

# An Impact of Instagram Marketing on Youth

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**Abstract-** This paper explores persuasive issues such as social comparison colorism , and such their relationship with Instagram use focusing adults living in India. Participants ( N = 120 ) were recruited to fill up a questionnaire and the self reported data were used to test our hypothesis. Structural Equational modeling eluded positive and significant relationship between frequency and time spent on Instagram. Qualitative analysis was supported to find important implications for all the Instagram stakeholders.

**Keywords-** Social media , Instagram, Colorism, Social comparison , Qualitative Analysis

## I. INTRODUCTION

Instagram is a location-based social network mobile application for sharing photos and videos. This service allows users to apply digital filters and share their photos and videos on other social networks and social media platforms. The images can be shared on other social networks such as Twitter, Facebook, Tumblr, Flickr, and Four square. Instagram is the fastest growing global social networking site. Social media is an arguably one of the wealthiest sources of information. The opinions shared on social platform have an immense influence toward the brands equity. Social media has flourished with platforms like Facebook, Twitter, and Snapchat. However, over the past decade, Instagram, one of the most famous photo posting social media, has dominated the youth's attention with its unique feature of being the first-ever photo-sharing application. Thus, among the various existing social networks, the choice for Instagram is due to the fact that it is a recent social network that has achieved a large membership in a short time. Aesthetics, sharing, and instantaneity.. Also, it is possible capture images and sharing them instantly.

## OBJECTIVES

- To know the customers usage and awareness of Instagram marketing.
- To identify the category of people using Instagram market services.
- To analysis the reason why the adults, college students as well as teens are using Instagram.

- To know the level of satisfaction gets out of the product and services they are buying through Instagram.

## RESEARCH METHODOLOGY

### SAMPLE SIZE

The size of sample is 120.

### DATA COLLECTION

The study has been collected from both primary and secondary data.

### PERIOD OF STUDY

The study is conducted during a period of 4 months from January 2023 – April 2023.

### TOOLS USED FOR ANALYSIS

- Simple Percentage analysis reference to special kind of ratio
- Chi Square test
- Ranking Analysis
- Likert scale analysis

## LIMITATIONS OF THE STUDY

This research study could be limited due to relying on the participants, to be honest about their answers, and to respond to the best of their ability.

- To know the customers interest and even frustrations.
- It deals with the combination of factors that service providers use to influence the consumers to purchase their product.

## II. REVIEW OF THE LITERATURE

### INTRODUCTION

The review of literature guides the researchers for getting better understanding of methodology used, limitations

of various available estimation procedures and database and lucid interpretation and reconciliation of the conflicting results. Besides this, the review of empirical studies explores the avenues for future and present research efforts related with the subject matter.

**Samantha BMackson,Paula MBrochu,Barry A Schneider(2019)**

The current study examined the association between the social media application Instagram and its users’ psychological well-being.Participants, both Instagram users and non-users, were surveyed online on measures of depression, anxiety, loneliness, self-esteem, and social comparison. Participants who reported having an Instagram account were also asked about the time spent on Instagram and Instagram anxiety.

**K Saini, P Goswami (2020)**

“Social media is addictive precisely because it gives us something which the real world lacks: it gives us immediacy, direction, a sense of clarity and value asan individual.”

**Statista (2021)**

Data gathered from a survey reveals that 76.15% revealed that they bought a product because it was promoted by a social media influencer.

**III. OVERVIEW OF THE INSTAGRAM**

**INTRODUCTION**

Instagram appeared on October 6, 2010, to the public, by Mike Krieger and Kevin Systrom.Instagram came from the simplification of another application called Burb, also developed bythe same Instagram engineers.Burbn was an application for iPhones that worked through geo location, allowing you to find locations, book future visits, earn points with visits, capture photos. When Instagram was released in 2010 it went from a handful of users (friends and early testers, mostly)to the number one free photography app in just a few hours. By December 2010, Instagram had more than one million users.

**TIMLINE:**

- **2010–2011: Beginnings and major funding**

Instagram launches, sparking a new era of content creation and acquires 100,000 users in oneweek. Instagram

continues to grow, incorporates hashtags, and hits a benchmark of 5 million monthly active users in June2011.

- **2012–2014 : Additional platforms and acquisition by Facebook**
- **2015–2017:Redesign and Window Sapp**
- **2018–2019 : IGTV, removal of the like counter, management changes**

In February 2023, Instagram introduced a new feature allowing users to browse and post GIFs in the comments.

In February 2023, Meta CEO Mark Zuckerberg shared the announcement that Meta will start selling blue verified badges on Instagram and Facebook. (Currently, this new feature is being tested in Australia and New Zealand.)

**IV. ANALYSIS AND INTERPRETATION**

**TABLE 4.1TABLE SHOWING MOST OF THE RESPONDENTS USE INSTAGRAM AS:**

S.no	Instagram	Respondents	Percentage
1	Private Account	83	69%
2	Public Account	37	31%
	<b>TOTAL</b>	<b>120</b>	<b>100</b>

**INTERPRETATION:**

From the 120 respondents 69.2% using Private Account and 30.8% using Public Account.

**INFERENCE:**

**MAJORITY OF THE RESPONDENTS FOR PRIVATE ACCOUNT(69.2%)**

**TABLE 4.2 TABLE SHOWING TYPE OF CONTENT DO YOU LIKE TO SEE ON INSTAGRAM?**

S.no	Type	Respondents	Percentage
1	Reels/Memes	54	45%
2	Costumes/lifestyle	37	30%
3	Sports	17	14%
4	Others	12	10%
	<b>Total</b>	<b>120</b>	<b>100</b>

#### INTERPRETATION:

From the 120 respondents 45% likes memes/reels, 30.8% likes costumes/lifestyle, 14.2% likes sports and 10% likes other content.

#### INFERENCE:

**MAJORITY OF THE RESPONDENTS FOR MEEMS / REELS (45%)**

#### SUGGESTION

The overall data across the characteristic categories shows that the Instagram are widely used by the youth (middle age) people. Most respondents of youth are interested to use Instagram, like to watch memes/reels and for entertainment. It can be seen that more percentage of respondents has seen that promotional offers attract on Instagram especially Coupons.

- From the study that the Instagram must updates privacy and security.
- From the study it is suggested that Instagram must offer more discounts and price rates should be mentioned.
- From the study that the Instagram shopping, there should be option for cash on delivery, that might increase the trust among the company and people will aware of fraudulent.
- By increasing the trust availability of the products will also helps to increase the sale of products.

#### V. CONCLUSION

From this study it is concluded that Instagram is most popular among youth. It has thrown both positive as well as negative impact on the users. It is individuals who have conclude whether they want to take the negative impact or minimize the usage with positive effects. Although Instagram has negative effects, there are positive aspects too. But they

out here more likely to move to wards negative side. The growth of Instagram can bring a huge positive impact on the peoples. Instagram which is a popular application among the teenagers nowadays. Instagram will continue becoming the number one photo sharing application if it continues giving good services to the users.

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