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A Study On Influence Of Instagram Promotions On Consumer Buying Behaviour

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ABSTRACT

Social media has revolutionized marketing strategies, with Instagram emerging as a dominant platform for brand promotions. This study investigates the impact of Instagram promotions on consumer buying behaviour, focusing on factors such as influencer marketing, sponsored advertisements, brand collaborations, and user-generated content. The research employs a quantitative approach, utilizing a structured questionnaire to gather data from a sample of consumers actively engaged with Instagram promotions. The study explores three key objectives: first, to examine the extent to which Instagram promotions influence consumer purchasing decisions; second, to analyse the role of various promotional techniques, including visual appeal, influencer credibility, and interactive content, in shaping consumer preferences; and third, to assess consumer perceptions of trust, engagement, and brand loyalty in response to Instagram promotions. Data analysis is conducted using statistical methods such as percentage analysis, ranking analysis, chi-square tests and likert scale to identify significant patterns and relationships. Findings from this study provide valuable insights into consumer psychology and marketing trends, offering recommendations for businesses to optimize their Instagram promotional strategies. By understanding the effectiveness of Instagram promotions, companies can enhance customer engagement, improve brand positioning, and drive sales growth.

Keywords: Instagram promotions, consumer buying behaviour, influencer marketing, customer engagement and brand positioning.

INTRODUCTION

Instagram is one of the fastest-growing online photo social web services where users share their life images with other users, however the research related to this media is limited to study about influence of Instagram promotion on consumer buying behaviour. It is a relevant channel upon which to focus due to the site's recent decision to expand its advertising platforms, revenue generated from advertisements on Instagram is expected to reach greater than both Twitter and Google. Individuals spend more time on Instagram than other similar sites and it is reported that more than 400 million people are active users in this platform. Consumers perceive individuals with a large number of subscribers as more attractive and trustworthy; this is in line with source credibility theory and relates to electronic word of mouth.

Instagram is considered the most appropriate social media platform for influence of consumer buying behaviour because globally one of the most popular social media platform which engage more people and influence the consumer behaviour towards the usage of influencer product in many other ways. Instagram is a visual or virtual platform which attracts more consumers towards influencer on their used products like fashion, beauty, health care and fitness and other term of factors. This study aims to explore the influence of Instagram promotion on consumer buying behaviour using Instagram influencer, sponsors post, endorsement of influencer and many other ways of post promotion in Instagram.

This chapter starts with the Introduction of the study, followed by the Scope of study, the Research objectives and explain the Statement of problem in this study. Next the research methodology is outline according to research design, the study of population and sample, Thereafter, an overview of literature review is presented which comprises the theoretical foundations and key concepts, then data collection process and the collected data are analysed and then the consequent findings and suggestions for improvement are made. The findings of this research are limited to the variables that are present in the dataset and the study is limited up to 100 respondents' due to time constraints and suggestion are based on the respondents review about the usage of Instagram which influence consumer on their buying behaviour.

STATEMENT OF THE PROBLEM

This project aimed to analyse how the influence of Instagram promotion on consumer buying behaviour affected consumers' propensity to make purchases in Instagram or any other social media platform. The purpose of this paper is to examine the effectiveness of influence of Instagram promotion on consumer buying behaviour as a marketing platform. The finding will show how the influence of Instagram promotion on consumer buying behaviour affects consumers' tendency to purchase on the Instagram.

OBJECTIVES OF THE STUDY

1. To study demographic profile and social economic factor of Instagram users.
2. To ascertain the perception of respondents towards contents in Instagram.
3. To estimate the influence of content seen in Instagram on purchase decision.
4. To predict the consumer behaviour through the Instagram influenced purchase.

SCOPE OF STUDY

This study aims to comprehensively explore the use of Instagram among people for being influence to make purchase of their product. Now-a-days people choose to refer their products and like to buy from knowing the review from influence of Instagram like influencer endorsements, sponsored posts, contest and discounts. The focus of this study will be on how Instagram influence on consumers purchases decision in the marketing. This particular research was preferred to have a combination of evaluative and explanatory purpose but at the same time it clarifies the reason behind particular consumer perception.

RESEARCH METHODOLOGY

This means to the specific set of rules, procedures and techniques which used to bring forward a research. In nature, research methodology is technical drawing or outline for the study. To better understand, the influence of Instagram promotion on consumer buying behaviour, this research employs a quantitative online survey research methodology.

SAMPLING TECHNIQUE

Convenience sampling was used for data collection. This is a familiar type of non-probability sampling that involves selecting respondents who are easily accessible for the study.

SAMPLE SIZE

To lead the study, an online questionnaire was circulated and 100 responses were collected.

DATA COLLECTION

PRIMARY DATA

Primary data is a raw data which is collected first hand by the researchers. This data is gathered exactly in alliance with the research objectives.

SECONDARY DATA

Secondary data is a data which is already collected by some researchers or investigators in the past and available either in published or unpublished for. These are used for analysis of a particular phenomenon or forecasting. The data is used base on the objectives laid out by the research topic.

HYPOTHESIS TESTED

- Association between occupation of the respondents and the maximum amount spent on purchases influenced by Instagram.

TOOLS USED FOR ANALYSIS

PERCENTAGE ANALYSIS

Percentage analysis is a method used to determine the proportion of respondents falling into each category within a sample. It serves as a standard for comparison. The formula for percentage calculation is:

$$\text{Percentage} = \frac{\text{No.of respondents}}{\text{Total No.of Repondents}} \times 100$$

SIMPLE RANKING METHOD

Ranking is a method used to establish a relationship between a set of items, where each item is either ranked lower, equal to or higher than another. In mathematics, this is referred to as a weak or total preorder since different items can share the same rank. When two items hold the same rank, it is considered a tie. By simplifying detailed measurements into a sequence of ordinal numbers, ranking allows for the evaluation of complex elements based on the criteria.

LIKERT SCALE ANALYSIS

Likert scale is a psychometric scale which is mostly used in surveys to measure attitudes, opinions or behaviours. It consists of a series of reports where respondents indicate their level of agreement or disagreement on a symmetric scale, typically ranging from 1 to 5 that is strongly agree to strongly disagree.

$$\text{Likert scale} = \frac{\sum fx}{\text{Number of respondents}}$$

CHI-SQUARE ANALYSIS

The chi-square test is a statistical test used to define if there is a significant association between two categorical variables. It is a hypothesis – testing method in which observed frequencies are compared with expected frequencies for experimental outcomes.

$$X^2 = \sum \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

REVIEW OF LITERATURE

1. **Suku Thomas Samuel (2024)** in his study “Analysis of Marketing Tactics on Instagram and Their Impact” research examines various marketing strategies employed on Instagram and their effectiveness in influencing consumer behavior. It assesses the impact of advertising techniques, influencer marketing and brand promotions. The study suggests that businesses could incentivize purchases by offering discounts and flexible payment options. This comprehensive understanding of student behavior on Instagram can guide brands in devising more effective marketing strategies.
2. **Ms. Thangalakshmi, V. Josephine Lourdes De Rose (2024)** in their study “A study on Instagram Influencers’ Brand Promotion and Its Impact on Users’ Purchase Intention” investigates how Instagram influencers contribute to brand promotion and their influence on consumers’ purchasing decisions. It explores factors such as credibility, audience engagement and marketing

effectiveness. This study research about impact created by Instagrammers' brand promotions on observers purchase intentions and it indicates that among various other factors, time spent in Instagram encourages purchase intention within users.

3. **Liangliang Ji (2023)** in their study "The Impact of Instagram's Corporate Strategy on Consumer Preferences" examines how Instagram's corporate strategies, including content policies, algorithm changes and advertising models, affect consumer preferences and purchasing behavior. The findings suggest that brands can influence these features to build stronger associates with their target audiences and create more targeted content that resonates with consumers.

4. **Sobia Shahzad and Tehreem Fatima (2023)** in their research "investigating the Influence of Cloth Branding Advertisements on Consumer Buying Behavior: Insights from Instagram" examines how branded clothing advertisements on Instagram impact consumer purchasing behavior. It focuses on ad effectiveness, consumer perception and decision-making processes. This study suggests that influencers should be of utmost importance for marketers aiming to boost sales through their Instagram marketing efforts.

5. **Rachel Yi Shan tang, Mafas Raheem (2023)** in their study "The Impact of Instagram Marketing on Sales in the Fashion Industry" study evaluates how Instagram marketing strategies, including influencer collaborations and digital advertising, contribute to increased sales in the fashion industry. This study suggests future studies should explore additional Instagram features and modeling techniques for improved results.

PERCENTAGE ANALYSIS

1. TABLE SHOWING THE TYPES OF INSTAGRAM PROMOTIONS INFLUENCING THE RESPONDENTS

S.NO	TYPE OF PROMOTIONS	NO. OF. RESPONDENTS	PERCENTAGE
1	Influencer endorsements	16	16%
2	Product updates	37	37%
3	Engaging content	26	26%
4	Discounts and offers	21	21%
	Total	100	100%

Interpretation

From this above table, it shows that 37 % of the respondents influence through product updates, 26% of the respondents influence through engaging content, 21% of the respondents influence through discounts and offers and 16% of the respondents influence through influencer endorsements.

Majority of the respondents are influencing through product updates promotions in Instagram (37%).

1. Figure



LIKERT SCALE

2. TABLE

Factor	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Total	Likert scale
Price of product	40	39	16	1	4	410	4.1
Quality of product	15	51	30	2	2	375	3.75
Value for money	20	36	39	3	2	369	3.69
Return and refund policy	23	21	32	20	4	339	3.39

Interpretation

The likert scale table shows that price of product is most favorable factor which satisfies the aspects of Instagram buying behavior and return & refund policy is the least favorable factor which satisfies the aspects of Instagram buying behavior.

RANK ANALYSIS

3. TABLE

S.NO	FACTORS	1 st rank	2 nd rank	3 rd rank	4 th rank	5 th rank	6 th rank	TOTAL	RANK
1	Price	48	17	13	6	9	7	468	II
2	Product quality	36	35	13	6	2	8	473	I
3	Brand reputation	32	29	18	10	6	5	456	III
4	Influencer recommendations	26	23	17	17	11	6	418	VI
5	Convenience of purchase	30	28	16	11	10	5	442	V
6	Delivery time	33	25	20	8	9	5	450	IV

Interpretation

From the above table it shows the respondents ranking towards factors based on their perception. In this, product quality ranked first, price of the product ranked second, brand reputation ranked third, delivery time of product ranked fourth, convenience of purchase ranked fifth and influencer recommendation ranked sixth.

CHI SQUARE ANALYSIS**4. TABLE**

**THE CHI SQUARE ANALYSIS BETWEEN THE OCCUPATION OF THE
RESPONDENTS AND MAXIMUM PRICE SPENT ON INSTAGRAM PURCHASES OF
THE RESPONDENTS**

Null hypothesis (H_0): There is no significant association between the occupation of the respondents and maximum price you will spend on Instagram of the respondents.

Alternative hypothesis (H_1): There is a significant association between the occupation of the respondents and maximum price you will spend on Instagram of the respondents.

S.NO	MAXIMUM PRICE	OCCUPATION				TOTAL	PERCENTAGE
		STUDENT	EMPLOYEE	BUSINESS	PROFESSIONAL		
1	Below 2000	48	22	2	3	75	75%
2	2001 – 4000	3	6	4	1	14	14%
3	4001 – 7000	0	3	1	5	9	9%
4	Above 7001	1	0	1	0	2	2%
	Total	52	31	8	9	100	100%

Chi-square: 49.196

Table value: 16.912

Degrees of freedom: 9

Result: Rejected

The calculated chi-square value (49.196) is higher than the table value (16.912), hence the null hypothesis is rejected at 5% level of significance. It can be concluded that there is significant association between occupation of the respondents and maximum price willing to spend on Instagram purchase.

SUGGESTIONS

- Instagram should be used as a promotional platform rather than a direct selling platform. Purchases should be made after verification about the available website.
- Instagram should improve its AI to enhance user experience and trustworthiness.
- Providing cash on delivery (COD) option can improve trust and ease purchases.
- Instagram should ensure better safety measures for transactions and customer data.
- Buyers should consider the credibility of influencers before making purchases.

CONCLUSION

The study on the influence of Instagram promotions on consumer buying behavior highlights the significant role of Instagram plays as a marketing tool in shaping consumer decisions. The findings suggest that visually appealing content, influencer collaborations, targeted advertisements and interactive engagement strategies have a strong impact on consumer purchasing behavior. Consumers are more likely to trust and purchase products promoted by influencers they follow as well as engage with brands that maintain a consistent and interactive presence of Instagram. Overall, Instagram has transformed into a powerful marketing platform that influences consumer buying behavior through visually driven, engaging, and personalized promotional strategies.

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