Influencer Marketing on Instagram: Effects of Promotional Posts on Purchasing Behavior of Consumers

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ABSTRACT

Celebrities around the world have huge followers who trust their words and experiences. Marketing with the involvement of celebrities act as aristocracy in increase consumers behavior of buying product. Given study was intent to found the effects of promotional posts with influencer marketing through Instagram on purchasing behavior of cosumers. Experiemental research design was use to experiment the phenomenon for patterns of behavior, livingness and rate of buying increase with influencer marketing on Instagram. Instagram users were selected as sample of the study and 203 participants were selected as sample using convenient sampling technique. Self-Constructed questionnaire was used to collect responses of the participants after checking reliability and validity of the questionnaire through piloting. Participants demographic characteristic were measured for getting standard deviation, mean, frequency and percentages. Product Moment Correlation analysis of association between two variables was followed to found relationship between influencer marketing on Instagram and purchasing behavior of consumers. Univariate analysis of variance within group for the effects of promotional marketing with influencer on Instagram was carried out. Results of the study revealed that there was significant positive correlation between consumers purchasing behavior and influencer marketing on Instagram. There was also found significant differences in mean and variance between two groups on the effects of influencer marketing through Instagram professional posts.

Keywords: *Influencer Marketing, Instagram Followers, Purchasing Behavior.*

Introduction

Advertisement and marketing can be seen everywhere whether you're shopping, driving, browsing through the internet or using your personal social media account it is literally everywhere. The excess of it makes it hard to break the clutter and engage with the consumer. But when you are on your phone looking at a profile of a very relatable person giving you opinions and reviews about all the things you are interested in, it is very hard to resist the temptation and something usually gets through the clutter (Tarkan, 2014).

This rise in influencer marketing has resulted in giving brands a new channel to connect with their target market more organically. The influencer marketing has become so popular that if a brand is not using it then they might need to look into their advertising strategy and evaluate it. Social media influencers specially YouTube and Instagram influences have changed the game and proved to be the biggest trend of marketing and public relations specifically in lifestyle branding. Lifestyle influencers work for companies whose products consumers use in their day to day life. By working with influencers brands find it easy to engage with their target audience and market their product to the consumers using relatable content as a public relations tool.

In the hypothesis part we have devoted an entire area to influencer advertising, and will expound further and take a gander at alternate points of view (Jin, Muqadam & Ryu, 2019).

Influencer marketing is proving to be a better advertisement technique that provides brands trust, loyalty and confidence of their customers, it also provides new opportunities, innovations and give way to new platforms, this in turn, makes it an interesting avenue for researchers to study it because of it being so popular. In addition, this study also focuses on how influencer marketing has given a platform to brands to advertise their products in a very effective way. Obviously different people have multiple takes on this particular statement. On social media apps such as Instagram there are multiple ways in which influencer marketing can be used as a strategy of a products marketing (Brown & Hayes, 2008).

Godey et al. (2016) in his study found out that influencer marketing is a very effective strategy if your targets are brand image and brand marketing; it also leaves a huge impact on your brand value. One more angle that this study explores and we can further take a look into is that a specific influencer marketing campaign will leave a typical impact or is there any other element of brand value involved. Further, you can say that influencer marketing influences buyers in a lot of ways e.g. their thinking, behavior, brand conviction, word of mouth, satisfaction factor etc.

There has not been a lot of research around influencer marketing, and Godey et al., (2016) have focused on brand value and its components. Accordingly, we will cover other parts in this study, and our study will focus on to investigate influencer marketing and its impact on customer behavior. What is our own perception of influencer marketing? Whenever you go on the search tab on your Instagram app you will see an influencer promoting a product be it clothes, jeweler, shoes etc. These posts that influencers post make it very clear that how the whole process works. Brands advertise their products through an influencer and now all of their followers know about their new product or a campaign. They influence that the

influencer has on his/her followers will make them take interest in a particular product that is being promoted. This is an attempt to make those followers buyers of their products. Also, change is buying behavior has been a popular research area (Bagozzi et al., 1979; Ostrom 1969) and are in effect regularly utilized in different marketing areas as, following studies, brand assessments and brand expansions (Spears and Singh, 2004).

Furthermore, buying behaviors also a part of many marketing related strategies and studies, because it is an important factor in the field of marketing and it is considered as an instrument to check how effective advertising strategies are. (Morwitz, 2014). Buying behaviors and fluctuation in them has different uses and it can a very useful instrument to check what causes them. One of the points of this study is to see how influencer marketing is important to buying behaviors. Along these lines, the objective is to see how influencer marketing influences a buyer's buying behavior and does it really influences people so much that it changes their lifestyle all together.

The Benefits of Influencer Marketing

In a similar report, Nielsen and Tapinfluence found that buyers who had been exposed to influencer marketing bought more stuff compared to the ones who were exposed to more conventional forms of advertising. Furthermore, they did not even compare the products to other competitors. There were a few reasons why this took place. Firstly, their loyalties genuinely lied with their influencers. Buyers look at the products online purposely, if they are looking to buy a product they will open their Instagram and click on their influencer's profile to see which brand they've given positive reviews about and then they make a decision to buy. Secondly, influencer marketing leaves a significant impact on buyer's mind and it sells the product with conviction that if this person has given a positive review then this product is worth spending money on. (Tapinfluence and Nielsen, 2016).

An add on to this whole influencer marketing phenomenon is that brands can reuse the content that influencers make e.g. if an influencer is paid to make a post about a certain product and they post it, that brand can repost it to their page thus reusing the content of influencer. It not only exposes the brand to the influencer's audience it also helps with the content and awareness. Likewise, when the promotional campaign with the influencer ends, still the buyers will be able to look at the brands products, which will help in future sales and promotions. (Nielsen and Tapinfluence, 2016).

Objectives

- Study evaluated the rate of influencer marketing effecting the promotional posts for different products.

- It found the effects of influencer marketing on Instagram on purchasing behavior of the consumers.

- Found the association between influencer marketing through Instagram on increasing or decreasing buying behavior of consumers.
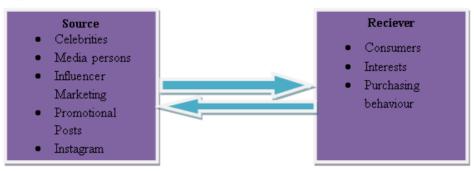
Literature Review

Today, over 3.6 billion people are using internet facilities, which make 50 % of the world's population. Marketing through mass media is not as dominate and effective as it used to be because of the rise and popularity of social media and the marketing techniques that came with it, as most of the population prefers to communicate though this channel. It is very important to keep up with the emerging marketing strategies and the change in behavior that it is causing. Due to the ease and comfort technology today offers, it is obvious that the communication has increased. Therefore, people like to keep themselves updated with the news and world order. Internet has facilitated people massively in networking and communication all over the world. By texts, videos, pictures, documents, blogs, vlogs and social media sites like twitter, Instagram and Facebook. (IOM Costa, 2019). Due to these technological innovations consumers all over the globe have better platforms and opportunities to express their opinions and experiences with the world. This isn't only limited to sharing their viewpoints, a consumer also has better platforms to explore before making a decision about purchasing a product. (IOM Costa, 2019).

It has been proven that electronic word of mouth (eWOM), the information people obtain from social networking sites makes a bigger impact on consumer's buying decision than the typical marketing techniques. A message that is being given by another consumer will be more trustworthy and authentic rather than a message given through an advertiser. Consumer will always value another consumer's review about a particular product; this explains the increasing popularity of social media as it gives a platform to costumers where they can share their reviews about products they are interested in. So, a customer can share their view about a brand and their product at any time freely with their circle through social media networks such as twitter and Instagram, this makes eWOM and ideal instrument of marketing. The opinion leaders which here are called influencers provide their followers with the guidelines to make a decision. (De Veirman et al., 2017; Boyd & Allison, 2007; Jansen et al., 2009; Knoll, 2016)

As Dhar and Jha (2014) say in their study that nowadays brands can reach bigger audience and get to their customers more quickly because of social media. Moreover, brands are not only using social media networking sites for making their brand image, they are also using it to promote their brand and as a result their products. For promotions, they run their marketing campaigns on sites like Twitter, Instagram, Facebook using specified hashtags. Companies use this technique to promote their products. Customers buy their product as a result of positive feedback and reviews about that product, which compels them to buy it. (Dhar & Jha, 2014). One more reason that eWOM is more effective than traditional WOM is because in typical setting both sender and receiver have no personal connection to each other, they are just there to convey a message, unlike this in eWOM both the receiver and sender know each other and are not just there for this one particular communication, which make it much more effective. (Pihlaja et al., 2017; Brown &Reingen, 1987).

Figure 1- *WOM vs.eWOM Process*

As Fredberg says, brands have to be considerate of the success the social media influencer provide them with, this particular platform is made for the influencers so they are bound to get the appreciation they deserve because of the audience they bring. This technique allows the brand to see how many people have seen a particular post and how much money's worth it is to them. This is a pro of this technique which no other marketing strategy offers. These positives are what make the influencer marketing so successful. (Fredberg, 2011).

Influencer marketing on Instagram gives companies an opportunity to communicate with their customers directly at a personal level without any limitation of location and time in a most natural and regular scale. (Ad week). Online media influencers promote brands and it in turn helps in their promotion as well, people start giving importance to their opinions (Ledbetter, 2016). Influencers help in making a connection of a brand with their customer. By being honest and using their likability of their followers, we can say they have sort of a clout that will believe in what they say (Buyer, 2016), this phenomenon makes this technique so effective. Old marketing techniques are mostly focused on masses, unlike them influencer marketing is solely focused on target audience that are actually interested in buying the products, which is very necessary to make those sales. (Ledbetter, 2016).

Influencers in their paid campaigns mostly put their focus in what their followers need and put them first. The promotion a company gets from influencer marketing helps them connects with their key buyers and promotes brand loyalty. There is no denying that on online platforms brands don't have the full control over what people say, but the trust that followers have on the influencer they follow make them discuss the product which in turn helps with the brand awareness and promotion. (Glucksman, 2017).

Social media marketing is gaining more and more popularity and we mostly buy things that we see online, it is affecting our buying behaviors. As per Glucksman, there are a lot of tids and bits of influencer marketing that will gain popularity with time. All these components from which influencer marketing becomes successful vary from numbers of views a post has to the nature of content of the post. With the ever revolving innovations and updates these apps go through these components will change too. Furthermore, the more revenue corporate industry is willing to put in online advertising will definitely change the ways how things work in social media marketing for sure. (Glucksman, 2017).

As far as objectives on the influencer's side, social media influencers work to upgrade associations with their audiences by improving the way the business/brand work, making the client practice rightful way to their customers and giving feedback is it negative or positive of their followers to the brand (Ranga and Sharma, 2014).

Hypothesis

- There will be significant positive correlation between influencer marketing on Instagram and purchasing behavior of consumers.

- There will be significant positive relationship between promossional posts on Instagram and purchasing behavior of consumers.

- Influencer marketing will have significant effects on purchasing behavior of consumers.

- Promotional posts through influencer marketing on Instagram would likely to predict purchasing behavior of consumers.

Method

Research Design, Sample, Sapling Technique

Survey research design under quantitative research method was used to conduct the research to find the effects of influencer marketing on promossional posts and purchasing behavior of the customers. Survey questionnaire was distributed among respondents, selected by random sampling technique from different participants with different age groups from Lahore. Data was collected through both primary and secondary data collection methods. Primary data was collected through questionnaire (online and offline). Secondary data for the study was collected from websites and other previous studies. Reliability of the scales were found using pilot study with 20 respondents. After the pilot study, changes were made to the questionnaire in order to prepare the main survey instrument.

Instruments

Personal Information Sheet: Personal information sheet was used to collect major demographics of participants including their age, gender, occupation, education and marital status. Moreover, major descriptive and means for demographic characteristics were generated. Responses from participants were collected in form of scale, nominal and categorical variables.

Measuring of Purchasing Behavior through Influencer Marketing Scale: Influencer marketing scale was used to collect participant's responses and their behavioral tendencies influenced by influencer marketing on Instagram. Products buying rate, participants interest and trust on product increase due to influcer were recorded on 4 point Likert scale ranging (Strongly agree=1 to Strongly disagree=4)

Results

Data analysis and interpretation of data was done to find out effects of influencer marketing by Instagram influencers on buying behaviors of their followers. Data collected was reviewed carefully and missing values were resolved using Statistical package for social sciences. Responses to each item of constructed scale were analyzed and results were generated. Statistically package for social sciences (SPSS

version 21) software was used to analyze data in the form descriptive frequency and standard deviation. Relationship between Influencer marketing of Instagram influencer and purchasing behavior of their followers was analyzed using Pearson product moment correlation analysis. Mediating role of how many influencers a person follows on Instagram and motives of using Instagram were also analyzed by linear regression analysis.

Table 1

Descriptive statistics of *Gender of participants*

Participants	Frequency	Percent
Male	75	37%
Female	125	63%
Total	200	100%

Table 1 indicated that gender responses out of total participants selected for research. The male frequency of respondents is 75 and has percentage of 37% and female 125 frequencies 63% showed higher frequencies of females (M=1.63 and (S.D. = .484).

Table 2

Descriptive Statistics of Participants Age

Category Responses	Frequency	Percent
18-25	105	52%
25-30	75	38%
30-35	16	8%
Above 35	4	2%
Total	200	100.0%

According to the table 2 ages frequency of respondents of coding (18-25) was 105 while percentage of respondents is 52% which showed higher number of participants in this age group, second age group (25-30) were75 by frequencies and their percentage was 38%, third age group (30-35) were 16 by frequencies and their percentage was 8%, fourth age group (above 35) were 4 by frequencies and their percentage was 2%. (M=23.63, S.D.=4.48).

Table 3

Descriptive Statistics of Participants Education

Category responses	Frequency	Percent
Matric	3	1.5%
Intermediate	10	5%
Graduate	124	61.4%
Others	63	31.2%
Total	200	100.0%

Table 3 in education of respondent, frequency of matriculation is 3 and had percentage (1.5%) showed the lowest number and percentage. Frequency of

Graduate was 124 and had percentage (61.4%) showed higher percentage of participants belong Graduate education group (M=4.23, S.D. =.610).

Table 4

Descriptive Statistics of Marital Status of Participants

Response category	Frequency	Percent
Single	165	82%
Married	35	18%
Total	200	100.0%

Table 4 is showing frequencies of marital status of participants. Out of all single participants are 165 and has percentage (82.0%). Married participants were 35 and had percentage (18.0%). (M=1.80) and (S.D. =.407).

Table 5

Descriptive statistics of participant's occupation

Responses category	Frequency	Percent
Government Job	40	19.8%
Private Job	54	26.7%
Unemployed	15	7.4%
Student	84	41.6%
Others	7	3.5%
Total	200	100.0%

Table 5 shows responses highest category were students and had frequency 84 with a percentage (41.6%). Participants with private jobs were 54 and had (26.7 %) (M= 3.52, S.D. =1.007).

Table 6

Descriptive statistics of participant's economic status

Responses category	Frequency	Percent
Upper class	7	3.5%
Upper middle class	64	31.7%
Middle class	126	62.4%
Lower middle class	84	41.6%
Total	200	100.0%

Table 6 shows responses highest category were middle class and had frequency 126 with a percentage (62.4%). Participants with upper class were 7 and had (3.5 %) (M= 3.32, S.D. =.563).

Univariate Analysis

Univariate analysis is the simplest form of analyzing data. "Uni" means "one", so in other words it describing the data has only one variable. Present study hypothesized significant effects of influencer marketing og purchasing behavior of participants (male, female).

Table 7

Univariate Analysis between Influencer marketing on Instagram and purchasing behavior of participants (203)

			Purchansing Behavior of Participants	
Predictor	*Mean*	*SD*	ΔR^2	*Corrected Model*
Gender			-.002	2.145[a]
Male	56.66	4.018		2.145***
Female	56.5	4.031		
Total R^2			.23	
N		203		

Note. a. R Square= .000 (Adjusted R Square=-.002), Level of Significance (p<0.5*, p<0.1**, p<0.001***), *SD*= Standard Deviation.

Hypothesis was approved as results found significant effects of influencer marketing on purchasing behavior of participants.

Pearson Product Moment Correlation Analysis

Correlational analysis was done to find out the hypothesized significant relationship between influencer marketing and purchasing behavior of participants through Instagram

Table 8

Correlation between influencer marketing on Instagram and participants purchasing behavior

Variables	Significant 2-Tailed N	Influencer Marketing on Instagram	Purchasing behavior of Participants	*M*	*SD*
1.Influencer Marketing on Instagram	203	1	312**	1.28	.452
2.Purchasing behavior of Participants	203	312**	1	35.91	12.87

Note: N= 203, ** Correlation is significant at the 0.01 level (2-tailed).

Results of correlational analysis bivariate showed hypothesis of correlation was approved as (p<0.05).

Regression Analysis

Table 9

Regression Analysis of Influencer marketing predicting purchasing behavior of [articipants (N=203)

Predictor	Purchaing Behavior of Participants	
	ΔR^2	β
Influencer Marketing Promossional Posts		.312***
Total R^2	.097	
N	203	

Note. ΔR^2 = Significant Change, β= Standardize Coefficient

Results of regression analysis shower the approved hypothesis of prediction for purchasing behavior of participants influenced by influencer marketing on Instagram

Findings

- In age respondent category, within the ages 18-25 the number of responses were high.

- In age respondent category, within the ages above 35 of the number of responses were low.

- Out of total participants 41.6% were students.

- Respondents having high response ratio were single 82%.

- Significant positive relationship was found between Influencer marketing.

- Through Instagram influencers and its effect on buying behavior of followers.

- Buying behavior tends to increase with influencer marketing.

Discussion

Present study found significant relationship between Influencer marketing through Instagram and its effect on buying behavior i.e. brand image, brand marketing, brands sales. entertainment in its users. The study reveals that there is a strong connection of influencer marketing and purchase intentions of consumers. Furthermore, a positive relationship among customer attitude and purchase intention was proved. The ultimate intention to influence purchasing a particular product is highly subjective to a person's belief (Ha and Janda, 2012).

Conclusion

To summarize the deliberations above a summary of few key points will be described below.

On the basis of results generate through analysis of individual's responses to being exposed to influencer marketing and then being compelled to purchase a product proves a strong relationship between both. Significant correlation was found between Instagram influencer marketing and change in buying behavior. More the people followed this influencer, more likely they were convinced of buying a particular brand or product. More the followers a person had, more their credibility increases and the trust between their follower's increases. Thus, influencers marking through Instagram influencers do affect the buying behavior of its followers.

Limitations

This study will tell us about the effectiveness of influencer marketing with special focus on Instagram influencers. It doesn't study the effects other social media influencer such as YouTube, twitter and Tiktok has on its audiences. Present study was not attempts to measure characteristics of personality that tend to influence their behavior to become part of 100 million active users with 40 million photos uploaded and shared every day on Instagram. Physical and psychological effects of intense Instagram use need to be reported in present research study.

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Appendix

Please indicate how much you agree with the following statements regarding purchase decisions on Instagram

Strongly   Agree   Neither Agree/Disagree   Disagree   Strongly Disagree

I make purchase decisions based on recommendations from Instagram influencers

I follow Instagram influencers to discover new products on the market

I actively seek out reviews from Instagram influencers before making a purchase decision

If my favorite Instagram influencers recommends a product, I am more likely to try it

I trust the recommendations of online influencers

I trust Instagram influencers more than celebrities

I find it easy to relate to Instagram influencers

If I found out that an Instagram Influencer had been paid for their endorsement, it would negatively impact my perception of their credibility

The higher the amount of followers an Instagram influencer has, the more likely I will trust their opinion

I spend time searching though Instagram to find alternative products

I feel Instagram influencers are a reliable source of information about products I desire

I post picture of my purchased items on Instagram

I post reviews of my purchased items on Instagram

I use Instagram to do product research in order to minimize research time

I buy products that Instagram influencers have because I know they are approved by others

I discuss my purchases on Instagram because I want to help out others with their purchases

I post about my purchases on Instagram to gain attention from my followers

I spend more time conducting research about products that are unfamiliar to me

I spend more time conducting research about products that require my active involvement