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Author(s):	Muhammad Umair Chaudhary
Affiliation:	Department of Mass Communication, Virtual University, Lahore, Pakistan

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Muhammad Umair Chaudhary[*]

Department of Mass Communication,
Virtual University, Lahore, Pakistan

Abstract

The main purpose of this research is to analyze and investigate the impact of social media application viz: Instagram as a marketing tool. Qualitative research has been used for this research study. The analysis is based on 15 prior studies which were published between 1990 to 2019 and the data from those earlier investigations as analyzed. Instagram has a far greater user engagement rate than Facebook and Twitter. Most well-known companies have an active Instagram presence and utilize it extensively in their marketing strategy. The results of the study depict that, in general, social media marketing relies heavily on Instagram. The change in consumer behavior toward online buying has compelled marketers to keep up-to-date with the market trends. And those who are utilizing social media to promote their businesses, may quickly interact with their target consumers through Instagram messages if they have any inquiries about their services.

Keywords: Social media, Instagram, Marketing

Introduction

When it comes to online marketing events, social media has become an essential tool. Individuals and businesses alike use social media to establish fan pages and find new business prospects. Social media has been the subject of several studies in the past, but only a handful have examined the consequences of social media marketing. Perceived worth and social identity are important factors in determining long-term intentions such as whether or not a person will stick with something and whether or not they'll make a repeat purchase (Chen & Lin, 2019).

An effective social media strategy includes creating and sharing compelling content, listening to and connecting with your audience,

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[*]Corresponding Author: umair.chaudhary@vu.edu.pk

evaluating the outcomes, and implementing social media marketing. Brand building, sales growth, and increased website traffic are all achieved via the usage of social media platforms such as Facebook, Twitter, and Instagram. Online communities like social media, which aim to facilitate communication between members, have now established themselves as popular venues for the promotion of brands (Hassan, 2014).

Social networking sites like Facebook and Twitter paved the way for Instagram, which debuted in 2010. Instagram has 150 million users as of January 2014 (Wally & Koshy, 2014). Not only do these social networking sites allow users to broaden their networks, but they also provide company owners with a way to connect with prospective clients. As a result, social media has an impact on marketing (Huey & Yazdanifard, 2014).

As of 2010, Instagram has jumped on the bandwagon, making it an even more effective marketing tool for businesses. Many multinational corporations have turned to Instagram as a marketing strategy due to its widespread usage as a social media platform. It is an important marketing tool that facilitates the exchange of company information. Sharing photographs and videos and leaving comments is a means for marketers to communicate with their consumers on Instagram; getting comments and likes is a way to get feedback from customers. When it comes to web design, collaboration, and community, the internet user is now front and center (Berthon et al, 2012).

Marketers are making use of the quantity of data that is now readily available via social media to get strategic insight and conduct digital marketing campaigns. The use of social media in marketing is not yet governed by any professional standards, and marketers have no way of knowing whether or not their customers are satisfied with the usage of their social media data. According to the findings of the study, consumers' perceptions of social media dangers and advantages are linked to their comfort with marketers utilizing their publicly accessible social media data. Comfort with the use of information shared publicly on social media for targeted advertising, customer interactions, and opinion mining are all examples of the concept of marketing comfort. It is clear that targeted advertising, rather than opinion mining or customer interactions, contributes to marketing comfort the most in terms of a construct's growth. The study

suggests solutions for marketers to assist and reduce customer concerns so that consumers may keep confidence in marketers' digital activities by knowing what drives consumer comfort with this developing marketing technique (Jacobson et al., 2020).

Instagram's potential as a social media marketing tool is the focus of this study. Instagram was becoming an increasingly popular phrase. Instagram is exclusively available via the Instagram app and does not provide a web-based interface. Instagram Direct, also known as Instagram Messaging, is often regarded as Instagram's most useful tool for individuals and small companies alike. Instagram has become a significant marketing tool for businesses trying to extend their presence and the exposure of their goods thanks to internet expansion, which has shifted customer-company contact online. Although Instagram offers paid advertising and sponsorship, getting started is free, and companies may build a substantial following without paying a dollar.

Keeping an active presence and posting at least once a day may help businesses reach their target audience and build awareness of their brand. Using Instagram, both big brands like Coca-Cola and Adidas and small enterprises have been able to grow their businesses efficiently. Instagram is the most popular social media platform for fashion businesses, according to a recent study. Because of its innovative design and use of digital effects, Instagram is the most popular photo-sharing software on both Android and smartphones. More than 1.843 billion people have used it thus far.

One of the most pressing issues facing students today is a rising addiction to social networking sites. Preventative measures are necessary for encouraging the safe and healthy usage of social networking platforms such as Instagram. In addition, the link between Instagram addiction, academic performance, shyness, and loneliness is examined by the researchers. The findings reveal that recognition and social requirements play a big role in Instagram addiction, but knowledge and entertainment needs play no role. In addition, the findings also show that psychological well-being modifies the link between social demands and Instagram addiction. Researchers discovered a link between Instagram addiction and poor academic performance and found that it had a good effect on feelings

of shyness and loneliness. While academic achievement improved life satisfaction, shyness and loneliness decreased it (Ponnusamy et al. 2020).

Research objective

1. To examine the function of Instagram in the marketing of social media
2. To determine what makes Instagram such an effective tool for social media marketing

Research Questions

1. How does Instagram fit in with social media marketing, as a visual-based approach?
2. What is the role of Instagram in social media marketing?

Literature Review

According to Zarrella (2009), a social networking site is a site for one to connect with people from their offline network and also people they know through an online community. Looking at the opportunities gained through social media to interact with potential customers, social networking sites have become a hot issue for marketers.

Agresta and Bough (2010) explain that social media marketing also includes understanding online consumer behavior. Print, radio, and television advertising is now replaced by social media advertising which has become an important channel of the marketing campaign. Today, people communicate via social networking websites, where peer reviews and opinions are of greater importance. Consumers are more expected to look for blog reviews and ratings and follow the likes and dislikes of their friends via Instagram, tweeter and so on. Neti (2011) portrays that many international companies acknowledge that social network marketing is a potential marketing platform.

Bashar et al. (2012) depict that at this present time, social media can make a big impact on companies in gaining great benefits. Social Media Marketing is about understanding how technology is making it easier for people to connect socially with their social networks and how your business can profit from that understanding. From their findings, we can know that social media marketing can be effective if only the companies present on the site to provide timely information needed by consumers.

Erdoğmuş and Cicek (2012) describe that, unlike the traditional marketing strategy, social network marketing requires the marketer to be more attentive to customers to build a better image and relationship with customers.

According to Jadhav et al. (2013), social network marketing is marketing involving online communities. The communities in the social networking sites are large and the gathered users often share similar interests.

Kaplan and Haenlein (2012) state that social networking sites are often used interchangeably with social media. However, social media is different because it allows participants to unite by generating personal information profiles and inviting friends and colleagues to have access to those profiles Thus, social media is the environment in which social networking takes place and has altered how consumers gather information and make buying decisions.

Bilgin (2018) analyzed social media marketing activities to see whether they have a positive impact on brand recognition, image, and loyalty. Additionally, the researcher examined the influence of brand awareness and brand image on customer loyalty. Brand image and brand loyalty are positively impacted by social media marketing activities, as well as the most visible influence on awareness. In addition, brand awareness and image have been demonstrated to have a major impact on brand loyalty. Research has shown that brand awareness has only a limited impact on the brand's perception.

Seo and Park (2018) examined the airline industry's brand equity and consumer reaction in research of social media marketing activities (SMMAs). According to the researchers, Airline SMMAs had a considerable impact on brand awareness as well as brand image, according to the findings. As a consequence, brand awareness and brand image were found to have a considerable impact on consumers' willingness to purchase products and services. As a consequence of examining the relative relevance of each SMMA component and examining the impacts of SMMAs, it is anticipated that the findings of this research will serve as foundational evidence for airline SMMA plans.

Tafesse and Wien (2018) studied how companies use social media as part of their marketing strategy in their research project. Accordingly, the researcher views social media implementation as a multi-faceted organizational construct made up of social media strategy, active presence, consumer interaction efforts, and social media analytics. Social media deployment is operationalized and tested using primary data in research that examines the relationship between social media and marketing performance. According to the researchers, all aspects of social media implementation, except for active presence, are positively associated with social media performance. In addition, the data show a correlation between social media success and marketing performance. By giving a fresh conceptualization and empirical validation of the social media implementation construct, the research adds to the literature.

According to Bonilla et al. (2019), the emphasis is on identifying the connection between H&M and its Instagram followers and how they engage with the other. Results of the study reveal that this account's postings were categorized and then statistically analyzed throughout 2017. Researchers have mostly looked at various social media platforms other than Instagram in their studies of how fashion firms connect with customers. A significant addition is made to the body of knowledge on how fast fashion brands connect with the most niche social media network in the industry by this study.

Shareef et al. (2019) examined the advertising value and consumer perceptions towards ads in a research study. The study's goal is to discover where people's perceptions of adverts on Facebook differ from their perceptions of other forms of advertising. An associative reference group, an aspirational reference group, and marketers themselves were all employed in this research to produce and present product promotional messages. Advert value and favorable attitudes of advertising were significantly different when a product-related message was generated by these three unique groups with varied source derogations, according to the researcher.

Methodology

Consumers who were interested in online business and liked to purchase things through Instagram were the focus of the researcher's current study. The study focuses on the interaction between social networking sites like Instagram, which is a tool, and online companies like Amazon, eBay, and Walmart, and how customers use these sites to make purchasing choices. This research is solely focused on the correlation between Instagram and customer purchasing behavior.

Research Design

This research is done on case study due to its in-depth and extensive data collecting and data inference, "Instagram" is a prominent marketing tool, and this study project allows us to understand its importance in this context. Based on 12 previously published research papers from 2009-2019, the sample size of this study is based on this research. Accumulated information from research articles, which were considered an important part of the broader picture, was erased from the historical record. Though the data isn't perfect, it's clear from the quality and the number of researchers that this information may be used to examine the importance of social media tools. A survey framework was used to gather the data for the assessment, and the acquired information was compartmentalized. Because it uses the safest techniques of monitoring gathered qualitative data, the review is the most logical device for this assessment.

Results

According to the findings of the data analysis, it reveals that the majority of people believe that Instagram is well recognized and consumed efficiently worldwide in terms of online enterprises. Through internet exposure, customers can learn more about a product's specifications. More than 80% of the marketers were convinced that social media applications should be used correctly. Marketers will be able to communicate directly with their consumers using this application. More than 800 million people across the globe use Instagram, and it is one of Pakistan's fastest-growing social media networks. For locations, this means that the photo-sharing app has become an important tool for reaching their target audience via aesthetically engaging material.

Discussion

This research paper discussed what is the role of Instagram as a tool of social media marketing and what is the impact of social media marketing on the general public? How does Instagram contribute to social media marketing as a visual-based strategy?

Instagram plays a vital role in online businesses while majority of the participants are of the view that Instagram has a great role in buying and selling things, people were enjoying online shopping, they like the marketer's strategy to promote brands through social media networking. The impact of social media marketing on the general public has been seen in different phases of life. Firstly, it changes the state of mind of the public, they are now into online shopping rather than traditional shopping they find new trends and fashion through social media sites so this reliable social media network has completely changed the way of thinking of the general public. Through data analysis, the researcher has come to know that people are now relying on these networking sites and they can easily get to know the brand's latest trends and fashion and which brand grabs the attention of the customer. For that purpose, the marketers can make a profile about their brands, upload videos, and pictures of their products, update their profile after every 24 hours. Instagram allows the user to comment on the product give feedback about their purchase in this regard he marketers easily identify the needs and wants of their customers and if the customer wants to interact with the marketer then he /she will easily contact the marketer. By pictures and videos uploaded by the marketers, we can easily access the quality of the product that appeals to the customers and photos make them easy for the customer to buy things

Through this new strategy of online business, the world can learn new ways of promoting its brands. This new trend is very user-friendly that why today customers would prefer online shopping more than the traditional way of marketing. Although Instagram was shown to be a very useful marketing tool in this period it also faces some disadvantages as this platform is not a private platform the comments between the customer and marketer are shown on the page so this is not a completely private social media platform. And as we know that today fake pages are circulating on Instagram so the user must know about the authenticity of the page from where they will enjoy online shopping.

Conclusion

Instagram has a far greater user engagement rate than Facebook and Twitter. Most well-known companies have an active Instagram presence and utilize it extensively in their marketing strategy, according to the research. With its emphasis on photo and video sharing, Instagram is primarily used to connect companies with their target customers. With the addition of one click and numerous advertising places, you can better connect with your customers. The user's lifestyle is developed using these tools in addition to the application itself. Users may upload files of one minute or less and publish photographs with a maximum of 10 images per post. This scheme will have a significant impact on businesses. Many clothing labels may be shown on Instagram, making it easy for customers to purchase the item they see online. Since the rise of celebrity endorsements in recent years, companies have been able to generate more money and get a greater reputation as a result.

Because it is easy to use and has a high level of favorable feedback, Instagram is a useful social media platform for businesses going forward, although Instagram's marketing and strategy are strict. Because of this, Instagram business owners must ensure that their products or services are shot properly and communicate the right message to their target audience before they can afford to buy Instagram followers. As an Instagram firm grows, the seller of the items may manage a real client's attitude from normal to regular buyer or customer, and Instagram can communicate with the audience it's looking for. An Instagram user may easily copy and paste a picture of another brand's goods from Google and publish it on the company's Instagram page if he or she is unable to locate a suitable image of their own. As a consequence, consumers who purchase the plagiarized product picture are less likely to return to the firm. The importance of Instagram in social media marketing is unneglectable. It is an easier way for individuals to engage with each other and a better visual platform. According to Duffy (2016), marketers must reevaluate their approach to branding and communication if they want to be successful in their efforts. Instagram is the king of the social media world. Branding, new trends in fashion, and other topics all have a home on Instagram. The emerging cottage industries and small businesses will benefit greatly from this since

the marketers communicate with the client and offer them a detailed explanation of the goods they wish to sell. The platform is ideal for internet enterprises in general Social media marketing relies heavily on Instagram. The change in consumer behavior toward online buying has compelled marketers to keep up-to-date with those utilizing social media to promote their businesses, and customers may quickly interact with them through Instagram messages if they have any questions about their purchase.

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