Drivers and barriers influencing consumer purchase intention through social media - Instagram advertisements

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Abstract -The aspects that influence customers' opinions of Instagram advertisements are examined in this article. Additionally, it investigates how consumers' opinions toward these commercials affect how they acquire attitudes toward certain brands. Data from Instagram users were gathered through an online survey. According to the findings, customers' sentiments are closely correlated with how informative, entertaining, credible, and annoying they found the Instagram commercials to be. It also looks at the personalization aspect of Instagram. Additionally, the outcomes support the notion that consumers' perceptions of Instagram advertisements have a favorable impact on their perceptions of the brands being promoted. The current study makes a theoretical contribution by outlining the elements that influence consumers' opinions toward advertisements on Instagram.

Keywords: Instagram, credibility, attitude, personalization.

INTRODUCTION

Social Media
Even though most of us may use social media, we may not be able to define social media in the right way. Moreover, when it comes to defining social media, it is done differently over the past years by different people.

Numerous new social media websites have been launched in the last ten years, including MySpace in 2003, Facebook in 2004, YouTube in 2005, and Twitter in 2006. (Kaplan and Haenlein, 2010).

Digital technologies that emphasize user-generated content or interaction are referred to as social media (e.g., Kaplan and Haenlein, 2010; Terry, 2009). When discussing social media, channel characteristics are frequently used to describe the directionality of communications (Kent, 2010) or to highlight specific tools like Facebook or Twitter as examples of interactional styles (e.g., Howard & Parks, 2012).

Despite the existence of numerous definitions, there is still no formal, clear, and widely accepted definition of social media, particularly across disciplines (Effing, van Hillegersberg, & Huibers, 2011; Kaplan & Haenlein, 2010; Xiang & Gretzel, 2010). It can be challenging to develop a shared understanding of a notion to inform theory and research when there is no agreed-upon description for it (Hempel, 1966). Indeed, the complexity, focus, and external application of the current social media definitions differ greatly.

Social media are "those that facilitate online contact, networking, and/or collaboration," according to Russo, Watkins, Kelly, and Chan (2008).

INSTAGRAM

When it comes to Instagram, is a social media outlet with users made up of individuals, organizations, vendors, and businesses, which post their photos and repost other photos to their followers. Instagram's visual focus sets it apart from social media that are arguably more text-focused (Pittman & Reich, 2016; Shane-Simpson, Manago, Gaggi, & Gillespie-Lynch, 2018)

Users can interact with one another through messages, posts, and stories in a variety of private and formal ways. Instagram posts, for instance, frequently contain carefully chosen and uplifting photographs (Hong, Jahng, Lee, & Wise, 2020), whereas stories may be less formal or vulnerable. Instagram should continue to be a significant social media platform in the future, according to Anderson & Jiang (2018), who found that teenagers in the US now favor it over Facebook.

Instagram has the quickest growth rate among all social media platforms, with over 400 million members and 80 million daily photo posts. Also using this social network are 71% of the well-known brands in the world. In 2013, this app gained the ability to transmit pictures and videos through actual

conversations (Guidry, Messner, Jin, & Medina-Messner, 2015).

RESEARCH OBJECTIVES

The board objectives of this research paper are focused on:

1. To provide a deeper insight into understanding the influence of Instagram on consumer behavior
2. To recognize the drivers and barriers that influence the behavior of consumers.
3. To identify the behavioral characteristics of different age groups and their perspectives.

LITERATURE REVIEW

Credibility:
The credibility of the advertisement is an important factor when it comes to acceptance by people. Advertisement credibility is defined as "the extent to which the consumer perceives claims made about the brand in the advertisement to be truthful and believable" (Hashim et.al,2018:6). If the company showing the advertisement has great credibility in front of the public, there is a higher chance for people to give their attention to the Instagram advertisement of the product. If the company providing the ad is not a very credible company, then most people tend to neglect the ad as a fraud. People are aware of many fraudulent companies that don't exist and that try to cheat consumers through Instagram ads.
"Due to the characteristics of the web that allows self-publishing in a largely unregulated environment, it was found that consumers perceive web advertising as less credible than other media." (Aktan et al, 2016:5). Thus, convincing consumers of the credibility of web advertising can be very challenging for many companies (Aktan et al, 2016). Because of that, most people look at whether the company providing the product is well-known and trustworthy.
H1: The credibility of a company has a positive influence on the acceptance of Instagram advertisements.

Irritation:
Irritation represents the consumer's negative reactions to any aspect of internet advertisements (Sun et al., 2010). One of the main challenges in advertising effectiveness is the concept of irritation. Irritation of commercials can be characterized as: consumers are likely to regard advertising as having an unwanted and irritating impact when it uses strategies that annoy, offend, insult, or are overly manipulative. One of the key factors that could lead consumers to criticize advertising is irritation with it.
Customers may become irritated by advertisements for a variety of reasons. For instance, they can be annoyed because of the nature of the advertised products, advertising intrusiveness, and a perceived loss of control over one's behavior.
Certain advertised products may also trigger perceived advertising irritation, in addition to perceived intrusiveness and perceived loss of control (Bruzzone & D. A. Aaker, 1985; Chang & Morimoto, 2006). Further, when information from advertisements is perceived as confusing or distracting, consumers might react negatively (Chowdhury & Sarkar, 2017).
Additionally, irritating aspects of advertising include audience mistargeting, deceptive messaging, inappropriate placement, overly frequent and intrusive placements, and forced exposures. (Kim,2018). There is a negative relationship between consumers' perception of the irritation of the advertisements and their overall attitude towards the advertisements. Consumers are likely to perceive advertisements as unwanted and irritating when techniques have been used that annoy, offend, insult, or overly manipulate them (Chowdhury & Sarkar, 2017).
H2: lack of irritation of Instagram advertisements has a positive influence on the acceptance of Instagram advertisements.

Personalization of the advertisements:
Personalizing adverts means providing messages based on the user demographics, user preferences, context, and content of the customers. To avoid upsetting and irking the recipient, this seeks to make the advertisement more relevant. (Gaber et al.,2019) Customers prefer to receive customized content that is relevant to them and matches their interests. If the advertisement can be somewhat personal, this will allow it to target customers individually and improve their relationship with them.
Many advertisers are beginning to employ personalized messaging for specific consumers based on their personal information to reduce the amount of advertising clutter that consumers are exposed to. (Gaber et al.,2019). Advertising effectiveness is

influenced by perceived ad relevance, which influences things like greater attention to ads and decreased ad avoidance (Jung, 2017). In research that examined consumer responses to personalized advertisements on social media, it was found that perceived ad relevance influences advertising effectiveness such as increased attention to ads and decreased ad avoidance.

H3: Personalization of Instagram advertisements influences consumers' attitudes towards these advertisements positively.

E -Word of mouth:

Electronic word of mouth (E-WOM) is defined as the positive or negative statements made by the potential customer, subscribing customer, or ex-customer about a product or company made for many people or institutions through the internet (Alhidari and uta, 2015).

Pai et al. (2013) convey that e-WOM is a way of expressing opinions about a product or service, and opinions are very important for consumer knowledge. Hennig-Thurau et al. (2004) explain e-WOM as a positive or negative expression that comes from actual, potential, or previous consumers about a product or company in which the information can be accessed or seen by many people or institutions through the internet media.

Chu and Kim, (2011) stated that consumers who tend to search for opinions are more likely to seek advice and information from other consumers when making a purchase. Whereas consumers who tend to give opinions will have a significant impact on the behavior and habits of other consumers.

The research from (Hawang and Zhang,2018) showed that there is a positive effect between e-WOM in this term online reviews on impulse buying. The research from (Akhtar et al.,2016) also confirmed a positive effect of e-WOM on impulse buying. Furthermore, a study by (Zafar et al., 2019) showed that there is a positive and significant effect between e-wom on impulse buying.

H4: Electronic Word of mouth positively influences the acceptance of Instagram advertisements.

Entertainment of the advertisements:

The ability of an advertisement to satisfy a viewer's demand for escape, diversion, aesthetic enjoyment, or emotional enjoyment is referred to as entertainment in the context of advertising. (Gaber, 2019). The literature that is now available emphasizes the beneficial impact of entertaining advertising on brand attitudes, where the capacity of advertising to amuse can improve customers' experiences with advertising exchanges (Gaber et al, 2019).

On social media, where most users are naturally playful, the uses and gratification hypothesis helps explain why consumers favor entertaining content (Gaber et al, 2019). Thus, providing games and prizes on social media can yield high participation and is a successful way to attract and keep customers (Gaber and Wright, 2014). Additionally, funny messages help attract consumers' attention (Keshtgary and Khajehpour, 2011).

H5: Consumers' perception of entertainment of Instagram advertisements affects their attitudes towards these advertisements positively.

Attitudes towards Instagram advertisements and brand attitudes:

In the current study, the researchers made the supposition that if consumers have positive opinions regarding Instagram commercials, this will have a beneficial influence on their sentiments toward the brands that are featured in the advertisements (Gaber et al, 2019). This assumption was developed based on the effective transfer hypothesis that was suggested by (Lutz et al.,1983) RJ Lutz, SB MacKenzie, GE Belch - ACR North American Advances, 1983.

The relationship between consumer attitudes toward advertisements and their relationship with brands was supported in previous literature (Barwise and Strong, 2002; MacKenzie and Lutz, 1989; Mitchell and Olson, 1981).

Through its beneficial influence on consumer brand choice and its contribution to the formation of brand-related perceptions, ads have the potential to improve brand attitudes. (Gaber et al, 2019).

RESEARCH GAP

Despite its contributions, the current study has certain drawbacks. First off, this article solely looked at how Indian consumers responded to advertising. Second, the report didn't explore customer sentiments about Instagram marketing specifically in any one industry. Thirdly, because it only examined consumer perceptions of advertising on one social media

platform, Instagram, the findings cannot be extrapolated to other social media platforms. Future research can be expanded to include customers from other nations outside India in light of these constraints. Future studies can also look at customer perceptions of advertisements across various industries and other social networks. Future studies can also look at the impact of Instagram adverts on important variables such as purchase intention, price, and word-of-mouth intentions. Finally, future work can compare consumers' attitudes based on their demographic characteristics such as age, gender, and location.

Word of mouth: the information and opinions provided by friends, families, colleagues, and others will have a great impact when it comes to the acceptance of Instagram ads. Word of mouth is powerful and negative comments about a product or company will have a wider audience than positive comments. People tend to buy products through Instagram ads if they have friends or family who has successfully bought products through Instagram ads and are satisfied with the products. It works the other way around also, where people will easily ignore Instagram ads if they know someone who had a bad experience buying products through Instagram ads. This word of mouth has not been considered in this study.

Price: pricing of a product plays a major factor in terms of influencing consumers. It is mostly seen that people tend to easily fall for the low prices shown in Instagram ads. Most Instagram ads show good quality products available at cheap prices. Most people find the cheap prices of various products shown in the Instagram ad attractive and proceed to purchase the product. There is also a section of consumers who neglect the ad, as they understand that such good products shown in the ads can never be available at such low prices. The price was also not considered in this study.

The study conducted location: The study was conducted in India and data was collected from Indian Instagram users.

FRAMEWORK
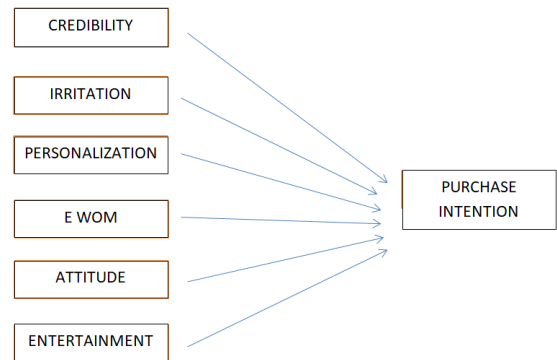
METHODOLOGY

This study utilized a quantitative, online survey research approach to understand the drivers and barriers of influencing consumer purchase intention through Instagram advertisements. The sample study was collected during the month of August 2022. The questionnaire was circulated through google forms to our peer groups to collect the responses for the research. The questionnaire was circulated to around 200 people and 120 responses were acquired.

Sampling

The sampling process is an important part of any research design. It includes closely interrelated several steps. It begins by determining the target population and is followed by such steps, to develop the sampling frame, determine the sample size, specify the sampling technique, execute the sampling process and validate the sample. The measures that were taken in this research will be detailed in the paragraph that follows. A target population is a particular group of individuals who have certain characteristics that researchers are interested in. The target population of this research was the people who are users of Instagram; there is no distinction between people regarding age, gender, and other factors. The method used is a cross-sectional survey.

A questionnaire with questions regarding various factors that attract customers to Instagram advertisements which eventually leads to purchase decisions is framed. The independent variables considered are credibility, entertainment, irritation, electronic word of mouth, personalization, and attitude.

DATA ANALYSIS

According to the survey we conducted we were able to understand that the personalization factor is very important to Instagram users. Most Instagram users like the personalization aspect of Instagram where they get to see the advertisements of various products and services searched by them. The users find it to be more personal and useful. The fact that they are getting to see advertisements for products desired by them makes it more attractive.

The personalized messages received by the users were found to be appreciated by the users.

The personalized aspect has a direct influence over consumer purchase intention.

The "Personalization" variable has a positive relationship with purchase intention (significance is .018). So, the more personalization in Instagram ads, the better the purchase intention.

Instagram advertisements are found to be very entertaining by most users. The users find the ads to be creative and engaging. The ads are designed in a manner that can catch the attention of the user and let them know about the various feature of products and services in a way that entertains the user as well. The "Entertaining" variable has a positive relationship with purchase intention (significance is) .040 and so it means Instagram ads were found to be Entertaining and have a direct influence over consumer purchase intention. The more the Instagram ads are found to be entertaining, the more the consumer purchase intention.

The Instagram ads were not found to be irritating by the users. The frequency, duration, the content presentation of the advertisements in a way that does not become a nuisance to the user and does not bother the user. (The significance of "not irritating" was found to be.018) The not irritating variable has a positive relationship with purchase intention. The more the Instagram ads are found to be not irritating, the more the consumer purchase intention.

The survey made us realize that the overall attitude of Instagram users toward Instagram advertisements is positive. The users think it's good to see the advertisements and they don't consider it as a botheration. They consider all the aspects related to Instagram advertisements as positive and useful. (The significance of "Attitude" was found to be .019. So, Instagram ads were received positively by the users and have a direct influence over consumer purchase intention.

The attitude variable has a positive relationship with purchase intention The more positive attitude toward Instagram advertisements, the more consumer purchase intention.

Group Statistics					
	1.Gender	N	Mean	Std. Deviation	Std. Error Mean
7.Instagram commercials do not irritate me in the least.	1	66	2.91	.836	.103
	2	53	2.81	1.001	.138
8.Instagram adverts do not appear to be everywhere, in my opinion	1	65	2.69	.883	.109
	2	54	2.98	1.019	.139
9.The content of Instagram adverts isn't irritating.	1	66	2.85	.864	.106
	2	54	2.70	1.057	.144
10.Instagram adverts, in my opinion, are a good source of timely information.	1	66	3.30	.822	.101
	2	54	3.17	.966	.132
11.I can get the information I need from Instagram ads.	1	65	3.18	.808	.100
	2	54	3.04	.910	.124
12.I think it's fun to read Instagram adverts.	1	66	2.98	.886	.109
	2	54	2.85	1.071	.146
13.I find it entertaining to be exposed to Instagram advertisements.	1	66	2.80	.964	.119
	2	54	2.50	1.005	.137
14.Observing Instagram advertising is fascinating to me.	1	66	2.94	.839	.103
	2	54	2.61	.998	.136
15.Instagram adverts appear to send me a personalized message.	1	65	2.92	1.005	.125
	2	54	2.81	1.199	.163
16.Instagram adverts appear to be tailored to my preference of usage.	1	66	3.74	.900	.111
	2	54	3.57	.964	.131
17.Instagram advertising resonates with me.	1	66	3.20	.728	.090
	2	54	3.09	.875	.119
18.It's a fantastic idea to look at Instagram ads.	1	66	2.88	.795	.098
	2	54	2.52	.947	.129
19.I would recommend the products that I purchase from Instagram to friends and relatives.	1	65	3.23	1.012	.126
	2	54	2.80	.959	.131

20.I am likely to post stories on my Instagram accounts recommending the products.	1	66	2.36	1.062	.131
	2	54	2.06	.979	.133
21.I would purchase from Instagram in the future.	1	65	3.28	.857	.106
	2	54	2.96	1.045	.142

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
								95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
7.Instagram commercials do not irritate me in the least.	Equal variances assumed	2.112	.149	.580	117	.563	.098	.168	-.236	.431
	Equal variances not assumed			.569	101.186	.570	.098	.172	-.243	.439
8.Instagram adverts do not appear to be everywhere, in my opinion	Equal variances assumed	.024	.878	-1.659	117	.100	-.289	.174	-.634	.056
	Equal variances not assumed			-1.637	105.685	.105	-.289	.177	-.639	.061
9.The content of Instagram adverts isn't irritating.	Equal variances assumed	4.979	.028	.826	118	.411	.145	.175	-.202	.492
	Equal variances not assumed			.809	101.895	.420	.145	.179	-.210	.500
10.Instagram adverts, in my opinion, are a good source of timely information.	Equal variances assumed	.548	.461	.835	118	.405	.136	.163	-.187	.460
	Equal variances not assumed			.822	104.482	.413	.136	.166	-.193	.465
11.I can get the information I need from Instagram ads.	Equal variances assumed	.047	.829	.936	117	.351	.148	.158	-.165	.460
	Equal variances not assumed			.926	107.088	.356	.148	.159	-.168	.463
12.I think it's fun to read Instagram adverts.	Equal variances assumed	4.300	.040	.745	118	.458	.133	.179	-.221	.487
	Equal variances not assumed			.731	102.676	.467	.133	.182	-.228	.494
13.I find it entertaining to be exposed to Instagram advertisements.	Equal variances assumed	.802	.372	1.681	118	.095	.303	.180	-.054	.660
	Equal variances not assumed			1.674	111.399	.097	.303	.181	-.056	.662
14.Observing Instagram advertising is fascinating to me.	Equal variances assumed	4.377	.039	1.957	118	.053	.328	.168	-.004	.660
	Equal variances not assumed			1.924	103.709	.057	.328	.171	-.010	.667
15.Instagram adverts appear to send me a personalized message.	Equal variances assumed	5.710	.018	.536	117	.593	.108	.202	-.292	.508
	Equal variances not assumed			.527	103.682	.599	.108	.205	-.299	.515
16.Instagram adverts appear to be tailored to my preference of usage.	Equal variances assumed	.562	.455	.988	118	.325	.168	.170	-.169	.506
	Equal variances not assumed			.981	109.965	.329	.168	.172	-.172	.508
17.Instagram advertising resonates with me.	Equal variances assumed	.465	.497	.714	118	.477	.104	.146	-.185	.394
	Equal variances not assumed			.701	103.099	.485	.104	.149	-.191	.400
18.It's a fantastic idea to look at Instagram ads.	Equal variances assumed	5.616	.019	2.267	118	.025	.360	.159	.046	.675
	Equal variances not assumed			2.228	103.638	.028	.360	.162	.040	.681
19.I would recommend the	Equal variances assumed	.267	.606	2.387	117	.019	.434	.182	.074	.795

products that I purchase from Instagram to friends and relatives.	Equal variances not assumed			2.399	114.945	.018	.434	.181	.076	.793
20.I am likely to post a story on my Instagram accounts recommending the products.	Equal variances assumed	.623	.432	1.637	118	.104	.308	.188	-.065	.681
	Equal variances not assumed			1.651	116.273	.102	.308	.187	-.062	.678
21.I would purchase from Instagram in the future.	Equal variances assumed	.284	.595	1.800	117	.074	.314	.174	-.031	.659
	Equal variances not assumed			1.768	102.300	.080	.314	.178	-.038	.666

CONCLUSION

The factors considered for our study are the credibility of the advertisement and the company, irritation or the negative reactions of the consumers, personalization of advertisements according to the consumer preference, electronic word of mouth of existing customers, entertainment of the advertisements to the consumers and finally attitude towards advertisements and brand attributes.

The research results from the data analysis discussed above support the assertions made below.

1. It was found that the advertisements that are displayed to the customers are not irritating to the consumers.
2. Also, consumers find Instagram advertisements to be entertaining to engage with.
3. Users find Instagram advertisements to be fascinating.
4. It was also found that Instagram sends personalized advertisements to its users according to their preferences and most interacted pages.
5. Overall, the attitude of the customers towards Instagram advertisements is positive.

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