

A STUDY ON INSTAGRAM INFLUENCERS' BRAND PROMOTION AND ITS IMPACT ON USERS' PURCHASE INTENTION

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Abstract

Era of escalating technologies emancipate individual to articulate genuine views and experiences via digital media. It is the most happening entertainment platform ensuring articulate peer negotiation of views and experiences. Social media not only serves as a communication tool but serves as a platform connecting proficient business and its consumers'. Social media eminently provokes interest among users' eligibly kindling their purchase attitude on viewed content. Instagram is a feasible social network platform that allows users to not only connect with their interests but to start a business account free of cost to make promotions for their brands. Instagram exhibits abrupt evidence on brand promotions made from either business accounts or private profiles followed by users. The study is descriptive in nature. A cross sectional study is undertaken with a sample size of 203 Instagram users selected through snowball sampling method. The questionnaire was sent through Google forms to the sample which consisted of 14 questions to identify the impact of Instagram influencers' promotional videos on users purchase intentions. Several statistical tests such as Factor analysis, t-test, Regression and Cluster analysis were performed to answer the research questions. This study is an attempt to identify the impact created by Instagrammers' brand promotions on viewers' purchase intentions. Findings of the study indicate that among various other factors, time spent in Instagram induces purchase intention within users'.

Keywords: *Social media, digital, innovation, Brand Promotion, Instagram, Purchase Intention, online advertisements.*

INTRODUCTION

Era of technological advancements vitally infuses ease on every individual life universally. Social media is the most trending platform binding generations together under single roof. Social media embraces active participation of every individual in the digital platform. Unlike the intricacies that were involved in accessing internet connection before two decades, technological escalations complimenting eloquent internet connection since a decade is magnificent contributing numerous mobile apps control individual activities predominantly. Universe dominated by social media extends an exuberant opportunity to businesses desperately seeking customer cluster following the brand. Social media undoubtedly paves way for triumph of all business dealing

maneuvered in its platform. Social media connects people of similar interests and coins them under community, such community members elaborately share their personal experiences and views related to various aspects. Businesses exploring online consumer interest target communities to capture instant identity and remarkable recommendations. Every individual register active participation in some social media and one such trending platform is Instagram which has conquered billion plus users with its entertainment efficiency. Instagram users actively edit and upload photos, videos, follow and share their favorites indicating personal interest and involvement in the social media through mobile apps. Instagram is the most happening platform engaging enthusiastic users with numerous content related to individual interest. Users create personal profile posting photos and videos that are followed by many consisting of friends and kin. Some posts highly influence others that they regularly follow their favorite Instagram influencer. Such Instagram influencers having numerous followers post several brand videos that eligibly captures followers. Instagram efficiently creates room for much business ensuring sustainable development with the target consumer cluster. Instagrammers post videos and photos out of personal interest that earns numerous likes and shares kindling viewers to follow such influencers. Instagram is a leisure refresher eligibly hooking its users with myriad entertainment experiences. Companies are utilizing Instagram influencers to reach target audience with their brands. Brand promotions are made by Instagram influencers having loyal follower cluster serves as a potential source for companies. Constantly following their favorite Instagrammers, creates a positive impression within the viewer about the viewed brand. With the escalated mobile usage culture conquering viewers at the vulnerable at anytime is efficiently possible. Instagram influencers needn't essentially be celebrities as any layman with the capacity to attract crowd behind them have proved their efficiency in this plinth. Instagram influencers' promotions can either be paid or promoted out of self interest but eminently attracts their follower cluster. Instagram users keenly following favorite Instagrammer share their posts and videos exhibiting their interest towards influencer and inviting their peers to visit their favorite influencer's page. This kindles individual interest with the promotions directing them to acquire the observed brand.

Review of Literature

Internet has become the universal trend contributing various chances thereby facilitating various features in day-to-day life and has become inevitable part of various business (Widjojo Suprpto et.al., 2020). Universal recognitions and affiliations are enabled by active participations in social media arena. Social media not only serves the purpose of connecting individual of similar interest also builds space for establishing business in unexplored areas. Social media enormously provides space for marketing the product and identifying their prospective customers intelligently. Endorsement contributes vital role in accomplishing company's reputation and business objectives. Influencers in social media distinctively connect with their followers by normally updating them with recent data (Xin Jean Lim et. al., 2017). Social media influencers eligibly attract mob with their efficient marketing tactics than any other marketing strategies and is the most expenditure proficient and effective style of marketing (Xin Jean Lim et. al., 2017).

Advertisers utilize Instagram as a platform to advertise their brand with detailed demonstration to the universe. All brand related details are constantly visible through business profile in Instagram pages presented for endorsement purpose (Ishita Dongre, 2020). Internet serves as an efficient means in attracting consumers by enabling them with various websites providing detailed product information to assist them in finalizing buying process (Widjojo Suprpto et.al., 2020). Current scenario forces business to develop bonding with consumers, enlarge trade and construct a sturdy brand (Tsetsegsaikhan Jaraglsaikhan et. al., 2016). Internet has paved way to build virtual interactive relationships enabling users to swap trustworthy and wealthy information whenever required. Instagram users with several followers on experience to inspire their cluster of followers become influencers of several brands either out of self- interest or for remuneration. Instagram influencers also called as micro- celebrities are common people using social media to create followers other than their friends and kin using it as source of celebrity (Tsetsegsaikhan Jaraglsaikhan et. al., 2016). Businesses aspire to develop direct association with consumers in their everyday life activities by engaging with the influencers and this enables erecting genuine bond with intended group of consumers. Consumer socialization is based on the assumption that a person gain their mannerisms and performance paradigm fractionally based on the social communication stricture and their knowledge (Narges Delafrooz, 2019). Instagram is vital advertising instrument in public network appraised for its benefits and traits. Universally renowned brands utilize this network in their marketing programs. Prospective impact of digital word- of- mouth enlarges business with consumer socialization in social media platform (Narges Delafrooz, 2019). Social media sets the new trend of social commerce that influences the augmented interactions among consumers assisting shopping procedures (Ivan Ventre et. al., 2021). Escalated growth of social media has reconstructed the facet of internet as it provides community interactions easing the decisions on purchase. Businesses make huge investment in various social media functions to monitor the worth of consumers' social interaction in digital platform. Such community interactions enable increased digital word- of- mouth in Instagram platform as brands hunt for novel ways to build lasting relationship with their consumers (Narges Delafrooz, 2019). Online buying activities highly depend on peer group suggestions as word- of- mouth has intermediary function in the bond between advertising and client faithfulness. Social media influencers are more realistic, reliable and informative compared to promotions made by celebrity as social media influencers' amicability helps businesses to build relationship with youth (Xin Jean Lim et. al., 2017). It develops pervasive bonding between business and consumers enabling negotiators realize the importance of internet based business dealings. Instagram serves as community platform promoting businesses online and to analyze the target cluster for the brand. Among all available web based applications, Instagram plays vital role widely through mobile phones as an application. Instagram influencers with numerous followers are scrutinized as sociable mostly for their renowned image (Ishita Dongre, 2020). Influencers' efficiently deliver brand message through videos and eradicate related miscellaneous doubt eloquently thereby eminently creating an impression in viewers' mind about the brand. Brands promoted by their favorite influencer gains attention creating an impact on their purchase attitude. With the help of

Influencers' companies deliver brand information to target audience through communicative media.

Research Gap

Instagram has substantially escalated business turnovers across the globe. Performing business activities on social media platform is least challenging task until the right target cluster is identified and converting the same as loyal customer. Instagram influencers' have elegantly conquered their followers with unique presentation styles and eligibly promote numerous brands. Promotions made by Instagram influencers' implant deep rooted desires within viewers' to acquire the viewed brands. Though several studies have identified various aspects related to social media, this study is an attempt to identify the impact of brand promotions made by Instagrammers' and related purchase intentions of Instagram users'.

Objective of the Study

Instagram is the trending platform improvising business dealings eloquently. Instagram followers highly impressed by their favorite instagrammers' tend to follow the brands introduced by them. Identifying the impact created by such Instagrammers' brand promotions on their followers' purchase intentions of viewed brands contributes the objective of the study.

Research Methodology

A Descriptive research with cross- sectional analysis was chosen for the study. Using snow-ball sampling technique a sample of 203 respondents was identified. A structured interview schedule was prepared with five basic demographic details followed by six statements to identify respondents' behavior in Instagram and one statement listing the factors influencing purchase decision on viewing promotion videos in Instagram. The analysis of the data was performed through Factor analysis ,t- test, cluster analysis and Regression.

Factor Analysis

Table 1.1:-Validity test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.930
Bartlett's Test of Sphericity (Approx, Chi-Square)	.000

Source: Computed from Primary Data

Bartlett's Test of Sphericity indicates the suitability of the variables for performing the factor analysis. Small values less than 0.05 indicates that a factor analysis may be useful for the data. Bartlett's test indicates a significance level of 0.000which defines the suitability of the data for analysis. Kaiser- Meyer –Olkin Measure of Sampling Adequacy is an index used to examine the appropriateness of factor analysis. Higher value (0.930) of KMO indicates the sample is adequate to explain the correlation between the pairs of variable with other variables.

Table 1.2:-Communalities

Variables	Extraction values
Repetitive views	.764
Brand Equity	.724
Value Consciousness	.673
Influencers' Eloquency	.667
Perceived Expertise	.643
Relevancy	.621
Influencers' Distinctiveness	.608
Influencers' Credibility	.587
Peer group shared posts	.582
Message Credibility	.578
Entertainment value	.531
Brand Credibility	.519

Extraction Method: Principal Component Analysis

Communalities is an amount of variance a variable shares with all other variables to identify the dimensions and common variance is of interest. Variables with higher extraction values show higher association with other variables. Variable such as Repetitive views, Brand equity, Value consciousness, Influencers; eloquency, Perceived expertise, Relevancy and Influencers' Distinctiveness show higher variance with other variables which reflects that they can be easily associated with a common factor. Variables such as Influencers' credibility, Peer groups shared posts, Message credibility, Entertainment value and Brand credibility show very low extraction value which show low correlation value.

Table 1.3: Percentage of Variance

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.568	54.734	54.734	6.568	54.734	54.734	4.050	33.748	33.748
2	.929	7.742	62.476	.929	7.742	62.476	3.447	28.729	62.476
3	.740	6.165	68.641						
4	.645	5.371	74.012						

5	.52 4	4.364	78.375						
6	.49 1	4.093	82.468						
7	.45 2	3.766	86.234						
8	.43 2	3.604	89.838						
9	.35 1	2.922	92.759						
10	.32 3	2.690	95.449						
11	.31 4	2.613	98.062						
12	.23 3	1.938	100.00 0						

Extraction Method: Principal Component Analysis.

This table shows the actual factors that were extracted. The Factors are extractable from the analysis along with their eigen values, the percent of variance attributable to each factor, and the cumulative variance of the factor and the previous factors. It infers that out of 12 variables it reduced to two factors contributing 62.476 percent of the total variance.

Table 1.4: Rotated Component Matrix
Rotated Component Matrix

	Component	
	1	2
Brand Equity	0.82	
Value Consciousness	0.81	
Message Credibility	0.66	
Influencers' Eloquency	0.66	
Brand Credibility	0.63	
Entertainment value	0.63	
Influencer Credibility	0.62	
Repetitive views		0.87
Relevancy		0.7
Perceived Expertise		0.69
Peer group shared posts		0.65
Influencers' Distinctiveness		0.61

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

The rotated factor matrix makes it simple for taking decision. Using principal components method and varimax rotation, twelve variables has been reduced to two factors having eigen values greater than 1.0. For the purpose of interpretation, each factor was composed of variables that loaded 0.50 or greater on that factor. According to the loading Factor 1 has profound association with seven variables and Factor 2 has affiliation with five variables.

Factor	Factor Interpretation (%) of Variance Explained	Loading	Variables included in the Factor
F1	Source Credibility	.815	Brand Equity
		.807	Value Consciousness
		.659	Message Credibility
		.656	Influencers' Eloquency
		.627	Brand Credibility
		.626	Entertainment value
		.619	Influencer Credibility
F2	Product Match- up	.867	Repetitive views
		.703	Relevancy
		.693	Perceived Expertise
		.653	Peer groups shared posts
		.605	Influencers' Distinctiveness

The table lists the factors which were extracted. The factors are identified with the variables having the highest loading under each factor. According to the similarities of the group factors, factors are labeled as:

F1: Source Credibility portrays the brand equity, value consciousness, message credibility, influencers' eloquency, brand credibility and entertainment value that serve as base influencing purchase decisions of promotional content viewed in Instagram videos.

F2: Product match-up involves repetitive views, relevancy, perceived expertise, peer group shared posts and influencers distinctiveness providing a clear influential match-up that induces the purchase decisions by coinciding with the viewers needs.

t- test

Null Hypothesis: There is no difference in the gender of influencer followed and interest in watching Product Promotion videos.

Alternate Hypothesis: There is difference in the gender of influencer followed and interest in watching Product Promotion videos.

Table 2.1
Group Statistics

Gender of Influencer followed	N	Mean	Std. Deviation
Interest shown in watching Product Promotion videos	28	1.32	.476
Never	175	1.53	.501
Always			

Source: Computed from Primary Data

Table 2.2
Independent Sample Test

		Levene's Test for Equality of Variances		t test for Equality of Means		
		F	Sig	T	Df	Sig.(2-tailed)
Interest shown in watching Product Promotion videos assumed	Equal	21.158	.000	-2.018	201	.045
	Equal variances not assumed			-2.095	37.247	.043

Source: Computed from Primary Data

Interpretation: The group statistics gives the mean interest of respondents never exhibiting interest in watching Product Promotion videos interest indicating that there is no influencer gender differentiation in watching product promotion videos 1.32 with a standard deviation of .476 and for respondents always exhibiting interest in watching product promotion videos the mean interest is 1.53 with a standard deviation of .501 indicating their influencer gender preference. Independent sample test gives the t- value degrees of freedom, significance level and 95% confidence interval for the mean. The t value is -2.018 for 203(28+175) degrees of freedom is significant as the significance value for 2-tailed test is .045 which is lesser than .05.

Since the significance value $.000 < .05$ we cannot assume equal variances. Therefore, we do not accept null hypothesis. It can be concluded that there is difference in the gender of influencer followed and interest in watching Product Promotion videos.

t- test

Null Hypothesis: There is no difference in the time spent in Instagram and Promotional content impact on Purchase attitude.

Alternate Hypothesis: There is difference in the time spent in Instagram and Promotional content impact on Purchase attitude.

Table 3.1
Group Statistics

Time spent in	N	Mean	Std. Deviation
Instagram			
Influencers' Promotional content impact on Purchase Attitude			
Never	107	1.49	.502
Always	96	1.66	.477

Source: Computed from Primary Data

Table 3.2
Independent Sample Test

		Levene's Test for Equality of Variances		t test for Equality of Means		
		F	Sig	T	Df	Sig.(2-tailed)
Influencers' Promotional content impact on Purchase Attitude	Equal variances assumed	11.171	.001	-2.469	201	.014
	Equal variances not assumed			-2.475	200.312	.014

Source: Computed from Primary Data

Interpretation: The group statistics gives the mean impact of respondents never influenced the purchase intention by the Influencers' Promotional content videos with regard to the time spent in Instagram per day 1.49 with a standard deviation of .502 and for respondents always impacted by purchase decisions on viewing influencers' promotional content in accordance with time spent is 1.66 with a standard deviation of .477. Independent sample test gives the t- value degrees of freedom, significance level and 95% confidence interval for the mean. The t value is -2.469 for 203(107+96) degrees of freedom is significant as the significance value for 2-tailed test is .014 which is lesser than .05.

Since the significance value $.000 < .05$ we cannot assume equal variances. Therefore, we do not accept null hypothesis. It can be concluded that there is significant difference in Instagram influencers' promotional content impact on purchase attitude based on the time spent in Instagram.

t- test

Null Hypothesis: There is no difference in the preferred influencer gender and Promotional content impact on Purchase attitude.

Alternate Hypothesis: There is difference in the preferred influencer gender and Promotional content impact on Purchase attitude.

Table 4.1

Group Statistics

	N	Mean	Std. Deviation

gender	Preferred Influencer			
Influencers' Promotional content impact on Purchase Attitude				
Never	28	1.64	.488	
Always	175	1.55	.498	

Source: Computed from Primary Data

Table 4.2
Independent Sample Test

		Levene's Test for Equality of Variances		t test for Equality of Means		
		F	Sig	T	Df	Sig.(2-tailed)
Influencers' Promotional content impact on Purchase Attitude	Equal variances assumed	5.720	.018	.875	201	.382
	Equal variances not assumed			.889	36.611	.380

Source: Computed from Primary Data

Interpretation: The group statistics gives the mean impact of respondents never influenced the purchase intention by the Influencers' Promotional content videos with regard to the preferred Instagram influencer gender 1.64 with a standard deviation of .488 and for respondents always impacted by purchase decisions on viewing influencers' promotional content in accordance with preferred influencer gender is 1.55 with a standard deviation of .498. Independent sample test gives the t- value degrees of freedom, significance level and 95% confidence interval for the mean. The t value is 5.720 for 203(28+175) degrees of freedom is significant as the significance value for 2-tailed test is .382 which is greater than .05.

Since the significance value $.018 < .05$ we cannot assume equal variances. Therefore, we accept null hypothesis. It can be concluded that there no is significant difference in preferred influencer gender and the influencers' promotional content impact on purchase attitude.

Cluster Analysis

Table 5.1

Source: Computed from primary data

Ward Method	Brand Credibility	Influencer Credibility	Message Credibility	Entertainment value	Brand Equity	Value Consciousness	Influencers' Eloquency	Influencers' Distintiveness	Peer group shared posts	Repetitive views	Relevancy	Perceived Expertise
1	3.54	2.09	3.54	3.23	3.15	3.89	2.93	2.81	3.81	3.81	3.84	3.68
2	3.01	3.57	3.01	3.70	3.63	3.22	3.76	3.63	2.85	2.59	2.92	2.95
3	1.96	2.91	2.04	1.98	1.93	2.20	1.94	1.98	2.22	2.28	2.28	2.11
Total	2.90	2.90	2.92	3.04	2.98	3.16	2.93	2.85	2.98	2.89	3.03	2.96

The mean values for factors impacting purchase attitude on viewing influencers' promotional content in Instagram are displayed with regard to each ward. Based on the mean values of the variables they are grouped into clusters. The mean values which tend to be the highest falls under the particular ward. Likewise the clusters are formed with the agglomerated highest mean values. Taking into consideration the features of the variables which fall under each group they are titled according to their quality.

Table 5.2

Cluster 1 (82)	Cluster 2 (121)
<p>Astute Invigilators</p> <ul style="list-style-type: none"> ❖ Brand Credibility ❖ Message Credibility ❖ Value Consciousness ❖ Peer group shared posts ❖ Repetitive views ❖ Relevancy ❖ Perceived Expertise 	<p>Loyal followers</p> <ul style="list-style-type: none"> ❖ Influencers' Credibility ❖ Entertainment value ❖ Brand Equity ❖ Influencers' Eloquency ❖ Influencers' Distinctiveness

Through Cluster analysis the researcher has identified two cluster of respondents named as **Astute Invigilators and Loyal followers**. Astute Invigilators eminently consider various factors

influencing purchase decisions related to the product promotion videos viewed in Instagram. They scrutinize diverse aspects related with product promotions like brand credibility, message credibility, value consciousness, peer group shared posts, repetitive views, relevancy and perceived expertise. The next cluster comprises of respondents titled as Loyal followers profoundly adhere to their favorite influencers' vigilantly examining influencers' credibility, entertainment value, brand equity, influencers' eloquency and influencers' distinctiveness attesting their influence on purchase decision.

Table 5.3

Astute Invigilators		Loyal Followers	
Age group 34	25 -	24	15 -
Qualification	UG	School	UG
Occupation Employed		Student	
Instagram Influencers' followed 5	below	Above 5	
Preferred Product videos Personal care		Gadgets	Accessories,

Astute invigilators comprise respondents belonging to 25- 34 years of age group ,employed with the qualification of under graduation and prefer to watch Personal care product videos of not more than five influencers' in Instagram indicating their influence level and induced purchase intention. Loyal followers comprise respondents belonging to 15- 24 years of age group encompassing school and UG students. They follow more than five influencers and prefer accessories and gadgets promotion videos signifying their influence level and kindled purchase intention.

Regression

Table 6.1 **Descriptive Statistics**

	Mean	Std. Deviation	N
Promotional content impact on Purchase attitude	2.48	.987	203
Time spent in Instagram	1.47	.500	203

Interest shown in watching Product Promotion videos	2.46	1.030	203
Peer group shared posts	2.98	.939	203

Table 6.2
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin – Watson
1	.439	.192	.180	.893	1.700

- a. Predictors: (Constant), Peer group shared posts, Time spent in Instagram, Interest shown in watching Product Promotion videos
- b. Dependent Variable: Promotional content impact on purchase attitude

Table 6.3
ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	37.829	3	12.610	15.796	.000
Residual	158.860	199	.798		
Total	196.690	202			

- a. Dependent Variable: Promotional content impact on purchase attitude
- b. Predictors: (Constant), Peer group shared posts, Time spent in Instagram, Interest shown in watching Product Promotion videos

ANOVA table reveals the significance value $0.000 < 0.005$ indicating that independent variables Time spent in Instagram, Interest shown in watching Promotional videos and Peer group shared posts have impact on dependent variable Promotional content impact on purchase attitude to the extent of 19.2 percent as reflected by the R Square value.

Table 6.4
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	.569	.290		1.960	.051		
Time spent in Instagram	.403	.126	.204	3.194	.002	.992	1.008

Interest shown in watching Product Promotion videos	.193	.063	.201	3.042	.003	.928	1.077
Peer group shared posts	.284	.069	.270	4.103	.000	.935	1.070

Dependent Variable: Promotional content impact on purchase attitude

Table 6.5

Residual Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted value	1.45	3.47	2.48	.433	203
Residual	-2.373	2.195	.000	.887	203
Std. Predicted value	-2.390	2.292	.000	1.000	203
Std. Residual	-2.656	2.457	.000	.993	203

Dependent Variable: Promotional content impact on purchase attitude

Interpretation:

In the model summary the R square value is .192 is a multiple correlation coefficient. The coefficient gives the value needed to formulate regression equation. The value under column B against constant is the A value in the regression equation and the values against Time spent in Instagram (.403), interest shown in watching Product Promotion videos (.193) and peer group shared posts (.284) define the slope of regression lines and are the values of b1, b2 and b3 in the regression equation. Hence the multiple regression equation is formulated as

$$\text{Impact on Purchase attitude (Yj)} = 0.569 + 0.403 (\text{Time spent in Instagram}) + 0.193 (\text{Interest shown in watching Promotion videos}) + 0.284 (\text{Peer group shared posts})$$

There is positive linear relationship between the variables: Time spent in Instagram, interest shown in watching promotion videos, peer group shared posts and the Influencers promotional content impacting purchase attitude. The order in which independent variables affect the dependent variable signifies that Time spent in Instagram has more impact on purchase attitude followed by peer group shared posts and interest shown in watching Promotional videos.

Beta values for all three independent variables are significant thereby indicating time spent in Instagram has slightly higher impact on purchase attitude than the other two variables: Time spent in Instagram and Interest shown in watching Promotional videos.

Inference

The results indicate that factor analysis was performed on twelve attributes of factors influencing the purchase decision on viewing promotion videos in Instagram which were reduced to two dimensions namely Source Credibility and Product Match-up. t-test 1 reveal that the gender of influencer followed reflects significantly on the interest shown in watching product promotion videos. t-test 2 indicates that the Insatgram influencers' promotional content impact on purchase attitude significantly differs in accordance with the time spent in Instagram. t-test 3 signifies that Instagram influencers' content in product promotion videos do not create considerable impact on respondents' purchase attitude based on their preferred influencer gender. Cluster analysis was performed to identify and cluster the respondents based on the factors that impact purchase intentions on viewing Instagram Influencers' promotional content. Respondents were segregated into two clusters as Astute invigilators and Loyal followers. Regression analysis reveal that time spent in Instagram impacts users' purchase attitude more than other independent variables on dependent variable.

Conclusion

Social media has become inevitable entertainment of mass. Apart from leisure, it serves as an eventful platform for several businesses trumpeting its endurance and eventually attracting definite consumers. Instagram is the most happening platform conquering myriad users exorbitantly and reflects global trend at free of cost. Influencers enroll brand features in videos that are preferred for purchases depending on credibility of source and appropriate need match-up. Instagram users' purchase paradigms depend on the time invested in surfing as well the gender of preferred influencer in Instagram. Instagram is one of the most happening platform that is sufficiently used by marketers to convey brand information.

Scope for further research:

The study was concentrated on the Instagram users' attitude towards brand promotions and its impact on purchase intentions. As it is an emerging trend marketing researches can be undertaken from the viewpoint of understanding viewers' perception towards brands observed in promotional videos and their post purchase response towards brands.

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