Does Social Media Apps Help In New Product Promotion: A Study Involving Instagram

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Abstract

This study looks on whether social media applications affect the advertising of new products. Instagram is used to examine how well this platform works for promoting successful product launches and reaching the widest possible audience. It assesses the prevalent patterns and methods for promoting products on Instagram and points out potential hazards. This study used surveys work at gathering information from a population. A survey tool- google forms is created and given to a sample of people from various age groups and demographics. To ascertain how survey layout and question substance affect the precision and thoroughness of the data gathered, the findings will be examined. The study also examines how influencers promote products and the benefits and drawbacks of using Instagram for product debuts. It offers information on practical tactics and ways to gauge the effectiveness of product promotion initiatives. The final section of the report covers the analyzing part of these findings for business marketing strategies and upcoming developments in new product promotion. With the help of survey for collecting data the use SPSS (Statistical Package for the Social Sciences) is also there. Different analysis of statistics like frequency, descriptive, anova, etc. has been performed in this research for getting the best results.

Keywords: Instagram, social media app, analyze, marketing, product promotion, data, survey

Introduction

Since marketing is an advanced strategic science, its rules are always being adjusted to reflect the needs and developments taking place within and outside it. It has begun altering the new strategies for temperance to accommodate the new ideal business model to secure itself in the new projected time of arrival. The role of marketing in the growth of a company is undeniably important, but the way it is currently carried out is

significantly altering because of commitments made by satellite communication and widely developed technological devices. Social media has many characteristics that are specific to the historical context of modern media. Traditional media, such as television, radio, newspapers, and magazines, are all stagnant show developments. Social media have already changed how purchasers look for data, assess them. In 2012, one in five consumers looked for brand or product information on Facebook, and nearly 42% of those consumers formed unofficial community partnerships with other brands to obtain the additional information (Fleishman Hillard. 2012). Numerous administrators now use social media to reach customers and maintain connections with them because they recognize the value of internet amusement for company.

Instagram is arguably the most well-known photo-based social mechanism for mobile devices, with over 200 mm (million) active monthly users, 20 bn (billion) transferred images, 1.6 bn prefers every day, and 60 mm regular photographs shared a day. While research on Instagram is always growing and stretching, most studies tend to focus on individual use, such as the use of the app to share gallery/photo experiences and library devotion (Salomon. 2013). The researchers claim that very few studies have examined how businesses employ Instagram. According to studies, images and videos can raise customers' anticipation for purchases (Hautz et al. 2013). In relation to other organizations, the café industry has been considerably slower to embrace picture digital entertainment like Instagram (The Huffington Post, 2013). Pictures used as models in nutrition websites and café commercials help visitors experience tactile appeal, leave a lasting impression, and be encouraged to plan a visit to the restaurant. (Wang, 2014).

Business has just two capabilities - "showcasing and development" by Milan Kundera. Promoting is a notable course of getting a potential client who are intrigued in the items and administrations that which organization is advertising. Everything unquestionably revolves around profound mental comprehension of purchaser needs. Fluctuating the past, conventional market methodologies like paper and television promotions are not influencing on client's mentality. Present, due to arising of innovation and offices individuals are will often change their way of life and overhauling themselves in like manner. Obviously, human necessities what's more, needs are limitless, by the expanding offices and assumptions human cravings diagram is rising dramatically. Buyers anticipating the quality items in limited capacity to focus instead of good or typical items.

According to a survey by Style and Magnificence Screen in collaboration with E-consultancy, influencer marketing is increasing tremendously "Let's assume that a significant majority of the study respondents, 57%, already have a Powerhouse Showcasing program underway. As of right present, 25% of companies are dedicating between 30% and 75% of their budget for marketing to powerful advertising." The steadily increasing number of AdBlock users represents one of the most persuasive causes for this (Barker 2016). According to the AdBlock data released by Page Fair (2017), there are now "142 mm more AdBlock clients with transportable and work area clients than there were in Dec. 2015 and Dec. 2016." Accordingly, advertisers cannot rely on the way that traditional marketing will reach the customer. Furthermore, gaining exposure for your brand through digital content might result in better web crawler positioning (Barker 2016.) Instagram's powerful marketing can be comparable to informal transaction showcasing, which help enterprises develop loyal customers. This is all about having a perfect Instagram, and it most likely won't involve lavish suggestions that set it apart from word-of-mouth marketing. Instagram force to be reckoned with marketing is done by anyone who has a large following there and can affect their followers' buying decisions (Barker 2016).

Instagram is a virtual entertainment stage claimed by Facebook. The stage has 700 mm clients as of April 26, 2017, 8 mm organizations utilizing business profiles and more than 1M month to month dynamic sponsors (Instagram, 2017). Instagram is a fun and creative way to share a collection of photos showing various aspects of your life with friends. While discussing virtual entertainment showcasing, online entertainment will be utilized as a stage for showcasing.

As per insights, Instagram has more than one bn dynamic client's months to month. About 90% of those clients follow no less than one business foundation. Over 83% of them found new items and administrations on Instagram. These days, Instagram isn't as it were for individual use. It has likewise turned into a worldwide stage for some organizations to reach their objective market by making content to exhibit their items and administrations or introduce new products. (Site of HubSpot, 2021.)

So, with all this information this research paper aims to find out whether social media is helping in the new product promotion (mainly focusing through Instagram).

Research Questions

RQ1. To learn more about different brands and companies that are using different social media apps for different promotional activities.

RQ2. To understand and find out that does these social media helps in the new product promotion of different brands or companies.

RQ3. To explore more about how Instagram is helping in the product promotions.

Literature Review

In the contemporary innovation-driven world, person-to-person communication platforms have evolved into a tool for businesses to expand their showcasing efforts to a wider spectrum of clients. According to Chi (2011), social media marketing consists of "a link between brands and consumers, while giving an individual channel and money for client focused systems administration and social cooperation." Businesses should think about how to predictably incorporate online entertainment into their strategy because the growth of online entertainment has caused substantial changes in communication techniques and instruments (Mangold and Faulds 2009). This is especially true for businesses looking to acquire an advantage. This review of the literature focuses on recent research that focuses on how retailers create their displaying strategies and leverage online entertainment. Social media research has mainly concentrated on (1) attempting to portray what it is by clarifying new wording and ideas that cosmetics its institutions, and (2) examining the impact of a company's combination of web-based entertainment on customer behavior because this peculiarity has only recently emerged in the last 10 to 11 years. This paper starts with a definition of terminology used to describe online entertainment showcasing, followed by a review of how social media platforms, particularly Instagram, are helping with the marketing of new products in various methods.

Web-based entertainment and social media are characterized as "a collection of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of user generated content" by Kaplan and Haenlein (2010). So, social media is a broad term that refers to software tools that generate user-generated data that may be shared, claim Sinclaire and Vogus (2011). This phrase is from O'Reilly (2005). However, a site needs to have a certain features in order to meet the needs of an unofficial organization headquartered there: The website must contain user profiles, content, and a way for users to interact with it so they may remark on each other's pages and engage in virtual discourse about common interests like sports or fashion (Gross and Acquisti, 2005; Ellison, Steinfield and Lampe, 2007; Lenhart and Anger, 2007; Winder, 2007; Boyd and Ellison, 2007 as referred to in Cox 2010).

There are two key perspectives on the social media scenario. The hidden technology breakthroughs and business models that make up the economic and biological system are first revealed in the phases, both major and minor, laid out and developing. The second category is usage cases, which describe how and why different kinds of individuals and organizations are using these innovations. The emergence of virtual entertainment and how it has impacted both consumer behavior and advertising practices has frequently been fueled by the real-world stages. Across various platforms and phases, the main strategy has usually involved catering to customers (crowds) by providing advertisements to anyone who wants to interact with those crowds through digital content and marketing exchanges. A prior study examined social media's (various formats) efficiency for showing. Studies by Trusov et al. (2009) and Stephen and Galak (2012), for example, demonstrated how certain social connections that currently take place through online entertainment (such as the "Brefer a Friend" functionalities and conversations in online networks) can significantly affect effectiveness of the campaign like fresh customer interaction and deals.

The effect of perceptive virtual entertainment showcasing correspondences on teenagers' mental, emotional, and conduct demeanor components is investigated by Rodney Graeme Duffett (2017) in South Africa. The paper also focuses on how independent variables, such as segment (orientation, age, and birth-rate bunch) and use (access, length of utilization, sign-on recurrence, sign-on term, and profile update rate) factors, affect the attitudes of younger consumers toward web-based entertainment advertising correspondences. In accordance with the purchase pipe model, the research found that web-based entertainment marketing interchanges had an impact on every aspect of young people 's behavior, but on a declining scale. As a result, this study also devotes a large amount of time to attitudinal study in developing countries, where there hasn't been much significant research on the correspondences used to market online entertainment The study's practical conclusion is that businesses and their brands should consider using or possibly adjusting their systems in light of the report's results, which show that web-based entertainment advertising correspondences have a declining influence on young consumers' developing demeanor stages and a unique impact on usage and segment factors. This is done by focusing attention on the valuable and mechanically advanced yet whimsical gen Z consumers. Christopher Ratcliff (2014) conducted a recent contextual analysis on Portage, a global association that appears to have controlled its web-based entertainment process. In his video story, he shares and tells how Passage has kept in mind the crucial success parts for its process, such as changed articles, a client network through way of speaking, and maybe most importantly, a virtual entertainment group that studies and reacts to each statement made by

the fans and supporters. However, Key Portage has figured out what works for its own business, therefore this specific methodology may not always result in equal success for other companies.

With the significant rise of web-based entertainment impact, which is substantially changing how people get educated as well as their buying decision cycle, Benjamin Ach (2013) in the unhitched male proposition star marked the advancement of associations' advertising procedures and even more explicitly of their correspondence methodologies. This study highlighted the need for businesses of all sizes to use the internet, engage in virtual entertainment, and modify their plans of action in order to stay competitive in their respective industries. The analysis is backed by a contextual assessment of the Australian web marketing company/firm, to gain important insight from the web marketing masters.

Hedonic adaptation, defined by Frederick and Loewenstein (1999), is the "decrease in full of feeling strength of positive and unpleasant events," and it has an impact on a variety of behaviors, including eating patterns and close relationships (Jacobs, Bao and Lyubomirsky, 2013; Rolls, Rowe, and Rolls, 1982). This also explains the "libertine treadmill," which occurs when people engage in an increasing number of enjoyable activities before resuming routine activity shortly after. This is especially important for virtual entertainment because companies make money when users stay on their platforms for a longer period.

Instagram is used as a business tool and here the SWOT analysis will tell us about the strategy for assessing business execution, shortcomings, opportunities, and dangers after considering all inside and outer conditions (Paul 2014).

STRENGTH
1. Sharing related and beautiful photos and videos.
2. High engagement rate
3. Large user base
4. Trackable audience engaement and rate

WEAKENESS
1. Private platform
2. Cost of running add is very high
3. Stealing of content

OPPORTUNITY
1. Ability to change and shift customers from one product to another.
2. New opportunities with new features

THREAT
1. Different competitive social media apps.
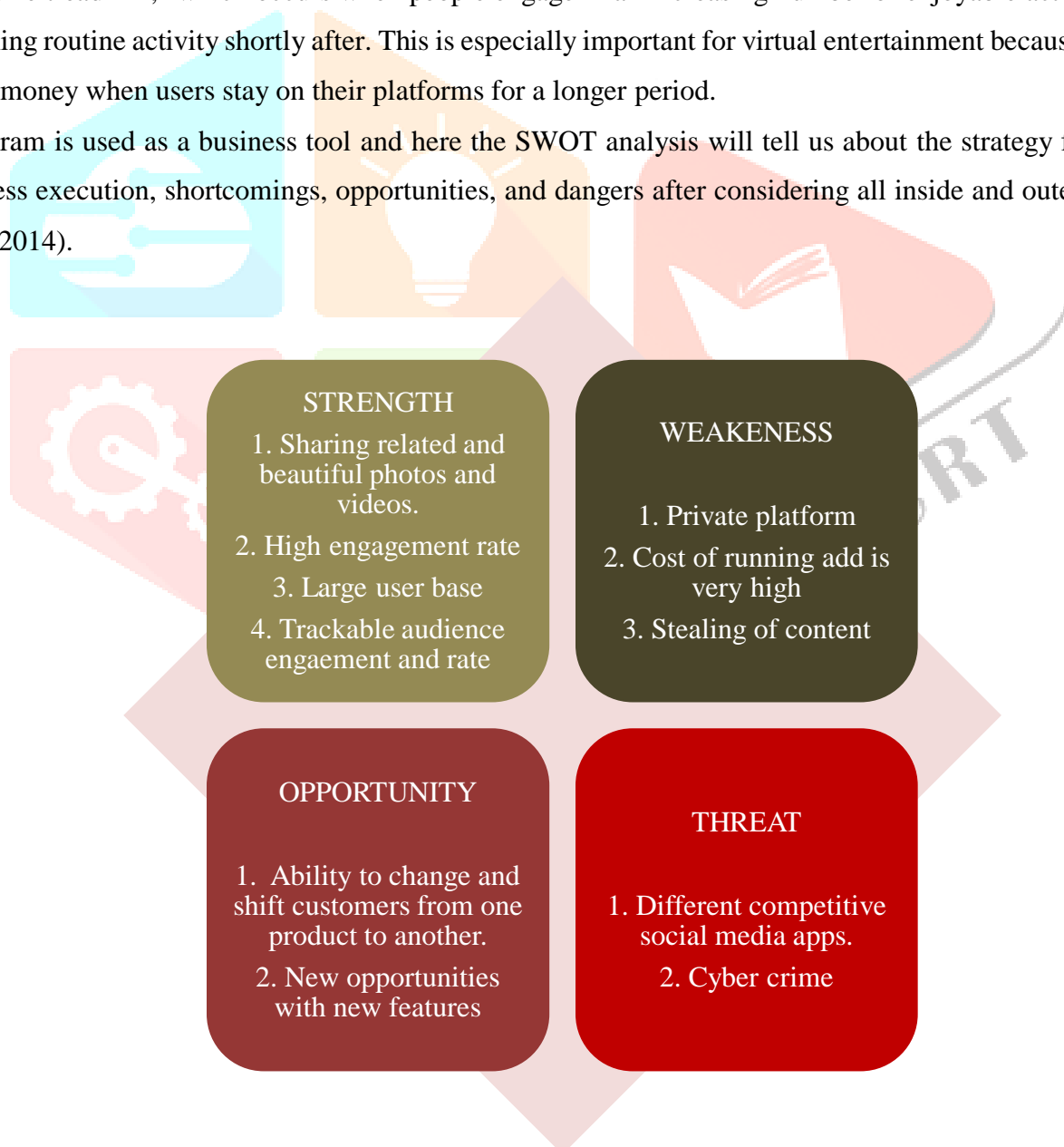2. Cyber crime

Fig. 1: Swot Analysis of Instagram

The qualities and strength of the Instagram stage are its local area and incentive. Individuals on the stage post and pictures for everybody to appreciate. Also, Instagram is not difficult to utilize and proficient. Human cerebrums digest data from visuals 60 000 times quicker than text (McCoy2019). Subsequently, Instagram clients can swipe through for quite a long time to engage. Likewise, Instagram has a wide crowd presence and a high contribution rate. Instagram is the second most dynamic virtual entertainment stage for dynamic clients, with more than a bn clients each month. (Hootsuite 2021.) As per eMarketer (2020), US Instagram clients spend a normal of 30 minutes of the day on the stage, expanding four minutes over the year before. Clients' commitment level additionally witnesses a vertical pattern through highlights like Instagram Live and Stories. Two of every three individuals say the organization is a major assistance to look for items and administrations for organizations. North of 200 mm Instagram clients visit somewhere around one business profile every day. (Hootsuite 2021.) In this manner, organizations find imaginative specialized techniques with their clients to accomplish their objectives.

Instagram has three significant shortcomings. To start with, driving traffic for organizations on Instagram is hard. Although Instagram permits clients to connect sites, the person is restricted. Most importantly, clients tend not to get to join off Instagram. Second, correspondence on Instagram is restricted contrasted with Facebook. There are just two specialized techniques among clients, which are immediate messages or DMs and in remarks. To assemble commitment levels with clients on Instagram, they should interface with them effectively. As referenced before, the Instagram calculation works in view of idealness, likes, remarks, the connections of clients, and how long clients spend on posts. On the off chance that organizations don't refresh new exercises generally, their devotees will overlook their posts. If clients invest more energy on one post, the Instagram calculation will think they like this subject.

Accordingly, more important substance or content from similar distributers will frequently push on top feed. It appears to be a decent component for an individual record. Nonetheless, according to a business point of view, it has different sides. At last, Instagram business accounts rely upon the business profile on Face-book to running promotions and change to proficient records.

The information is gathered from Brand's Instagram Official pages, news articles, web journals, instructive sites and some research papers. This is basically zeroed in on viability of Instagram content promoting on brand working of an organization.

Oreo: Oreo is a treat brand which is presented in the market on Walk 6, 1912, what's more, it is sent off in India in 2011 by Cadbury India Ltd. Oreo India Instagram account has 3. 1 mm supporters. What's more, the feed loaded up with exceptionally appealing substance incorporates pictures and recordings. Each post contains more over 10k in addition to likes and 200 or more remarks. This brand really utilizes the social media stages to construct a brand. It generally involves the item in an exceptionally imaginative manner to get the crowd consideration. It additionally shares assortment of recipes made with Oreo through IGTV, recordings also, activities which makes the feed feature.

Nike: Nike is an American global organization established by Bill Bowerman and Philknight on January 25, 1964. In the Instagram Nike has 133 mm adherents and posts the substance by and large one time each week. A few posts contain more than 1 mm preferences and 1000 or more remarks. Nike posts the way of life moving pictures and items by adding the enthralling inscriptions to it. Competitors across the globe share their own, motivating, and persuasive stories to address the Nike in virtual entertainment. Nike involves the IGTV for long frame video feature to convey account style accounts. Particularly, Instagram help this brand to develop globally and grow its market, through this stage Nike is making its brand mindfulness and building its image. The Hashtags utilized by the Nike is strong and make a feeling of local area and association with its fans.

Amazon: Amazon is a US-based worldwide internet business organization established by Jeff Bezos in 1994 and sent off it online in 1995. Amazon India has 3 mm supporters in Instagram; it posts imaginative substance on its feed. Drives a commitment and gets more than 20k preferences and 200 or more remarks. Amazon posts the substance in the structure of stories as well as in IGTV by permitting the different specialists and powerhouses to advance their items. Amazon utilizes the Instagram to make mindfulness about the offers they have begun for the bubbly seasons, add some human touch by tending to their societies across India. In Instagram Amazon feature their items with limits, gifts, and a few coupons. Amazon likewise saw critical volume of deals through Instagram. This brand can pay attention to their client criticisms in the type of remarks and change likewise, to their inclinations. By doing this brand is drawing in additional faithful clients.

From the above data we can say that not only small business, but big brands are also promoting their brand and product with the help of Instagram. These brands are utilizing the Instagram to drive a commitment and associate with the designated markets and crowd. Furthermore, every organization is concocting remarkable content, by utilizing the quality pictures, Recordings. Separated, from this multitude of organizations are playing out their level best to connect their crowd. Furthermore, investing their vigorous amounts of energy to fabricate their image what's more, make mindfulness across the globe.

Further, to know how Instagram is helping different brands and products in their promotion and expansion and increasing the brand reach is the principal objective of this theory. One of the procedures is to form this stage into an expert business account by integrating helpful data, setting up and using the most recent highlights of Instagram with the survey. With the assistance of these turns of events, the execution of content techniques will be more productive and viable in accomplishing the fundamental targets of this postulation.

Research Methodology

There are numerous strategies to promote new products. Among the most popular techniques are:

1. Social media campaigns: Using Facebook, Twitter, Instagram, and YouTube among other social media sites to generate awareness around a new product introduction This may entail producing written articles, blog posts, and videos that showcase the features and advantages of the product.

2. Email marketing: Emails are sent to current or potential customers informing them about the launch of a new product and enticing them to buy it.

3. Paid advertising: Using advertisements on websites or in other media to reach a larger audience and increase interest in the new product Surveys are important in research papers because they provide a way to collect data

from many participants in a standardized and systematic way.

Social media does aid in the advertising of new products. Different social networking sites like Facebook, Twitter, Instagram, and YouTube are effective marketing tools for companies to use to advertise their goods and services.

Nowadays many brands are using such social media apps to reach out to more customers. So, to find out how and is social media apps like Instagram really helping in the new product promotion a survey was conducted which is mentioned below. Surveys are a valuable tool for learning about people's attitudes, beliefs, demographics, and behaviors. An online survey was developed and made available to the public to gather primary data and provide answers to the study questions. Instagram users who are 18 years of age and older who use the social networking sites Instagram, Facebook, and LinkedIn and other social media app were mainly targeted and were shared the online poll which was also distributed through offline connections.

The survey was both accessible for about a week both online and offline and the response was then collected later from about 250 people. The survey was created using Google Forms and comprises 15 questions that were organized related to our context of how Instagram is helping in new product promotion.

The study revolves around all the social media apps that we have but as it is mainly focused on Instagram, so we mainly focused on the respondents who uses Instagram. According to Ki et al (2020).'s research, Instagram is the most popular site for brand collaborations and product promotion. To guarantee that the information gathered was pertinent to the study, a qualifier question about respondents' use of Instagram was developed. Respondents who use Instagram the most were able to continue responding to the survey questions after they selected Instagram in the options, other respondents went forward with other social media platform. There were 251 people that took the survey in total. Out of which 83.7% of them fall into the age group of 18-25 years followed by other age grouped like 26-34 years (11.2%) and so on.

Apart from the age group out of all the 251 respondents 50.2% were Female and the rest 49.8% were Male. And out of the total, 210 people (83.7%) chose Instagram as the most used social media apps followed by 16 people (6.4%) using Snapchat the most again followed by Facebook (14 people-5.6%), then twitter at 2% and others at 2.4%. With all these data the respondents' sample was made up of social media app users mainly focusing on Instagram users.

Characteristics of Sample

Table 1: Demographics characteristics of respondents

Demographics	Categories	Numbers (n)	Percentage (%)
Gender	Female	126.00	50.20
	Male	125.00	49.80
Age Group	18-25	210.00	83.70
.	26-34	28.00	11.20
	35-42	7.00	2.80
	45-50	0.00	0.00
	50 and above	6.00	2.40

Participants responded to the survey, which contained multiple-item assessment scales. The online poll has different questions based on different sections like: "Usage of social media apps," "Instagram Influencers promoting new products or brands," "Noticing of the brand or product," and "Different Demographic Factors." People were surveyed to gauge their usage of Instagram, frequency of use, brand noticing, and to find out their opinion on whether Instagram or other social media apps is promoting new products or not, role of influencers and celebrities., Likert scale of 5, multiple-choice questions and different Open-ended survey questions are the types of questions used in this survey.

Respondents selected different options and then these answers were further categorized into 2 or 5 different categories from 1 to 5 like "Never" is denoted with 1, "Rarely" is denoted with 2, "Sometime" with 3, "Often" with 4 and lastly "Always" with 5. Also 'Instagram" is denoted with 1, "Facebook" with 2, "Snapchat" with 3, "Twitter" with 4 and "Others" with 5.

Results and Discussion

Descriptive Analysis

Table 2: Descriptive Statistics of Age

	N	Range	Minimum	Maximum	Mean		Std. Deviation	Skewness	
	Statistics	Statistics	Statistics	Statistics	Statistics	Std. Error	Statistics	Statistics	Std. Error
Age	251	4	1	5	1.26	.046	.734	3.644	.154
Valid N (listwise)	251								

In this survey we collected 251 respondents' information. The difference between maximum and minimum age of student's range is 4. The minimum age of respondents falls in the group of 18-25 (denoted with 1) and the maximum age of the respondents belongs to the range of 50+ (represented as 5). The average age response is close to 1.26 which means most of our respondents falls in the age group of 18-25. Standard deviation here measures the dispersion among our data set. The variance among the respondents age range is about 0.7 years.

Table 3: Descriptive statistics of different factors					
	N	Minimum	Maximum	Mean	Std. Deviation
Preferred social media platform	251	1	5	1.34	.872
Following influencers	251	1	5	2.73	1.271
Noticing a brand or product	251	1	5	2.75	1.150
Participation in giveaway	251	1	5	3.51	1.440
Frequency of product ads	251	1	5	2.31	1.132
Frequency of buying products from Instagram	251	1	5	3.18	1.168
Trusting Instagram ads	251	1	5	3.46	1.121
Mean	251	1.57	4.57	2.7547	.48004
Valid N (listwise)	251				

Descriptive statistics for new product promotion through social media apps. From the mean of the variables, it reveals that Instagram is the most used social media app followed by Facebook (with a mean of 1.34). Next with a mean of 2.75 we can say that the respondents rarely or sometimes notice the product or brand used by the influencers. Similarly, the respondents often purchase products through social media apps as the mean is 3.18. As we can see most of the mean values are above 2 and the mean is 2.75 so we can say that people are having a positive response on Instagram and other social media apps helping in new product promotion.

Frequency Analysis

In SPSS, frequency statistics are used to examine a variable's distribution. It is employed to ascertain how frequently specific values appear in a dataset. Frequency statistics can be applied to assess distributions between groups, evaluate central tendency, and find outliers.

Table 4: Frequencies of age and gender

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	210	83.7	83.7	83.7
	2	28	11.2	11.2	94.8
	3	7	2.8	2.8	97.6
	5	6	2.4	2.4	100.0
	Total	251	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	126	50.2	50.2	50.2
	2	125	49.8	49.8	100.0
	Total	251	100.0	100.0	

The frequency distribution for gender table above for the total number of male and female are shown. The dataset consisted of 126 (50.2%) female and 125 (49.8%) male respondents. (N=251). Here valid % does not account for any missing data and as we don't have any missing data in our dataset hence the percentage and valid percentage are same.

Nonparametric statistical tests

Nonparametric methods include the chi-square test, Mann-Whitney U test, Wilcoxon signed-rank test, and Kruskal-test. Walli's Nonparametric tests are frequently used in research studies for assessing hypotheses involving differences between two or more groups, such as those linked to age or gender. These tests are also employed when the data are non-normally distributed or when a parametric test would fail due to a small sample size.

Table 5: Nonparametric Chi- Square Tests

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.[b,c]	Decision
1	The categories of the Gender occur with same probabilities.	One-Sample Chi-Square Test	.950	Retain the null hypothesis.
2	The categories of Noticing a brand or product occur with equal probabilities.	One-Sample Chi-Square Test	<.001	Reject the null hypothesis.
3	The categories of Frequency of buying products from IG occur with equal probabilities.	One-Sample Chi-Square Test	<.001	Reject the null hypothesis.

Here in the table above we can see that how the "Categories of Gender occur with equal probabilities" retains the null hypothesis. It directly indicates with a sigma value of 0.950 that the sample/data did not have enough/sufficient proof to finally conclude that the statement exists. Similarly in the opposite way we have the "Categories of noticing a brand or a product occur with equal probabilities" (Frequency of the ads) which is rejecting the null hypothesis with a sigma value of <0.001. And same goes for the "Categories of frequency of buying products from Instagram occur with equal probabilities." With the sigma value of <0.001.

Table 6: Nonparametric Kruskal- Wallis Tests

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.[a,b]
1	The distribution of Age is the same across categories of Noticing a brand or product.	Independent-Samples Kruskal-Wallis Test	.790

Table 7: Hypothesis Test Summary

	Decision
1	Retain the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

The non-parametric test (Kruskal- Wallis Test) above shows the relation between the age group and whether the people are noticing a brand or a product in the social media platform. So we have the null hypothesis as "The distribution of age is the same across categories of noticing a brand or product." The sigma value is 0.790 and it has retained the null hypothesis based on a 0.05 significance level because our significance is 0.790 which is very high than 0.05. Hence it seems that there is no effect or influence of age groups while noticing a brand or product.

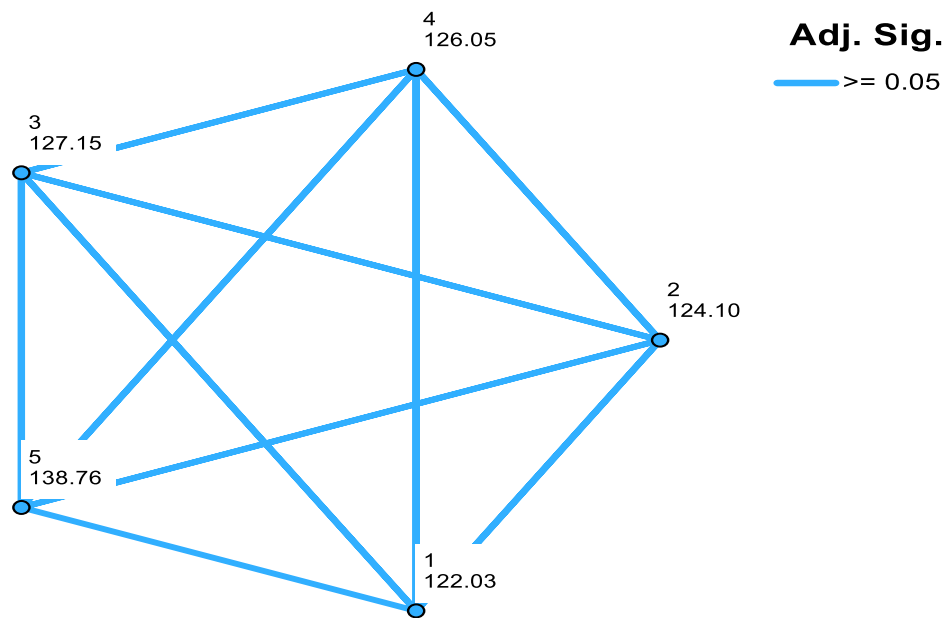**Independent-Samples Kruskal-Wallis Test- Age across Noticing a brand or product.**

Table 8: Independent-Samples Kruskal-Wallis Test Summary

Total N	251
Test Statistic	1.703[a]
Degree Of Freedom	4
Asymptotic Sig.(2-sided test)	.790

a.   The test statistic is adjusted for ties.

Here in the above table the summary for the Independent Samples Kruskal-Wallis Test is shown. The total number of respondents is depicted with "N" which is 251, test statistics is 1.703 where the test statistics is adjusted for ties. Degree of freedom is 4 as we have total 5 variables so 5-1=4.

Fig. 2: Pairwise comparisons of noticing a brand or product

The nodal diagram above shows the ranking of all the 5 options (Never=1, Rarely=2, sometime=3, Often=4, Always=5). The numbers next to each nodes shows the average ranks or the mean values which is highest for 5 (138.76), followed by 3(127.15), 4(126.05), 2(124.10) and 1(122.03). And the line represents the significance of each one of them towards each other. Here each one of them is significantly different from each other.

Table 9: Descriptive Statistics of Age Group

Age

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum
					Lower Bound	Upper Bound	
1	36	1.14	.351	.058	1.02	1.26	1
2	79	1.20	.586	.066	1.07	1.33	1
3	64	1.27	.696	.087	1.09	1.44	1
4	55	1.25	.700	.094	1.07	1.44	1
5	17	1.82	1.590	.386	1.01	2.64	1
Total	251	1.26	.734	.046	1.17	1.35	1

In the table above it shows the mean/average , standard deviation and 95% confidence interval for the dependent variable here (Age) for each separate group. Here the number of respondents who respondents to the 5 Likert scale and their count are shown. 36 people voted 1, 79 people chose 2, 64 chose 3, 55 selected 4 and the rest 17 selected 5. The standard deviation and standard error is also mentioned in the table.

Anova

Table 10: ANOVA

Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.189	4	1.547	2.963	.020
Within Groups	128.456	246	.522		
Total	134.645	250			

One-way ANOVA is a statistical method for determining if the means of two or more groups differ from one another. It is used to examine whether the variations in these groups' means are statistically significant. The p-value derived from the analysis is used to evaluate the outcomes. A p-value of less than 0.05, or 0.02, implies that the difference between the group means is statistically significant. The findings of our ANOVA study, which we used to assess whether there are any statistical differences between our groups, are displayed in the table above. The significant value we got in this case, which is less than 0.05, is 0.020 (p= 0.020). This indicates that the statistically significant difference is there. Age has no direct bearing on how any social media platform advertises a product.

Table 11: Robust Tests of Equality of Means

Age

	Statistic[a]	df1	df2	Sig.
Welch	1.123	4	77.482	.352
Brown-Forsythe	1.798	4	33.518	.152

a. Asymptotically F distributed.

In order to compare the averages of two or more independent samples, a statistical test known as the robust test of mean equality is used. This test is used when the data are not evenly dispersed and the subgroup variances are not equal. Since it is nonparametric, no assumptions are made on the distribution of the data. The test is not overly sensitive to outliers or other contaminating influences because it is built on the concept of robustness. The test yields a p-value that can be used to determine whether the sample means differ significantly from one another. This table includes the adjusted F ratio and also includes its applicable sig. (p) value which is 0.352 here. It shows that p value is not < or = to 0.001 hence it accepts the null hypothesis and it means that the group means are not significantly different from others.

Implication

Research on the topic of whether social media apps aid in the promotion of new items would suggest that, given their rising popularity, marketers should take advantage of them to reach a larger audience and advertise new products. Social media apps may be able to assist marketers in spreading the word about their goods, attracting more potential customers, and eventually boosting sales. Research on this subject may also result in fresh methods and approaches for utilizing social media for product promotion. It can be used to target potential customers, create awareness, and build relationships with customers. Additionally, it can be used to measure the success of product promotion campaigns and generate leads. Furthermore, it can be used to increase engagement with customers and provide feedback about the product. With the right strategies and tactics, Facebook can be an effective platform for product promotion.

Theoretically, this work and research makes the following contribution to the body of existing literature. The findings of this research on product promotion on Instagram is that companies can use this channel to connect with plenty of potential clients.

Conclusion

According to research done on the usage of social media apps for new product advertising, Instagram is a potent tool for businesses. Although there has been a lot of research on Instagram and influencer marketing, there haven't been many that have made it clearer. Finding data to make this study more similar was difficult. The first difficulty is the study's actual sample size, which is quite small. The number of responses is just 251. This reduces the trustworthiness of the results because it is not representative of the whole population. As this study mainly revolved around Instagram so the statistics of other social media apps are not much accountable. These online surveys overlooked certain demographics, such as the elderly or those without access to the internet or those who do not use any social media.

Instagram is an effective marketing tool for fresh goods. Instagram may be used by businesses to creatively display their products, including through images, videos, stories, and live streams. They can interact with their followers on the site by answering comments and messages, hosting competitions and giveaways, and coming up with hashtag campaigns. The respondents rarely or sometimes notice the product or brand used by the influencers. Similarly, the respondents often purchase products through social media apps. People are having a

positive response on Instagram and other social media apps helping in new product promotion.

In general, Instagram is a useful tool for advertising fresh goods. It enables companies to connect with a broad audience fast and effectively while also expanding their consumer base. Hence, Instagram is a potent marketing tool due to its speedy capacity to shoot and share visually appealing content that connects with consumers. And with the data we got and analysis we did it can be concluded that yes social media apps help in new product promotion a lot, where Instagram is leading the game.

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