

Investigating the Consumers' Attitudes towards Marketing on Instagram

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ABSTRACT

Instagram is an emerging digital promotion platform which is used by the marketers for promoting their products online. The study is an extension of marketing on social media platforms. The paper aims to identify the different factors that help in the formation of the consumers' attitudes towards marketing on Instagram. The results of the study determine six factors that reflect the attitude of consumers towards marketing on Instagram. The six factors are: Usage of Instagram, Knowledge about Instagram, Effect of Instagram on Decision Making, Following on Instagram, Future of Social Media and Fear of Marketing. The paper concludes with important implications for the practitioners, limitations of the study and future research directions.

1. Introduction

Social media is widely emerging as a new phenomenon in the genre of marketing. Marketers are increasingly using social media for reaching out to customers. According to Tanuri (2010), marketers are using the promotional tools, marketing intelligence, marketing research and effective communication through social media for reaching out to the customers. The platforms on social media such as blogs and online communities have an everlasting impact on the performance of the firm (Stephen and Galak 2009). Thus, it becomes important to discuss the effect of social media marketing on the consumers.

Marketing on social media can be defined as 'the use of the channels on social media for the promotion of a company and its products'. As per Barefoot and Szabo (2013), marketing on social media is traditionally referred as the one of the online marketing activities and comprises of emails and web advertising. There are several platforms for marketing on the internet such as Facebook, Twitter, Instagram and LinkedIn. Out of all the social networking sites, Instagram is referred to as one of the most flourishing social networking sites. According to Djafarova and Rushworth (2017), social media is referred to as the fastest growing networks of sharing the photos online and its users are widely increasing everyday. As per Statista (2017), the per month users of Instagram have increased widely from 90 million to 700 million users in April 2017 since its inception. Thus, among all the social networking sites, Instagram is referred as the most successful site and ranks seven in the world (Statista 2017). Instagram acts a medium of sharing pictures and exchanging information on the topics such as fitness, beauty, fashion and travel (Althoff et al. 2017).

2. Literature Review

Raacke & Bonds-Raacke (2008) determined the usage of friend networking sites among the young generation. The authors examined the reasons of using the friend networking sites, characteristics of the users of such sites and the advantages and satisfaction experienced by the users of such friend networking sites. The results of the study revealed that college students were the active users of such sites. College

students use these sites for making new friends and being in touch with their old pals. Besides, the findings showed that male and female students equally engaged on this online platform. The study also evaluated the effect of such networking sites on the college students.

Barry et al. (2016) determined the role of alcohol companies in restricting the access, dealings and exposure through marketing on Instagram and Twitter. The authors incorporated ten fictitious male and females profiles on Instagram and ten fictitious male and female profiles on Twitter. The study analyzed the impact of interaction of these fictitious profiles on the advertisement content of the selected alcohol brands for one month. The results revealed that the users were able to access and interact with the profiles of the alcohol brands on Instagram and Twitter. The profiles with users above the age of 21 years had around 1836 tweets which were related to the usage or advertisement of alcohol. The results also revealed that the advertisements were maximum on Thursday and Friday i.e. near the weekend. The study determined that the profiles on Instagram violated the regulations with regard to advertising code.

Agam (2017) evaluated the role of viral marketing on a popular social networking site, Instagram. The paper in particular determined the impact of viral marketing on the brand knowledge of the consumers on Instagram. A popular designer clothing line named Maatin Shakir was selected for the study. This fashion brand increasingly used Instagram for viral marketing. The paper also determined the impact of different social networking sites for the profitability of the fashion clothing line. The results revealed that viral marketing was being effectively used for the brand promotion. The overall results of the study determined that viral marketing on Instagram had a significant effect on the brand knowledge of the consumers.

Veirman et al. (2017) studied the marketing through the Instagram influencers. The paper aimed to determine the impact of number of followers and product divergence on the attitude towards a brand. The authors conducted two experimental studies to achieve the objectives. The results of

the study revealed that Instagram influencers with wide followers were considered quite positive as they were well admired. The findings also suggested that the followers of the influencers had a significant impact on the opinion leadership and low number of followers had a negative impact on the popularity.

3. Research Methodology

Research methodology is referred to as a systematic way of solving the research problem (Sridhar 2002). It is also referred to as a science of studying how the research is done. In research methodology, a researcher identifies the procedure to be followed to solve the research problem (Withrow 2016).

Research Design

Research design refers to the methodology and the course of action followed to solve the research problem (Sahu 2013). Research design is either exploratory or causal in nature (Zikmund et al. 2017). Exploratory research design in detail explores the research concept (Singh 2007). Conclusive research design tests the hypothesis and determines a causal relationship between the constructs (Singh 2007). The present research is exploratory in nature.

Sampling Design

The population comprises of the residents of the city of Amritsar.

Sample Size

A sample of 300 respondents from the city of Amritsar responded to the questionnaire. Respondents comprised of the students of the major colleges and a state university in Amritsar.

Data Collection

The technique of primary data collection was incorporated to collect the responses. Primary data collection gives the first hand information about the research problem.

Sampling Instrument

The data was collected using a questionnaire. The statements were given in the questionnaire. The respondents were asked to state their level of agreement or disagreement to the statements in the questionnaire. 5 point Likert scale was used (5-strongly agree, 4agree, 3-neither agree nor disagree, 2-disagree, 1-strongly disagree) for the statements.

Research Technique

To solve the research problem, exploratory factor analysis was applied in the study.

4. Data Analysis

Exploratory factor analysis was executed on SPSS. Firstly, the value of KMO and Bartlett’s test of Sphericity was determined. Table I reveals the results of KMO and Bartlett’s test of Sphericity.

Table I: KMO and Bartlett’s Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.767
Bartlett’s test of Sphericity	Approx Chi Sq	2812.172
	Df	560
	Sig	.000

The results in Table I revealed that the sample is adequate. The statistic of KMO is .767, greater than the recommended level of 0.60, which depicts that the sample is adequate and further analysis can be executed. The Bartlett test shows that the variables do not correlate with each other.

cumulative percentage of variance explained by all factors before and after the varimax rotation. The results reveal that Factor 1 explains 20.719% of the variance of the variables, Factor 2 explains 35.664% of the variance of the variables, Factor 3 explains 47.698% variance of the variables, Factor 4 explains 59.235% variance of the variables, Factor 5 explains 70.251% variance of the variables and Factor 6 explains 77.654% variance of the variables.

Table II shows the total variance explained. This table explains the statistics of variance explained by each factor and

Table II: 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 %	
Dimension	1	7.343	36.717	7.343	36.717	36.717	4.144	20.719	20.719	
	2	2.822	14.111	50.828	2.822	14.111	50.828	2.989	14.944	35.664
	3	1.630	8.152	58.981	1.630	8.152	58.981	2.407	12.035	47.698
	4	1.484	7.420	66.401	1.484	7.420	66.401	2.307	11.537	59.235
	5	1.242	6.209	72.610	1.242	6.209	72.610	2.203	11.017	70.251
	6	1.009	5.044	77.654	1.009	5.044	77.654	1.481	7.403	77.654
	7	.589	2.943	80.597						
	8	.478	2.388	82.984						
	9	.448	2.241	85.226						
	10	.412	2.058	87.284						
	11	.368	1.838	89.122						
	12	.338	1.690	90.812						

13	.325	1.623	92.435						
14	.304	1.522	93.957						
15	.283	1.414	95.371						
16	.266	1.329	96.700						
17	.252	1.258	97.957						
18	.216	1.081	99.039						
19	.192	.961	100.000						
20	-8.049E-18	-4.024E-17	100.000						

Extraction Method: Principal Component Analysis.

Table III reveals the correlations between variables and factor loadings. The table presents the factor loadings greater than 0.50. The results reveal that six factors are obtained. The six factors were obtained using exploratory factor analysis.

Factor analysis is a technique of reducing the exhaustive number of variables with an aim to determine the behavior of a consumer (Greenberg and Haraway 1998).

Table III: Rotated Component Matrix

	1	2	3	4	5	6
I use social networking site such as Instagram regularly.				.748		
I like to use applications such as Instagram generally known as social media.				.836		
I use Instagram to share videos regularly				.840		
Instagram is quite important in the current marketplace.	.817					
Social networking is important in today's marketplace	.943					
Other social networking sites are also important in today's marketplace.	.826					
It is necessary for companies to be on Instagram for marketing.	.777					
I know that applications such as Instagram are being used for marketing	.943					
Public relations on Instagram affect my purchasing decisions.		.767				
Advertisements on the Instagram affect my purchasing decisions.		.829				
Reviews for products on the Instagram affect my purchasing decisions.		.784				
I regularly look at the reviews of products on Instagram before I buy something.		.842				
I follow the description sites like Instagram regularly.					.805	
I follow photo sharing sites such as Instagram regularly.					.781	
I follow personal pages on Instagram regularly.					.740	
I think that social networking sites such as Instagram will become old fashioned.			.744			
I think that Facebook and YouTube will become old fashioned.			.857			
I think that creating blogs will become old fashioned.			.867			
I think that marketing on Instagram is a waste of time.						.834
I think that marketing on Instagram is worrisome.						.860

The results of exploratory factor analysis show that six factors are present. The details of the six factors are given below:

Factor I: Usage of Instagram

This factor comprises of three statements. These statements reveal the use of Instagram for marketing by the consumers. It comprises of the following statements:

- I use social networking site such as Instagram regularly.
- I like to use applications such as Instagram generally known as social media.
- I use Instagram to share videos regularly.

Factor II: Knowledge about Instagram

This factor comprises of five statements. These statements reveal the knowledge about Instagram for marketing by the consumers. It consists of the following five statements

- Instagram is quite important in the current marketplace.
- Social networking is important in today's marketplace
- Other social networking sites are also important in today's marketplace
- It is necessary for companies to be on Instagram for marketing.
- I know that applications such as Instagram are being used for marketing

Factor III: Effect of Instagram on decision making

This factor comprises of four statements. These statements reveal the effect of Instagram on the consumer's decision making. It consists of the following four statements:

- Public relations on Instagram affect my purchasing decisions.
- Advertisements on the Instagram affect my purchasing decisions.
- Reviews for products on the Instagram affect my purchasing decisions.
- I regularly look at the reviews of products on Instagram before I buy something.

Factor IV: Following on Instagram

This factor comprises of three statements. These statements reveal the following on Instagram. It consists of the following three statements:

- I follow the description sites like Instagram regularly.
- I follow photo sharing sites such as Instagram regularly.
- I follow personal pages on Instagram regularly.

Factor V: Future of Social Media

This factor comprises of three statements. These statements reveal the following on Instagram. It consists of the following three statements:

- I think that social networking sites such as Instagram will become old fashioned.

- I think that Facebook and YouTube will become old fashioned.
- I think that creating blogs will become old fashioned.

Factor V: Fear of Marketing

This factor comprises of two statements. These statements reveal the following on Instagram. It consists of the following three statements:

- I think that marketing on Instagram is a waste of time.
- I think that marketing on Instagram is worrisome

5. Conclusion

The study has important implications for the marketers, marketing theory and practice. The paper is instrumental in making the marketers aware of the factors that affect the consumer's attitude towards marketing on Instagram. The study has certain limitations. The paper just reflects the attitude of consumers towards marketing on social media. The paper does not determine the effect of marketing on Instagram on the firm performance. Future research can determine this relationship. Besides, the study fails to compare the consumer attitude towards marketing on different social networking sites. A research further can explore this research initiative. The study also does not determine the difference in the male and female respondents towards marketing on social media. Exploring this difference would provide an interesting research insight.

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