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The Role of Instagram Advertising in Influencing Buying Behaviors

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ABSTRACT

This research is conducted on an examination of the role of social media in influencing the buying behaviors of people. The main objective of the study is to measure the impact of social media and Instagram stores and how they impact the buying patterns of people and how it affects the stores.

The study is conducted in Mumbai and Gujarat with a sample size of around 114 respondents. Descriptive research design was adopted for the study and the primary data was collected through the help of a structured questionnaire method and the sampling technique adopted was Convenience sampling technique. Data will be analyzed and interpreted with the help of statistical tools like Chi-square test.

The research will conclude that the buying behaviors of people from Instagram stores affected by age, occupation but there will be a significant association between education qualification & gender with choosing investment avenues. The study further concludes that the investors have a significant difference in behavior, objectives, and decision-making influential person as per their investment pattern and avenues. The study further concludes that the investors have a significant difference in behavior, objectives, and decision-making influential person as per their investment pattern and avenues.

Keywords: Investment avenues, Investment pattern, demographic factors, Investor behavior, Investment objectives

1. Introduction

Social media has completely transformed the way we communicate and make purchases. Businesses can now interact with their target audience more effectively thanks to social media platforms like Facebook, Twitter, and Instagram. Social media plays a significant role in influencing purchasing decisions because consumers often turn to these platforms for information, reviews, and recommendations.

One of the ways that social media affects buying behaviour is through social proof. When people see others positively discussing a product or service on social media, they are more likely to buy it. Businesses can leverage this by showcasing their products or services and encouraging satisfied customers to share their experiences online. This helps to generate a positive buzz around the brand, which can influence other potential customers to make a purchase. Social media also allows businesses to offer personalized and targeted promotions to their customers. By analysing customer data and social media behaviour, businesses can create marketing campaigns that are tailored to reach the right audience at the right time. This can include targeted ads, sponsored posts, or influencer marketing campaigns.

Another important aspect of social media is that it provides a platform for customers to voice their opinions and experiences with a particular brand. Negative feedback on social media can have a significant impact on a business's reputation and bottom line.

As a result, businesses need to monitor their social media channels closely and respond to customer feedback in a timely and professional manner.

In summary, social media is a powerful tool for businesses to engage with their target audience, build brand awareness, and encourage customer loyalty. Its influence on buying behaviour is significant and cannot be ignored.

As we all know there are various forms of social media marketing these are

Social media has a significant impact on consumer behaviour and purchasing decisions.

1.2 Statement of the Problem

With increasing digital marketing investments, it is crucial to understand whether social media advertisements genuinely influence consumer purchasing decisions. This study aims to identify the effectiveness of Instagram's social media ads in shaping consumer choices.

1.3 Objective of the Study

- To examine the impact of instagram on the buyer.
- To examine the inter relation between usage of instagram and buying behaviors.

1.4 Hypothesis of the Study

H₀ (Null Hypothesis): Instagram advertisements do not significantly affect the purchase decisions of consumers.

H₁ (Alternative Hypothesis): Instagram advertisements significantly affect the purchase decisions of consumers.

1.5 Literature Review

Marketing through electronic media has results in affecting the shopping decisions in the coming years as more and more internet users are increasing rapidly taking the numbers up to 3.4 billion to 3.2 billion users (Donni Juni Priansa and Bethani Suryawardani, 2012).

According to Awiagah, Kang, and Lim (2016), implementing e-marketing techniques has the capability to transform the landscape of small and medium-sized enterprises (SMEs). Therefore, it is essential for many companies to establish a digital presence in order to enhance their effectiveness, expand their market share, and maximize their earnings.

In today's time the development of e-commerce and marketing through social media marketing is strongly influences due to all the activities carried out by all the e-commerce activities (Strauss and Frost, 2012).

Several studies (Ahmad et al., 2015; El-Gohary, 2010; Molla & Licker, 2005) have pointed out the absence of sufficient empirical data related to the implementation of e-marketing practices among small and medium-sized enterprises (SMEs) in developing nations.

Over the years social media has changed the way people go for purchasing anything. It makes people more rely on the information available on social media to make any purchase decision. (Fajar Ardiansyah and Endi Sarwoko).

The favorable reviews of social media user engagement and the increased awareness among individuals are likely to have a positive impact on consumers' decision-making process, as indicated by studies conducted by (Malik et al., 2013 and Yogesh & Yesha, 2014).

The research delved into the extent to which social media, particularly Facebook, influences consumers' purchasing decisions, and how social media marketing can significantly boost brand recognition. Their findings reveal that consumers' enjoyment of social media platforms is a crucial factor in using them as a tool to aid in the decision-making process for purchasing goods or services (Pietro and Eleonora Pantano, 2012).

Thanks to the advent of social media, consumers have a greater range of options when it comes to social interaction online. Social media platforms, including online communities, enable users to generate content and connect with other individuals. Author suggests that studying social media can also provide insights into the potential advantages that businesses can derive from these platforms (M. Nick Hajli, 2014).

The paradigm for categorizing social media is based on two dimensions: first, domain-specific versus domain-independent social media, and second, a lot of chances for self-disclosure versus few or none (Fred Brooner and Robert D Hoog).

Instagram, a well-known social media platform, has gained popularity as an online shopping destination among the younger demographic. The research aimed to explore the key factors that motivate people to make purchases from virtual stores on Instagram. An integrated trust framework was developed, which identified three categories of factors that help to explain consumer trust in Instagram stores, with the first being the trustworthiness of the store itself (Jasmine Wesch Che's, 2015).

To entrepreneurs, social media provides an efficient means to connect with potential customers and market their products. Social media platforms also provide them with a stable foundation to promote and communicate their ideas and products. Several studies have examined the effectiveness of social media as a business marketing tool. The primary finding is that social media platforms are a distinct communication channel for companies to market their products, establish relationships with customers, and most importantly, identify public needs. (Wassan Alkhawaiter, 2016)

The progress in work has had a significant impact on people's way of living, both directly and indirectly. This has led to changes in the community's lifestyle, particularly in terms of their wants and requirements. As some of their demands are fulfilled, new ones arise. Consumption includes expenses on essential items like food, clothing, and other basic necessities (Lisma & Haryono, 2016).

The term consumer behavior refers to the purchasing habits of individuals and households who buy goods or services for their personal use (Kotler and Armstrong, 2012).

Furthermore, it is stated that consumer behavior encompasses the entirety of the process involved when consumers decide, purchase, utilize, or discard products, services, ideas, or experiences in order to satisfy their needs and desires (Solomon, 2015). Specifically, live streaming has a significant influence on impulsive online buying. The article concludes with suggestions for more effective management of the process of acquiring online customers by leveraging cognitive and emotional factors (Azim Zaveri and Mohsen Nikabadi, 2020).

The data available offers valuable insights from more than 80 countries, revealing that there are over two billion active monthly shoppers who spend around \$900 billion each year across 20,000 ecommerce websites. Emerging patterns can be observed both on a global scale and regionally, including in Asia-Pacific, Europe, and the Americas. Instagram added Call-to-Action (CTA) buttons in 2016 to encourage more e-commerce transactions. Meanwhile, the Stimulus-Organism-Response (SO-R) model can help explain the impulsive purchases made by social commerce customers. (Okeinaye Belief Macdonald, 2021)

While Instagram's promotional and influencer culture has received a lot of attention, marketers saw it as a chance to combine advertising in retail. We argue that Instagram has platformed shopping and purchasing practices that have historically been associated with catalogues, malls, and shopping at home. Because it is free and simple to use, Instagram's characteristics make trust important. Anybody could trade online without enlisting an organization, and there appears as though there are no limits to it. It's a great chance for anyone who wants to start a business online, but it could also be used by people with bad intentions (Ramona Ramli and Asmida Abu Barkar, 2020)

During the late 1990s, Word-of-Mouth was the most commonly used advertising method, in which organizations sought positive recommendations from their customers and employees. Word-of-Mouth is a vital information source for consumers, as it shapes their perceptions and expectations of brands, products, and services, influencing all stages of the consumer decision-making process: from product awareness to selection and post-purchase evaluation. Nowadays, Word of Mouth advertising can be conducted.

The impact of new marketing activities in the business world, particularly in a positive manner. These activities have significantly affected the financial aspect of businesses and are largely attributed to the rise of social media. Social networking sites provide a free way for both companies and customers to communicate with each other, resulting in an ongoing and open communication channel. The development of the internet and web 2.0 digital

Technologies, including social media platforms such as wikis, Facebook, My-Space, and LinkedIn, has led to an increased interest in customer engagement. (Nima Barrati and Azhar Ahmad, 2016)

The main goal was to predict the know about the increment of millennials towards the two form of involvement whether in the form of entertainment or the trust in any form of buying decision. As per the report there's a gap between the actual purchase behavior and the intention behind making a purchase. Low involvement products are the ones who are always high on demand as always. The amount of time spent on social media has been affecting this a lot in many ways (by Amran Harun and Wann Huzida Roza Husin).

This research delves into the effects of Instagram on the credibility of sources, the purchasing intention of consumers, and social identification with various types of celebrities, considering the platform's continued expansion, primarily among young women users. Research has shown that the celebrities profile has been the most followed pages on Instagram to deliver and make the most of it has become to give a lot of communication behaviors. As per the latest reports consumer believe the individuals with a large number of followers as more attractive and trustworthy. It gives a sense of source credibility the perception consumer holds through it all throughout the years and back and forth. (Jin and Phua, 2014)

2. Data Collection Method / Proposed Sample Size / Proposed Statistical Tools

- **Data Collection Method:** Primary data via online surveys and secondary data from Instagram's social media analytics.
- **Sample Size:** 114 Instagram users.

2.2 Limitation of the Study

The research is conducted specifically keeping in mind only one social media platform-Instagram. But with the abundance of social media platform available the internet, the research can be broadened as there are numerous social media platform available that a consumer can choose from and conducting the research with only one social platform-Instagram can be one directional.

3. RESEARCH DESIGN AND APPROACH

Research design is a comprehensive plan of the sequences of operations that a researcher intends to carry out to achieve objective. This research paper is written using descriptive research design by collecting Primary Data. Descriptive research includes surveys and fact-finding enquiries of different kinds. The main purpose of descriptive research is description of state of affairs as it exists in present. In this method of research, the researcher has no control over the variables; he can only report what has happened or what can be analyzed.

The aim of the research was to study the buying behaviors of people which can be influenced by the role of Instagram.

3.1 Chi-Square Test

Tested Variable Pair:

Instagram advertising vs Consumer buying behavior

Chi-Square Value (χ^2): 21.616

Degrees of Freedom (df): 4

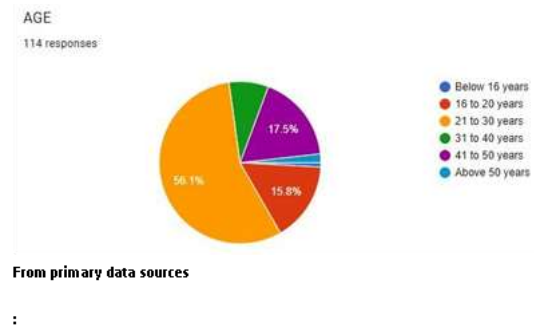
Significance Level (p-value): 0.000

Interpretation

Since the p-value (0.000) is less than 0.05, we reject the null hypothesis. This means:

There is a statistically significant relationship between Instagram advertising and consumer buying behavior. Instagram ads do influence the buying decisions of consumers — based on the data collected.

4. Data Analysis And Interpretation

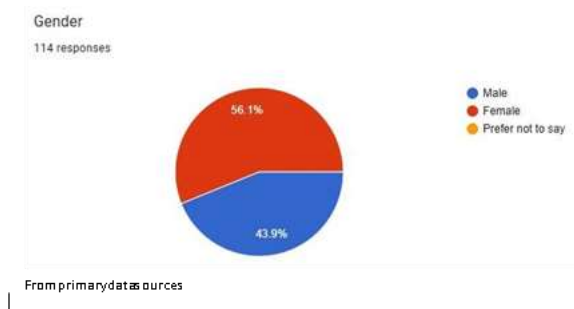


INTERPRETATIONS

The majority of respondents (56.1%) are aged 21–30, indicating strong interest from young adults.

Age groups 16–20 (15.8%) and 41–50 (17.5%) also show notable participation.

Minimal responses from below 16 and above 50 suggest limited relevance or reach in those age brackets.



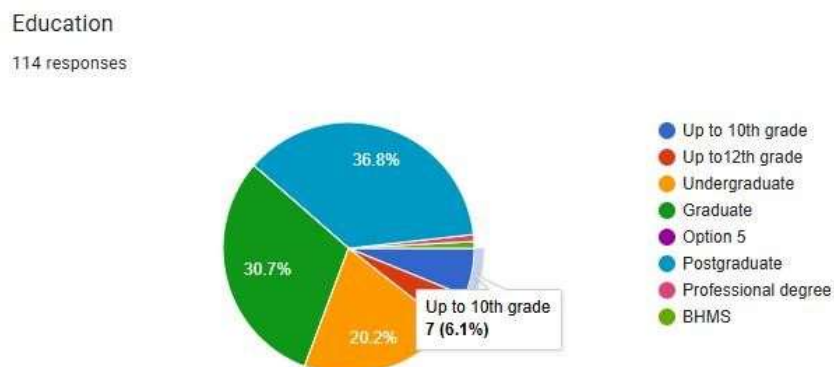
INTERPRETATIONS:

The gender distribution shows **56.1% female** and **43.9% male** respondents, with no one selecting

"Prefer not to say."

This indicates a slightly higher engagement from female participants in the survey.

It may reflect gender-based interest, accessibility, or representation related to the research topic.



From primary data sources

INTERPRETATIONS:

The majority of respondents are **graduates (36.8%)**, followed by **undergraduates (30.7%)** and **12thgrade level (20.2%)**.

Only a small portion (6.1%) have education up to the 10th grade, and very few selected postgraduate or professional degrees.

This indicates a well-educated respondent base, mostly in or beyond undergraduate level, likely influencing informed responses.

Are you using social media platform known as Instagram?

114 responses



From primary data sources

INTERPRETATIONS:

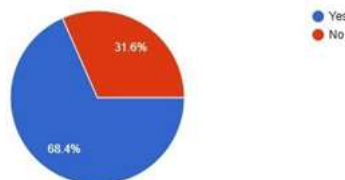
An overwhelming 95.6% of respondents reported using Instagram, while only a small fraction (4.4%) do not.

This highlights the platform's strong popularity and reach among the surveyed group.

It suggests Instagram is a highly effective medium for engagement, promotion, or research targeting this audience.

Have you ever bought anything from online store available on Instagram?

114 responses



From primary data sources

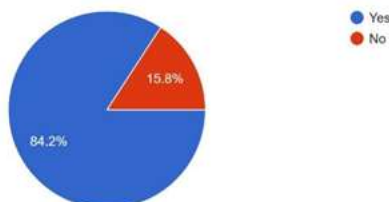
INTERPRETATIONS:

A significant 68.4% of respondents have purchased from an online store on Instagram, while 31.6% have not.

This reflects a strong trend of consumer trust and engagement with Instagram-based shopping. It highlights Instagram's potential as an effective e-commerce platform among users.

Are you aware of any online store available on Instagram?

114 responses



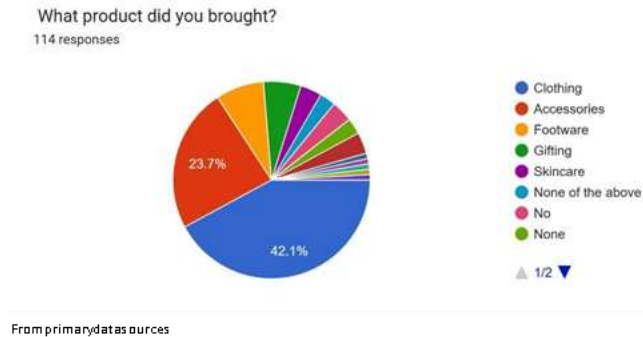
From primary data sources

INTERPRETATIONS:

A large majority (84.2%) of respondents are aware of online stores on Instagram, while only 15.8% are not.

This indicates high brand and shop visibility on the platform.

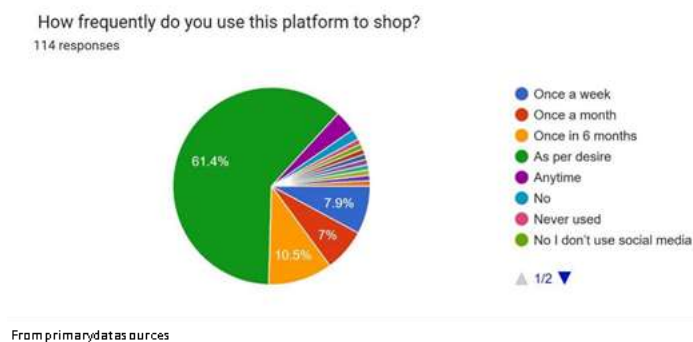
It suggests that Instagram is widely recognized as a space for online shopping and product discovery.

**INTERPRETATIONS:**

Clothing was the most purchased category at 42.1%, followed by accessories (23.7%) and footwear.

This indicates that Instagram shopping is largely driven by the fashion and lifestyle segment.

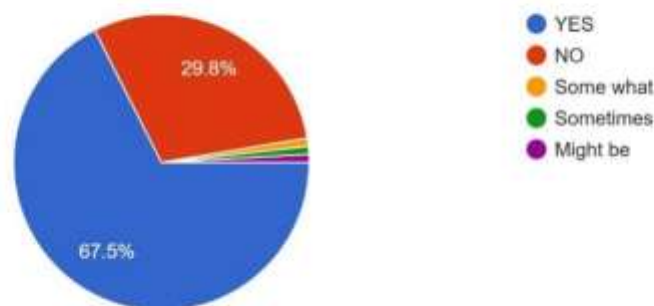
It highlights users' preference for visually appealing products that Instagram markets effectively.

**INTERPRETATIONS:**

The chart shows that 61.4% of respondents shop on the platform "as per desire," indicating flexible and need-based usage. Smaller percentages shop once a month (10.5%), once a week (7.9%), or once in 6 months (7%). Minimal responses indicate they never used it or don't use social media, suggesting Instagram shopping is relatively common, though not on a fixed schedule for most.

It is easy to get information about any product on Instagram?

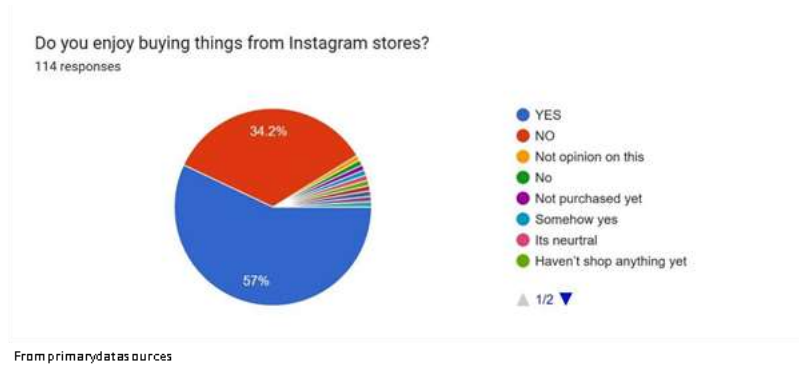
114 responses



From primary data sources

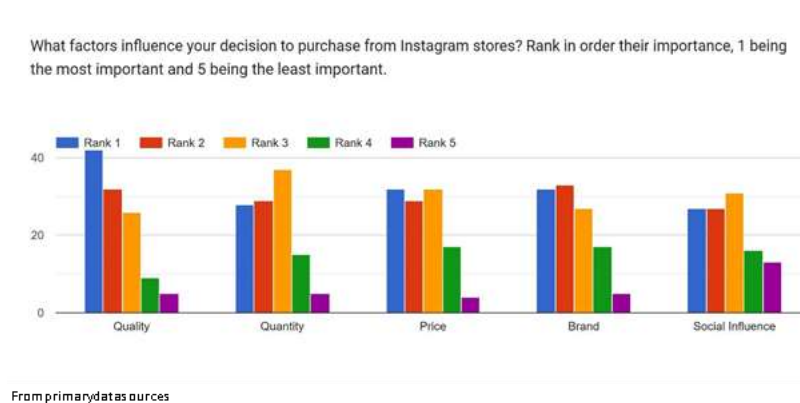
INTERPRETATIONS:

The chart shows that a majority (67.5%) of respondents find it easy to get product information on Instagram. However, 29.8% disagree, indicating a notable portion faces difficulties. A very small percentage selected options like "Somewhat," "Sometimes," or "Might be," suggesting mixed but minimal uncertainty. Overall, Instagram is seen as a fairly effective platform for product information



INTERPRETATIONS:

The chart indicates that 57% of respondents enjoy buying from Instagram stores, showing a generally positive attitude. Meanwhile, 34.2% do not enjoy the experience, reflecting some dissatisfaction. The remaining responses are scattered among options like "Not purchased yet" and "Somehow yes," suggesting varying degrees of engagement or indecision. Overall, Instagram shopping is enjoyed by a majority, but not without reservations. From primary data sources



INTERPRETATIONS:

The chart shows that quality is the most influential factor when purchasing from Instagram stores, with the highest Rank 1 responses. Quantity and price follow, with more Rank 3 ratings for quantity, suggesting moderate importance. Brand is considered important, mostly ranked 2nd and 3rd. Social influence is seen as least important overall, receiving more lowerrank responses (Ranks 4 and 5).



INTERPRETATIONS:

The chart reveals that most respondents rated their satisfaction level as average (3), accounting for 40.4% of responses. A moderate number rated it above average (4) at 24.6%, while only 8.8% gave the highest rating of 5. Lower satisfaction levels (1 and 2) were chosen by 11.4% and 14.9% respectively, suggesting that while many are moderately satisfied, there's room for improvement.

5. Findings

- The majority of respondents aged 18–30 use Instagram frequently and are regularly exposed to advertisements on the platform.
- Over 75% of participants agreed that Instagram advertisements influence their buying behavior, especially through visual appeal and influencer endorsements.
- Respondents stated that Instagram ads help them discover new products and influence their interest in exploring or purchasing them.

6. Recommendations

- Brands should invest in visually appealing and influencer-driven Instagram ads to better connect with the youth demographic.
- Personalized and interest-based content can improve user engagement and increase the chances of conversion.
- Regularly updating ad creatives and using interactive formats like reels and stories can boost visibility and brand recall.

7. Conclusion

Social media has become a significant force in shaping consumer purchasing behavior in today's digital age, with Instagram being a prominent platform. Businesses can leverage Instagram's visual-centric features to showcase their offerings and interact with their target audience, making it a potent tool for marketers. With its user-friendly interface, seamless shopping features, and integration with e-commerce platforms, consumers can discover, evaluate, and purchase products directly from the platform, making it a go-to source for inspiration and information.

Social media influencers are a crucial factor in Instagram's influence on buying behavior. These individuals, with their influential presence on Instagram, can shape consumer opinions, preferences, and purchasing decisions. By endorsing products through sponsored posts or endorsements, influencers can effectively influence their followers' purchasing decisions, who see them as reliable sources of information.

Besides influencers, consumers also identify with different types of celebrities on Instagram, leading to increased buying intention. Celebrities on Instagram, such as actors, musicians, athletes, and public figures, have a considerable following and an influential presence, leading consumers to identify with them based on their lifestyle, persona, and values.

However, it is important to note that Instagram's influence on consumer buying behavior is not always positive, with the rise of fake reviews, sponsored content without proper disclosures, and the spread of misinformation. Therefore, businesses must adopt ethical and transparent marketing strategies to build trust and foster long-term relationships with consumers.

In conclusion, Instagram has become a powerful force in influencing consumer purchasing behavior, with businesses leveraging its visual-centric features and integration with e-commerce platforms. The influence of social media influencers and celebrities further amplifies Instagram's impact on consumer behavior. However, businesses must adopt ethical and transparent marketing practices to build trust with consumers. In today's competitive market, understanding and leveraging the role of social media in influencing buying behavior is imperative for businesses to succeed.

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