



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

THE ROLE OF INSTAGRAM DIGITAL MARKETING IN CREATING BRAND AWARENESS AMONG START-UPS IN AMARAVATI

Mr. Dheeraj Singh Bhayal¹, Dr. K. Krishna Rao²

¹ Research Scholar, Department of BBA, KLEF,

² Assistant Professor, Department of BBA, KLEF, Email: Krishnaraokunapareddy@kluniversity.in

ABSTRACT :

This study examines the role of Instagram digital marketing in building brand awareness among start-ups in Amaravati. Instagram offers start-ups visual, interactive and relatively low-cost ways to introduce their brands, inform audiences about products and services, engage potential customers and strengthen brand recall. The study focuses on the quality of Instagram content, posting frequency, Reels and Stories, influencer and creator collaborations, user-generated content, advertisements, discovery tools and brand-following behaviour. A structured questionnaire built around these dimensions uses five-point Likert-scale statements to measure perceptions of Instagram-based brand awareness. For this academic exercise, an illustrative dataset of 100 simulated respondents was prepared to demonstrate descriptive analysis and Spearman rank correlation. The simulated responses show generally positive perceptions of Instagram's role in creating awareness, and the correlation analysis shows positive associations between the selected Instagram marketing dimensions and brand awareness. These findings are an analytical demonstration only and should be replaced with the results of an actual field survey once genuine responses have been collected.

Keywords: Instagram, Digital Marketing, Brand Awareness, Start-ups, Social Media Marketing, Amaravati, Consumer Engagement, Brand Recall.

1. Introduction

Digital marketing has changed how emerging businesses reach potential customers. Social media platforms allow start-ups to post content, showcase products, receive feedback and stay in touch with customers without relying on traditional media. Mangold and Faulds (2009) describe social media as a hybrid element of the promotion mix, because organisations can communicate with customers while customers also communicate with one another.

Instagram is particularly well suited to visual brand communication, as start-ups can reach audiences through photographs, short videos, Reels, Stories, captions, hashtags, advertisements and creator collaborations. Research on social-media marketing links marketing activities to brand equity, and specifically to brand awareness and brand image (Godey et al., 2016), while studies of brand posts identify vividness and interactivity as factors associated with post popularity (De Vries, Gensler & Leeflang, 2012).

For start-ups, awareness is an important early marketing outcome. A new venture has limited reach and resources, so every customer gained through exposure and interaction matters. Research on Instagram marketing in a start-up setting identifies active interaction with prospective customers as a practical social-media marketing activity, although its discussion is limited to individual cases and its findings may not apply across contexts ("Follow for follow", 2017).

This study examines Instagram's role in creating brand awareness among start-ups in Amaravati. It considers both explicit mechanisms, such as advertising, and implicit ones, such as interaction, content distribution, engagement, discovery, customer reviews and influencer collaborations.

2. Review of Literature

Mangold and Faulds (2009), in their study "Social Media: The New Hybrid Element of the Promotion Mix," explained that social media has become an important communication channel where businesses and customers can interact with each other. Their study highlights the importance of social media in promoting products and communicating with customers.

De Vries, Gensler and Leeflang (2012), in "Popularity of Brand Posts on Brand Fan Pages," examined how different characteristics of social-media posts affect their popularity. They found that factors such as vividness and interactivity can influence how users respond to brand content. This is relevant to the present study because engaging Instagram content can attract more attention to start-ups.

Godey et al. (2016), in "Social Media Marketing Efforts of Luxury Brands," studied the relationship between social-media marketing activities, brand equity and consumer behaviour. Their findings support the idea that social-media activities can influence brand-related outcomes and consumer

perceptions.

The study “Marketing of a Start-up Company on Instagram” (2017) provides Instagram-specific insights into start-up marketing. It highlights the importance of actively interacting with potential customers through Instagram. This is relevant to the present study because customer interaction can help start-ups increase their visibility and awareness.

The study “Consumer Based Brand Equity in the 21st Century: An Examination of the Role of Social Media Marketing” (2016) examined how social-media marketing contributes to consumer-based brand equity. It supports the importance of social media in developing positive brand-related outcomes and provides a basis for studying brand awareness.

Kaplan and Haenlein (2010) discussed social media as an important platform for communication between organisations and consumers. Their work explains how businesses can use social-media platforms to share information and build relationships with customers. This provides a foundation for understanding Instagram as a marketing tool.

Ashley and Tuten (2015) studied creative strategies used by brands on social media. Their research suggests that interesting and engaging content can encourage consumers to interact with brands. This is useful for the present study because start-ups depend on attractive content to gain customer attention.

De Vries and colleagues' work on social-media brand communication further shows that the way content is presented can affect consumer responses. This indicates that start-ups need to focus not only on posting regularly but also on making their content interesting and interactive.

Kumar et al. (2016) examined social-media marketing and its influence on customer engagement and business outcomes. Their work suggests that social-media interactions can create stronger connections between businesses and customers. This supports the present study's focus on engagement as an important part of Instagram marketing.

Influencer marketing studies have also highlighted the role of social-media creators in reaching audiences. Influencers can introduce brands to their followers and help businesses reach people who may not know about the brand. This is particularly useful for start-ups that are still trying to build awareness.

3. Research Gap

The reviewed studies show that Instagram and social media marketing can help improve brand awareness through content, interaction, and regular activity. However, only a limited number of studies focus specifically on **Instagram marketing and start-ups**. Most existing studies are based on established brands, which may have different budgets, goals, and marketing strategies.

Earlier studies have also examined factors such as interaction and content separately, but there is less focus on how multiple Instagram activities work together to create brand awareness. Therefore, this study focuses on **start-ups in Amaravati** and examines the role of content, engagement, Reels and Stories, influencers, advertisements, discovery features, and brand recall in creating brand awareness.

4. Objectives of the Study

1. To determine the role of Instagram digital marketing in building brand awareness among start-ups in Amaravati.
2. To explore the role of content characteristics in Instagram marketing for start-ups.
3. To evaluate the impact of Reels, Stories, hashtags and search tools on the discovery of start-up brands.
4. To examine whether influencer or creator collaborations and user-generated content improve awareness.
5. To study the relationship between Instagram engagement and brand recall.

5. Research Questions

1. Does Instagram help respondents to become aware of new start-up brands?
2. Do consistent posts, Reels and Stories improve start-up brand recognition?
3. Do informative and engaging Instagram posts improve brand recall?
4. Do creator collaborations and customer reviews contribute to start-up awareness?
5. Do hashtags, search and advertisements help respondents to discover start-ups?
6. Is Instagram engagement associated with brand awareness?
7. Is overall Instagram digital marketing associated with start-up brand awareness?

6. Hypotheses

- H1: Instagram content quality is positively associated with brand awareness.
H01: Instagram content quality is not positively associated with brand awareness.
- H2: Credibility and engagement cues are positively associated with brand awareness.
H02: Credibility and engagement cues are not positively associated with brand awareness.
- H3: Instagram discovery and exposure are positively associated with brand awareness.
H03: Instagram discovery and exposure are not positively associated with brand awareness.
- H4: Consistent and engaging Instagram content is positively associated with brand awareness.
H04: Consistent and engaging Instagram content is not positively associated with brand awareness.

- H5: Interactive discovery features are positively associated with brand awareness.
H05: Interactive discovery features are not positively associated with brand awareness.
- H6: Instagram brand-following and product exploration are positively associated with overall brand awareness.
H06: Instagram brand-following and product exploration are not positively associated with overall brand awareness.

Note: The hypotheses are tested using Spearman rank correlation, as the core attitudinal variables are measured on five-point Likert scales.

7. Research Methodology

7.1 Research Design

The study has a quantitative, descriptive and cross-sectional research design. The questionnaire was designed to capture respondents' Instagram usage, exposure to start-up content, perceptions of digital marketing activities and brand-awareness outcomes at a single point in time.

7.2 Study Area and Population

The study focuses on respondents in and around Amaravati, Andhra Pradesh, particularly Instagram users who are exposed to brand or start-up content.

7.3 Sample and Sampling Technique

The target analytical sample is 100 respondents. For the field study, convenience sampling is proposed, as respondents can be reached through personal contacts and online distribution. The 100-row dataset supplied with this report is simulated for demonstration purposes and must not be presented as actual collected responses.

7.4 Data Collection

Primary data may be collected through a structured Google Forms questionnaire containing demographic questions, Instagram-use questions and five-point Likert statements. Secondary data for the literature review were drawn from published academic research.

7.5 Questionnaire Preparation

The questionnaire was prepared from the study objectives and the themes identified in the literature. Simple wording was used so that respondents could answer without specialist marketing terminology. The attitudinal statements use a five-point Likert scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree.

7.6 Data Analysis

The analysis uses frequency and percentage distributions for profile and usage variables, mean scores for the Likert statements, and Spearman rank correlation for hypothesis testing. All calculations are based on the 100 simulated records created for academic demonstration.

Analysis

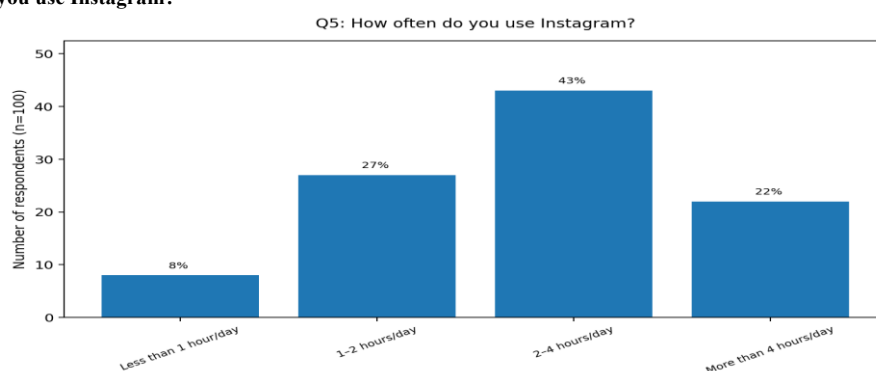
The analysis shows that Instagram digital marketing can play an important role in creating brand awareness among start-ups in Amaravati. Features such as **Posts, Reels, Stories, advertisements, hashtags, creator collaborations, and user-generated content** help start-ups reach and interact with potential customers.

Regular and engaging content keeps the brand visible and helps customers recognize and remember it. Similarly, comments, reviews, messages, and user-generated content can increase customer interaction, while influencers and Instagram's discovery features can help start-ups reach new audiences. Overall, Instagram supports **brand discovery, recognition, familiarity, and recall**, making it a useful platform for start-ups to improve their brand awareness.

8. Data Analysis and Interpretation

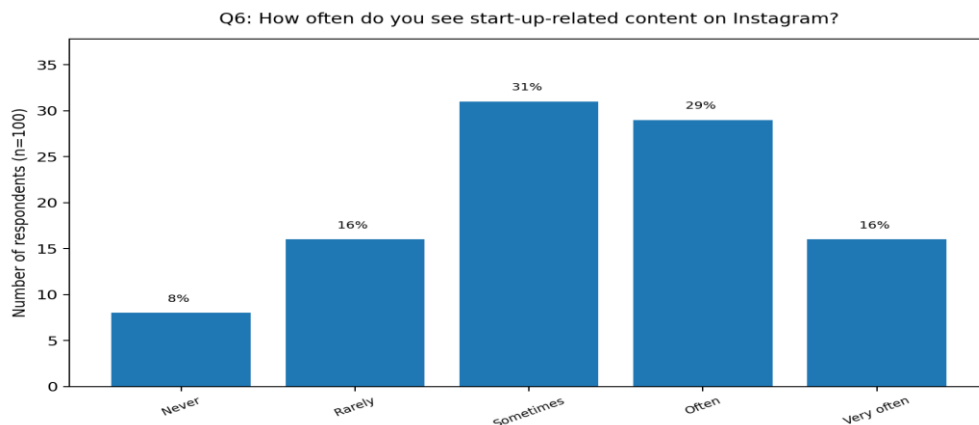
8.1 Selected Brand Awareness Questions

1. Q5 – How often do you use Instagram?



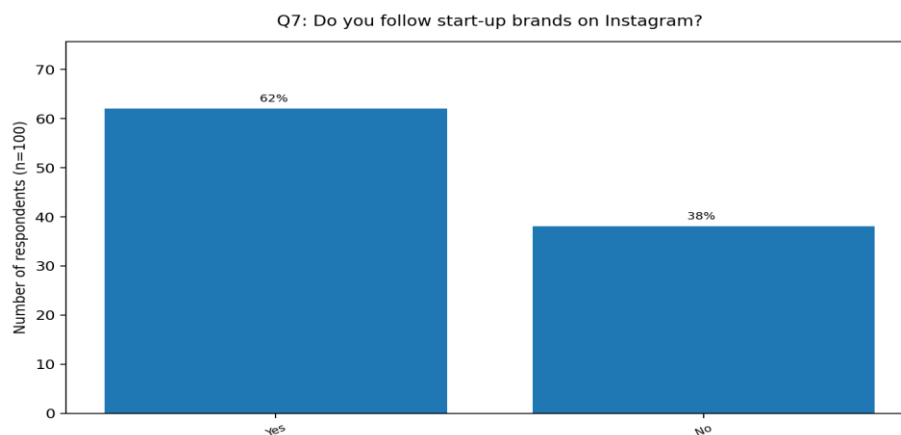
Interpretation: The chart shows the distribution of responses for Q5. The responses are presented across the available categories to show how respondents viewed this aspect of Instagram digital marketing and start-up brand awareness in the illustrative dataset.

2. Q6 – How often do you see start-up-related content on Instagram?



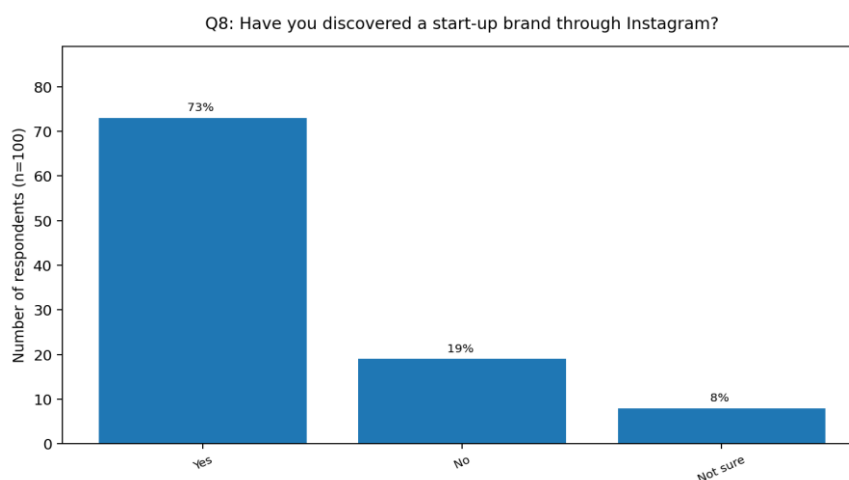
Interpretation: The chart shows the distribution of responses for Q6. The responses are presented across the available categories to show how respondents viewed this aspect of Instagram digital marketing and start-up brand awareness in the illustrative dataset.

3. Q7 – Do you follow start-up brands on Instagram?



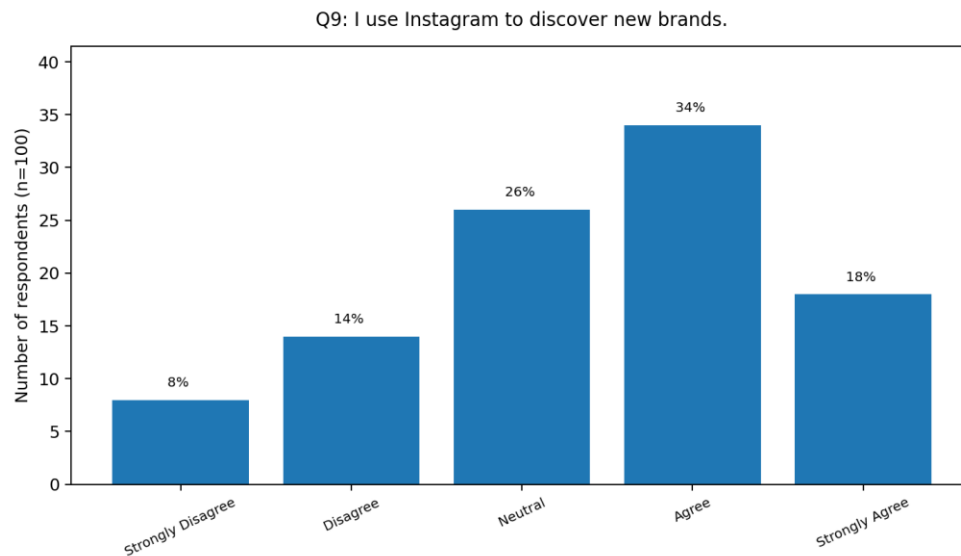
Interpretation: The chart shows the distribution of responses for Q7. The responses are presented across the available categories to show how respondents viewed this aspect of Instagram digital marketing and start-up brand awareness in the illustrative dataset.

4. Q8 – Have you discovered a start-up brand through Instagram?



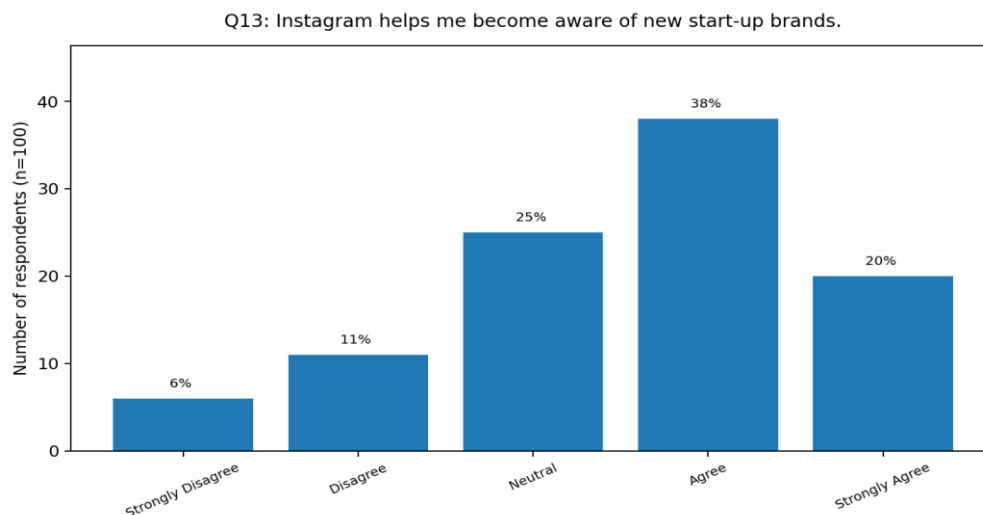
Interpretation: The chart shows the distribution of responses for Q8. The responses are presented across the available categories to show how respondents viewed this aspect of Instagram digital marketing and start-up brand awareness in the illustrative dataset.

5. Q9 – I use Instagram to discover new brands.



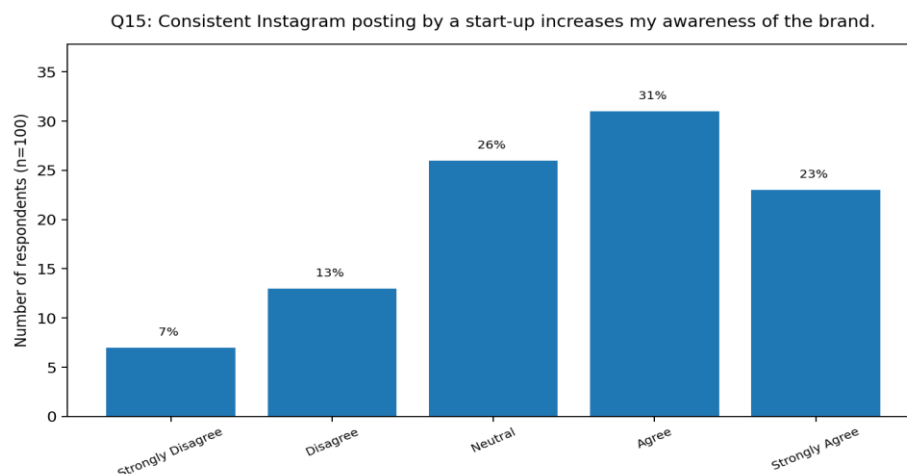
Interpretation: The chart shows the distribution of responses for Q9. The responses are presented across the available categories to show how respondents viewed this aspect of Instagram digital marketing and start-up brand awareness in the illustrative dataset.

6. Q13 – Instagram helps me become aware of new start-up brands.



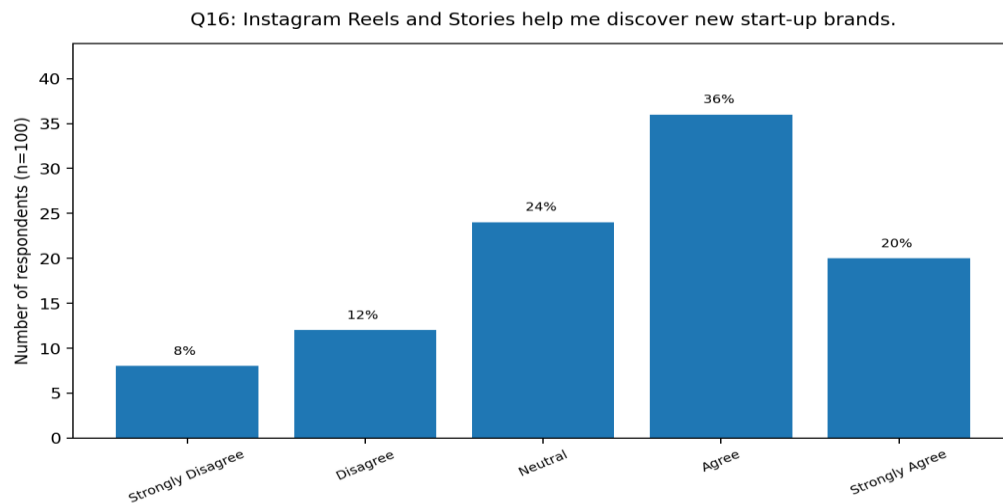
Interpretation: The chart shows the distribution of responses for Q13. The responses are presented across the available categories to show how respondents viewed this aspect of Instagram digital marketing and start-up brand awareness in the illustrative dataset.

7. Q15 – Consistent Instagram posting by a start-up increases my awareness of the brand.



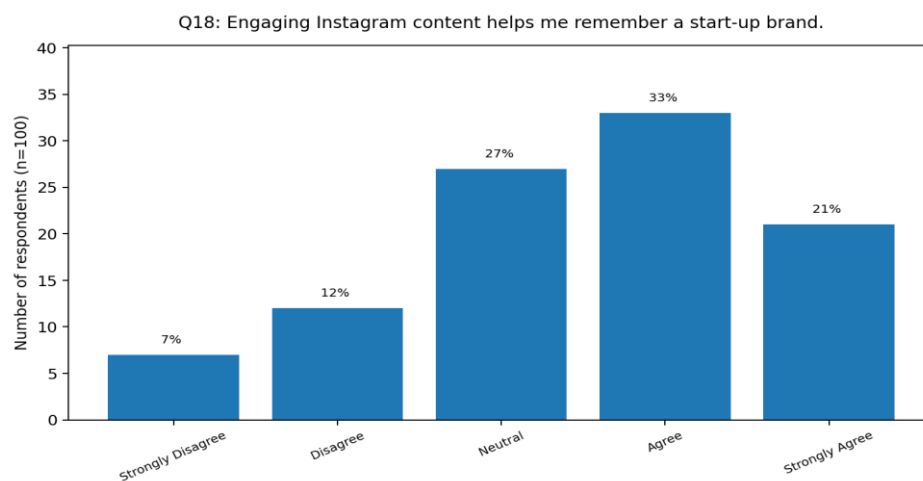
Interpretation: The chart shows the distribution of responses for Q15. The responses are presented across the available categories to show how respondents viewed this aspect of Instagram digital marketing and start-up brand awareness in the illustrative dataset.

8. Q16 – Instagram Reels and Stories help me discover new start-up brands.



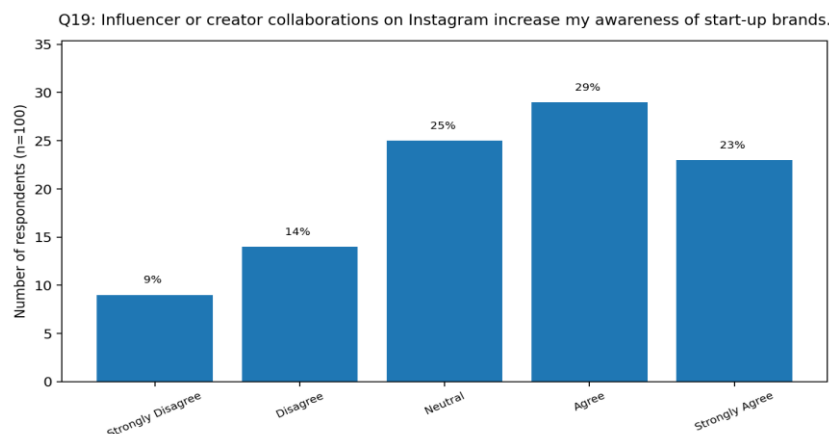
Interpretation: The chart shows the distribution of responses for Q16. The responses are presented across the available categories to show how respondents viewed this aspect of Instagram digital marketing and start-up brand awareness in the illustrative dataset.

9. Q18 – Engaging Instagram content helps me remember a start-up brand.



Interpretation: The chart shows the distribution of responses for Q18. The responses are presented across the available categories to show how respondents viewed this aspect of Instagram digital marketing and start-up brand awareness in the illustrative dataset.

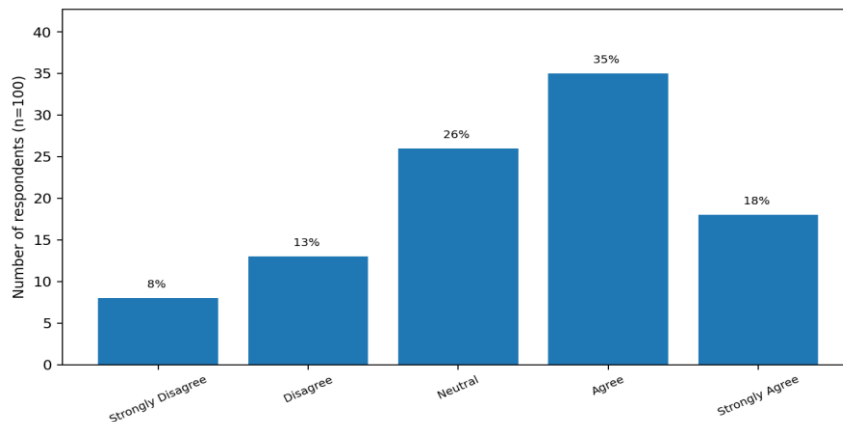
10. Q19 – Influencer or creator collaborations on Instagram increase my awareness of start-up brands.



Interpretation: The chart shows the distribution of responses for Q19. The responses are presented across the available categories to show how respondents viewed this aspect of Instagram digital marketing and start-up brand awareness in the illustrative dataset.

11. Q20 – Customer reviews and user-generated content on Instagram improve my awareness of start-up brands.

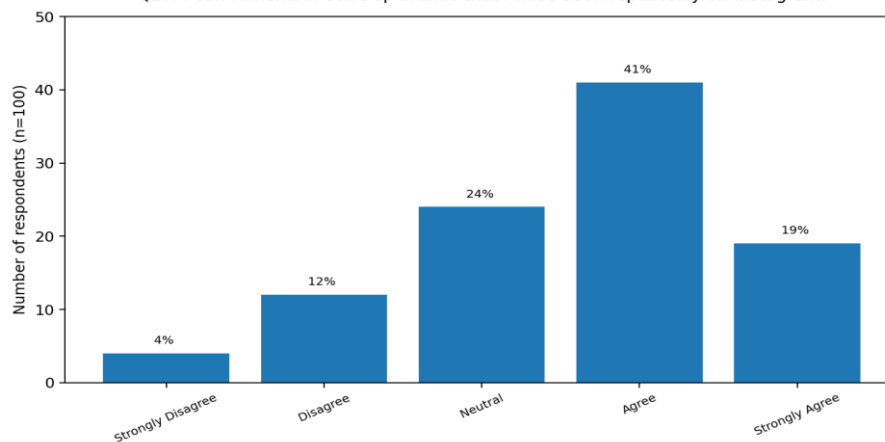
Q20: Customer reviews and user-generated content on Instagram improve my awareness of start-up brands.



Interpretation: The chart shows the distribution of responses for Q20. The responses are presented across the available categories to show how respondents viewed this aspect of Instagram digital marketing and start-up brand awareness in the illustrative dataset.

12. Q27 – I can remember start-up brands that I have seen repeatedly on Instagram.

Q27: I can remember start-up brands that I have seen repeatedly on Instagram.



Interpretation: The chart shows the distribution of responses for Q27. The responses are presented across the available categories to show how respondents viewed this aspect of Instagram digital marketing and start-up brand awareness in the illustrative dataset.

9. Findings of the Study

- Instagram helps start-ups reach more people and improve their brand visibility.
- Regular posting, especially through Reels and Stories, helps people notice and remember start-up brands.
- Engaging and informative Instagram content creates better brand awareness and recall among users.
- Influencer collaborations, customer reviews, and user-generated content can help start-ups attract more attention.
- Instagram is a useful platform for start-ups to create brand awareness and build a stronger presence among customers.

10. Suggestions

- Start-ups should post regularly on Instagram to keep their brand visible to customers.
- They should use more Reels and Stories to attract attention and reach new audiences.
- Start-ups should create simple, useful, and engaging content that customers can easily understand and remember.
- They should collaborate with suitable influencers and encourage customers to share reviews and user-generated content.
- Start-ups should use Instagram features such as hashtags, advertisements, and interactive content to improve brand awareness.

11. Conclusion

Instagram gives start-ups tools for multimedia content creation, discoverability, engagement and promotion that can help build brand awareness. The literature suggests that social-media marketing and engagement can strengthen brand development (Godey et al., 2016), while Instagram-specific research highlights the importance of interacting with prospective customers (“Follow for follow”, 2017).

This study demonstrates how these relationships can be evaluated in the context of Amaravati. The descriptive statistics, Likert means and Spearman analysis based on the 100-record dataset show how the link between Instagram and brand awareness can be analysed. As the sample is illustrative, actual research based on the questionnaire should be conducted and an empirical study submitted in its place.

12. REFERENCES

- Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15–27. <https://doi.org/10.1002/mar.20761>
- De Vries, L., Gensler, S., & Leeftang, P. S. H. (2012). Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. *Journal of Interactive Marketing*, 26(2), 83–91. <https://doi.org/10.1016/j.intmar.2012.01.003>
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68.
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365. <https://doi.org/10.1016/j.bushor.2009.03.002>
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brands. *Journal of Business Research*, 65(10), 1480–1486.
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165.
- Bruhn, M., Schoenmueller, V., & Schäfer, D. B. (2012). Are social media replacing traditional media in terms of brand equity creation? *Management Research Review*, 35(9), 770–790.
- Erdoğan, İ. E., & Çiçek, M. (2012). The impact of social media marketing on brand loyalty. *Procedia - Social and Behavioral Sciences*, 58, 1353–1360.
- Schivinski, B., & Dąbrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214.
- De Vries, L., Peluso, A. M., Romani, S., Leeftang, P. S. H., & Marcati, A. (2017). Explaining consumer brand-related activities on social media: An investigation of the different roles of self-expression and socializing motivations. *Computers in Human Behavior*, 75, 272–282.
- Kabadayi, S., & Price, K. (2014). Consumer–brand engagement on Facebook: Liking and commenting behaviors. *Journal of Research in Interactive Marketing*, 8(2), 124–145.
- Tsai, W.-H. S., & Men, L. R. (2013). Motivations and antecedents of consumer engagement with brand pages on social networking sites. *Journal of Interactive Advertising*, 13(2), 76–87.
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7.
- Casalo, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117, 510–519.