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Exploring the Impact of Instagram Marketing Strategies on Customer Purchase Intentions: A Comprehensive Analysis

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Abstract

Social media platforms have become essential marketing channels in the digital age, with Instagram emerging as a dominating player in the field of visual marketing. This study explores the impact that Instagram marketing has on consumers' intents to make purchases by looking at the complex relationships that exist between engagement metrics, content methods, and consumer behaviour. This study uses a mixed-method approach that includes both quantitative analysis and qualitative insights to examine how several aspects interact, including influencer partnerships, sponsored content, user-generated material, and storytelling strategies used by companies on Instagram. Additionally, it investigates how customers' attitudes and perceptions of Instagram marketing efforts are influenced by psychological variables, perceived credibility, and demographic variables, which in turn affects consumers' buy intentions. This study provides insightful information for marketers that want to maximize their Instagram marketing efforts and improve customer engagement and conversion rates in the online marketplace by illuminating these complex linkages.

Keywords: Instagram Marketing, Customer Purchase Intention, Social-Media Platforms, Engagement Strategies, Consumer Behaviour

Introduction

Social media platforms have completely changed the marketing landscape in today's digitally driven industry by providing firms with previously unheard-of chances to engage with their target customers. Instagram is one of these platforms that has become very popular, especially because of its visually appealing content and wide audience base. With more than a billion people active globally, Instagram offers businesses the perfect platform to highlight their goods and services, interact with customers, and eventually influence buying decisions.

In both academic study and corporate practice, the impact of Instagram marketing on customer purchase intentions has drawn a lot of attention and examination. Businesses looking to succeed in the cutthroat digital marketplace must comprehend the intricacies

of Instagram marketing techniques and their influence on consumer behaviour, as customers increasingly rely on social media platforms for ideas, suggestions, and product discovery.

In order to better understand the complex relationship between Instagram marketing and consumer purchase intentions, this study will examine the several aspects that influence consumer perceptions and behaviour within the framework of this well-known social media site.

This study looks at the efficacy of various marketing strategies, including sponsored content, influencer partnerships, and user-generated material, in an effort to identify the fundamental factors influencing customer interaction and purchase behaviour on Instagram.

Additionally, this study will investigate how customers' perceptions of Instagram marketing efforts are shaped by psychological and demographic aspects. Taking into account variables like age, gender, wealth, and psychographic traits, our goal is to offer a thorough grasp of the many audiences segments that businesses target on Instagram and how they react to various marketing stimuli.

Ultimately, this research seeks to contribute to the growing body of knowledge on social media marketing and provide actionable recommendations for businesses navigating the complexities of the digital marketplace.

Objectives

- To Study the impact of Instagram marketing strategies on customer purchase intentions
- To understand the factors influencing the consumer buying behaviour
- To assess the behavioural level of customers of different age groups.

Methodology

This type of research involves collecting data from a sample of customers who have engaged with Instagram marketing content. The survey can include questions about their purchasing behaviour, awareness of the brand, perceptions of the marketing content, and the likelihood of making a purchase as a result of the content.

Developing the Questionnaire

- Defining research objectives clearly to guide questionnaire development.
- Formulating unbiased questions aligned with research goals, utilizing both closed and open-ended formats.
- Pre-testing the questionnaire with a small group to ensure clarity and validity.
- Distributing the questionnaire using Google Forms via email, social media, or other relevant channels.

Literature Review

- Identifying relevant academic sources through databases and search engines.
- Critically evaluating sources for credibility, methodology, and objectivity.
- Analyzing literature to identify key themes, trends, and gaps in knowledge.

Data Analysis

Analyzing data using Statistical Software (SPSS) to calculate frequencies, percentages, and correlations.

Integration and Reporting

- Integrating findings from analysis to draw comprehensive conclusions.
- Discussing implications and proposing recommendations for future research or action.

Literature Review

“Consumer buying behaviour in online shopping: A study of Indian consumers” by Ritu Yadav and Jyoti Rana (2019): This study investigates the factors that influence consumers’ buying behaviour in online shopping in India. The study found that factors such as website design, trust, convenience, and price influence consumers’ decision-making process when shopping online.

“Understanding consumer behaviour in the e-commerce environment: The role of perceived trust, perceived risk, and perceived benefit” by S. Vijayakumar and S. Arunachalam (2018): This study examines the relationship between perceived trust, perceived risk, and perceived benefit on consumers’ buying behaviour in e-commerce environments. The study found that perceived trust and perceived benefit positively influence consumers’ buying behavior, while perceived risk negatively influences it.

“Factors influencing consumer buying behaviour in online shopping: A review” by M. Umer and M. Naveed (2019): This literature review summarizes the key factors that influence consumers’ buying behavior in online shopping. The study found that factors such as website design, product information, trust, convenience, and price influence consumers’ decision-making process when shopping online.

“Factors influencing the online buying behavior of Indian consumers: An empirical study” by A. S. Chaudhary and S. Gulati (2017): This study investigates the factors that influence consumers’ online buying behavior in India. The study found that factors such as website design, product quality, price, trust, and convenience influence consumers’ decision-making process when shopping online.

“A study of factors influencing online buying behavior in India” by R. Mittal and R. Jindal (2018): This study examines the factors that influence consumers’ online buying behavior in India. The study found that factors such as website design, product quality, price, trust, and convenience influence consumers’ decision-making process when shopping online.

“Factors Influencing Consumer Behaviour in the Online Shopping Environment: A Study of Factors Influencing Consumer Behaviour in Online Shopping” by Sanjeev Kumar and N. Ravi Shankar (2017): This study explores the factors that influence consumer behaviour in the online shopping environment. The authors identified various factors such as price, convenience, trust, and security that affect consumer behaviour. This study provides insights into the factors that affect consumer behaviour in the online shopping environment, which can be useful for understanding the factors that influence consumer behaviour.

“Factors Affecting Online Shopping Behaviour: A Study of Consumers in India” by Priti Bakhshi and Manoj Kumar Dash (2019): This study examines the factors that affect online shopping behaviour among Indian consumers. The authors identified various factors such as website design, perceived usefulness, trust, and perceived risk that influence consumer behaviour. This study provides insights into the factors that influence online shopping behaviour, which can be useful for understanding the factors that influence consumer behaviour.

“Understanding Consumer Behaviour in the Indian E-Commerce Market: A Literature Review” by Preeti Kaur and Mandeep Kaur (2018): This study provides a comprehensive review of the literature on consumer behaviour in the Indian e-commerce market. The authors identified various factors such as brand awareness, social influence, trust, and convenience that affect consumer behaviour. This study provides a comprehensive overview of the factors that influence consumer behaviour in the Indian e-commerce market, which can be useful for understanding the factors that influence consumer behaviour. Based on the literature survey, it can be inferred that factors

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such as website design, product quality, price, trust, and convenience play an important role in influencing consumers’ buying behaviour when shopping online. Therefore, to understand the factors influencing consumer buying behaviour with these factors need to be investigated in the context of the platform.

Data Interpretation and Analysis

Correlation

a) Between Age and How Social Media Influence Purchase

		AGE	HOW IMP SOCIAL MEDIA INFLUENCE PURCHASE
AGE	Pearson Correlation	1	-.065
	Sig. (2-tailed)		.498
	N	112	112
HOW IMP SOCIAL MEDIA INFLUENCE PURCHASE	Pearson Correlation	-.065	1
	Sig. (2-tailed)	.498	
	N	112	112

The Sig (P – Value) is greater than 0.05, Ho null hypothesis is rejected. So, there is significant difference between Age and How Social media influence purchase.

b) Between How Social Media Influence Purchase and Gender

Correlations			
		How IMP Social Media Influence Purchase	Gender
How IMP Social Media Influence Purchase	Pearson Correlation	1	.117
	Sig. (2-tailed)		.219
	N	112	112
Gender	Pearson Correlation	.117	1
	Sig. (2-tailed)	.219	
	N	112	112

The Sig (P – Value) is greater than 0.05, Ho null hypothesis is rejected. So, there is significant difference between Gender and How Social media influence purchase.

c) Between Age and How Likely Purchase from Instagram Post

		AGE	HOW LIKELY PURCHASE FROM INSTA POST
AGE	Pearson Correlation	1	-.121
	Sig. (2-tailed)		.204
	N	112	112
HOW LIKELY PURCHASE FROM INSTA POST	Pearson Correlation	-.121	1
	Sig. (2-tailed)	.204	
	N	112	112

The Sig (P – Value) is greater than 0.05, Ho null hypothesis is rejected. So, there is significant difference between Age and How likely purchase from Instagram post.

d) Between Age and How likely you recommend from instagram

Correlations			
		Age	How Likely you Recommend from Instagram
Age	Pearson Correlation	1	-.149
	Sig. (2-tailed)		.117
	N	112	112
How Likely you Recommend from Instagram	Pearson Correlation	-.149	1
	Sig. (2-tailed)	.117	
	N	112	112

The Sig (P – Value) is greater than 0.05, Ho null hypothesis is rejected. So, there is significant difference between Age and How likely you recommend from Instagram

Frequencies

a) How Often see Instagram

How Often See Instagram ADS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	24	21.4	21.4	21.4
	Weekly	39	34.8	34.8	56.3
	Monthly	13	11.6	11.6	67.9
	Rarely	21	18.8	18.8	86.6
	Never	15	13.4	13.4	100.0
	Total	112	100.0	100.0	

From this frequency we conclude that 24 persons using Instagram see ads daily. And 39 persons sees weekly. Which is more than 50 percent of total.

b) How Often you Customer use Instagram Ad Coupons

How Often you use Instagram AD CouponS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every time	4	3.6	3.6	3.6
	Sometimes	36	32.1	32.1	35.7
	i do not purchase I am not aware of their coupons or discounts	22	19.6	19.6	55.4
	Rarely	37	33.0	33.0	88.4
	Never	13	11.6	11.6	100.0
	Total	112	100.0	100.0	

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From this frequency we conclude that 37 persons rarely uses coupons. And 22 persons don't aware of that. Which is near to 50 percent of total. So, respondents mostly don't use Coupons.

c) How Importance Social Media Influence Purchase

How IMP Social Media Influence Purchase					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unlikely	21	18.8	18.8	18.8
	Unlikely	11	9.8	9.8	28.6
	Neutral	48	42.9	42.9	71.4
	Likely	23	20.5	20.5	92.0
	Very Likely	9	8.0	8.0	100.0
	Total	112	100.0	100.0	

From this frequency we conclude that 48 persons neutrally accepts that Instagram influences purchasing products of it. And 23 likely accepts it. Which is more than 50 percent of total. So, respondents feel that social media influence purchase.

Findings

A) Correlation Analysis

- Age and Social Media Influence: Significant Difference Found
- Gender and Social Media Influence: Significant Difference Found
- Age and Likelihood of Purchase from Instagram: Significant Difference Found
- Age and Likelihood of Recommending Products: Significant Difference Found

B) Frequencies Analysis

- Frequency of Seeing Instagram Ads: Weekly or Daily for Majority of Respondents
- Frequency of Using Coupons: Rarely Used or Not Aware for Majority of Respondents
- Importance of Social Media Influence on Purchase Intention: Neutral to Likely for Majority of Respondents

Recommendation

a) Increase focus on Instagram marketing: Since the majority of respondents reported seeing Instagram Ads weekly or daily, it is recommended to increase the company's focus on Instagram marketing. This can include creating more engaging content and utilizing Instagram's features such as Instagram Stories and Reels.

b) Use social media to promote coupons: Since the majority of respondents reported rarely using or not being aware of coupons, it is recommended to use social media to promote coupons and discounts. This can include creating exclusive offers for social media followers and promoting them through Instagram posts and stories.

c) Tailor marketing strategies to different age groups: The correlation analysis showed that there is a significant difference between age and social media influence, likelihood of purchase from Instagram, likelihood of recommending products, and satisfaction with social media content.

Therefore, it is recommended to tailor marketing strategies to different age groups. For example, older age groups may prefer more informative and educational content, while younger age groups may prefer more visually appealing and entertaining content.

d) Use influencers to promote products: Since the frequency analysis showed that the majority of respondents feel that social media influences their purchase intention, it is recommended to use influencers to promote.

Conclusion

In summary, this study has shed important light on how Instagram marketing affects consumers' intentions to make purchases. By means of an extensive examination of diverse elements, such as content tactics, engagement figures, influencer partnerships, and demographic data, we have acquired a more profound comprehension of the processes influencing customer conduct on this well-known social media network.

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