THE STUDY OF INFLUENCE OF INSTAGRAM ON CONSUMER PURCHASE INTENTION

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ABSTRACT:

The purpose of this research is to investigate the extent to which Instagram usage influences consumer purchase intention. This study aims to find various factors that influences Consumer purchase intention (i.e. Celebrity endorsements, Effect of peers, Consumer Trust, Ease of Buying, E-word of mouth etc.). From these factors, Celebrity endorsements, Effect of peers, Consumer Trust, Security and Privacy, and E-word of mouth are found to be significant. This quantitative online survey research using questionnaires delves into the impact of Instagram on consumer purchase intention among a sample of 75 Indian consumers aged 18 to 35, who self-identify as social media users. Data analyzed through Correlation, Regression, Reliability index and Anova using SPSS.

KEYWORDS: Instagram, Social Media, E-WOM, Celebrity endorsements, Effect of peers, Consumer Trust, Ease of Buying, Consumer Purchase Intention

INTRODUCTION

The rise of social media has transformed the way people communicate, socialize, and conduct business. Instagram, in particular, has emerged as a popular social networking platform that has revolutionized the way businesses interact with consumers. With over 1 billion active users worldwide, Instagram has become a powerful tool for marketers to engage with their target audience and promote their products and services. The attitude, expectations and choices that consumers make while buying a product or services is referred as consumer purchase intention. Today social media has become a major part of our lives. Through social media applications like Facebook, Instagram, Twitter etc people have been able to connect with others and share their thoughts, emotions, experiences, etc and as far as the popularity of social media apps is concerned, it was found that according to a report of Economic Times **(by Anumeha Chaturvedi and Gaurav Laghate, ETech, 2022)**, Instagram is adding 100 million users in India every month and will reach the 400 million users mark in August 2022 and this would make Instagram absolutely critical for any brand's media mix, irrespective of category (according to Amit Tripathi, MD of independent digital first agency Ideate Labs).

Also, According to **Global web Index(2020)**, 54% of social media users use social media to research products and 71% are more likely to purchase products and services based on social media referrals. As per the report, Influencers have become a key demographic for Instagram, and

Instagram has opened up its platform with shopping and other marketing tools to make business solutions more successful. Furthermore, given the deep penetration of the platform among the youth, it makes the Instagram a must have solution for brand that are in racing Digital Transformation in the region.

In support of this, there is another article from **The Financial Express(2022)**, which states that Instagram now plays a significant role in shaping consumer behaviour. Instagram have a reach of more than 1 in 4 people of the Indian consumer universe which comes upto 54.9 million people, according to a new report by INCA, group M's brand – safe influencer and content marketing solution unit with Kantar title "like, share, subscribe - The Market of Instagram" , the Report stated that about 2 out of 5 consumers follow more than 5 influencers on Social Media and the average number of influencers followed is 7.5. The report mentioned that Facebook, Instagram, and Youtube are amongst the most popular platforms preferred by Consumers to connect with Influencers.

LITERATURE REVIEW

The various online platforms (Facebook, Instagram, Twitter etc.) have now become a perfect space to create a mutual exchange of ideas and a remarkable contact point with consumers but as per S. Fashmitha, Mr. D. Shanmugavadivel (2021), found that Instagram is found to be the most used social media platform, but Rabab Murtaza (2021) and Forbes Makudza et al (2020) does not find it significant. There are certain factors that impacts the consumer purchase intention and according to Las Amin et al (2022), Neil Kenneth pais (2021), Tara Shirehpazazari (2019), Veronica jayanto et al (2021), Shubhaman Dotra, Dr Binod Sinha (2020), Ahmad Firman et al (2021) says that Trust is the most significant factor. EWOM is also considered to be an crucial factor that affect the consumer purchase decision and, Shubhaman Dotra, Dr Binod Sinha(2020), Neil Kenneth pais (2021), Elmira Djafarova, Chloe Rushworth (2016), Rabab Murtaza (2021), Anushka bedi (2020), Ahmad Firman et al(2021), Anna lee hinterstein (2020), Forbes Makudza et al (2020) considered EWOM as an significant factor supporting to which , Las Amin et al(2022) found that most users considered EWOM very effective as it makes a difference in their pre purchase stage. Whereas, delure laura (2017-18) found EWOM as a non-significant factor and according to her it does not affect the consumer's decision to purchase any product.

Few authors Stefan Zak, Maria Haspova (2020), Misshika Guptaa (2021), give weightage to Influence Marketing and Delrue Laura (2017-18) found that a picture of a post of a social influencer promoting a brand on her Instagram feed (over the same product of the brand posted by the brand itself), consumers purchase intention is also more influenced by that post but Neil Kenneth Pais (2021) find it insignificant. Ahmad Firman et al (2021), Prosper Mangoma et al (2020) also found that celebrity endorsement have a positive impact on consumer purchase decision and on the contrary, Elmira Djafarova, Chloe Rushworth (2016) found to be an insignificant factor.

There are some personal factors that includes Age, Occupation, lifestyle, Personality, Education that impacts consumer buying behaviour. According to Nikita Negi, Dr. Vanishree Pabalkar

(2020), says that Personal variable(age) and social variable (reference groups) plays the most crucial group. Significant Relationship between age of the consumers and the content which attract them the most which includes pictures, videos and textual content, Anna-Lee Heinstein (2020), found that Females are more influenced by social media as compared to males, but Tara Shirehpazazari (2019), Rabab Murtaza (2021), S. Fashmitha, Mr.D. Shanmugavadivel (2021), found no impact of Age, Gender, education, residence on the consumer purchase intention.

As per the research of Las Amin et al (2022), it is indicated that users perception of influencers does not have any impact on consumer buying behaviour but , Shubhaman Dotra, Dr Binod Sinha (2020) does not agree with it and found it to be an important factor. According to Elmira Djafarova, Chloe Rushworth (2016) and Shubhaman Dotra, Dr Binod Sinha (2020), source credibility, does not have any effect on consumer's decision to buy through online platforms, but, Yoshe Hilali Alodia et al (2020) stated that resource trustworthiness in customers is one Major role that plays in consumer's decision. As per Nikita Negi, Dr. Vanishree Pabalkar (2020), Social, culture and psychological does not have any impact on purchase intention of consumers. According to Shubhaman Dotra, Dr Binod Sinha (2020), Meaning transfer, easy to relate, more followers-more trust, perception of influencers credibility found to be significant and source attractiveness, product match-up found to be insignificant, but according to Delrue laura (2017-18), Forbes Makudza et al (2020), Veronica jayanto et al (2021), Meaning transfer and more followers-more trust are not the significant factors.

According to Dr. Mahesh V, Thanushree (2020), Attraction, clarity, needs, features and benefits are not the significant factors whereas, availability of product plays a significant role in the consumer purchase intention. According to Neil Kenneth Pais, Inconvenience of Online shopping in Instagram, privacy and percieved integrity found to be insignificant, whereas Social Influence of Peers on SNS – Instagram, Security found to be significant and according to Anushka Bedi (2020), visuals of the product, abundance found to be important and price is found to be one of the most influential factor when it comes to consumer buying behavior on Instagram whereas Perceived authenticity found to be insignificant which also matches with Dr. Amal Ben Cheikh et al(2021) research. Perceived originality and Perceive uniqueness plays a major role in consumer's decision as per Yoshe Hilali Alodia et al (2020) research.

Halo effect, Annoyance triggers, Consumer attitude, Firm generated communication, brand and most followed type of influencer are not significant factors as per Elmira Djafarova, Chloe Rushworth (2016), Rabab Murtaza (2021), delrue laura (2017-18), Forbes Makudza et al (2020), Prosper Mangoma et al(2022), Tara Shirehpazazari (2019), whereas, frequency of use of social media platforms and posts and blogs plays a significant role in consumer buying behaviour according to the research of Anna-Lee Hinterstein (2020), Prosper Mangoma et al (2022), and by Tara Shirehpazazari (2019).

RESEARCH METHODOLOGY

To better understand the impact of Instagram on consumer purchase intention, a study employed a quantitative online survey research methodology using questionnaires. This study is successfully taken out from the responses of 75 Indian consumers aged 18 to 35 years old who have access to the Internet and consider themselves to be social media users. An online survey is used to obtain a random sample of the population, with people willingly participating.

According to the Conceptual Framework of this research the following Hypothesis can be formulated:

H1: *Effect of peers has a significant impact on consumer purchase intention.*

H2: *Celebrity endorsements has a significant impact on consumer purchase intention.*

H3: *Security and Privacy has no significant impact on consumer purchase intention.*

H4: *Consumer Trust has a significant impact on consumer purchase intention.*

H5: *E-Word of Mouth has a significant impact on consumer purchase intention.*

H6: *Ease of Buying has no significant impact on consumer purchase intention.*
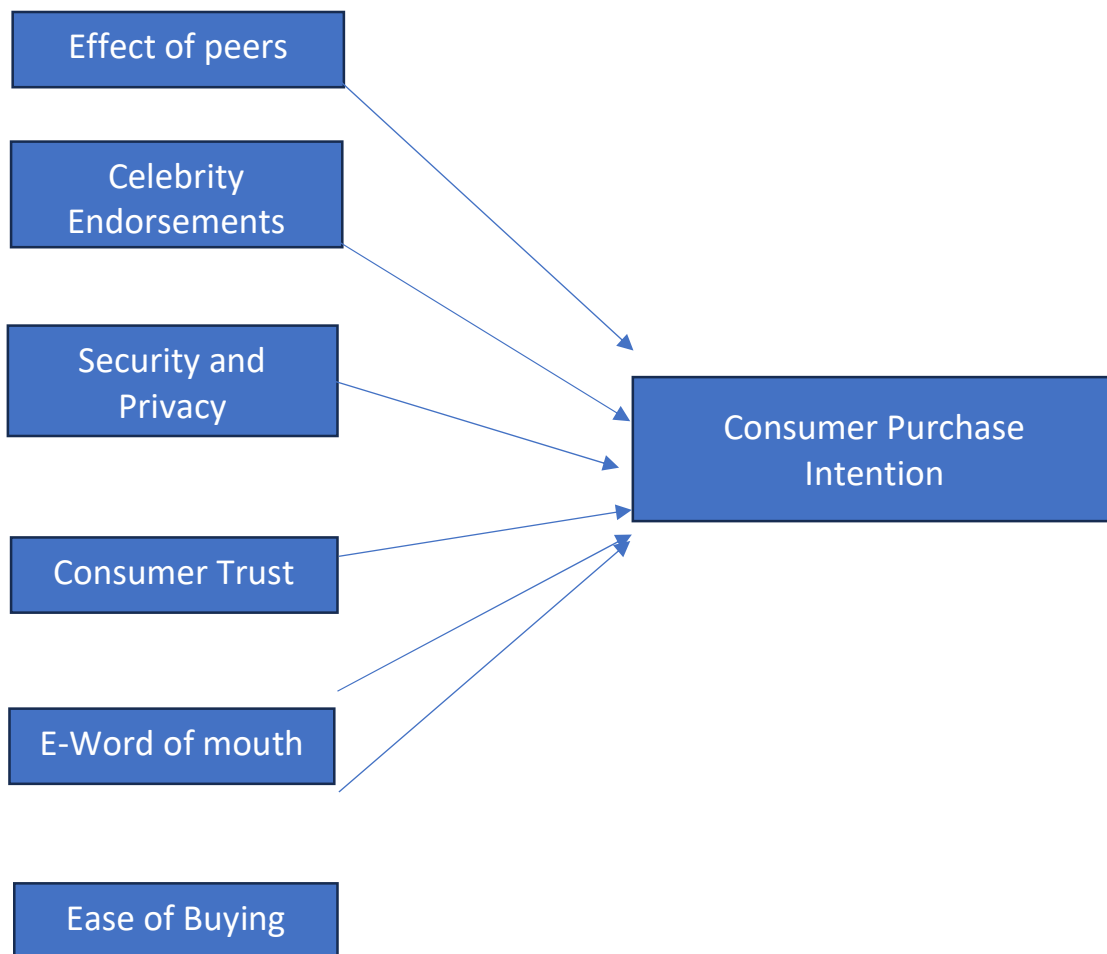
ANALYSIS AND INTERPRETATION:

For the purpose of analyzing our study, we have used IBM SPSS as a dataanalysis tool.

		CE_Mean	SP_Mean	CT_Mean	EP_Mean	EWOM_Mean	EB_Mean	Consumer Purchase Intention
Correlations								
CE_Mean	Pearson Correlation	1	-.022	.563**	.671**	.467**	.408**	.733**
	Sig. (2-tailed)		.848	.000	.000	.000	.000	.000
	N	75	75	75	75	75	75	75
SP_Mean	Pearson Correlation	-.022	1	.141	-.017	.192	.350**	-.061
	Sig. (2-tailed)	.848		.226	.886	.099	.002	.601
	N	75	75	75	75	75	75	75
CT_Mean	Pearson Correlation	.563**	.141	1	.631**	.528**	.342**	.435**
	Sig. (2-tailed)	.000	.226		.000	.000	.003	.000
	N	75	75	75	75	75	75	75
EP_Mean	Pearson Correlation	.671**	-.017	.631**	1	.487**	.339**	.650**
	Sig. (2-tailed)	.000	.886	.000		.000	.003	.000
	N	75	75	75	75	75	75	75
EWOM_Mean	Pearson Correlation	.467**	.192	.528**	.487**	1	.516**	.462**
	Sig. (2-tailed)	.000	.099	.000	.000		.000	.000
	N	75	75	75	75	75	75	75
EB_Mean	Pearson Correlation	.408**	.350**	.342**	.339**	.516**	1	.207
	Sig. (2-tailed)	.000	.002	.003	.003	.000		.075
	N	75	75	75	75	75	75	75
Consumer Purchase Intention	Pearson Correlation	.733**	-.061	.435**	.650**	.462**	.207	1
	Sig. (2-tailed)	.000	.601	.000	.000	.000	.075	
	N	75	75	75	75	75	75	75

**. Correlation is significant at the 0.01 level (2-tailed).

Impact of Celebrity endorsement on Consumer Purchase Intention
The above table shows that the Pearson correlation should range between 0 & 1. So, since the Correlation between Celebrity Endorsement and Consumer purchase intention is 0.733, it signifies a strong relationship. This correlation is significant at 0.01 level.
Impact of Security and Privacy on Consumer Purchase Intention
The above table shows that the Pearson correlation should range between 0 & 1. So, since the Correlation between Security and Privacy and Consumer purchase intention is -0.61, it signifies there is no relation between the two. This correlation is significant at 0.01 level.
 Impact of Consumer Trust on Consumer Purchase Intention

The above table shows that the Pearson correlation should range between 0 & 1. So, since the Correlation between Celebrity Trust and Consumer purchase intention is 0.435, it signifies positive relation. This correlation is significant at 0.01 level.

Impact Effects of Peers on Consumer Purchase Intention

The above table shows that the Pearson correlation should range between 0 & 1. So, since the Correlation between the Effects of Peers and Consumer purchase intention is 0.650, it signifies strong relation. This correlation is significant at 0.01 level.

Impact of Electronic Word of Mouth on Consumer Purchase Intention

The above table shows that the Pearson correlation should range between 0 & 1. So, since the Correlation between Electronic Word of Mouth and Consumer purchase intention is 0.462, it signifies positive relation. This correlation is significant at 0.01 level.

Impact of Ease of buying on Consumer Purchase Intention

The above table shows that the Pearson correlation should range between 0 & 1. So, since the Correlation between Ease of Buying and Consumer purchase intention is 0.207, it signifies weak relation. This correlation is significant at 0.01 level.

Regression Analysis:

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.791[a]	.626	.593	.73728	.626	18.984	6	68	.000	2.171

a. Predictors: (Constant), EB_Mean, EP_Mean, SP_Mean, EWOM_Mean, CT_Mean, CE_Mean

b. Dependent Variable: Consumer Purchase Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.917	6	10.319	18.984	.000[b]
	Residual	36.963	68	.544		
	Total	98.880	74			

a. Dependent Variable: Consumer Purchase Intention

b. Predictors: (Constant), EB_Mean, EP_Mean, SP_Mean, EWOM_Mean, CT_Mean, CE_Mean

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.513	.666		.770	.444		
	CE_Mean	.668	.123	.585	5.435	.000	.475	2.107
	SP_Mean	.010	.157	.005	.065	.949	.815	1.227
	EP_Mean	.432	.158	.305	2.734	.008	.441	2.266
	CT_Mean	-.180	.143	-.131	-1.259	.212	.507	1.972
	EWOM_Mean	.349	.161	.213	2.165	.034	.570	1.754
	EB_Mean	-.405	.189	-.202	-2.142	.036	.617	1.620

a. Dependent Variable: Consumer Purchase Intention

The Model Summary shows that 59.3% of the variation in the Dependent Variable is caused by the Independent Variables considered in this model.

The ANOVA table shows that significance value is 0.00 which is less than 0.05 and hence the model is significant.

When the Coefficient table was diagnosed it is found that Celebrity Endorsement, the Effect of Peers, Electronic word of mouth, and Ease of Buying are found to be significant and others are found not significant.

Reliability Analysis

Celebrity Endorsement

Reliability Statistics	
Cronbach's Alpha	N of Items
.863	4

Security and Privacy

Reliability Statistics	
Cronbach's Alpha	N of Items
.155	4

Consumer Trust

Reliability Statistics	
Cronbach's Alpha	N of Items
.835	4

Effect of Peers

Reliability Statistics	
Cronbach's Alpha	N of Items
.756	4

Electronic Word of Mouth

Reliability Statistics	
Cronbach's Alpha	N of Items
.785	6

Ease of Buying

Reliability Statistics	
Cronbach's Alpha	N of Items
.334	4

All independent and dependent Variable

Reliability Statistics	
Cronbach's Alpha	N of Items
.818	7

The Cronbach alpha of 4 items in Celebrity Endorsement is 0.863, which is more toward 1. Hence it shows that the items are predicting Celebrity Endorsement.

The Cronbach alpha of 4 items in Security and Privacy is 0.155, which is far from 1. Hence it shows that the items are not predicting Security and Privacy.

The Cronbach alpha of 4 items in Consumer Trust is 0.835, which is more toward 1. Hence it shows that the items are predicting Consumer Trust.

The Cronbach alpha of 4 items in Effect of Peers is 0.756, which is more toward 1. Hence it shows that the items are predicting the Effect of Peers.

The Cronbach alpha of 6 items in Electronic Word of Mouth is 0.785, which is more toward 1. Hence it shows that the items are predicting Electronic word of mouth.

The Cronbach alpha of 4 items in Ease of buying is 0.334, which is far from 1. Hence it shows that the items are not predicting Ease of Buying.

The Cronbach alpha of 7 items in the mean of all the variables is 0.818, which is more toward 1. Hence it shows that the items are predicting the model.

Reliability Analysis

S.No.	Parameter	Cronbach's Alpha	No. of Items
1	Celebrity Endorsement	0.863	4
2	Security & Privacy	0.155	4
3	Consumer Trust	0.835	4
4	Effect of Peers	0.756	4
5	Electronic Word of Mouth	0.785	6
6	Ease of Buying	0.334	4
7	All the Variable	0.818	7

The table of Reliability Analysis shows whether the items are predicting the model or not. The value of Cronbach's Alpha is more toward 1, the model is significant. According to the above table, Items in Celebrity Endorsement, Consumer Trust, Effect of Peers, Electronic Word of Mouth, and All the variables together are more toward 1, which signifies they are predicting the model and model is significant.

CONCLUSION

Instagram has a significant impact on consumer purchase decisions. With over one billion active users, Instagram has become a popular platform for businesses to promote their products and services to a large and diverse audience. Instagram's visual nature makes it an ideal platform for showcasing products and their features, benefits, and use cases. By using influencers and social proof in the form of customer reviews and ratings, Instagram helps build trust and credibility for brands and products.

Moreover, Instagram provides a convenient and frictionless shopping experience for consumers by integrating shopping features directly into the app. Consumers can browse, discover, and purchase products without leaving the app, which can improve conversion rates and drive sales. Ahmad Firman et al (2021), Anna lee hinterstein (2020), Forbes Makudza et al (2020) considered EWOM as an significant factor supporting to which, Las Amin et al(2022) found that most users considered EWOM very effective as it makes a difference in their pre purchase stage. According to our research also, EWOM found to be an important factor which affects consumer purchase decision. Few authors Stefan Zak, Maria Haspova (2020), Misshika Guptaa (2021), give weightage to Influence Marketing and Delrue Laura (2017-18) found that a picture of a post of a social influencer promoting a brand on her Instagram feed (over the same product of the brand posted by the brand itself), consumers purchase intention is also more influenced by that post but Neil Kenneth Pais (2021) find it insignificant, Our research founds Celebrity Endorsement is also important.

According to Neil Kenneth Pais, Inconvenience of Online shopping in Instagram, privacy and percieved integrity found to be insignificant but according to our research, Ease of buying is also considered to be an important factor which affects consumer purchase decision. it is found that

Celebrity Endorsement, the Effect of Peers, Electronic word of mouth, and Ease of Buying are found to be significant and others are found not significant.

In summary, Instagram's impact on consumer purchase decisions is undeniable. It has become an essential marketing tool for businesses to reach and engage with their target audience and convert them into loyal customers.

QUESTIONNAIRE

Name

Age
18 to 23 years old
24 to 29 years old
30 to 35 years old

Gender
Male
Female
Others

What is your current work status*
Pursuing education
Employed Full-time
Employed Part-time
Seeking Opportunities
None of these

Celebrity Endorsement

I follow Celebrities to discover new products in the market.*
1 Strongly Disagree
2 Disagree
3 Neutral
4 Agree
5 Strongly Agree

I make purchase decisions based on recommendation from celebrities.*
1 Strongly Disagree
2 Disagree
3 Neutral
4 Agree

5 Strongly Agree

I actively seek out reviews from celebrities before making a purchase decision.*
1 Strongly Disagree
2 Disagree
3 Neutral
4 Agree
5 Strongly Agree

If my favourite Celebrity recommends a product, I am more likely to try it.*
1 Strongly Disagree
2 Disagree
3 Neutral
4 Agree
5 Strongly Agree

Security and Privacy

I feel safe and secure while shopping through Instagram*
1 Strongly Disagree
2 Disagree
3 Neutral
4 Agree
5 Strongly Agree

I think Instagram shares my personal information to other companies.*
1 Strongly Disagree
2 Disagree
3 Neutral
4 Agree
5 Strongly Agree

I think Instagram tracks my shopping habits, purchases etc.*
1 Strongly Disagree
2 Disagree
3 Neutral
4 Agree
5 Strongly Agree

I like to shop online from a verified Instagram vendor.*

1 Strongly Disagree
2 Disagree
3 Neutral
4 Agree
5 Strongly Agree

Consumer Trust

I feel shopping on Instagram is trustworthy.*
1 Strongly Disagree
2 Disagree
3 Neutral
4 Agree
5 Strongly Agree

I believe that the information of the product on Instagram is not misleading.*
1 Strongly Disagree
2 Disagree
3 Neutral
4 Agree
5 Strongly Agree

I trust Instagram vendors keep customers the best interest in mind.*
1 Strongly Disagree
2 Disagree
3 Neutral
4 Agree
5 Strongly Agree

I think that Instagram vendors will not do anything to take advantage of its customers.*
1 Strongly Disagree
2 Disagree
3 Neutral
4 Agree
5 Strongly Agree
Effects of peers

People who influence my behaviour think I should use Instagram for shopping.*
1 Strongly Disagree

2 Disagree

3 Neutral

4 Agree

5 Strongly Agree

Since my peers use Instagram for shopping, I also think that Instagram is a good platform for shopping.*

1 Strongly Disagree

2 Disagree

3 Neutral

4 Agree

5 Strongly Agree

In general, my peers support the use of Instagram for shopping.*

1 Strongly Disagree

2 Disagree

3 Neutral

4 Agree

5 Strongly Agree

I feel retail establishment should support the use of Instagram for shopping.*

1 Strongly Disagree

2 Disagree

3 Neutral

4 Agree

5 Strongly Agree

Electronic Word of Mouth

I always look for reviews of a product on Instagram before buying it.*

1 Strongly Disagree

2 Disagree

3 Neutral

4 Agree

5 Strongly Agree

I understand the product better after receiving relevant information about the product on Instagram.*

1 Strongly Disagree

2 Disagree

3 Neutral

4 Agree

5 Strongly Agree

If given a choice between two products, one recommended by my contacts on Instagram and the other not, i would always select the recommended product.*

1 Strongly Disagree

2 Disagree

3 Neutral

4 Agree

5 Strongly Agree

I am likely to recommend a product to others, after receiving relevant comments about it from my contacts through Instagram.*

1 Strongly Disagree

2 Disagree

3 Neutral

4 Agree

5 Strongly Agree

On Instagram, i tend to pass along my product-related opinions to my contacts.*

1 Strongly Disagree

2 Disagree

3 Neutral

4 Agree

5 Strongly Agree

If I am purchasing a new product, i always purchase the same brand as my contacts on Instagram.*

1 Strongly Disagree

2 Disagree

3 Neutral

4 Agree

5 Strongly Agree

Easy of buying

I feel prices charged by Instagram vendors are very competitive.*

  1 Strongly Disagree

2 Disagree

3 Neutral

4 Agree

5 Strongly Agree

I feel there is a reasonable description of a product given on Instagram.*

1 Strongly Disagree

2 Disagree

3 Neutral

4 Agree

5 Strongly Agree

I believe that there are enough options of delivery of products available on Instagram. (UPI, COD, Net banking, e-wallets)*

1 Strongly Disagree

2 Disagree

3 Neutral

4 Agree

5 Strongly Agree

I think that compared to other platforms, Instagram takes the longest to deliver products.*

1 Strongly Disagree

2 Disagree

3 Neutral

4 Agree

5 Strongly Agree

Consumer Purchase Intention

I think that Instagram impacts my purchase decision.*

1 Strongly Disagree

2 Disagree

3 Neutral

4 Agree

 5 Strongly Agree

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