



THE IMPACT OF FACTORS INFLUENCING INSTAGRAM MARKETING ON SHOPPING PRODUCTS AT COIMBATORE CITY

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Abstract: Social Media is a channel of contact that uses the internet. Users can engage in conversations, exchange information, and produce content for the web using social media platforms. Most users access social media services through web-based technologies on PCs and laptops, or they download apps for their mobile devices that have social media capability. The fastest-growing social media site is Instagram. It was a success, with over a million users just two months after its debut. Consider how many brand-new goods and services you've discovered on Instagram thanks to friend recommendations or paid social media advertising.

Index Terms - Influencing, Instagram, Online Shopping, Online Shopping Influencing.

I. INTRODUCTION

Social media are interactive computer-mediated technologies that enable the development and sharing of knowledge, concepts, interests in certain fields of study, and other kinds of expression via online groups and networks. The range of standalone and integrated social media platforms currently accessible makes classification difficult, although there are some universal characteristics.

Instagram, a well-known social networking service, has gained worldwide popularity as a platform for online purchasing. It is a platform that showcases the most well-liked and original aspects of photography, videography, art, music, and dance. It also has several features that allow users to share information and develop online communities. It combines product placement and electronic word of mouth. It is so subtly done, which is why it seems to be so effective.

INSTAGRAM

Instagram users can edit and share pictures and quick videos through a mobile app. In addition to adding a caption to each upload, users can use geotags and hashtags to index their content and make it searchable by other app users. When tagged with hashtags or geotags, a user's posts are visible to the public and show up on their users' Instagram feeds. Users can also make their profiles private, so only their followers can see their messages. Instagram users can like and remark on posts on other social networking sites. And save other people's photos, and use Instagram Direct to privately message their friends. One click can post pictures on one or more social media websites, such as Twitter, Facebook, and Tumblr.

II. STATEMENT OF THE PROBLEM

With the introduction of the internet, which has transformed how web-based technology is used, there has been an increase in the number of social networking sites that give businesses a platform to promote their brands in the online market to maximize profit and grow their business with satisfied customers.

E-commerce has been employed in sectors that conduct end-to-end business transactions on internet platforms including social media networking sites. Studies also indicate that widespread social media marketing has been a major factor in expanding e-commerce businesses. Online marketing methods are more effective when using social media. Numerous investigations into social media and social networking sites have been conducted. Different social media marketing strategies and social media technology have been employed by many businesses as part of their business marketing strategies. These strategies depend on the market penetration and branding of the items that are made available to clients online.

III. OBJECTIVE OF THE STUDY

- To understand customer awareness and susceptibility to factors influencing Instagram marketing.
- To determine the issues people have when using Instagram marketing.

IV. SCOPE OF THE STUDY

This study aims to comprehend the many benefits and characteristics of Instagram marketing. Recognize consumer behavior and the variables that influence it. The study will assist in comprehending, strategizing, and completing the sellers' marketing plans in terms of market penetration and expansion, providing a competitive edge, putting customer relationship strategies into action, etc. This study's focus has been restricted to determining how Instagram affects consumers' purchasing decisions.

V. LIMITATIONS OF THE STUDY

- The researcher was only able to conduct the study in Coimbatore City.
- The validity of the main data is the foundation of the current investigation.
- The sample units were chosen from a population with many different characteristics.

VI. RESEARCH METHODOLOGY

The research challenge can be approached methodically using research methodology. It can be viewed as a science that studies how scientific research is conducted. When we discuss research methodology, we not only discuss the research techniques but also the reasoning behind them in the Context of the research study. We also explain why we choose to adopt a certain method or technique over others.

VII. RESEARCH DESIGN

The Study conducted was descriptive and it aimed to evaluate **“THE IMPACT OF FACTORS INFLUENCING INSTAGRAM MARKETING ON SHOPPING PRODUCTS AT COIMBATORE CITY”**

SAMPLE SIZE

A sample of 120 respondents was chosen, using a random sampling technique.

VIII. DATA COLLECTION

Both primary and secondary data, which were gathered through an interview schedule and other common sources, were used in the study. The interview schedule was designed in a way that allowed respondents to freely and openly express their thoughts.

PRIMARY DATA

The primary data are those that are gathered fresh and for the first time, making them unique by nature. When doing experiments for experimental research, we gather primary data, but we also conduct descriptive research and surveys occasionally. Here, primary data will be gathered by creating a questionnaire and having a big sample size fill it out. The results of this questionnaire will aid in the analysis of the case.

SECONDARY DATA

Secondary data is defined as information gathered from a source other than the user. Census data, information gathered by government agencies, records kept by organizations, and information that were initially gathered for other research projects are all common sources of secondary data for social science.

DATA ANALYSIS

The data collected for the study were analyzed with suitable statistical tools. The statistical tools that are used in the study are as follows;

- Simple Percentage Analysis
- ANNOA
- Chi-Square
- Ranking Analysis

XI. REVIEW OF LITERATURE

(Maulina et al., 2021), Today's technology is a part of practically every aspect of human life. For instance, social media, which offers a variety of channels, can be utilized to rapidly learn about societal issues. People can remain adaptable to communicate, connect, and interact in this digital age thanks to social media platforms.

(Magno and Cassia, 2018), Another important sector that has benefited from influencer marketing is tourism. Previous studies have demonstrated a favourable impact of travel influencers and consumer congruence on their followers' travel- and visit-related intentions.

TABLE 1

CHI-SQUARE ANALYSIS OF THE GENDER OF THE RESPONDENT AND PURCHASING BEHAVIOUR GETS INFLUENCED THROUGH INSTAGRAM

Null Hypothesis (H₀): There is no significant relationship between the Gender and Purchasing Behaviour gets influenced by Instagram

Alternative Hypothesis (H_a): There is a significant relationship between Gender and Purchasing Behaviour gets influenced by Instagram.

Crosstab				
Count		Gender		Total
		Male	Female	
Does your Purchasing Behaviour gets influenced through Instagram	Highly not influenced	2	3	5
	Not influenced	7	6	13
	Neutral	19	39	58
	Influenced	8	25	33
	Highly influence	5	6	11
Total		41	79	120

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.433 ^a	4	.351
Likelihood Ratio	4.360	4	.360
Linear-by-Linear Association	.672	1	.412
N of Valid Cases	120		
a. 4 cells (40.0%) have an expected count of less than 5. The minimum expected count is 1.71.			

INTERPRETATION

The given data presents a study on the relationship between gender and the influence of Instagram on purchasing behavior. The null hypothesis (H_0) states that there is no significant relationship between gender and the influence of Instagram on purchasing behavior, while the alternative hypothesis (H_a) claims that there is a significant relationship. The crosstabulation shows the count distribution of the influence of Instagram on purchasing behavior across male and female participants. The chi-square tests were conducted to analyze the significance of the relationship between gender and the influence of Instagram on purchasing behavior. The results of the chi-square tests indicate that there is no significant association between gender and the influence of Instagram on purchasing behavior. The p-value of the Pearson Chi-Square test is 0.351, which is greater than the level of significance ($\alpha = 0.05$). Therefore, we fail to reject the null hypothesis and conclude that there is no significant relationship between gender and the influence of Instagram on purchasing behavior. However, it is worth noting that 4 cells have an expected count of less than 5, and the minimum expected count is 1.71, which suggests that the results should be interpreted with caution.

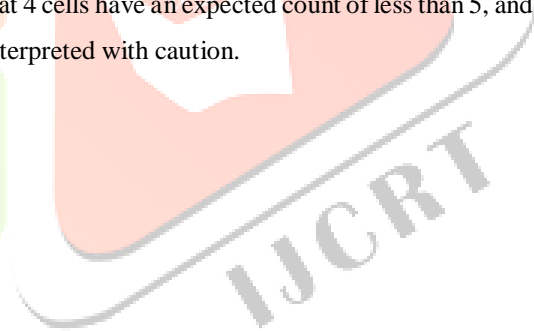
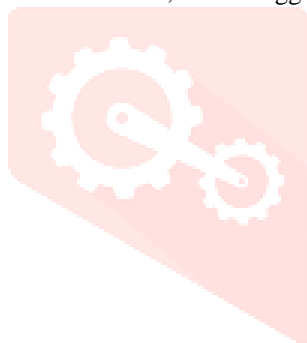


TABLE 2

RANK OF FACTORS BASED ON THE PROBLEM YOU FACED WHILE PURCHASING THROUGH INSTAGRAM

FACTORS	5	4	3	2	1	Weighted score	Weighted average	Rank
Defective Product	42(5)	12(4)	12(3)	21(2)	33(1)	369	3.69	3
High shipping cost	31(5)	22(4)	19(3)	5(2)	53(1)	353	3.53	5
Delay in arriving	22(5)	18(4)	27(3)	26(2)	29(1)	344	3.44	6
Denied refund	40(5)	6(4)	25(3)	20(2)	29(1)	368	3.68	4
Lack of communication between seller and buyer	31(5)	19(4)	8(3)	24(2)	38(1)	341	3.41	7
Mode of Payment	39 (195)	41 (164)	12 (36)	43 (86)	43 (43)	534	5.34	1
Trust issues	16 (80)	8 (32)	17 (51)	12 (24)	50 (50)	237	2.37	8
Unfamiliar dealer	33 (165)	13 (52)	26 (78)	25 (50)	48 (48)	393	3.93	2

INTERPRETATION

From the above ranking analysis, it was found that Mode of Payment ranks 1, Unfamiliar dealer ranks 2, Defective Product ranks 3, Denied refund ranks 4, High shipping cost ranks 5, Delay in arriving ranks 6, Lack of communication between seller and buyer ranks 7 and Trust issues ranks 8.

X.FINDINGS, SUGGESTIONS, AND CONCLUSION

FINDINGS

- There is no significant relationship between the Gender and Purchasing Behaviour gets influenced through Instagram.
- From the result was found that Mode of Payment ranks 1.

XI SUGGESTIONS

The study found no significant relationship between gender or marital status and purchasing behavior influenced by Instagram. However, there was a marginally significant relationship between gender and interest provoked by seeing Instagram advertisements. Consumers should not let their gender or marital status influence their purchasing decisions and should evaluate Instagram ads based on their personal interests. Consumers should consider factors such as product quality, price, and utility and be mindful of potential bias in Instagram ads. The study found that most consumers had a neutral attitude towards Instagram advertisements, so consumers should use them as one of many sources of information and not rely on them exclusively.

XII CONCLUSION

In conclusion, the study suggests that demographic factors such as age, education, income, and occupation may impact how consumers are influenced by Instagram ads. However, consumers should also consider other factors such as product quality, price, and brand reputation before making a purchase. The study found no significant relationship between gender or marital status and purchasing behavior influenced through Instagram. Consumers should evaluate Instagram ads based on their personal interests and be cautious of potential bias. As most consumers had a neutral attitude towards Instagram advertisements, they should use them as one of many sources of information and not rely on them exclusively. Overall, consumers should approach all advertising with a critical eye and make informed decisions based on their personal preferences and needs.

References:

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