relatable models. Nwosu et al. (2022) highlight that audiences often adopt behaviours displayed by individuals perceived as trustworthy and professionally competent. Within digital marketing environments, influencers, brands, and professional content creators frequently serve as behavioural models for audiences. Alvarez-Risco et al. (2022) also note that self-efficacy influences behavioural imitation because individuals are more likely to adopt behaviours they believe they can successfully perform. On Instagram, professional presentation, product demonstrations, and visual storytelling often encourage audiences to imitate purchasing behaviour associated with admired or trusted personalities. Modeling therefore becomes an important mechanism through which social media content influences consumer decisions.

The application of Social Cognitive Theory to social media and digital marketing has become increasingly significant in contemporary communication studies. Vankov and Wang (2024) explain that digital environments create opportunities for experiential learning through observation, interaction, and engagement with media content. Social media platforms function as environments where users continuously observe behavioural patterns and respond to persuasive communication. Cai et al. (2023) further explain that social and cognitive factors strongly influence behavioural intentions within digital environments. This perspective is important in understanding how social media marketing strategies affect audience attitudes and

purchasing decisions. Through repeated exposure to content, users develop perceptions, preferences, and behavioural tendencies capable of influencing consumption patterns. Social Cognitive Theory therefore provides a strong theoretical basis for understanding digital marketing influence and online consumer behaviour.

Instagram posts influence purchasing behaviour through observational learning, cognitive interpretation, and repeated exposure to persuasive visual content. Lim et al. (2026) explain that exposure to engaging and emotionally stimulating content can trigger impulsive buying behaviour through social and psychological influence. Users observe product demonstrations, customer reviews, endorsements, and usage experiences that shape their perceptions and behavioural intentions. Islam et al. (2023) also note that repeated exposure to digital content reinforces learned behaviour and increases the possibility of behavioural adoption. Cognitive processes such as attention, memory retention, and perception further contribute to decision-making processes. Instagram therefore functions as a visual learning environment where consumers interpret information and develop purchasing intentions based on observed content and interactions.

The relevance of Social Cognitive Theory to this study lies in its ability to explain how Instagram store posts influence the purchasing behaviour of professional photographers in Enugu metropolis. Rodrigues et al. (2023) emphasize that behavioural outcomes are shaped by the interaction between internal cognitive processes and external environmental influences. Instagram provides an environment where photographers are exposed to product-related visual content capable of influencing perception, trust, and purchasing intention. Chen et al. (2023) further highlight that factors such as trust, perception, and credibility significantly affect behavioural intentions. These elements are important in understanding how professional photographers evaluate photography equipment displayed on Instagram. The theory is

therefore relevant because it explains how repeated exposure to Camerajoints' Instagram posts may influence professional photographers' purchasing decisions through observational learning and visual persuasion.

In conclusion, Social Cognitive Theory provides a comprehensive framework for understanding how Instagram influences purchasing behaviour in digital environments. The theory emphasizes the importance of observational learning, modeling, reciprocal interaction, and cognitive processing in shaping behavioural outcomes. It explains how audiences interpret and respond to persuasive visual communication on social media platforms. The theory also highlights the role of environmental exposure and repeated interaction in influencing consumer behaviour. By applying Social Cognitive Theory, this study gains deeper insight into how Camerajoints' Instagram store posts shape the purchasing behaviour of professional photographers in Enugu metropolis. Consequently, the theory remains highly relevant for explaining consumer behaviour within contemporary digital marketing environments.

2.4 Summary of Reviewed Literature

The reviewed literature has established that Instagram store posts play a significant role in shaping consumer purchasing behaviour through exposure, visual presentation, and engagement features. Conceptually, the literature highlighted Instagram as a powerful visual marketing platform that facilitates digital commerce through diverse content formats such as photos, videos, reels, and stories. It further emphasized that purchasing behaviour, particularly among professional photographers, is influenced by factors such as product quality, credibility, brand reputation, and technical specifications. The review also showed that repeated exposure to Instagram content enhances awareness and interest, while high-quality visual presentation strengthens product credibility and trust. In addition, engagement features such as likes, comments, and shares serve as indicators of social proof, which significantly influence

consumer perception and decision-making. The theoretical underpinning of the study, Social Cognitive Theory, provided a framework for understanding how observational learning, imitation, and environmental interaction shape purchasing behaviour in digital environments. Empirically, the reviewed studies consistently revealed that social media exposure, visual appeal, and engagement metrics are critical determinants of consumer purchase decisions. However, most of the existing studies focused on general consumers, students, or industries such as fashion, tourism, and e-commerce, with limited attention to professional groups. Furthermore, while several studies examined multiple social media platforms or influencer marketing, few specifically addressed Instagram store posts as a structured commercial tool. There is also a noticeable gap in research focusing on professional photographers, who possess specialized knowledge and distinct purchasing preferences. This gap justifies the present study, which seeks to examine how Camerajoints Instagram store posts influence the purchasing behaviour of professional photographers in Enugu metropolis, thereby contributing to knowledge in a more specialized and context-specific domain.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

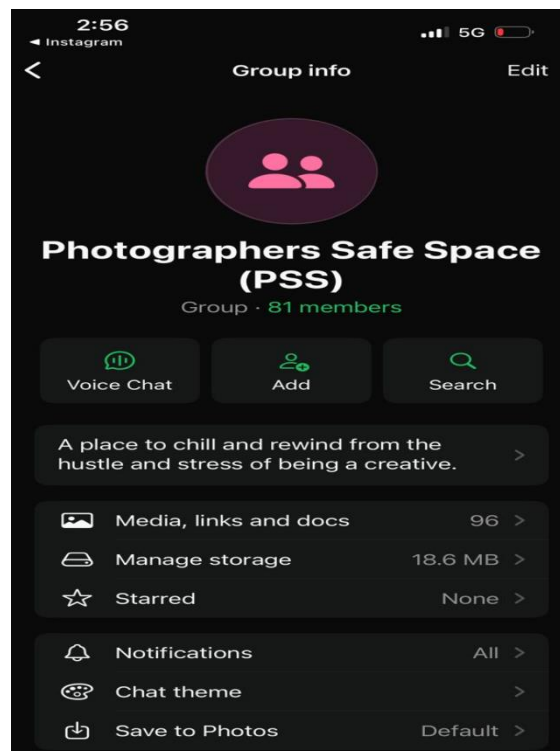
This study adopted the survey research method. According to Patel and Johnson (2020), survey research involves “the use of carefully selected samples of the population,” with researchers typically employing random sampling techniques to ensure representativeness. Martinez (2019) explains that the survey method is cost-effective, flexible, and suitable for gathering data from large populations within a short time. This design is appropriate for the present study because it aligns with an ex-post facto framework in which no variable is manipulated. Since

the research seeks to assess the influence of Camerajoints Instagram store posts on the purchasing behaviour of professional photographers in Enugu metropolis, the survey method allows for efficient data collection from respondents within the target population. Thus, this design is most suitable for obtaining accurate insights from professional photographers operating in Enugu metropolis.

3.2 Population of the Study

Smith (2022) defines population as the entire group of individuals from whom the researcher intends to generalize the findings of a study. The population for this study comprises all members of the “Photographers Safe Space (PSS)” WhatsApp group in Enugu metropolis. The group consists of eighty-one (81) members who are professional photographers and creative practitioners that use the platform to disseminate information relating to photography, camera equipment, industry updates, and other photography-related activities. Members of the group include studio photographers, event photographers, freelance photographers, photojournalists, and videographers who actively engage in professional photography practices. Since the study focuses on professional photographers exposed to photography-related information and updates through digital platforms, the WhatsApp group provides a suitable and accessible population for the study. Therefore, the total population of the study is eighty-one (81) respondents.

Figure 3.1: Screenshot of Photographers Safe Space (PSS) WhatsApp Group Showing Membership Population



3.3 Sample Size

Sample size refers to a manageable subset of the population selected for detailed investigation (Smith, 2022). Since the population for this study is relatively small and accessible, the researcher adopted the total enumeration method, also known as census sampling. Census sampling involves studying all members of the population without selecting a smaller sample. Therefore, all the eighty-one (81) members of the “Photographers Safe Space (PSS)” WhatsApp group were used as respondents for the study. This approach was adopted because the population consists of a specific and specialized group of professional photographers relevant to the objectives of the study.

3.4 Sampling Technique

This study adopted the census sampling technique. Census sampling involves the use of the entire population for the study rather than selecting a representative sample. The technique was considered appropriate because the population size of eighty-one (81) respondents is manageable and consists of a particular set of professional photographers within the “Photographers Safe Space (PSS)” WhatsApp group. Since all members of the group are directly relevant to the study, every member was given an equal opportunity to participate in the research. The use of census sampling ensured adequate representation of the entire population and eliminated sampling bias that may arise from selecting only a portion of the respondents.

3.5 Instrument for Data Collection

The instrument used for data collection was a structured questionnaire entitled “Questionnaire on the Influence of Camerajoints Instagram Store Posts on the Purchasing Behaviour of Professional Photographers in Enugu Metropolis.” The questionnaire was designed using a four-point rating scale with response categories of Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD) for agreement-based items, while Very High Extent (VHE), High Extent (HE), Low Extent (LE), and Very Low Extent (VLE) were used where applicable. The questionnaire consisted of two major sections.

Section A elicited personal data from respondents such as age group, years of professional experience, and area of specialization in photography.

Section B contained questionnaire items based on the three research questions of the study. The items addressed the extent to which professional photographers are exposed to Camerajoints Instagram store posts, the perception of professional photographers towards Camerajoints Instagram store posts, and the extent to which exposure to Camerajoints Instagram store posts

influences the purchasing behaviour of professional photographers in Enugu metropolis. The questionnaire items were structured in clear and simple language to ensure proper understanding by all respondents.

3.5 Validity of the Research Instrument

The researcher employed the use of face validity for the collection of data. The research instrument was scrutinized and approved by two lecturers from the Department of Mass Communication and one specialist from the Department of Measurement and Evaluation examined the questionnaire to determine its clarity, relevance, and alignment with the study objectives.

3.6 Reliability of the Study

To determine the reliability of the research instrument, a pilot test was conducted using a small group of professional photographers outside the study population but with similar characteristics to the respondents used for the study. The questionnaire was administered to the respondents to assess the consistency and suitability of the instrument. The responses obtained from the pilot test were analyzed using Cronbach's Alpha reliability coefficient to determine the internal consistency of the questionnaire items. Below is the formula for the calculation:

$$a = \frac{k}{k-1} \sqrt{\frac{S^2_y}{S^2}}$$

3.7 Method of Data Collection

The researcher distributed the questionnaire to all members of the "Photographers Safe Space (PSS)" WhatsApp group through Google Forms. The Google Form link was shared directly within the WhatsApp group to enable all eighty-one (81) members to participate in the study conveniently. Respondents were given adequate time to complete the questionnaire online, and

participation was voluntary. The respondents were also assured of confidentiality and anonymity in their responses. The use of Google Forms enhanced accessibility, ease of response collection, and effective management of data obtained from the respondents.

3.8 Method of Data Analysis

The researcher adopted the descriptive method of data analysis. Mean scores and standard deviations were used to analyze responses based on the four-point rating scale. The scales were assigned the following values:

SA = 4

A = 3

D = 2

SD = 1

A cut-off mean of 2.50 was used as the decision rule. Mean scores below 2.50 were rejected, while mean scores of 2.50 and above were accepted.

CHAPTER FOUR

PRESENTATION AND ANALYSIS OF DATA

4.1 Data Presentation and Analysis

This chapter presents the data collected from members of the “Photographers Safe Space (PSS)” WhatsApp group on the influence of Camerajoints Instagram store posts on the purchasing behaviour of professional photographers in Enugu metropolis. A total of 81 questionnaires were distributed to the respondents through Google Forms. Out of the 81

questionnaires distributed, all were properly completed and returned, giving a response rate of 100%.

The data presentation and analysis were organized according to the research questions guiding the study. Descriptive statistics such as frequency tables, percentages, mean scores, and standard deviation were used in analyzing the data collected from the respondents.

4.1.1 Analysis of Demographic Data

Table 4.1: Distribution of Respondents by Age Group

Age Group	Frequency	Percentage (%)
18–24 years	18	22.2%
25–34 years	37	45.7%
35–44 years	17	21.0%
45–54 years	7	8.6%
55 years and above	2	2.5%
Total	81	100%

The table above shows that respondents between the ages of 25–34 years constituted the majority with 45.7%, while respondents aged 55 years and above constituted the least percentage with 2.5%.

Table 4.2: Distribution of Respondents by Years of Professional Experience

Years of Experience	Frequency	Percentage (%)
1–3 years	24	29.6%
4–6 years	31	38.3%
7–10 years	17	21.0%
Above 10 years	9	11.1%
Total	81	100%

The table indicates that respondents with 4–6 years of professional experience constituted the majority with 38.3%, while respondents with above 10 years of experience accounted for 11.1%.

Table 4.3: Distribution of Respondents by Area of Specialization

Area of Specialization	Frequency	Percentage (%)
Studio Photography	22	27.2%
Event Photography	34	42.0%
Freelance Photography	16	19.8%
Photojournalism	9	11.1%
Total	81	100%

Interpretation

The table above reveals that event photographers constituted the highest percentage of respondents with 42.0%, while photojournalists constituted the least percentage with 11.1%.

4.1.2 Analysis of Psychographic Data

The psychographic data were analyzed using a four-point Likert scale comprising:

- Strongly Agree (SA) = 4
- Agree (A) = 3
- Disagree (D) = 2
- Strongly Disagree (SD) = 1

Likert Mean = 2.50

Research Question One: To what extent are professional photographers in Enugu metropolis exposed to Camerajoints Instagram store posts?

Table 4.4: Exposure of Professional Photographers to Camerajoints Instagram Store Posts

Item	SA	A	D	SD	Total	Mean	Decision Rule
Camerajoint are dealers in all photography gears and equipment	35	28	12	6	81	3.1	Accepted
I actively follow Camerajoints on their Instagram handle	32	30	13	6	81	3.1	Accepted
I often like and comment on Camerajoint posts	30	29	15	7	81	3.0	Accepted
Camerajoint posts appear regularly on Instagram reels	28	31	14	8	81	3.0	Accepted
I receive real-time information on Camerajoint equipment on my Instagram feed	34	27	13	7	81	3.1	Accepted
As a professional photographer, I am always exposed to Camerajoint posts on Instagram	36	26	12	7	81	3.1	Accepted
Average Mean						3.0	Accepted

The table above shows that at an average mean of 3.0 professional photographers in Enugu metropolis are highly exposed to Camerajoint Instagram store posts. This implies that Camerajoint Instagram contents are regularly seen and engaged with by professional photographers within the study area.

Table 4.5: Perception of Professional Photographers Towards Camerajoint Instagram Store Posts

Item	SA	A	D	SD	Total	Mean ($\bar{X}$)	Decision Rule
Camerajoint sells quality camera equipment	37	29	10	5	81	3.2	Accepted

Camerajoint posts provide valuable information on their products	25	30	4	22	81	2.7	Accepted
These posts do not enhance my knowledge of different photography equipment	18	5	31	27	81	2.1	Rejected
Camerajoint is always transparent in the quality and price of their products	23	29	13	19	81	2.7	Accepted
The visual presentation of Camerajoint posts is visually appealing	11	25	39	6	81	2.5	Accepted

Average Mean = 2.6

The table above indicates that all the items recorded mean scores above the criterion mean of 2.50. The average mean of 2.6 shows that respondents agreed that professional photographers have a positive perception towards Camerajoint Instagram store posts. The findings imply that respondents perceive Camerajoint posts as informative, visually appealing, and credible.

Table 4.6: Influence of Camerajoint Instagram Store Posts on Purchasing Behaviour

Item	VHE	HE	LE	VLE	Total	Mean (X̄)	Decision Rule
Camerajoint posts often influence my decision-making when buying photography equipment	29	34	12	6	81	3.0	Accepted
Camerajoint posts shape my preference when choosing a particular brand product from a store	31	17	23	10	81	2.8	Accepted
Excessive exposure to Camerajoint posts encourages me to spend more on photography equipment	27	16	15	23	81	2.5	Accepted

Exposure to Camerajoint Instagram posts increases my interest in purchasing photography equipment	22	27	11	21	81	2.6	Accepted
Camerajoint Instagram posts influence my confidence in purchasing photography equipment online	33	29	12	7	81	3.1	Accepted

Average Mean = 2.8

The table above reveals that all the items recorded mean scores above the criterion mean of 2.50. The grand mean of 2.8 indicates that respondents agreed that exposure to Camerajoint Instagram store posts significantly influences the purchasing behaviour of professional photographers in Enugu metropolis. The findings suggest that repeated exposure to Camerajoint Instagram contents affects respondents' purchasing interest, product preference, and confidence in online equipment purchase.

4.2 Discussion of Findings

Research Question One: To what extent are professional photographers in Enugu metropolis exposed to Camerajoints Instagram store posts?

Findings of the study revealed that professional photographers in Enugu metropolis are highly exposed to Camerajoint Instagram store posts. This implies that professional photographers actively follow Camerajoints on Instagram, regularly encounter Camerajoints posts on their Instagram feeds and reels, and frequently engage with the posts through likes and comments. These photographers agreed that Camerajoints is widely recognized as a dealer in photography equipment and accessories.

This finding supports the empirical study conducted by Olaitan (2021), who found that repeated exposure to social media content significantly shapes consumer awareness, preferences, and purchasing decisions through visual and textual interactions. The finding also aligns with the study of Rahman et al. (2022), which revealed that Instagram post features and

engagement mechanisms increase audience interaction and visibility. The finding is further supported by Social Cognitive Theory propounded by Albert Bandura (1986). The theory explains that individuals learn and develop behavioural tendencies through observational learning and environmental exposure. Professional photographers who are constantly exposed to Camerajoints Instagram posts are likely to develop familiarity, awareness, and behavioural responses towards the products displayed on the platform. The theory therefore explains how repeated exposure to Instagram store posts can shape audience attention and purchasing orientation.

Research Question Two: What is the perception of professional photographers towards Camerajoints Instagram store posts in Enugu metropolis?

The purpose of this research question was to determine how professional photographers perceive Camerajoints Instagram store posts. The findings revealed that respondents perceive Camerajoints as a credible seller of quality camera equipment and believe that the posts provide valuable information about photography products. Respondents also agreed that the visual presentation of Camerajoints posts is attractive and enhances their knowledge of photography equipment.

The Average mean of 2.6 indicates that professional photographers have a positive perception towards Camerajoints Instagram store posts. This finding agrees with the empirical study of Talabi et al. (2024), which found that high-quality images, effective composition, and aesthetic presentation significantly improve audience engagement and perception. The finding also supports the study of Okoye et al. (2022), which revealed that audiences associate visual clarity and technical quality with credibility and trustworthiness. Similarly, Szulc and Musielak (2022) established that high-quality product photography increases perceived product value and consumer trust.

The finding equally supports the assumptions of Social Cognitive Theory. The theory emphasizes that cognitive processes such as perception, interpretation, and attention influence behavioural outcomes. Through repeated exposure to visually appealing and professionally presented Instagram posts, photographers develop favourable perceptions towards Camerajoints and its products. The theory therefore explains how visual communication and environmental interaction shape audience perception and trust within digital marketing environments.

Research Question Three: To what extent does exposure to Camerajoints Instagram store posts influence the purchasing behaviour of professional photographers in Enugu metropolis?

This research question aimed to determine the extent to which exposure to Camerajoints Instagram store posts influences the purchasing behaviour of professional photographers. The findings revealed that Camerajoints posts influence respondents' purchasing decisions, shape their preference for photography brands, and increase their interest in purchasing photography equipment. Respondents also agreed that exposure to Camerajoints Instagram posts increases their confidence in purchasing photography equipment online. The Average mean of 2.8 indicates that exposure to Camerajoints Instagram store posts significantly influences the purchasing behaviour of professional photographers in Enugu metropolis. This finding is consistent with the empirical study of Eggert and Weber (2023), which found that product visuals, trust, and engagement metrics significantly influence purchase decisions in Instagram stores. The finding also aligns with the studies of Oruç and Aydın (2022) and Molina-Prados et al. (2022), which revealed that visual appeal, engagement, and interactivity significantly affect consumer purchase intention and online shopping behaviour.

In addition, Ogunleye (2024) found that Instagram-based visual persuasion and perceived credibility significantly influence purchasing decisions. The finding is also strongly

supported by Social Cognitive Theory. According to the theory, individuals imitate behaviours observed within their environment, especially when such behaviours are associated with positive outcomes and credible models. Camerajoints Instagram posts provide product demonstrations, visual presentations, and persuasive cues capable of influencing photographers' purchasing intentions through observational learning and modeling. The theory further explains that repeated interaction with persuasive visual content reinforces behavioural adoption and decision-making. Consequently, Social Cognitive Theory provides a suitable explanation for how Camerajoints Instagram posts influence the purchasing behaviour of professional photographers in Enugu metropolis.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter presents the summary, conclusion, recommendations, and suggestions for further studies based on the findings of the study on the influence of Camerajoints Instagram store posts on the purchasing behaviour of professional photographers in Enugu metropolis. The chapter summarizes the major findings obtained from the analysis carried out in Chapter Four and draws conclusions based on the objectives of the study. Recommendations are also

provided to relevant stakeholders on how Instagram store posts can be effectively utilized to improve customer engagement and purchasing behaviour within the photography industry.

5.1 Summary of Findings

This study examined the influence of Camerajoints Instagram store posts on the purchasing behaviour of professional photographers in Enugu metropolis. The study was guided by three specific objectives and corresponding research questions which focused on the level of exposure of professional photographers to Camerajoints Instagram store posts, the perception of professional photographers towards Camerajoints Instagram store posts, and the extent to which exposure to Camerajoints Instagram store posts influences purchasing behaviour.

The data collected from respondents were analyzed using frequency tables, percentages, mean scores, and grand mean calculations. Based on the analysis carried out in Chapter Four, the following findings were made:

1. The study revealed that professional photographers in Enugu metropolis are highly exposed to Camerajoints Instagram store posts. Most respondents indicated that they actively follow Camerajoints on Instagram, frequently encounter Camerajoints posts on Instagram reels and feeds, and regularly engage with the posts through likes and comments. The findings further showed that respondents receive real-time updates and information about photography equipment through Camerajoints Instagram posts.
2. The study found that professional photographers have a positive perception towards Camerajoints Instagram store posts. Respondents agreed that Camerajoints sells quality camera equipment and provides valuable product information through visually appealing Instagram posts. The findings also showed that Camerajoints posts improve

respondents' knowledge of photography equipment and create perceptions of credibility and transparency regarding product quality and pricing.

3. The study further revealed that exposure to Camerajoints Instagram store posts significantly influences the purchasing behaviour of professional photographers in Enugu metropolis. Respondents agreed that Camerajoints Instagram posts influence their purchasing decisions, shape their preference for photography brands, increase their interest in photography equipment, and improve their confidence in purchasing photography products online. The findings suggest that repeated exposure to Camerajoints Instagram contents contributes to product awareness, trust, and purchase intention among professional photographers.

5.2 Conclusion

Based on the findings of this study, it was concluded that Instagram store posts play a significant role in shaping the purchasing behaviour of professional photographers in Enugu metropolis. The study established that Camerajoints Instagram posts are widely visible among professional photographers and that respondents regularly interact with the contents through likes, comments, and repeated exposure on Instagram feeds and reels.

The study also concluded that professional photographers perceive Camerajoints Instagram store posts positively due to the quality of visual presentation, product information, and perceived credibility associated with the brand. The visual appeal and informational value of the posts contribute significantly to audience attention, trust, and engagement.

Furthermore, the study revealed that exposure to Camerajoints Instagram store posts significantly influences the purchasing decisions of professional photographers. Instagram posts shape respondents' product preferences, increase their interest in photography equipment,

and strengthen their confidence in online purchasing behaviour. This indicates that Instagram functions not only as a communication platform but also as an effective digital marketing tool capable of influencing consumer behaviour within the photography industry.

The findings of this study further support the assumptions of Social Cognitive Theory propounded by Albert Bandura (1986). The theory explains that behaviour is influenced through observational learning, environmental exposure, modeling, and cognitive interpretation. Professional photographers who are repeatedly exposed to Camerajoints Instagram store posts are likely to develop behavioural responses, perceptions, and purchasing intentions based on the visual and persuasive cues contained in the posts. Consequently, the study concludes that Camerajoints Instagram store posts significantly influence awareness, perception, and purchasing behaviour among professional photographers in Enugu metropolis.

5.3 Recommendations

Based on the findings of this study, the following recommendations were made:

1. Camerajoints management should continue to maintain high-quality visual presentation and professional product photography on their Instagram store posts because visually appealing content significantly influences audience perception and purchasing behaviour. Consistent use of clear images, detailed captions, and attractive product displays will further improve audience engagement and trust.
2. Professional photographers should actively engage with informative and credible Instagram store posts in order to improve their knowledge of photography equipment and make better purchasing decisions. Photographers should also critically evaluate product information before making online purchases to ensure informed decision-making.

3. Digital marketers and social media managers should increase the use of interactive Instagram features such as reels, live sessions, comments, and customer engagement strategies to strengthen audience interaction and purchasing intention. Increased engagement will improve visibility and reinforce consumer confidence in online product marketing.
4. Photography equipment dealers and online business owners should utilize Instagram as an effective digital marketing platform for promoting photography products and services. Regular exposure to visually persuasive content can improve product awareness, customer trust, and online sales performance.
5. Communication scholars and researchers should conduct further studies on social media marketing and purchasing behaviour within specialized professional groups in order to expand knowledge on digital consumer behaviour in Nigeria and other developing societies.

5.4 Suggestions for Further Studies

The researcher suggests that further studies should be conducted in the following areas:

1. Influence of Instagram influencer marketing on the purchasing behaviour of professional photographers in Nigeria.
2. Effect of visual presentation on online consumer trust among social media users in South-East Nigeria.
3. Social media engagement and online purchasing behaviour among creative professionals in Nigeria.
4. Influence of Instagram reels and live shopping features on consumer purchasing decisions in the photography industry.

5. Comparative study of Instagram and Facebook marketing strategies on consumer purchasing behaviour among professional photographers.

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APPENDIX

SECTION A: LETTER OF INTRODUCTION

Department of Mass Communication,
Faculty of Management and Social Sciences,
Godfrey Okoye University,
Thinkers' Corner, Emene, Enugu.
30th April, 2026.

Dear Sir/Madam,

I am **Nnaji Samuel Chukwuemeka**, a student of the Department of Mass Communication, Godfrey Okoye University, Enugu State, conducting a research study on the topic: Assessing the Influence of Camerajoints Instagram Store Posts on the Purchasing Behavior of Professional Photographers in Enugu Metropolis. Your participation in this study is highly valued.

Kindly complete the questionnaire honestly and objectively. All information provided will be treated with strict confidentiality and used strictly for academic purposes only.

Thank you for your cooperation.

Yours faithfully,

Nnaji Samuel Chukwuemeka

GOU/U22/MAS/529

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QUESTIONNAIRE

Instruction: Please indicate your considered response by a tick (✓) in the appropriate box.

Part I: Personal Data

1. **Age Group:**
(a) 18–24 [] (b) 25–34 [] (c) 35–44 [] (d) 45–54 [] (e) 55 and above []
2. **Years of Professional Experience:**
(a) 1–3 years [] (b) 4–6 years [] (c) 7–10 years [] (d) Above 10 years []
3. **Area of Specialization:**
(a) Studio Photography [] (b) Event Photography [] (c) Freelance Photography [] (d) Photojournalism []

Section B: Main Items

Instruction: For each of the following statements, tick (✓) the option that best represents your level of agreement.

Agreement Scale

SA = Strongly Agree A = Agree D = Disagree SD = Strongly Disagree

Research Question One:

To what extent are professional photographers in Enugu metropolis exposed to Camerajoints Instagram store posts?

S/N	Item	SA	A	D	SD
1	Camerajoint are dealers in all photography gears and equipment.				
2	I actively follow Camerajoints on their Instagram handle.				
3	I often like and comment on Camerajoint posts.				
4	Camerajoint posts appear regularly on Instagram reels.				
5	I receive real-time information on Camerajoint equipment on my Instagram feed.				
6	As a professional photographer, I am always exposed to Camerajoint posts on Instagram.				

Research Question Two:

What is the perception of professional photographers towards Camerajoints Instagram store posts in Enugu metropolis?

S/N	Item	SA	A	D	SD
7	Camerajoint sells quality camera equipment.				
8	Camerajoint posts provide valuable information on their products.				
9	These posts enhance my knowledge of different photography equipment.				
10	Camerajoint is always transparent in the quality and price of their products.				
11	The visual presentation of Camerajoint posts is visually appealing.				

Research Question Three:

To what extent does exposure to Camerajoints Instagram store posts influence the purchasing behaviour of professional photographers in Enugu metropolis?

S/N	Item	VHE	HE	LE	VLE
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12	Camerajoint posts often influence my decision-making when buying photography equipment.				
13	Camerajoint posts shape my preference when choosing a particular brand product from a store.				
14	Excessive exposure to Camerajoint posts encourages me to spend more on photography equipment.				
15	Exposure to Camerajoint Instagram posts increases my interest in purchasing photography equipment.				
16	Camerajoint Instagram posts influence my confidence in purchasing photography equipment online.				

THANK YOU FOR YOUR PARTICIPATION!