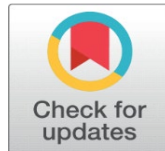


# IMPACT OF INSTAGRAM ADVERTISEMENTS IN INCREASING THE CUSTOMER EXPENSES

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## ABSTRACT

Instagram is a social media platform which most of the youngsters use. This platform is one of the most widely used ones. Instagram gives advertisements to its users based on the algorithm of what they search in various other applications like Amazon, Flipkart, Google, Myntra, Meesho, Ajio, ...etc... The advertisements are very frequently displayed, in most cases like after every two posts/stories/reels. This gives the users an increased exposure to the advertisements and it has some kind of impact on their expenditure pattern, which the researcher intends to study in this research paper. The main objective of this study is to ascertain the impact of Instagram advertisements in increasing the purchase of products advertised among its audience, thereby increasing the customer expenses. The researchers have used Social Media Impact Theory, Technological Determinism Theory, Two Step Flow Theory, Selective Influences Theory and Uses and Gratification Theory as the theoretical framework. The study finds that the expenditure of the customers is increasing due to the unintentional purchase made because of the influence of Instagram advertisements and the factors were tested using chi-square association to prove the hypotheses.

**Keywords:** Instagram, Advertisements, Customer Expenses, Digital Marketing, Social Media Ads

## 1. INTRODUCTION

Instagram is one of the most popular social media platforms, launched in 2010, used extensively by the youth. It is a trending social media platform that is creating trends and cult among the youth. Instagram stories, reels and posts make it to the headlines too. Such is the power of the contents posted on it. The youth spend much time on social media platforms, especially on Instagram, due to the variety of content available on it. Apart from keeping the users entertained, it also fetches income for popular content creators, thereby turning them to be influencers. Influencers generate income through their contents and as well as through incorporating brands. Instagram, after being purchased by the Meta group, it

incorporated the commercial advertising feature in 2013. Today Instagram brings in more than a quarter of Facebook sales Frier, S., & Grant, N. (2020).

Of late, the platform has incorporated advertising algorithms. The algorithm enables the users to receive personalised advertisements which at times aids the audience to avail products and services at discounted prices. Unlike the traditional advertising media platforms like television, newspapers and radio, social media has given rise to a new platform for personalised advertising which is comparatively more effective, as the consumers perceive the advertising brands positively Gaber., Wright., and Kooli, (2019). Besides the sponsored advertisements, the influencers also play an important role in influencing the audience to buy products through the platform. If influencers earn the trust of their audience, the purchase intention of their audience also is positively affected, when they collaborate with brands Saima and M. Altaf Khan (2021). Instagram advertisements are attractive, user friendly and interactive. Instagram has grown to such heights where advertisers choose the platform over other traditional media for promoting and branding. The data provided by Instagram on the published advertisements are way more helpful to track the reach, interests shown by the audience and leads generated in terms of numerical values, which is not possible through the traditional media. This poses as an additional advantage for choosing Instagram to advertise. Many studies have found the Instagram advertisements to be helpful in increasing the purchase intention of the users, thereby converting the audience to consumers. While these studies indicate the sales development, personalised advertisements, easy and better communication through the social media platforms, this study aims to find out the consumers' point of view. This study is intended to find if the Instagram advertisements are increasing purchase of the products advertised, thereby increasing the customer expenses.

## **2. MAIN OBJECTIVE**

- To find out the impact of Instagram advertisements in increasing the purchase of products advertised
- To ascertain the impact of Instagram advertisements in increasing the expenditure among its users.

### **2.1. SUB OBJECTIVES**

- To ascertain the level of awareness among people of age group 18 to 30 that Instagram advertisements is increasing the expenditure
- To ascertain the perception among people of age group 18 to 30 that Instagram advertisements to indulge in purchase of products advertised
- To ascertain and analyse, among people of age group 18 to 30, the influence of Instagram as a powerful medium that influences user to indulge in purchase of products advertised
- To analyse the recall-ability of the people of age group 18 to 30 about the most frequently purchased products from Instagram advertisements
- To ascertain the awareness and perception of people of age group 18 to 30, that Instagram advertisements are leading to increase in their expenditure

**Working Definitions:** The researcher tries to define the ‘impact’ as any thought made by the ads, ranging from awareness, brand knowledge, the product necessity created, considering the product for buying, buying the product due to the frequent encounter of ads and the satisfaction obtained after the usage of ads. The ‘Instagram’ refers to the social media app owned by Meta. By ‘advertisements’, the researcher refers to the product/brand/service promotions that occur while watching posts, reels and stories. By ‘increasing expenditure’, the researcher means the expenses that are occurring due to the encountering of advertisements on Instagram and the act of the Instagram users who engage in the active purchase of products online.

## **2.2. NULL-HYPOTHESES**

H1: There is no significant association between the age and use of Instagram ads for purchases of products and services

H2: There is no significant association between the gender and use of Instagram ads for purchases of products and services

H3: There is no significant association between the perception of the respondents (people of age group 18 to 30) and motivation to purchase products and services using Instagram ads.

## **2.3. SCOPE OF THE STUDY**

- The study intends to help the audience be aware of the expenses made by them through the Instagram advertisements that they have encountered.
- The study also helps the organisations who consider Instagram as a platform to promote their brands/products/services.

## **2.4. LIMITATIONS OF THE STUDY**

- The sampling used is convenient sampling and hence cannot be generalised.
- The Instagram advertisements will be those advertisements that the respondents have encountered with and not all the advertisements on Instagram.
- People who use Instagram will only be considered for the study.

## **3. REVIEW OF LITERATURE**

### **3.1. E-COMMERCE AND THE DIGITAL REVOLUTION**

The E-commerce era introduced a new way to purchase and sell goods, without the physical encounter of the goods. While it was becoming popular, the giant internet made its entry, causing a revolution. Hence the marketing too. Marketing in the digital age has gained a new path and momentum. Prior to the digital era, competition existed between the products and brands only. But the digital marketing era has made the advertising and marketing strategies themselves competitive. With the development of social media networking sites like Facebook, Instagram, LinkedIn, Snapchat, etc..., advertisements have taken a leap in providing more personalised advertisements to the audience.

### 3.2. UNDERSTANDING YOUR SOCIAL MEDIA AUDIENCE

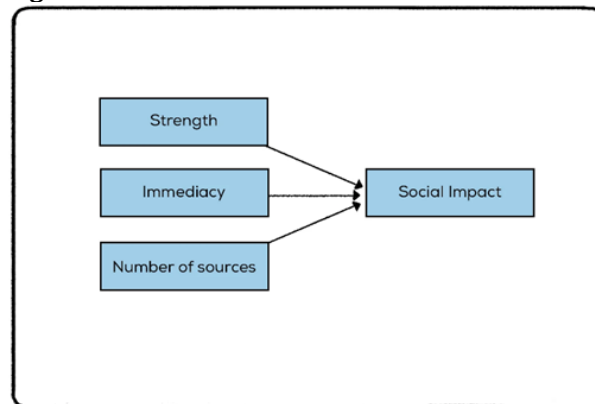
Studies find that such advertisements and ad campaigns on social media are successful in generating leads, creating brand awareness, earning trust and leading the audience to turn into consumers. But it is not the case with Business-to-Business (B2B). Chiara Ancillai, Sara Bartoloni and Federica Pascucci (2024) finds that cold messaging by unknown sales persons on social media is annoying and lacks personalisation. Apart from one-to-one conversations on platforms like WhatsApp, social media is not entertained and liked by B2B customers. It puts the privacy of the customers' details and current sellers at risk. The study suggests new features to social media, through which the B2B customers and sellers can use social media in future.

Understanding the pulse of the audience is extremely important to turn the audience into customers and to consumers. Influencers on social media find their way through to understand their audience. That brings more advantages to the brands that associate with the influencers. Matthew A. Hawkins and Fathima Z. Saleem (2024) finds that "the purchase intentions of the consumers from conducting a poor-fitting unsponsored review and a good-fitting sponsored review are the same". It also considers the mediating role of influencer trust in predicting purchase intentions and helping the social media influencers grow their audience.

### 3.3. THEORIES BEHIND SOCIAL MEDIA MARKETING

The Social Impact Theory suggests that an individual's influence is the result of the social forces acting on them. The strength of the source, immediacy of the event and the number of sources exerting impact, results in the influence. So, when the advertising brand is popular or a trusted brand, their strength is more, discounts and offers like limited period offers when advertised often, have more chances for being influential. Geofakta Razali, Masfiatun Nikmah, I Nyoman Tri Sutaguna, et al., (2023) shows that the "Viral marketing influences and increases the purchasing behaviour on Instagram Adds platform" and social media has an effect on the purchase decisions of consumers. Benjamin K Johnson, Bridget Potocki, Jolanda Veldhuis (2019) focuses on the effectiveness of native advertising on Instagram and are interested in how well people recognize these native ads compared to the other types of content and how persuasive these native ads are in influencing user behaviour.

**Figure 1**



**Figure 1 Source** Simply Psychology. (n.d.). Olivia Guy-Evans, MSC - Associate editor for Simply Psychology. <https://www.simplypsychology.org/author/olivia-guy-evans>

Clutter advertising has led to imbibing certain inclinations in the minds of consumers. The inclinations result in influencing their purchase behaviour. Ali Hussain, Ding Hooi Ting, Amir Zaib Abbasi, et al., (2023) indicates that “the sponsored Instagram ads are conducive in raising the ad-stimuli that aids in stimulating the cognitive and affective involvement of consumers to influence the purchase behaviour”.

Uses and Gratification theory states that media users use the media to gratify their needs. The gratification sought from social media advertisements differ with gender and behavioural patterns. Sunil Hazari and Beheruz N Sethna (2023), finds that males and extroverts had more attention and attitude towards Instagram advertisements.

Nicholas Carah, Maria-Gemma Brown and Sarah Hickman (2023) finds Instagram as a platform that has “emerged to commercialise the products along with its influential contents by influencers. It has materialised and monetised the contents in the current decade”.

Technological Determinism Theory states that technology plays a major role in shaping and influencing societal values and culture with deterministic effects. The technology of social media has made the audience follow various influencers and has created a brand image on the products endorsed by the influencers. Carolina Herrando and Maria Jose Martin De Hoyos (2022) finds that “the audience followed influencers even after understanding that they would endorse more products. Product endorsement has added more value attribution to the brand/product despite the salience it had”.

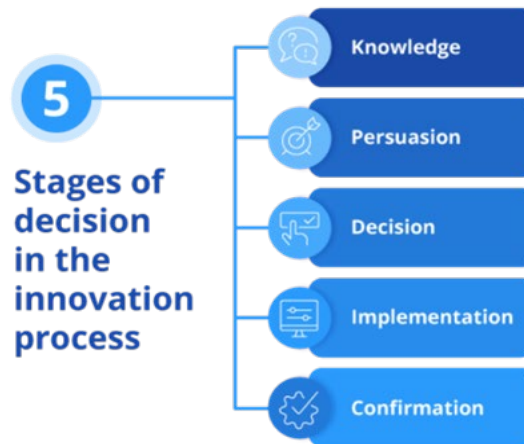
### **Crafting Effective Social Media Marketing Strategies:**

Yossi Lusson (2022) shows the effect of digital advertising campaigns, directly or indirectly connected with the audience by influencing them through the advertisements on social media platforms.

Strategies in marketing and the approaches used in brand communication always have found its importance in communicating the target messages. Various marketing techniques in social media are influencing the audience. Sriram K V, Namitha K P, et al., (2021) finds that attention grabbing details, celebrity endorsements and emotional appeal had an impact on the purchase intention and perception of social media audiences.

Guoquan Ye, Liselot Hudders, Steffi De Jans, et al., (2021) finds that online promotions and marketing have been growing rapidly for the past few years as people watch content more and people find it attractive also.

Sophie C Boerman (2020) paid partnerships with influencers aided in increasing advertisement recognition and “the disclosure positively affected brand recall and intentions to engage with the post, via ad recognition”.

**Figure 2**

SYDLE

**Figure 2 Source** Sydle. (2023, December 10). Diffusion of innovations: what is it? how does it work? Blog SYDLE. <https://www.sydle.com/blog/diffusion-of-innovation-61829eca3885651fa294b9e6>

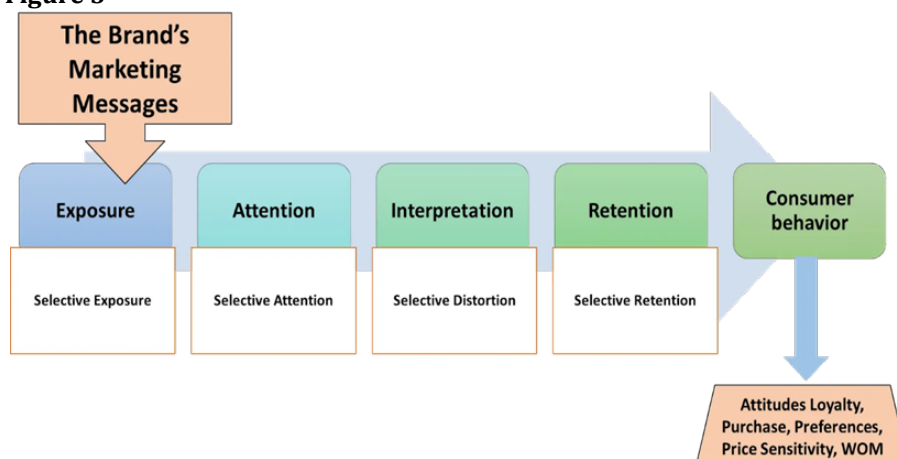
Diffusion of innovation model suggests the five stages of decision making in the process of acquiring innovations. Instagram advertisements first provide knowledge, slowly persuade the audience towards the products or services advertised and enable them to make a decision to purchase the product and implement their decision and confirm that the advertisement had made them purchase the innovation.

Mfour (2019) finds that “60% of the Instagram users have followed a new brand after appealing ads in the feed and stories. Four out of 10 people who see Instagram ads do additional research on the brands or pages while 60% of the users, research about the same on other applications and websites”.

Hazem Rasheed Gaber, Len Tiu Wright and Kaouther Kooli (2019) finds that informative, entertaining, credible, and non-irritating advertisements lead to more positive consumer attitudes. These positive attitudes, in turn, lead to more positive attitudes toward the brands being advertised.

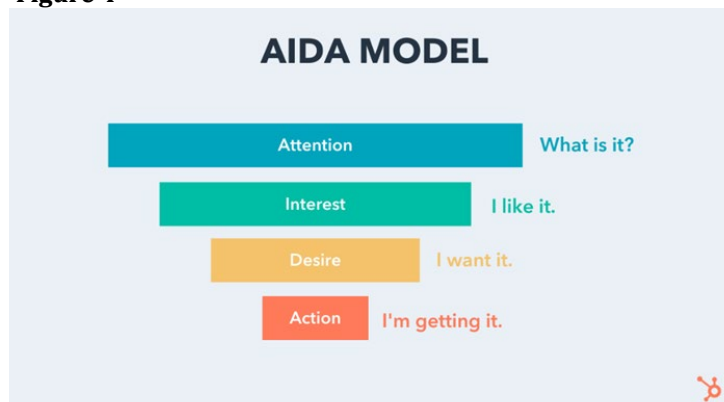
Understanding the audience is an important factor to earn brand trust and brand reputation. Oluseyi Adegbola, Sherice Gearhart, Jacqueline Skarda Mitchell (2018) find that people respond more for brand advertising, brand related posts, related to audience engagement.

According to the Selective Influences Theory, people are exposed only to certain contents and from that, only certain contents receive their attention, through that they interpret and retain certain information which leads to the consumer's behaviour.

**Figure 3**

**Figure 3 Source** Fripp, G. (2023, May 15). What is Selective Exposure? - Perceptual Maps. <https://www.perceptualmaps.com/what-is-selective-exposure/>

Importance of advertising with social media goes beyond mere informing the audience. It creates curiosity and motivates them to take action. The AIDA model also suggests that an individual's attention is the foremost thing that an advertisement acquires. Especially, in case of sponsored advertisements, that pop-up in Instagram while navigating through the posts or reels. The attention gained, kindles interest, develops the desire and makes the audience take action of purchasing. Regina C. Handayni, Betty Purwandari, Lis Solichah, et al., (2018) found that the Call-To-Action buttons on Instagram had a positive impact on consumers' impulsive purchase, but less effective in improving consumers' perceived enjoyment.

**Figure 4**

**Figure 4 Source** Sellers, A. (2022, February 4). The AIDA Model: A Proven Framework for Converting Strangers Into Customers. Hubspot. <https://blog.hubspot.com/marketing/aida-model>

## 4. METHODOLOGY

**Research Design:** Explanatory and Analytical research design was applied for this study. The data collected was analysed and explained by the researchers to understand if Instagram advertisements caused an increase in purchase of products, thereby increasing the customer expenses.



**Research Approach:** The researchers have used a quantitative approach as they have conducted a survey to find out the impact of Instagram advertisements from the audience and converted their responses in terms of percentage.

**Research Methods and Technique:** The researchers have used Survey method to find out from the respondents about their experiences with the Instagram advertisements in the form of answering a questionnaire, which had a reliability of 0.64.

**Research Tools:** The researchers have used Questionnaire as a tool to conduct the survey by collecting in depth details through asking different questions based on the research topic. This gives detailed information about the research topic.

**Universe & Sample:** The researchers have chosen the respondents belonging to the age group 18 to 30; Sample size is 108. The researchers have considered the Instagram users, who are pursuing their under-graduation and post-graduation courses.

**Sampling Method:** The researchers have used non-probability sampling – Convenient sampling method.

#### Sources Of Data:

**Primary data:** The researchers have data collected from Survey

**Secondary data:** Review of Literature

#### Variables in the study:

Independent variables:

- Age
- Gender
- The perception of the respondents

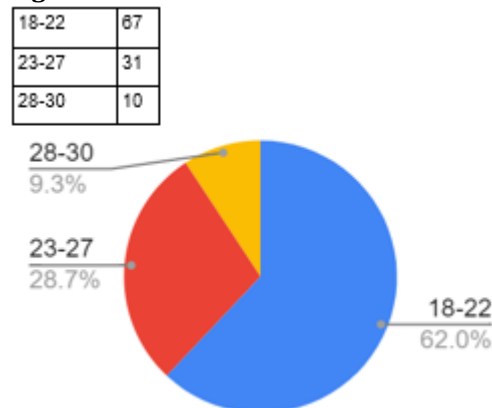
Dependent variables:

- Purchases of products and services (with age)
- Purchases of products and services (with gender)
- Motivation to purchase products and services using Instagram ads

#### Analysis and Interpretation:

##### Age Distribution:

**Figure 5**



**Figure 5** Age distribution



The age group 18-30 belong to the predominant youth group, who use Instagram more widely to consume information, entertainment, building social connections and for various other purposes including the consumption of advertisements. The major 62% of respondents, of age group 18-22 belong predominantly to the student community, who follow the latest trends. The second major group of 28.7%, are those respondents belonging to the age group 23-27, who constitute the earning community. The 28-30 age group, who comprise 9.3% of the respondents, are also those belonging to the earning community, but earning for a longer period than the second majority of respondents. They are assumed to be more aware of their expenses.

#### Gender Distribution:

**Figure 6**

Female	54
Male	54



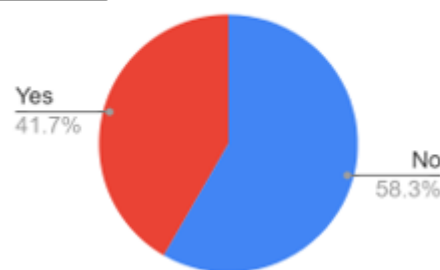
**Figure 6** Gender Distribution

The questionnaire was equally distributed among male and female respondents. Therefore, 50% of the respondents were male and 50% were female.

Are you an earning member?

**Figure 7**

No	63
Yes	45



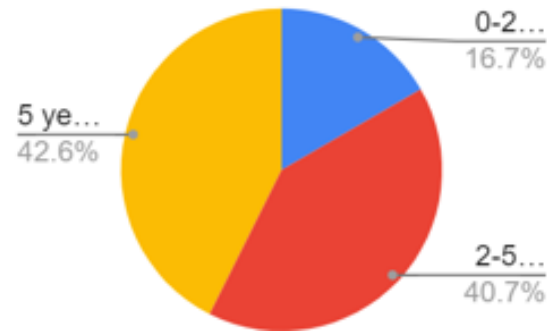
**Figure 7** Working and Non-Working Respondents

The study reveals that the majority of the respondents, 58.3%, were not earning members, yet they showed interest towards the Instagram advertisements.

How long have you been using Instagram?

**Figure 8**

0-2 years	18
2-5 years	44
5 years & above	48

**Figure 8** period of Instagram usage

The study found that every respondent was using Instagram for a minimum of 0-2 years. It not only confirms the popularity of the platform among this age group, but also reveals that most of the respondents, 42.6% were using Instagram for more than 5 years, hence confirming their experience of encountering of Instagram advertisements. Applying Uses and Gratification theory, the researchers confirm that all the respondents have been using Instagram for quite some time and they have definitely shown certain reactions towards the Instagram advertisements, including viewing the links, desires kindled by the ads, purchasing the products or putting them on wish list, etc...

Do you like Instagram advertisements?

**Figure 9**

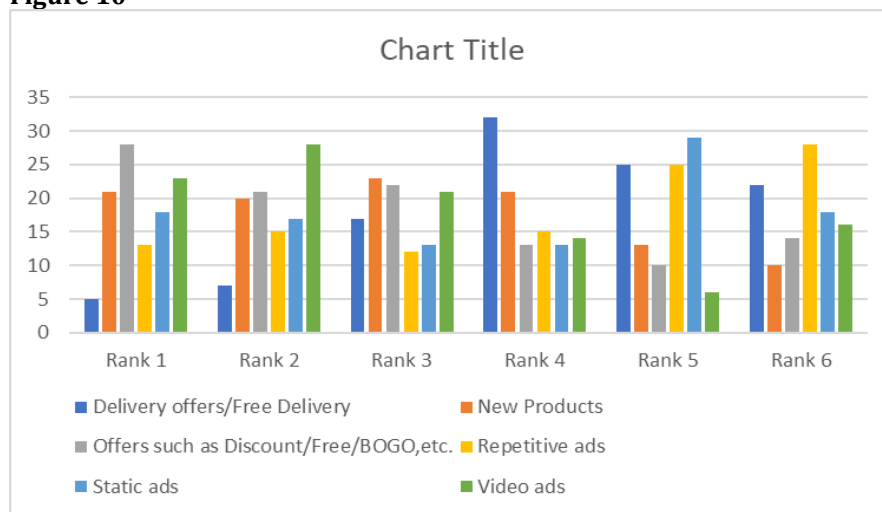
No	48
Yes	82

**Figure 9** Liking of Instagram ads

The surveys reveals that about 57.4% of the respondents like Instagram advertisements. The respondents when asked about the reason for their liking, mentioned that, most of the advertisements were attractive, engaging and user-friendly.

What are the factors of Instagram that influence you the most to buy a product/service? Rank in the order of preference. Please give a rank for every factor. [Offers such as Discount/Free/BOGO, etc.]

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	
Delivery offers/Free Delivery	5	7	17	32	25	22	108
New Products	21	20	23	21	13	10	108
Offers such as Discount/Free/BOGO,etc.	28	21	22	13	10	14	108
Repetitive ads	13	15	12	15	25	28	108
Static ads	18	17	13	13	29	18	108
Video ads	23	28	21	14	6	16	108
	108	108	108	108	108	108	

**Figure 10****Figure 10** Purchased Products Ranked

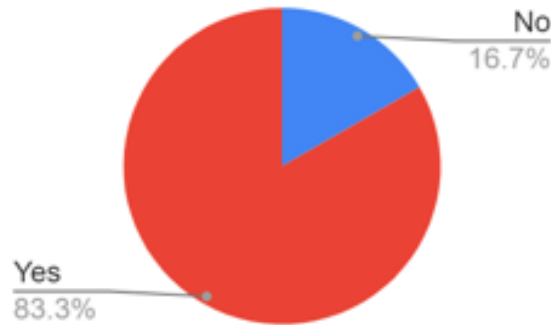
The study reveals the respondents have ranked the various influential factors that influence them to purchase products and services on Instagram. Offers such as Discount/Free/BOGO (Rank 1) followed by Video ads (Rank 2) and announcement of New Products (Rank 3). Other factors in the rank order being Delivery Offers/Free Delivery, Prominent Static ads, Repetitive ads. Applying Users and gratification theory, the researchers infer that the respondents who are frequent users of Instagram, follow their brands or when they come across interesting promotional offers, get influenced and purchase the products & services on Instagram.

Study also reveals that Free delivery offer is one of the most preferred factors that persuades respondents to indulge in purchase of the products/ services advertised on Instagram. Prominent static ads, with the concept of repetitive advertising, followed by video ads etc are some of the motivating factors that influence the purchase behaviour of respondents on Instagram.

Have you visited the links shown by the advertisements?

**Figure 11**

No	18
Yes	90

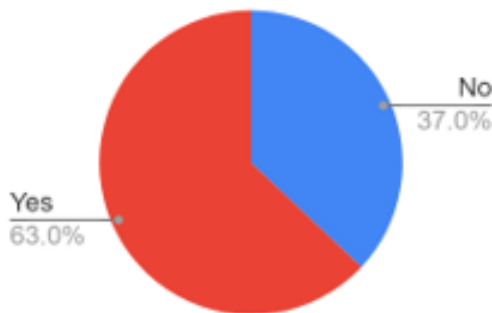
**Figure 11** Visiting of ad links

About 83.3% of the respondents have agreed to have visited the links of the advertisements they have encountered. This reveals the level of trust the products or brands have earned and the interactive nature of the advertisements. According to the Uses and Gratification theory, this shows that the audience have satisfied some of their needs by visiting the websites or Instagram pages collaborated with the advertisements. By this, the researchers conclude that the audience have a good level of awareness of the products advertised.

Have you ever bought any products or services through Instagram advertisements?

**Figure 12**

No	40
Yes	68

**Figure 12** Buying of products

The study finds that the majority, 63% have bought products through Instagram advertisements. This reveals that the Instagram advertisements are causing an increase in purchase of the products advertised.

Have the Instagram advertisements influenced you to buy a product/service though you were not intending to?

**Figure 13**

No	47
Yes	61

**Figure 13** Unintended purchase through ads

The study finds that the majority, 56.5% of the respondents have unintentionally bought products, revealing that there is an increase in expenses for the audience through the advertisements on Instagram.

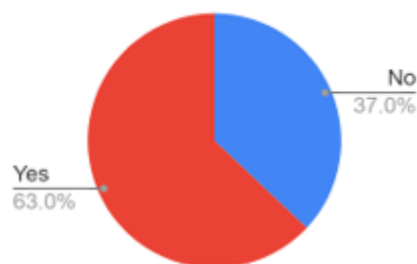
When asked about the products purchased by the respondents through the influence of Instagram, a few commonly purchased products & services were found through this study. Few of the most commonly mentioned products and services were:

- 1) Clothing
- 2) Accessories
- 3) Snacks and food items
- 4) Beauty and self-care products
- 5) Gift items
- 6) Mental health therapy services

Have Influencers played a role in influencing you to buy a product/service?

**Figure 14**

No	40
Yes	68

**Figure 14** Role of influencers

The study reveals that about 63% of the respondents have said that the influencers on Instagram have influenced them to buy a product. This shows that according to the Two Step Flow theory, the opinion leaders have an important role to play in passing information and influencing people. The previous studies also reveal the same results.

Have the products or services you bought through the influence of Instagram advertisements, unintentionally, been useful and satisfactory?

**Figure 15**

No	40
Yes	50

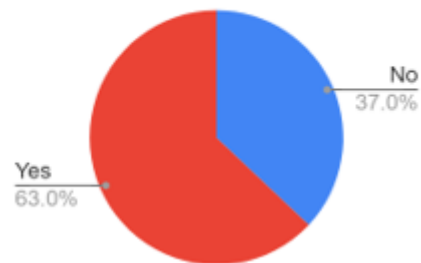
**Figure 15** Usefulness of products

Since the study reveals that the most of respondents (54.6%) have found the unintentionally purchased products to be useful and satisfactory, it can be confirmed that the perception of the audience, considering Instagram as a platform to purchase and the lack of intention to buy confirms that their expenses are increasing.

Have you ever felt it was a waste of money purchasing the product/service that you chose through Instagram advertisements?

**Figure 16**

No	40
Yes	68

**Figure 16** Value of the purchase

The study reveals that the about 63% repent for their purchases made through the influence of Instagram advertisements, which also confirms the increase in purchase of products.

Have the Instagram advertisements made you double check your expenditure?

**Figure 17**

No	48
Yes	60

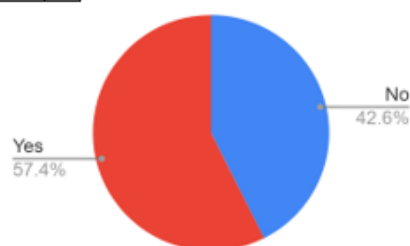
**Figure 17** Ads having a check on expenditure

The majority of 55.6% respondents have confirmed that they had to recheck their expenditure due to their purchases made through Instagram advertisements. This also reveals that Instagram Ads are attractive and effective in positioning the products & services advertised as necessary for their life.

Do you believe the products/services you see on Instagram advertisements?

**Figure 18**

No	46
Yes	62



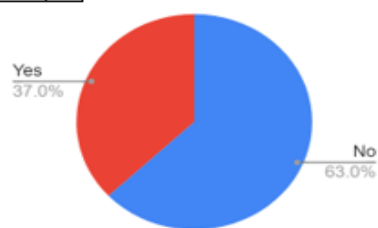
**Figure 18** Credibility of products

57.4% of the respondents have confirmed that they believe in the products advertised in Instagram. This shows the strategies used by the advertisers on Instagram are helping them to build better trust amidst their audience, focusing on the areas for growth, thereby enabling better opportunities for audience to purchase.

Have you ever felt cheated by the products/services you chose through Instagram advertisement?

**Figure 19**

No	68
Yes	40



**Figure 19** Felt cheated on any products

About 63% of the respondents have confirmed that they have not been cheated by the advertisers on Instagram. Study reveals that Instagram ads are convincing and make people believe in their interaction with the ads on Instagram.

Have you ever told yourself not to click into the pages/links of the advertisement, due to your prior bad experiences?



**Figure 20**

No	49
Yes	59

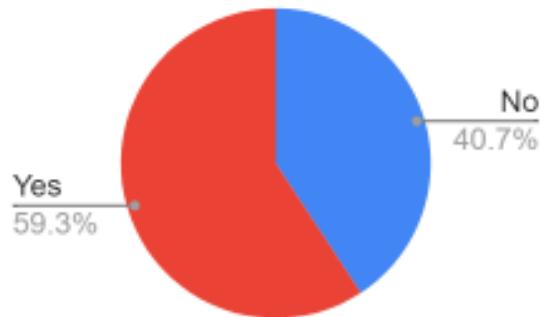
**Figure 20** Reminding not to click the ad links

The majority of the respondents of the survey (54.6%) have responded that they have controlled their minds as not to click the links shown by Instagram advertisements, which denotes that the Instagram ads are persuasive and may lead to increasing their purchase behaviour.

Do you feel using products/services that are popular on Instagram makes an impact on your social status?

**Figure 21**

No	44
Yes	64

**Figure 21** Impact on social status

The majority of respondents, 59.3% feel that the usage of Instagram advertised products are making an impact on their social status. This can also be inferring the fact that the advertised products are personalised, as per the algorithms and the advertisements can vary from person to person. Thus, creating a room for social status. Yet, 40.7% have said that Instagram does not make an impact on social status, which also means that the advertised products are on their way to earn a brand name and position for themselves, creating a social status attached to them.

Have you ever felt peer pressure to buy something, through Instagram advertisement?

**Figure 22**

No	72
Yes	38

**Figure 22** Peer pressure

Majority (59.3%) of the respondents have said that they have faced any peer pressure to buy products through Instagram. This can also be due to the personalisation factor.

Have you ever felt that you are spending more due to Instagram advertisement?

**Figure 23**

No	33
Yes	75

**Figure 23** Spending more due to the ads

Majority (69.4%) of the respondents have agreed that the Instagram advertisements are causing an increase in their expenditure, due to the unintentional purchasing of products and the attraction and necessity created by the advertisements.

## 5. DISCUSSIONS

The researchers have performed Chi-square tests to test the association between various independent and dependent variables. To determine whether the variables are independent, the p-value is compared with the significance level. Usually, a significance level (denoted as  $\alpha$  or alpha) of 0.05 works well. A significance level of 0.05 indicates a 5% risk of concluding that an association between the variables exists when there is no actual association.

If the p-value is less than or equal to the significance level, the null hypothesis is rejected and concluded that there is a statistically significant association between the variables. If the p-value is larger than the significance level, the null hypothesis is accepted, because there is not enough evidence to conclude that the variables are associated.

**Table 1**

Table 1 Crosstab				
		mot7Haveyoueverboughtanyproductsor services through Instagram		Total
		1	2	
per5DoyoulikeInstagramads	1	Count	38	8
		Expected Count	24.7	21.3
	2	Count	20	42
		Expected Count	33.3	28.7
Total	Count		58	50
	Expected Count		58.0	50.0

**Table 2**

Table 2 Chi-Square Tests				
	Value	df	Asymptotic Significance (2- sided)	Exact Sig. (2- sided)
Pearson Chi-Square	26.927 <sup>a</sup>	1	.000	
Continuity Correction <sup>b</sup>	24.940	1	.000	
Likelihood Ratio	28.648	1	.000	
Fisher's Exact Test				.000
Linear-by-Linear Association	26.678	1	.000	
N of Valid Cases	108			

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.30.

b. Computed only for a 2x2 table

**Table 3**

Table 3			
Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.499	.000
	Cramer's V	.499	.000
N of Valid Cases		108	

For Null Hypothesis- Ho- There is no significant association between Respondent's liking of Instagram ads and Purchase of products & services on Instagram ads.

Alternative Hypothesis- Ha- There is significant association between Respondent's liking of Instagram ads and the Purchase of products & services on Instagram ads.

From the above result, it is clear that null hypothesis is rejected and the alternative hypothesis is accepted. Since the level of significance is below 0.05. There is a significant association between the Respondent's liking of Instagram ads and Purchase of products & services on Instagram ads.

Cramer's V intensity of association is positively fairly associated since it is 0.449.

per5DoyoulikeInstagramads  
mot8HastheInstagramadsinfluencedyoutobuyaproductserviceth

\*

**Table 4**

Table 4 Crosstab

		mot8HaveInstagramadsinfluencedyou tobuyaproductorservice		
		1	2	Total
per5DoyoulikeInstagramads	1	Count	30	16
				46

	2	Expected Count	26.0	20.0	46.0		
		Count	31	31	62		
		Expected Count	35.0	27.0	62.0		
		Total		Count	61	47	108
				Expected Count	61.0	47.0	108.0

**Table 5**

Table 5 Chi-Square Tests				
	Value	df	Asymptotic Significance (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	2.488 <sup>a</sup>	1	.115	
Continuity Correction <sup>b</sup>	1.907	1	.167	
Likelihood Ratio	2.509	1	.113	
Fisher's Exact Test				.123
Linear-by-Linear Association	2.465	1	.116	
N of Valid Cases	108			

- 1) 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.02.
- 2) Computed only for a 2x2 table

**Table 6**

Table 6 Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.152	.115
	Cramer's V	.152	.115
N of Valid Cases		108	

Null Hypothesis- Ho- There is no significant association between Respondent's liking of Instagram ads and the Influence of Instagram ads in Purchase of products & services.

Alternative Hypothesis- Ha- There is a significant association between Respondent's liking of Instagram ads and the Influence of Instagram ads in the Purchase of products & services.

From the above result, it is clear that null hypothesis is rejected and the alternative hypothesis is accepted. Since the level of significance is below 0.05. There is a significant association between Respondent's liking of Instagram ads and the Influence of Instagram ads in Purchase of products & services. Cramer's V intensity of association is positively fairly associated since it is 0.152.

Do you like Instagramads  
\*Have Influencers played a role in influencing you to buy a product or service

**Table 7****Table 7 Crosstab**

		Do you like Instagram ads		Total
		1	2	
Do you like Instagram ads	1	Count	31	15
	1	Expected Count	24.7	21.3
	2	Count	27	35
	2	Expected Count	33.3	28.7
Total		Count	58	50
		Expected Count	58.0	50.0

**Table 8****Table 8 Chi-Square Tests**

	Value	df	Asymptotic Significance (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	6.038 <sup>a</sup>	1	.014		
Continuity Correction <sup>b</sup>	5.117	1	.024		
Likelihood Ratio	6.125	1	.013		
Fisher's Exact Test				.019	.012
Linear-by-Linear Association	5.982	1	.014		
N of Valid Cases	108				

- 1) 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.30.
- 2) Computed only for a 2x2 table

**Table 9****Table 9 Symmetric Measures**

		Value	Approximate Significance
Nominal by Nominal	Phi	.236	.014
	Cramer's V	.236	.014
N of Valid Cases		108	

Null Hypothesis- Ho- There is no significant association between Respondent's liking of Instagram ads and role of Influencers on Instagram ads in Purchase of products & services.

Alternative Hypothesis- Ha- There is significant association between Respondent's liking of Instagram ads and role of Influencers on Instagram ads in Purchase of products & services.

From the above result, it is clear that null hypothesis is rejected and alternative hypothesis is accepted. Since the level of significance is below 0.05. There is significant association between Respondent's liking of Instagram ads and role of Influencers on Instagram ads in Purchase of products & services. Cramer's V intensity of association is positively fairly associated since it is 0.236.

Do you like Instagram ads  
Have the products or services you bought through the influence of

\*

**Table 10****Table 10 Crosstab**

			mot10Have the products or services you bought through the influence of		Total
			1	2	
per5DoyoulikeInstagramads	1	Count	37	9	46
		Expected Count	25.1	20.9	46.0
	2	Count	22	40	62
		Expected Count	33.9	28.1	62.0
Total	Count		59	49	108
	Expected Count		59.0	49.0	108.0

**Table 11****Table 11 Symmetric Measures**

Symmetric Measures			Approximate Significance
		Value	
Nominal by Nominal	Phi	.446	.000
	Cramer's V	.446	.000
N of Valid Cases		108	

Null Hypothesis- Ho- There is no significant association between Respondent's liking of Instagram ads and Usefulness of products bought via Instagram ads.

Alternative Hypothesis- Ha- There is significant association between Respondent's liking of Instagram ads and Usefulness of products bought via Instagram ads.

From the above result, it is clear that null hypothesis is rejected and alternative hypothesis is accepted. Since the level of significance is below 0.05. There is significant association between Respondent's liking of Instagram ads and Usefulness of products bought via Instagram ads.

Cramer's V intensity of association is positively fairly associated since it is 0.446.

DoyoubelievetheserviceyouseeonInstagramads  
Haveyoueverboughtanyproductsorservices throughInstagram

\*

**Table 12****Table 12**

			mot7Haveyoueverboughtanyproductsorservices throughInstagram		Total
			1	2	
per13DoyoubelievetheserviceyouseeonInstagramads	1	Count	33	13	46
		Expected Count	24.7	21.3	46.0
	2	Count	25	37	62
		Expected Count	33.3	28.7	62.0
Total	Count		58	50	108
	Expected Count		58.0	50.0	108.0

**Table 13**

<b>Table 13</b>				
<b>Chi-Square Tests</b>				
	Value	df	Asymptotic Significance (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	10.483 <sup>a</sup>	1	.001	
Continuity Correction <sup>b</sup>	9.258	1	.002	
Likelihood Ratio	10.737	1	.001	
Fisher's Exact Test				.002
Linear-by-Linear Association	10.386	1	.001	
N of Valid Cases	108			

- 1) 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.30.
- 2) Computed only for a 2x2 table

**Table 14**

<b>Table 14</b>			
<b>Symmetric Measures</b>			
		Value	Approximate Significance
Nominal by Nominal	Phi	.312	.001
	Cramer's V	.312	.001
N of Valid Cases		108	

Null Hypothesis- Ho- There is no significant association between Respondent's perception (believability of products/ services advertised on Instagram ads) and Purchase of products/ services offered on Instagram ads.

Alternative Hypothesis- Ha- There is a significant association between Respondent's perception (believability of products/ services advertised on Instagram ads) and Purchase of products/ services offered on Instagram ads.

From the above result, it is clear that null hypothesis is rejected and alternative hypothesis is accepted. Since the level of significance is below 0.05. There is a significant association between Respondent's perception (believability of products/ services advertised on Instagram ads) and Purchase of products/ services offered on Instagram ads.

Cramer's V intensity of association is positively fairly associated since it is 0.312.

DoyoubelievethetheproductsservicesyouseeonInstagramads  
HastheInstagramadsinfluencedyoutobuyaproductserviceth

\*



**Table 15**

Table 15				
Crosstab				
		mot8Has the Instagram ads influenced you to buy a product/service		
		1	2	Total
per13Do you believe the products/services you see on Instagram ads	1	Count	31	15
		Expected Count	28.0	20.0
	2	Count	30	32
		Expected Count	35.0	27.0
Total		Count	61	47
		Expected Count	61.0	47.0

**Table 16**

Table 16				
Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)
Pearson Chi-Square	3.880 <sup>a</sup>	1	.049	
Continuity Correction <sup>b</sup>	3.145	1	.076	
Likelihood Ratio	3.928	1	.047	
Fisher's Exact Test				.053
Linear-by-Linear Association	3.844	1	.050	
N of Valid Cases	108			

- 1) 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.02.
- 2) Computed only for a 2x2 table

**Table 17**

Table 17			
Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.190	.049
	Cramer's V	.190	.049
N of Valid Cases		108	

Null Hypothesis- Ho- There is no significant association between Respondent's perception (believability of products/ services advertised on Instagram ads) and Influence of Instagram ads to purchase products/ services advertised.

Alternative Hypothesis- Ha- There is significant association between Respondent's perception (believability of products/ services advertised on Instagram ads) and Influence of Instagram ads to purchase products/ services advertised.

From the above result, it is clear that the null hypothesis is rejected and the alternative hypothesis is accepted. Since the level of significance is below 0.05. There is significant association between Respondent's perception (believability of products/ services advertised on Instagram ads) and Influence of Instagram ads to purchase products/ services advertised.

Cramer's V intensity of association is positively fairly associated since it is 0.190.

Do you believe the products/services you see on Instagram ads  
Have influencers played a role in influencing you to buy a product?

\*

**Table 18**

Table 18				
Crosstab				
		Do you believe the products/services you see on Instagram ads		Total
		1	2	
Have influencers played a role in influencing you to buy a product?	1	Count	29	17
	1	Expected Count	24.7	21.3
	2	Count	29	33
	2	Expected Count	33.3	28.7
Total		Count	58	50
		Expected Count	58.0	50.0

**Table 19**

Table 19				
Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)
Pearson Chi-Square	2.811 <sup>a</sup>	1	.094	
Continuity Correction <sup>b</sup>	2.195	1	.138	
Likelihood Ratio	2.832	1	.092	
Fisher's Exact Test				.119
Linear-by-Linear Association	2.785	1	.095	
N of Valid Cases	108			

- 1) 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.30.
- 2) Computed only for a 2x2 table

**Table 20**

Table 20			
Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.161	.094
	Cramer's V	.161	.094
N of Valid Cases		108	

Null Hypothesis- Ho- There is no significant association between Respondent's perception (believability of products/ services advertised on Instagram ads) and the Role of Influencers in Instagram to purchase products/ services advertised.

Alternative Hypothesis- Ha- There is a significant association between the Respondent's perception (believability of products/ services advertised on Instagram ads) and the Role of Influencers in Instagram to purchase products/ services advertised.

From the above result, it is clear that the null hypothesis is rejected and the alternative hypothesis is accepted. Since the level of significance is below 0.05. There is a significant association between the Respondent's perception (believability of products/ services advertised on Instagram ads) and the Role of Influencers in Instagram to purchase products/ services advertised.

Cramer's V intensity of association is positively fairly associated since it is 0.161.

DoyoubelievetheserviceyouseeonInstagramads  
Havetheproductsorservicesyouboughtthroughtheinfluenceo

\*

**Table 21**

Table 21

Crosstab					
		mot10Have the products or services you bought through the influence of			
			1	2	Total
per13Do you believe the products or services you see on Instagram ads	1	Count	38	8	46
		Expected Count	25.1	20.9	46.0
	2	Count	21	41	62
		Expected Count	33.9	28.1	62.0
Total		Count	59	49	108
		Expected Count	59.0	49.0	108.0

**Table 22**

Table 22					
Chi-Square Tests					
	Value	df	Asymptotic Significance (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	25.308 <sup>a</sup>	1	.000		
Continuity Correction <sup>b</sup>	23.380	1	.000		
Likelihood Ratio	26.903	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	25.074	1	.000		
N of Valid Cases	108				

1) 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.87.

2) Computed only for a 2x2 table

**Table 23**

Table 23			
Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.484	.000
	Cramer's V	.484	.000
N of Valid Cases		108	

Null Hypothesis- Ho- There is no significant association between Respondent's perception (believability of products/ services advertised on Instagram ads) and the perception about using products/services that are popular on Instagram makes an impact on respondents' social status.

Alternative Hypothesis- Ha- There is a significant association between the Respondent's perception (believability of products/ services advertised on Instagram ads) and perception about using products/services that are popular on Instagram makes an impact on respondents' social status.

From the above result, it is clear that the null hypothesis is rejected and the alternative hypothesis is accepted. Since the level of significance is below 0.05. There is a significant association between the Respondent's perception (believability of products/ services advertised on Instagram ads) and perception about using products/services that are popular on Instagram makes an impact on respondents' social status.

Cramer's V intensity of association is positively fairly associated since it is 0.484.

DoyoufeelusingproductsservicesthatarepopularonInstagra  
HaveyoueverboughtanyproductsorservicesthroughInstagram

\*

**Table 24**

Crosstab				
		mot7HaveyoueverboughtanyproductsorservicesthroughInstagram		Total
		1	2	
per16DoyoufeelusingproductsservicesthatarepopularonInstagra	1	Count	27	17
		Expected Count	23.6	20.4
	2	Count	31	33
		Expected Count	34.4	29.6
Total		Count	58	50
		Expected Count	58.0	50.0

**Table 25**

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)
Pearson Chi-Square	1.752 <sup>a</sup>	1	.186	
Continuity Correction <sup>b</sup>	1.271	1	.260	
Likelihood Ratio	1.762	1	.184	
Fisher's Exact Test				.239
Linear-by-Linear Association	1.736	1	.188	
N of Valid Cases	108			

- 1) 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.37.
- 2) Computed only for a 2x2 table

**Table 26****Table 26**

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.127	.186
	Cramer's V	.127	.186
N of Valid Cases		108	

Null Hypothesis- Ho- There is no significant association between the perception about using products/services that are popular on Instagram makes an impact on respondents' social status and Purchase of products / services advertised on Instagram.

Alternative Hypothesis- Ha- There is significant association between the perception about using products/services that are popular on Instagram makes an impact on respondents' social status and Purchase of products / services advertised on Instagram.

From the above result, it is clear that null hypothesis is rejected and alternative hypothesis is accepted. Since the level of significance is below 0.05. There is significant association between the perception about using products/services that are popular on Instagram makes an impact on respondents' social status and Purchase of products / services advertised on Instagram. Cramer's V intensity of association is positively fairly associated since it is 0.127.

DoyoufeelusingproductsservicesthatarepopularonInstagram  
HastheInstagramadsinfluencedyoutobuyaproductserviceth

\*

**Table 27****Table 27**

Crosstab					
		mot8Has the Instagram ads influenced you to buy a product/service			
		1	2	Total	
per16Do you feel using products/services that are popular on Instagram	1	Count	34	10	44
		Expected Count	24.9	19.1	44.0
	2	Count	27	37	64
		Expected Count	36.1	27.9	64.0
Total	Count	61	47	108	
	Expected Count	61.0	47.0	108.0	

**Table 28****Table 28**

Chi-Square Tests					
	Value	df	Asymptotic Significance (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	13.058 <sup>a</sup>	1	.000		
Continuity Correction <sup>b</sup>	11.670	1	.001		
Likelihood Ratio	13.581	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	12.937	1	.000		
N of Valid Cases	108				

1) 0 cells (.0%) have expected count less than 5. The minimum expected count is 19.15.

2) Computed only for a 2x2 table

**Table 29**

Table 29			
Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.348	.000
	Cramer's V	.348	.000
N of Valid Cases		108	

Null Hypothesis- Ho- There is no significant association between the perception about using products/services that are popular on Instagram makes an impact on respondents' social status and Influence of Instagram ads in the Purchase of products / services advertised.

Alternative Hypothesis- Ha- There is a significant association between the perception about using products/services that are popular on Instagram makes an impact on respondents' social status and Influence of Instagram ads in the Purchase of products / services advertised.

From the above result, it is clear that null hypothesis is rejected and alternative hypothesis is accepted. Since the level of significance is below 0.05. There is a significant association between the perception that using products/services that are popular on Instagram makes an impact on respondents' social status and the Influence of Instagram ads in the Purchase of products/services advertised. Cramer's V intensity of association is positively fairly associated since it is 0.348.

DoyoufeelusingproductsservicesthatarepopularonInstagra  
\*HaveInfluencersplayedaroleininfluencingyoutobuyaprodu

**Table 30**

Table 30				
		mot9HaveInfluencersplayedaroleininfluencingyoutobuyaprodu		Total
		1	2	
per16DoyoufeelusingproductsservicesthatarepopularonInstagra	1	Count	28	16
		Expected Count	23.6	20.4
	2	Count	30	34
		Expected Count	34.4	29.6
Total		Count	58	50
		Expected Count	58.0	50.0

**Table 31**

Table 31					
Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.948 <sup>a</sup>	1	.086		
Continuity Correction <sup>b</sup>	2.311	1	.128		
Likelihood Ratio	2.972	1	.085		
Fisher's Exact Test				.116	.064
Linear-by-Linear Association	2.919	1	.088		
N of Valid Cases	108				

- 1) 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.37.
- 2) Computed only for a 2x2 table

**Table 32****Table 32**

Symmetric Measures		Value	Approximate Significance
Nominal by Nominal	Phi	.165	.086
	Cramer's V	.165	.086
N of Valid Cases		108	

Null Hypothesis- Ho- There is no significant association between the perception about using products/services that are popular on Instagram makes an impact on respondents' social status and Role of Influencers on Instagram ads in the Purchase of products / services advertised.

Alternative Hypothesis- Ha- There is a significant association between the perception about using products/services that are popular on Instagram makes an impact on respondents' social status and Role of Influencers on Instagram ads in the Purchase of products / services advertised.

From the above result, it is clear that null hypothesis is rejected and alternative hypothesis is accepted. Since the level of significance is below 0.05. There is a significant association between the perception that using products/services that are popular on Instagram makes an impact on respondents' social status and Role of Influencers on Instagram ads in the Purchase of products / services advertised.

Cramer's V intensity of association is positively fairly associated since it is 0.165.

## 6. FINDINGS

All the respondents have been using Instagram for quite some time and the chances of their exposure to advertisements on this medium is high. Since advertisements are attractive, engaging and user-friendly, most respondents seem to have a liking for Instagram advertisements.

The study reveals the respondents have ranked the various influential factors that influences them to purchase products and services on of Instagram are Offers such as Discount/Free/BOGO (Rank 1) followed by Video ads (Rank 2) and announcement of New Products (Rank 3). Other factors in the rank order being Delivery Offers/Free Delivery, Prominent Static ads, Repetitive ads. This means that the respondents who are frequent users of Instagram, follow their brands or when they come across interesting promotional offers, get influenced and purchase the products & services on Instagram.

The concept of Free delivery offer is one of the most preferred factors that persuades respondents to indulge in purchase of the products/ services advertised on Instagram. Prominent static ads, with the concept of repetitive advertising, followed by video ads etc are some of the motivating factors that influence the purchase behaviour of respondents on Instagram.

Most of the respondents have agreed to have visited the links of the advertisements they have encountered. This reveals the level of trust the products or brands have earned and the interactive nature of the advertisements.

Most have bought products through Instagram advertisements. This reveals that the Instagram advertisements are causing an increase in purchase of the products advertised.



Most of the respondents have unintentionally bought products, revealing that there is an increase in expenses for the audience through the advertisements on Instagram.

Most of the respondents have said that the influencers on Instagram have influenced them to buy a product.

Most of respondents (54.6%) have found the unintentionally purchased products to be useful and satisfactory, it can be confirmed that the perception of the audience, considering Instagram as a platform to purchase and the lack of intention to buy confirms that their expenses are increasing.

The majority of the respondents have confirmed that they had to recheck their expenditure due to their purchases made through Instagram advertisements. This also reveals that Instagram Ads are attractive and effective in positioning the products & services advertised as necessary for their life.

Most of the respondents have confirmed that they believe in the products advertised in Instagram. This shows the strategies used by the advertisers on Instagram are helping them to build better trust amidst their audience, focusing on the areas for growth, thereby enabling better opportunities for audience to purchase.

About 63% of the respondents have confirmed that they have not been cheated by the advertisers on Instagram. Study reveals that Instagram ads are convincing and make people believe in their interaction with the ads on Instagram.

The majority of respondents, 59.3% feel that the usage of Instagram advertised products are making an impact on their social status. This can also be inferring the fact that the advertised products are personalised, as per the algorithms and the advertisements can vary from person to person. Thus, creating a room for social status. Yet, 40.7% have said that Instagram does not make an impact on social status, which also means that the advertised products are on their way to earn a brand name and position for themselves, creating a social status attached to them.

Majority (66.7%) of the respondents have said that they have faced any peer pressure to buy products through Instagram. This can also be due to the personalisation factor.

Majority of the respondents have agreed that the Instagram advertisements are causing an increase in their expenditure, due to the unintentional purchasing of products and the attraction and necessity created by the advertisements.

## **7. CONCLUSION AND SUGGESTIONS**

Instagram being a popular and mostly used social media, through this study, it can be found that the medium is highly effective in increasing the purchase of products through the advertisements on the platform. Brand and product awareness is developed by the Instagram advertisements. The various types of strategies including types of advertisements – static, video, reels, endorsements, collaborations, discounts and offers, copywriting techniques, frequent and repetitive advertising are all contributing to the factors that attract the audience.

The advertisements are very effective in attracting the audience and creating a necessity in their minds for the advertised products. This is causing an increase in expenditure to the audience, as they opt to buy the advertised products without much intentions to purchase. This kind of an unintentional purchase could be an unnecessary expense, but the study reveals that most of the unintentionally purchased products are ending up to be useful and satisfactory by the audience

turned customers. Further the study talks of double-checking the expenses of the audience, which is a step towards mindful expenditure for the audience. The study can help the audience to understand that their expenses made through the Instagram advertisements are mostly useful, but due to the algorithm of personalisation of advertisements, all products cannot be considered useful. Hence, this study aids the Instagram users to understand their actual necessities before purchasing any products or services through the advertisements of the platform. Also, the study clarifies that the Instagram advertisements serve as one of the best means to advertise any products or services, due to the reach, attraction and increase in purchase. At the same time, Instagram does not make an impact on the social status of the audience, which also means that the advertised products are on their way to earn a brand name and position for themselves, creating a social status attached to them.

### **CONFLICT OF INTERESTS**

None.

### **ACKNOWLEDGMENTS**

None.

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