

A STUDY ON SOCIAL MEDIA MARKETING WITH SPECIFIC REFERENCE TO INSTAGRAM

M. Aisha Banu and D. Daisy Bai

PG and Research Department of Commerce, St. Mary's College (Autonomous), Thoothukudi
Affiliated to Manonmanium Sundaranar University, Tirunelveli, Tamil Nadu.

ABSTRACT

Social media has revolutionized how individuals and businesses interact and engage with one another. Addressing concerns related to authenticity, transparency, and consumer trust in the context of influencer marketing, sponsored content, and paid promotions on Instagram. The objectives of the study are to analyze the importance of Instagram & its improvisation towards E-Commerce, to examine the user satisfaction towards Instagram and to identify the degree of positive and negative impacts of using Instagram. The study was carried out from November 2023 to April 2024. The study is complied with the aid of both primary and secondary data. For collection of data, 120 copies of questionnaires were collected. The data collected through questionnaire were analysed through the statistical tools. The statistical tools used are, Percentage Analysis, Pie-chart, Likert's scale, Garrett Ranking and Chi-Square. The suggestions based on the research work: The social networking strategy sufficiently be flexible to allow it to adapt to new development and to determine what works and what does not work. Brand name is the most important attributes as expected by respondents. Therefore manufacturers should try to build brand image. In conclusion, Instagram offers businesses a powerful platform for connecting with their audience, building brand awareness, and driving sales.

Key words: Social Media, Instagram, E-Commerce, Social Media Marketing, Online Marketing.

INTRODUCTION

Social media has revolutionized how individuals and businesses interact and engage with one another. It has provided a powerful medium for people to stay connected with friends, family, and colleagues, regardless of geographical barriers. Additionally, social media has become a vital tool for businesses, offering avenues for marketing, advertising, customer engagement, and brand building.

Social media, users can share their thoughts, opinions, photos, videos, and other multimedia content with their network of followers. This sharing of content has facilitated the rapid dissemination of information, making social media a potent tool for news dissemination, activism, and social movements. The widespread adoption of social media has also raised concerns about privacy, security, misinformation, cyberbullying, and its impact on mental health. As social media continues to evolve, it is essential to address these challenges while harnessing the potential benefits it offers for communication, collaboration, and community building.

STATEMENT OF THE PROBLEM:

Instagram has emerged as one of the most influential platforms for social media marketing, offering businesses unprecedented opportunities to reach and engage with their target audience. However, amidst the proliferation of brands and content on Instagram, businesses face several challenges and uncertainties in effectively harnessing the platform's potential for marketing success.

The evolving dynamics of user behavior and preferences on Instagram, including content consumption habits, engagement patterns, and receptivity to marketing messages. Identifying the most effective strategies and tactics for organic content creation, audience targeting, and community engagement on Instagram to drive meaningful outcomes such as brand awareness, customer acquisition, and loyalty.

Evaluating the impact of Instagram's algorithmic changes, feature updates, and competitive landscape on the visibility, reach, and performance of marketing efforts. Assessing the role and efficacy of various Instagram marketing tools and features, such as Stories, Reels, IGTV, influencer collaborations, and advertising options, in achieving marketing objectives and delivering measurable ROI.

Addressing concerns related to authenticity, transparency, and consumer trust in the context of influencer marketing, sponsored content, and paid promotions on Instagram. Exploring emerging trends, best practices, and innovative approaches in Instagram marketing, including the integration of user-generated content, interactive experiences, and shoppable features to enhance engagement and drive conversions.

OBJECTIVES OF THE STUDY:

- To analyze the importance of Instagram & its improvisation towards E-Commerce.
- To examine the user satisfaction towards Instagram.
- To identify the degree of positive and negative impacts of using Instagram.

RESEARCH METHODOLOGY

Sampling Design	Simple random sampling
Period of the study	December 2023 - March 2024
Data used	Primary and Secondary data
Test for analysis	Percentage Analysis, Pie-chart, Likert's scale, Garrett Ranking and Chi-Square

LIMITATIONS OF THE STUDY

- Time is one of the major constraints, which limits the effectiveness of data collection.
- The sample size is restricted to 120. Due to time constraint, the most essential information has been taken for the study.
- Some of the respondents could not answer, hence we had to use the interview schedule method.

RESULTS AND DISCUSSION**ROLE OF INSTAGRAM INSIGHTS FOR BUSINESSES**

Particulars	No. of Respondents	% of Respondents
Post creation	31	26
Audience analytics	35	29
Messaging platform	39	32
Hash tag recommendation	15	13
Total	120	100

Inference:

From the above table it is known that 26% of respondents use Instagram Insights primarily for post creation, 29% of respondents utilize Instagram Insights for audience analytics, 32% of respondents use Instagram Insights for the messaging platform and 13% of respondents rely on Instagram Insights for hashtag recommendation.

Thus, it is known that the majority (32%) of respondents use Instagram Insights for the messaging platform.

ROLE OF INSTAGRAM ADS IN TARGETING SPECIFIC AUDIENCE

Particulars	No. of Respondents	% of Respondents
Based on post frequency	22	18
By geographic location, demographics and interest	63	53
By post engagement	21	17
Random targeting	14	12
Total	120	100

Inference:

From the above table it is known that, 18% of respondents target their audience based on post frequency, 53% of respondents target their audience based on geographic location, demographics, and interests, 17% of respondents target their audience based on post engagement and 12% of respondents employ random targeting methods.

Thus, it is known that the majority (53%) of respondents target their audience based on geographic location, demographics, and interests.

MOST EFFECTIVE AD-FORMAT ON INSTAGRAM

Particulars	No. of Respondents	% of Respondents
Photo ads	25	21
Video ads	43	36
Carousel ads	44	37
Story ads	8	6
Total	120	100

Inference:

From the above table it is known that, 21% of respondents find photo ads to be the most effective on Instagram, 36% of respondents find video ads to be the most effective, 37% of respondents find carousel ads to be the most effective and 6% of respondents find story ads to

be the most effective.

Thus, it is known that the majority (37%) of respondents find carousel ads to be the most effective.

LEVEL OF SATISFACTION OF INSTAGRAM USERS

Particulars	SA	A	N	D	SD	Total score	% of score	Rank
Instagram analytics is refining your marketing strategy	390	44	18	8	21	481	18.70	I
Instagram for your professional or business Activities	35	264	60	46	4	409	15.90	II
Privacy issues on instagram	60	244	39	56	6	405	15.75	III
Instagram enhance brand visibility and Recognition	25	36	291	12	3	367	14.27	IV
Provide feedback on new features or Changes	30	60	240	30	4	364	14.15	V
Confidence in measuring instagram campaign success using diverse metrics and analytics tools	15	92	33	156	5	301	11.70	VI
Instagram is effective promoting in products/service	120	12	9	26	77	244	9.49	VII

Inference:

From the above table it is known that, "Instagram analytics is refining marketing strategy" ranks first with a total score of 481 and accounts for 18.70% of the total score, "Instagram for professional or business activities" ranks second with a total score of 409 and accounts for 15.90% of the total score, "Privacy issues on Instagram" ranks third with a total score of 405 and accounts for 15.75% of the total score, "Instagram enhances brand visibility and recognition" ranks fourth with a total score of 367 and accounts for 14.27% of the total score, "Provide feedback on new features or changes" ranks fifth with a total score of 364 and accounts for 14.15% of the total score, "Confidence in measuring Instagram campaign success using diverse metrics and analytics tools" ranks sixth with a total score of 301 and accounts for

11.70% of the total score and "Instagram is effective in promoting products/services" ranks seventh with a total score of 244 and accounts for 9.49% of the total score.

CHI-SQUARE TEST

NULL HYPOTHESIS (H₀):

There is no significant relationship between the gender and the time spent instagram.

ALTERNATIVE HYPOTHESIS (H₁):

There is a significant relationship between the gender and the time spent instagram.

$$X^2 = \sum (O-E)^2 / E$$

Observed frequencies (O)

Time spent Gender	0-3 hrs	3-5 hrs	5-10 hrs	More than 10 hrs	Total
Male	9	22	15	8	54
Female	12	17	20	17	66
Total	21	39	35	25	120

Rows and Columns	O	E	O-E	(O-E) ²	(O-E) ² /E
R1C1	9	9.45	-0.45	0.20	0.02
R1C2	22	17.55	4.45	19.8	1.12
R1C3	15	15.75	-0.75	0.56	0.03
R1C4	8	11.25	-3.25	10.5	0.93
R2C1	12	11.55	0.45	0.20	0.01
R2C2	17	21.45	-4.45	19.8	0.9
R2C3	20	19.25	0.75	0.56	0.02
R2C4	17	13.75	3.25	10.5	0.73
Total					X² = 3.79

Degrees of freedom:

$$= (r-1) (c-1)$$

$$= (2-1) (4-1)$$

$$= 1 \times 3$$

$$= 3$$

The table value of X^2 for 3 degree of freedom at 5% level of significance is 7.815. The calculated value i.e., 3.79 is less than the table value. Thus the result is dependent. Hence it is concluded that there is no significant relationship between gender and time spent in instagram. Hence null hypothesis is accepted.

MAJOR FINDINGS

The following are the findings in regard to various responses from the respondents regarding the study on social media marketing with reference to instagram:

- ❖ The largest portion (32%) of respondents utilize Instagram Insights within the messaging platform.
- ❖ The predominant approach (53%) among respondents involves tailoring their audience outreach according to geographic location, demographics, and interests.
- ❖ Carousel ads were deemed the most effective by the majority (37%) of respondents.
- ❖ It is evident from the ranking table that instagram analysis is refining your marketing strategy highest ranked facility with a mean score of 18.70.
- ❖ It is observed from the chi-square test that there is a significant relationship between gender and time spent on instagram.

SUGGESTIONS

Following are the suggestions based on the research work:

- The social networking strategy sufficiently be flexible to allow it to adapt to new development and to determine what works and what does not work.
- Brand name is the most important attributes as expected by respondents. Therefore manufacturers should try to build brand image.

- The reviews and complaints raised by the customers on the Social Media should be effectively managed and proper actions should be taken and the action taken should be communicated to the customer.
- The promotional offers during on season should be displayed on the Social Media on regular basis, so that the customers will know about the products offered.
- Online marketing in instagram must focus on providing extra facilities like goods exchange policy to online shoppers so that shoppers will easily purchase products over online.

CONCLUSION

In conclusion, Instagram offers businesses a powerful platform for connecting with their audience, building brand awareness, and driving sales. By implementing effective strategies, staying adaptable to change, and prioritizing authentic engagement, businesses can harness the full potential of Instagram marketing to achieve their goals in an increasingly digital and interconnected world. Social media marketing, Instagram stands out as a dynamic and influential platform that offers businesses unique opportunities to connect with their audience, build brand awareness, and drive engagement. Through this study, we have delved into the various facets of Instagram marketing and its implications for businesses.

Instagram's visual-centric nature and diverse range of features, including feed posts, stories, IGTV, and Reels, provide businesses with versatile tools to showcase their products or services creatively. By leveraging captivating visuals, compelling storytelling, and interactive content, businesses can effectively capture the attention of their target audience and foster meaningful connections. Furthermore, Instagram's robust advertising platform enables businesses to reach specific demographics, target niche markets, and track the performance of their campaigns with precision. By utilizing advanced targeting options, strategic ad placements, and compelling call-to-actions, businesses can maximize their return on investment and achieve their marketing objectives effectively.

WEBSITES

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