Instagram Marketing Strategies on Fashion Consumer's Purchasing Behaviour: A Literature Review Study

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Abstrsct
This literature review is an attempt to examine the impact of Instagram marketing strategies on consumer purchasing behaviour within the fashion industry. While existing studies offered insights into specific aspects such as influencer credibility and viral marketing, there was a lack of a combined framework that integrated these factors to provide analysis. The study addresses this gap by analyzing 20 research papers spanning from 2015 to 2023, sourced from academic databases and scholarly journals. Findings revealed that brand equity is a crucial determinant of consumer behaviour, alongside influencer credibility, creative brand aesthetics, and interactive features. Despite Instagram's dominance, the study also brought forward insights into how influencers are sometimes perceived as passive sources of fashion inspiration. This review thus underscores the multifaceted nature of Instagram's influence on consumer behaviour and highlights the need for further research to develop adaptive marketing strategies that can resonate across diverse consumer segments.
Keywords: Instagram, Fashion, Consumer Purchasing behaviour, Brand Equity and Influencer Marketing.

Literature Review

Ahmad, Salman, and Ashiq **(2015)** investigated the impact of social media on the fashion industry in Karachi. Findings identified stated that there was a significant correlation between social media and the fashion industry. The study concluded by stating that the increasing reliance of brands on social media for marketing and promotion showed a direct and significant relationship between both. Darel Nicol Luna Anak Agam **(2017)** analysed the impact of viral marketing on Instagram product sales, focusing on Maatin Shakir's fashion designer clothing line. The study focusing on a pool of Instagram and Facebook users who are clients of Maatin Shakir clothing line stated that most respondents prefer Instagram over Facebook for sharing information about Maatin Shakir's clothing line. The paper concluded that viral marketing through Instagram helped to expose Maatin Shakir's clothing line to a wider audience

and helped customers stay up-to-date with the latest products. Chun Cui Shan, Lim Wai Meng, Tan Ree Wen and Teh Ee Wen **(2018)** investigated the impact of social media on Instagram User Purchase Intention in specifics to The Fashion Industry. The major finding stated that that Gender did not influence the purchase intention of Instagram users towards fashion items advertised by the SMI on Instagram. The study also concluded that expertise, familiarity, and similarity significantly influenced Instagram users' intention to purchase fashion items while trustworthiness and likability did not show a positive impact.

Jill Nash **(2018)** investigated the influence of social media platforms on the decision-making process of Generation X and Y consumers in the UK retail sector. The study's findings stated that social media was not the only source that determined the decision-making process as social media was used more to gain inspiration and information regarding high-street fashion retailers. Dionisia Tzavarat, Phaedra Clarke and Fotios Misopoulos **(2019)** explored the influence of Facebook and Instagram on consumer preferences and behaviour in the retail fashion market in Rhodes, Greece. The survey questionnaires distributed found that both Facebook and Instagram have a significant impact on Rhodian consumer behaviour in the retail fashion markets. The paper further concluded that the two social media (Facebook and Instagram) are a source of fashion information and inspiration for the Rhodians, not so much through active engagement but more through passive exposure to information. Joanna K. Santiago, Daniel Magueta and Cataria Dias **(2020)** analyzed customer perceptions of digital fashion influencers on Instagram and understood how those perceptions affected purchase intention. Message credibility stood as a deciding factor when it came to trust and buying decisions and people majorly followed fashion influencers on Instagram to get outfit ideas for everyday wear and special events. The paper thus concluded that Brand credibility is crucial in influencing consumer trust to shape purchase intentions among Portuguese consumers and highlighted the importance of trust in influencers.

Mohammad Mersa Bayu Wibisono, Handi Prasetyanto, Borsak Sitanggang, Armedya Dewangga, and Merry Maryati **(2020)** examined the impact of social media influencers on customers' purchase intentions on Instagram. The study found that while social identity, interest fit, and opinion leadership had a positive impact on purchasing intentions; trustworthiness and perceived expertise had a negligible impact. Natalia Topalova **(2021)** examined how marketing via Instagram influencers affects consumer behaviour in the fashion industry, specifically focusing on Millennials and Generation Z in Russia. The study's core findings reported that Influencer marketing significantly enhances brand awareness and consumer. The study however concluded that the effectiveness of influencer marketing varied between Millennials and Generation Z. Amirata Ashkiani and Valliappan Raju **(2021)** investigated the influence of Instagram on consumer purchase intention for new emerging fashion brands and identified the key factors that contributed to this impact. The study findings concluded that fashion innovativeness and physical attractiveness had a significant positive relationship with consumer purchase intention towards newly emerged fashion brands on Instagram. A. K. M. Najmul Islam, Md. Mahfuzur Rahman, and Md. Saiful Islam **(2021)** investigated the types of Instagram marketing tools that are most effective for Generation Z's impulse purchasing behaviour within the fashion industry in the context of the United Kingdom. The paper concluded that female Gen Z shoppers in comparison to male consumers on Instagram were keen on impulse purchases influenced by creative brand aesthetics, trust in micro-celebrities setting trends, and valued peer influence.

Saurab Gurung **(2022)** investigated the impact of social media marketing on the buying behaviour of youth consumers in Gangtok. The study's findings stated that most of the males and females out of 61 respondents revealed that there was an increase in their purchase decision-making patterns during the pandemic. The study however concluded that impulsive buying behaviour did not

influence the purchasing behaviour of the youths in Gangtok. Upadhyay Ajay Kumar V **(2022)** analyzed the impact of social media on the buying decisions of youth in the apparel industry and offered suggestions to improve the effectiveness of apparel advertisements based on the study findings. The study found that social media has shifted to consumer-centric and relationship-building strategies to add value to their marketing schemes by connecting post-purchase word-of-mouth (people talking about their experiences) to the early stages of other people's decision-making process. Thus, making an evident impact. Ella Bjerre **(2022)** analyzed the changes in social media marketing strategies of fast fashion and sustainable fashion brands targeting Generation Z consumers during the COVID-19 pandemic. The study found that sustainable fashion brands saw a significant increase in sustainable posting, while fast fashion brands saw a less significant increase, contrary to the researcher's hypothesis. The study concluded that the biggest adaptation of marketing strategies saw a decrease in regular clothing advertisements and an increase in mental health postings during the pandemic.

Prosper Mangoma, Xu Chaoyi, Araceli Ndoho Ondo Mangue and Romuald Paulin Adouko Kouah Adjobi **(2022)** investigated the impact of Instagram influencers on customer purchases and examined the marketing strategies used by youth Instagram influencers. The study found that Instagram marketing emerges as a powerful tool, particularly for luxury items and concluded that young people were drawn to social media, especially Instagram, for its entertainment and interactive features, setting it apart from other platforms. Dr Rana Muhammad Shahid Yaqub, Ehtisham, Fawad Waseem and Muhammad Aqeel Atif **(2023)** examined the connection between Instagram marketing, consumer response, and customer-based brand equity in southern Punjab's clothing industry. The study focused on social media users and online shoppers in Pakistan (Southern Punjab) concluded that a positive relationship between Instagram marketing activities and customer response is strengthened when customer-based brand equity is taken into consideration as a mediator. Adri Nur Alamsyah **(2023)** determined the effect of advertising on social media on purchasing decisions for fashion products. The study's findings stated that product photography and price were the two most important factors that influenced purchasing decisions for fashion products. The study thus concluded that social media advertising had a significant influence on shaping purchasing decisions for fashion products.

Mafas Raheem **(2023)** investigated the true impact of Instagram marketing on sales in the fashion industry from sales data of fashion retail in Klang Valley, Malaysia. Through exploratory data analysis the study concluded that individuals exhibited a higher tendency to explore Instagram business profiles and associated websites upon encountering content within Instagram Posts and Stories. Aigerim Kazhmuratova, Zhazira Kakitayeva, Zhazira Tymbayeva, Dinara Satybaldiyeva and Leona Tam **(2023)** examined the increasing role and impact of Instagram on the impulsive purchase of fashion items in the context of Generation Z in Kazakhstan. The study found that Instagram significantly influenced the daily routines of Centennials and concluded that positive emotions triggered by Instagram largely impacted impulsive fashion purchases among Centennials. Trio Bayu Wicaksono **(2023)** examined how social media users feel about influencers and sponsored material based on factors including credibility, entertaining postings, and informativeness. The study found that credibility, entertaining postings, and informativeness are important factors that influence users' intentions to buy. The study thus concluded that influencers on Instagram had a significant impact on customer behaviour for millennials and Gen Z in Jakarta. Fadhilah and Galih Ginanjar Saputra **(2023)** analyzed the factors that can influence the impulse buying behaviour of Generation Z on Instagram. The study found that fashion products were among the most purchased items impulsively on Instagram, indicating the impact of Instagram marketing. The study concluded that source credibility, expertise, and trustworthiness of influencers were crucial factors influencing impulse buying behaviour.

Statement of Problem

While the papers in general bring various perspectives and factors that decide the impact of Instagram marketing strategies on consumer purchasing behaviour, a persistent issue pertains. The studies provided insights into specific areas such as influencer credibility, viral marketing, consumer relationships and purchasing intentions, but they do not tie these aspects together into a connected framework. The problem is that we don't fully understand how these various factors interact together to impact the Instagram community. While factors such as creditworthiness and transparency in collaborations have been identified as factors of persuasion, they are not stable factors. These variables when put together with a different set of variables such as post-purchase word of mouth, product photography and price show negative results. This makes it difficult to develop adaptive marketing techniques that appeal to a broad range of consumers. Thus, it's found important to identify the impact the factors of influence might bring when putting forth to sample size that includes participants of varied cultural aspects. Recognising and resolving this issue is critical for research that not only provides insights into the varied impact of combined factors but also helps comprehend how Instagram marketing influences consumer purchasing behaviour in fashion in general.

Methodology

The study focused on extensively understanding the marketing strategies used across Instagram and understanding their impact on fashion consumer's purchasing behaviour. By focusing papers that focused not only on varied strategies Instagram uses but also on the difference in impact caused by various other social media apps like Facebook gave a more universal viewpoint. The study also focused on identifying instances where factors of influence depicted ironic behaviours when were studied together. The literature review undertook 20 research papers covering the period of 2015 to 2023 to provide a wider view encompassing the starting era of social media marketing to the currently well-fed era. The sources acquired from are university academic databases, Google Scholar, Research Gate, scholarly journals and fashion and media journals.

Discussion

The literature review conducted brought up varied concepts of understanding and factors of influence in relation to Instagram marketing strategies. The concept of brand equity was brought up multiple times essentially proving its importance in creating an impression in content consumers. Credibility, expertise, familiarity and transparency were seen to be certain characteristics expected of influencers to possess for their content to have the capability of influencing consumers. However, there was also mention of social identity, interest fit and creative brand aesthetics as factors that are capable of gaining consumer attention. Strategies like viral marketing, entertainment and information-based marketing alongside interactive features such as accessibility to webpages through stories were stated as extremely powerful factors capable of influencing consumer purchase behaviour. Comparative papers that focused on Instagram and other social media apps like Facebook majorly stated Instagram as a source that highly influences consumers. Alongside all this, some papers interestingly stated that fashion influencers on Instagram were often considered only as a source of passive exposure to gain fashion information and get outfit ideas for everyday wear and special events.

Conclusion

The study therefore emphasizes the significance of Instagram as a dominant force in fashion brand marketing capable of bringing in sales. Brand equity emerged as a highly notable discussion

point, highlighting the importance of the capability of brand equity in influencing a consumer's purchasing behaviour. Various other factors such as the diversity in organic content and ease of use of various features were pointed as factors leading to an increase in consumer interest in an influencer's content. The paper while propelling Instagram as a strong force also highlighted its role as a passive source of fashion information for styling at instances.

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