

Analysis of Marketing Tactics on Instagram and their Impact

Type: Review Article

Received: June 12, 2024

Published: June 26, 2024

Citation:

Suku Thomas Samuel, et al.
"Analysis of Marketing Tactics
on Instagram and their Impact".
PriMera Scientific Engineering
5.1 (2024): 31-45.

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Abstract

This study investigates the influence of digital marketing on the purchasing behaviour of students aged 18-25 on Instagram. Utilizing a questionnaire approach with 81 respondents and percentage analysis using spreadsheet, the research reveals a significant impact of Instagram marketing on student purchase decisions. Despite extensive usage of the platform, students are not primarily shopping on Instagram, possibly due to high product prices and a plethora of choices. The study suggests that businesses could incentivize purchases by offering discounts and flexible payment options. The research also uncovers that students frequently interact with brand story ads, particularly those with visually appealing content. Brands employing captivating graphics, trending music, and current trends in their ads have a higher likelihood of attracting students. Informal promotion strategies, such as the use of memes and trending news, have proven effective in capturing audience attention. The study further highlights the role of influencer product reviews in enhancing trust and authenticity, thereby influencing purchase decisions. Brands can capitalize on this by promoting their products through influencers and celebrities for greater reach and engagement. Lastly, the research underscores the critical role of customer feedback in the purchasing process. Brands are advised to regularly review customer feedback, address concerns, and provide clear instructions and appropriate compensation. This comprehensive understanding of student behaviour on Instagram can guide brands in devising more effective marketing strategies.

Introduction

With the rise of the Internet at the end of the 20th century, the dynamics between businesses and consumers transformed. In the 21st century, consumers gained a voice in the digital world and became known as users. Digital marketing has become one of the main factors for business success in the marketplace. It acts not only as a communication tool but also as a key to sustaining and building relationships with audiences and potential consumers. Digital marketing is said to have an advantage over traditional marketing because businesses can examine every user's behaviour. Businesses have recognized this and started establishing their presence on social media through corporate or brand pages. Social media allows consumers to freely share and discuss ideas with other users, providing

businesses with an opportunity to create marketing strategies that are different from traditional methods and that engage consumers. Creating content for users, the users started generating their content on forums, media, content-sharing sites, and social networks, enabling them to share it with friends, other users, and the world. Nowadays, the influence of social media on mass communication has been growing. Consumers are using social media more often to follow brands, share ideas, conduct research, and make purchases. They expect quick responses from brands and use social media to express opinions about products and brands. As one of the largest social media platforms in the world, Instagram is considered the best platform to connect and engage with consumers. With that businesses and brands began to communicate with their customers by creating profiles on Instagram within a short time. They created hashtags with the names of their own brands, campaigns, or social responsibility projects and sometimes included consumers in their campaigns, also they sometimes created interaction with a remarkable hashtag by turning a crisis into an opportunity. Instagram is one of the social media with many online shops inside which currently appears as a beneficial business. 90% of Instagram users are under 30 years old, making it an ideal platform to target millennials. Hence, this research will try to understand the impact of digital marketing on the purchase behaviour of students because Instagram has a positive impact on the cognitive, emotional, and behavioural attitudes of young consumers, which brands can leverage to promote their products or services.

Review of Literature

Based on the existing studies carried out in the area of social media marketing, an extensive review was done. The following section presents a summary of review of literature carried out.

Nawaz and Kaldeen (2020) studied that Digital marketing is a widely used marketing approach, especially through social media and email marketing. Social media and email marketing are highly effective in building customer engagement, which in turn influences customers' intention to make a purchase. Bizhanova, Mamyrbekov, Umarov, Orazymbetova, and Khairullaeva (2019) studied that The second generation of Internet applications has improved marketing efforts by enabling firms to introduce innovative forms of communication and co-create content with their customers. Firms' participation in digital marketing can be categorized based on the perceived benefits and uses of digital marketing. To enhance engagement with digital marketing, marketers should prioritize building relationships and interacting with their customers. Ibrahim and Ganeshbabu (2018) studied that came up with the conclusion that The rise of social media has led marketers to consider it alongside traditional marketing practices. Social media relies on internet and mobile applications to facilitate information sharing among people. The number of social media users exceeds the population of some countries today. Assessing the impact of social media on marketing involves comparing marketing practices before and after the introduction of social media, and examining the technologies used in social media. Ravindran, and Sathyamoorthi (2019) came up with the conclusion that ,Promoting involves the exchange of goods and services for a cost, while advertising and marketing aim to retain existing clients as well as attract new ones. In today's world, digital marketing is one of the most valuable forms of marketing. It involves reaching consumers through various digital channels.

Daliborka Blazheska, Natasha Ristovska, and Sashko Gramatnikovski (2020) came up with the conclusion that, The internet's growing influence in daily life emphasizes the importance of digital marketing for businesses. Companies now use the internet and social media to promote and sell their products, connecting with customers through mass marketing and long-term relationships. Dr. Durai, and Ms. King (2019) studied that Consumerism is driving businesses to adopt digital marketing strategies like content, social, and mobile marketing to reach consumers effectively. Embracing innovative strategies is crucial to maintain a competitive edge in the evolving market. The continuous growth of internet users presents significant opportunities for marketers. Sundaram, Sharma, and Shakya (2020) studied that, The brand management landscape has changed due to digital media and the emergence of social media. However, industries have yet to fully explore social media marketing's potential, and understanding this transformation in marketing is crucial for a brand's sustainability. Nonetheless, the literature on social media advertising and its impact on brand management is still in its early stages. Yasmin, Tasneem, and Fatema (2015) studied that Marketers in the digital age face new challenges and opportunities. Digital marketing involves using electronic media to promote products and services, aiming to attract customers and enable interaction with the brand. This article focuses on the importance of digital marketing for marketers and consumers and explores its impact on sales and the differences between traditional and digital marketing.

Bala (2018) studied that, The increasing use of social media creates new opportunities for digital marketers to attract customers. Understanding consumer motives is important for understanding what influences users to create content about a brand or store. Digital marketing is cost-effective and has a significant commercial impact on businesses. Knowing which social media sites a company's target market utilizes is key to ensuring successful online marketing. Halvadia and Menon (2021) studied that, Digital marketing uses the internet, digital media, and technologies to promote goods and services. It's essential for brands and includes content marketing, social media marketing, search engine marketing, email marketing, display advertising, influencer marketing, and more. Garuda Adiyono, Rahmat, and Anindita (2019) studied that Technological developments have introduced new internet-related media, making the internet a necessity for global information dissemination. Businesses utilize social media to create digital content for marketing products, taking advantage of its video-making and effect features for business development. Alkharabsheh, Mohammad, and Zhen (2021) have studied that Due to advancements in technology, businesses have shifted from traditional to digital marketing. This has expanded the availability of products, such as apparel, to online platforms. Additionally, digital marketing elements like content marketing (CM), social media marketing (SMM), and online convenience (OC) influence consumer purchasing decisions.

Mohammad and Shlash (2022) have studied that, Customer loyalty is crucial for organizational success. In the digital age, organizations must develop advanced strategies to boost competitiveness and market share by leveraging digital content and capabilities. Digital media platforms are vital for establishing brands, connecting with target customers, retaining them, and advertising products. Joseph & Samuel (2023) evaluated the financial of Pestology Combines revealed a growth in capital and revenue, but also an increase in liabilities. Despite challenges in managing indirect expenses, the company has seen consistent sales growth and expansion into international markets. The research suggests strategies for cost management, efficient raw material usage, and targeted advertising to increase profits. This analysis provides valuable insights for effective business management. D. N. L. A (2017) studied that in today's world, viral marketing has become a popular trend among marketers for promoting their products globally. This marketing technique involves spreading information about a company's goods or services electronically from one internet user to another. Kusumadjaja (2014), viral marketing serves as an effective tool for creating awareness and promoting brands and products worldwide.

Varma, Dhakane, and Pawar (2020) have studied that, The modern marketing world has transitioned from a seller-centered market to a customer-centered market. The production-based economy and the demanding position of the seller are no longer dominant. Instead, the customer now holds a more influential role in the market. Various methods are being employed to attract customers. With the advancement of the internet and the growing use of smartphones, it is time to change the traditional methods of marketing. Salunke and Jain (2022) studied that, Instagram has transformed from a simple photo-sharing app to a powerful marketing tool. It offers numerous business opportunities and its rapid growth highlights what businesses have to offer. The platform's use of advertisements attracts customers and its visual nature aligns well with social media marketing strategies. Therefore, this chapter aims to outline past research trends in Instagram marketing. Singh and Meenakshi (2020) studied that Instagram has been a powerful social media marketing channel for ecommerce businesses, offering a visual-focused platform with high engagement. In recent years, it has evolved rapidly with new features, making it a valuable platform for both merchants and users. Marketers favour Instagram for promoting products or services, as it allows for the sharing of photos, videos, and stories, as well as interaction with the target audience through likes and comments.

Berg, Linnea, and Sterner. (2015) have studied that, In recent years, technological advancements have led to significant improvements in internet usage, availability, and the way people interact online. Recent statistics show a rapid increase in internet and social media usage, which has been observed by companies, leading them to increase their presence on social media platforms as well. Previous research has extensively focused on social media marketing, with primary attention given to platforms such as Facebook, Twitter, and social media in general. Cui Shan, Wai Meng, Ree Wen, and Wen (2018) studied that Influencer marketing is rapidly expanding worldwide, and marketers now consider it an essential part of their strategies. Fashion is receiving more attention as it has become a significant part of everyday life, not only for protection but also for self-expression. The online world serves as a platform for sales and reaching target audiences. One of the most effective strategies for this is using influencers in marketing campaigns. Fashion influencers can range from bloggers to social media celebrities, all of whom have significant influence over their followers. Ceyhan and Ayben

(2019) studied that, the functional value, hedonic value, and self-brand image congruency perceptions positively influenced purchase intention. Brand loyalty was positively affected by functional value, social value, and self-brand image congruency. Moreover, brand loyalty mediated the impact of functional value and co-creation perceptions on purchase intention.

Research Methodology

The data was collected from 81 college students in Bangalore using a questionnaire. The students were selected for this research because youth make up a substantial and influential consumer group, they are quick to adopt new trends, technologies, and products. The questionnaire focused on factors such as attitude, and opinion for the questionnaire which was provided. Attitude and opinion factors were used in this research because they helped this research to obtain insights related to the different attitudinal aspects of the selected students toward the product or service. And offer valuable insights into the thoughts, emotions, and preferences. Google Forms was used to administer the survey online and shared it through various social media platforms and messaging apps. To ensure that the targeted respondents were between the ages of 18 and 25, filter controls were implemented in the survey. A random sampling method was used in this research, as a random portion of students were selected for the questionnaire to represent the entire population and data set. We conducted a percentage analysis of the collected data using Microsoft Excel to calculate the distribution of values. Percentage analysis is used in this research to compare and review results, progress, and contrast various topics. It is calculated by $(\text{Number of observations} / \text{Total number of observations}) * 100$.

Data Analysis and Interpretation

The following section represents the data analysis done based in the data collected and analysis carried using percentage analysis.

<i>Time spent on Instagram in a day</i>	<i>No of Respondents</i>	<i>Percentage</i>
Less than 1 hour	14	17.72
Between 1 to 3 hour	41	51.90
More than 3 hours	24	30.38
Total	79	100

Table 1: Time spent on Instagram in a day.

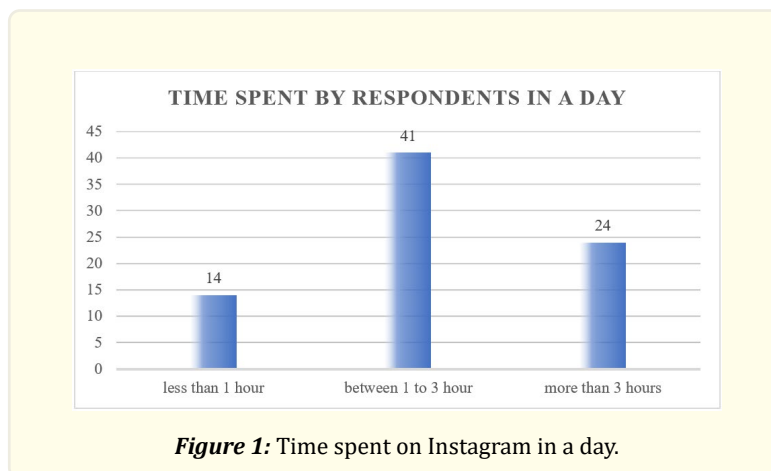


Figure 1: Time spent on Instagram in a day.

From the above table, 18% of our respondents spent less than 1 hour on Instagram in a day, 52% between 1 to 3 hours, And 31% more than 3 hours. From this data from students, It is derived that the majority of respondents have spent 1 to 3 hours on Instagram every day.

Products purchased by respondents on Instagram	No of Respondents	Percentage
Yes	27	34.18
No	52	65.82
Total	79	100

Table 2: Products purchased by respondents on Instagram.

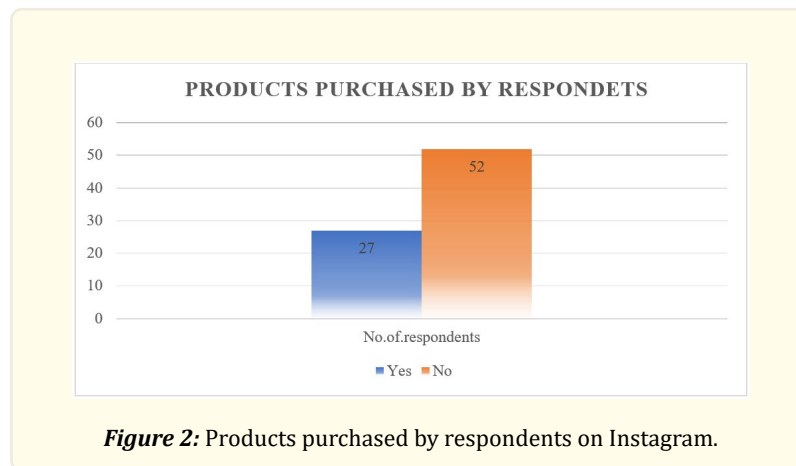


Figure 2: Products purchased by respondents on Instagram.

According to this survey, 35% of respondents have made a purchase on Instagram and 66% of respondents have not made a purchase on Instagram. From this data, it can be understood that a larger percentage of respondents are not using this platform for shopping. This can be because of various reasons.

Number of times respondents swipe story ad	No of Respondents	Percentage
Less than 5 times	34	42.5
More than 10 times	41	51.25
Never	5	6.25
Total	80	100

Table 3: Number of times respondents have swiped up on a story ad.

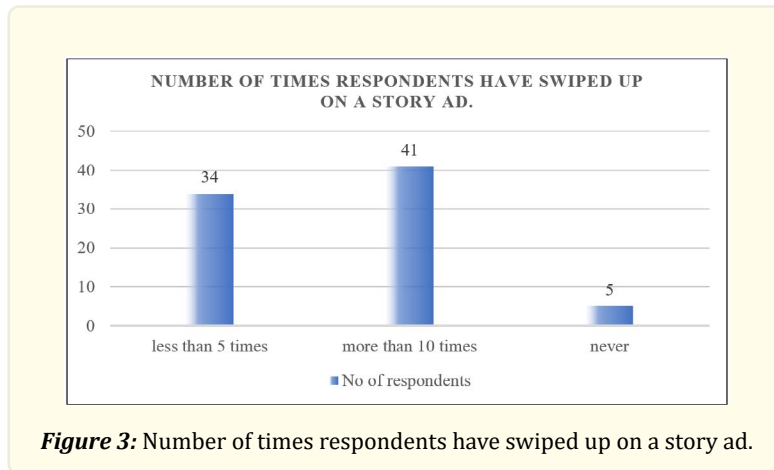


Figure 3: Number of times respondents have swiped up on a story ad.

According to this survey, 43% of respondents have swiped up on a story less than 5 times, 52% of respondents have swiped up more than 10 times and 6.5% of respondents have never swiped up on a story ad. From this data, we can understand that a larger proportion of respondents (more than 10 times) who use Instagram actively have swiped up on an Instagram story ad because of its interesting content which persuaded the respondent to swipe up.

<i>The "Shop Now" bar clicked by respondents on a sponsored ad.</i>	<i>No of Respondents</i>	<i>Percentage</i>
Yes	53	66.25
No	27	33.75
Total	80	100

Table 4: "Shop Now" bar clicked by respondents on a sponsored ad.

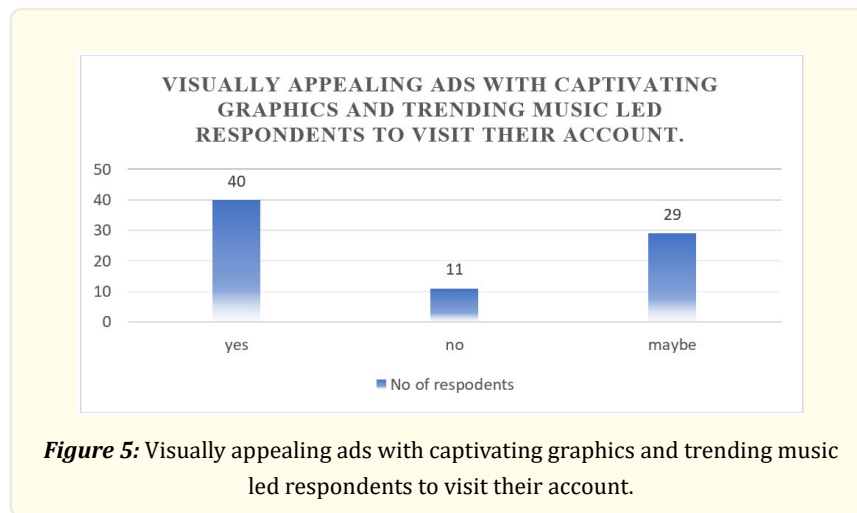


Figure 4: "Shop Now" bar clicked by respondents on a sponsored ad.

According to this survey, 66% of respondents have clicked on the "shop now" bar displayed on a sponsored ad, and 34% of respondents have not clicked on it. This data and the previous tables show that a larger proportion of respondents have purchased products through Instagram, which supports this table since a larger percentage of respondents have clicked on the Shop Now bar on a sponsored ad.

<i>Visually appealing ads with captivating graphics and trending music led respondents to visit their accounts.</i>	<i>No of Respondents</i>	<i>Percentage</i>
Yes	40	50
No	11	13.75
Maybe	29	36.25
Total	80	100

Table 5: Visually appealing ads with captivating graphics and trending music led respondents to visit their accounts.



From the above table, 50% of respondents agree that visually appealing ads with captivating graphics and trending music led them to visit the account of the advertiser. And 14% of respondents disagreed and 37% of respondents neither agreed nor disagreed. Here it can be understood that the majority of respondents have agreed that a visually appealing ad with captivating graphics and trending music led them to visit the account of the advertiser. This can be an important factor that should be taken into consideration by a business that uses this platform to promote its products or services.

<i>Respondents will buy a brand's product due to a popular influencer's promotion.</i>	<i>No of Respondents</i>	<i>Percentage</i>
Yes, I will	11	13.75
No, I won't	27	33.75
Maybe	42	52.5
Total	80	100

Table 6: Respondents will buy a brand's product due to a popular influencer's promotion.



Figure 6: Respondents will buy a brand’s product due to a popular influencer’s promotion.

From the above table, 14% of the respondents will purchase a brand’s product because an influencer is promoting it. And 34% of respondents won’t purchase the product even if the product is promoted by an influencer and the majority 53% of respondents may or may not purchase a brand’s product that is promoted by an influencer. From this data, it can be understood that most of the respondents might purchase the product if the influencer is a person who they like or adore, and they might not purchase if the influencer is not quite popular or adored by them.

<i>Respondents clicked on a simple word-of-mouth ad for a high-priced luxury product or a less expensive one with visually stunning ads and trending music.</i>	<i>No of Respon- dents</i>	<i>Percentage</i>
Promoting by simply talking about the product (Word of mouth)	25	31.65
Visual-centric ad with attractive elements	54	68.35
Total	79	100

Table 7: Simple word-of-mouth ad for a high-priced luxury product or a less expensive one with a visually stunning ad and trending music.

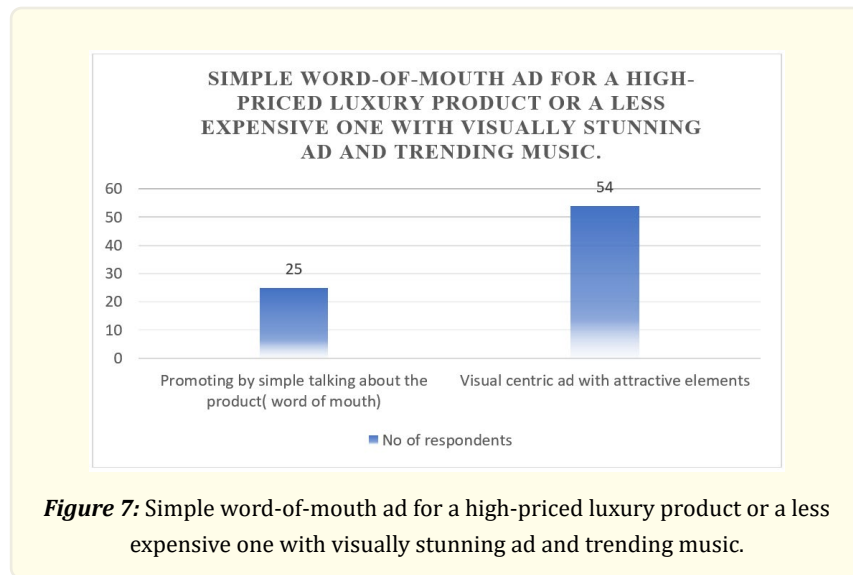


Figure 7: Simple word-of-mouth ad for a high-priced luxury product or a less expensive one with visually stunning ad and trending music.

From the above table, 32% of respondents prefer a simple word-of-mouth ad for a high-priced product and 69% of them prefer a less expensive one with a visually stunning ad and trending music. This data tells us that a cheap product with a visually appealing ad and music will increase the chances of clicking the ad by the customers than just a simple word-of-mouth ad even if it’s a luxury product. But still, 32% of respondents prefer a simple word-of-mouth ad for a luxury product which makes it clear that a luxury product doesn’t need a visually appealing ad because of its exclusivity and prestige.

<i>Trust is established by promptly responding to respondents’ inquiries.</i>	<i>No of Respondents</i>	<i>Percentage</i>
Yes	49	62.03
No	10	12.66
Maybe	20	25.32
Total	79	100

Table 8: Trust is established by promptly responding to respondents’ inquiries.

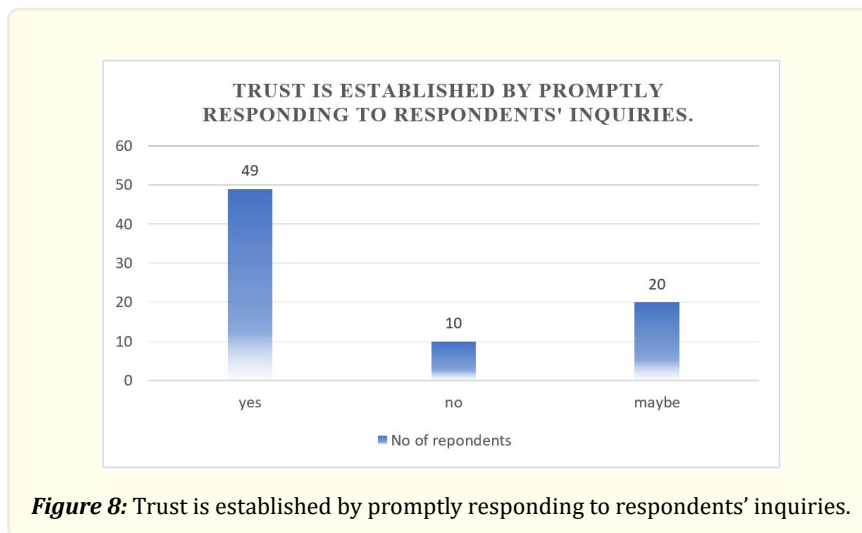


Figure 8: Trust is established by promptly responding to respondents’ inquiries.

From the above table, 63% of respondents' trust is gained by the businesses if the inquiries of the respondents are addressed properly and directly. 13% of respondents' trust is not gained even if their inquiries are addressed properly and 26% of the respondents' trust may or may not be gained.

Hence, from this data, it can be understood that a majority of the customers' trust can be gained by the business if they address their inquiries properly.

Number of times respondents clicked the link in their bio to check out their products	No of Respondents	percentage
Less than 5 times	36	45.57
More than 5 times	32	40.51
Never	11	13.92
Total	79	100

Table 9: Number of times respondents clicked the link in their bio to check out their products.

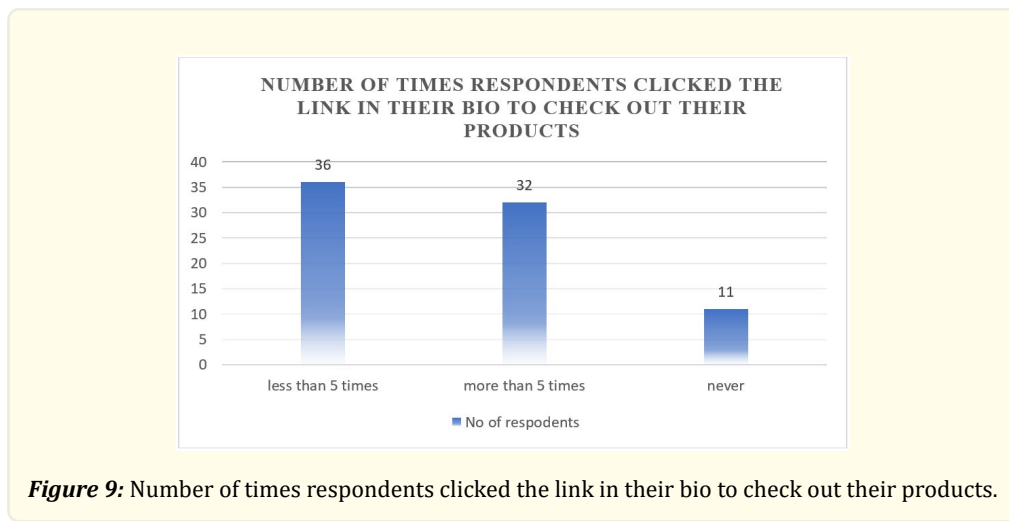


Figure 9: Number of times respondents clicked the link in their bio to check out their products.

From the above table, 46% of respondents have clicked the link in the bio less than 5 times to check out their products, and 41% of them have clicked more than 5 times. 14 % of the respondents haven't clicked the link to check out their product.

Here, it can be understood that the majority of the respondents have clicked only a few times, which is less than 5 times. This can be due to the irrelevant purchase intent of the respondents for the brand's product.

Respondents' interest increased due to a trending audio on a reel.	No of Respondents	Percentage
Yes	38	48.10
No	11	13.92
Maybe	30	37.97
Total	79	100

Table 10: Respondents' interest increased due to trending audio on a reel.

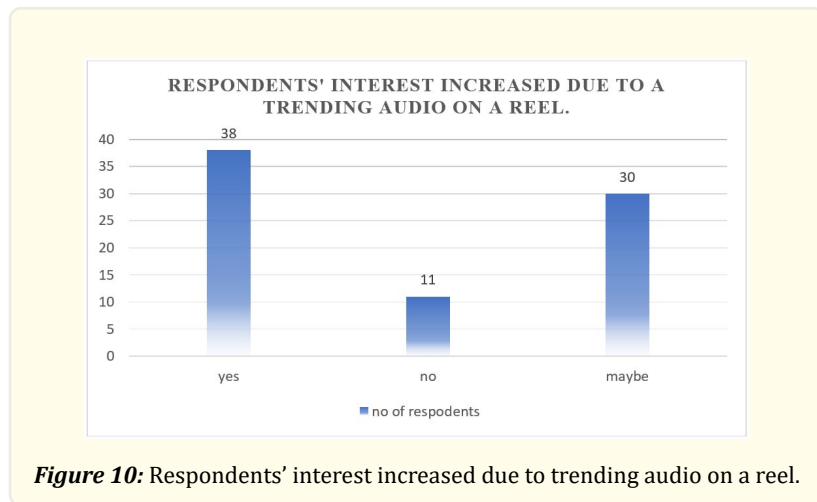


Figure 10: Respondents’ interest increased due to trending audio on a reel.

From the above table, 49% of the respondents agree that their interest has increased because of trending audio in a reel and 14% of respondents have disagreed, 38% of them have neither agreed nor disagreed. The majority of the audience likes to hear trending audio while watching a reel as it increases their interest.

Hence, trending audio keeps the business in the now or present which leads to high audience engagement.

<i>Product review from an influencer affects respondents’ purchase decisions.</i>	<i>No of Respondents</i>	<i>Percentage</i>
Yes	29	36.71
No	21	26.58
Maybe	29	36.71
Total	79	100

Table 11: Product review from an influencer affects respondents’ purchase decisions.

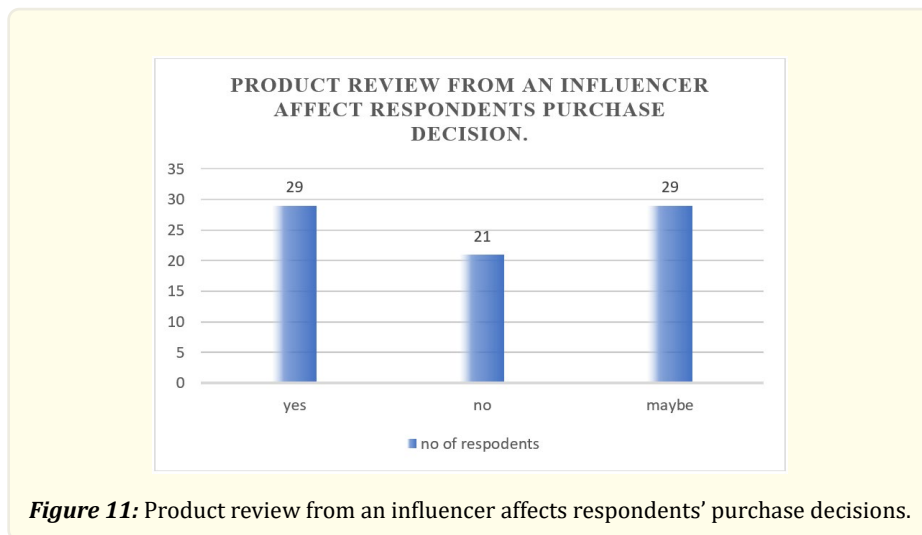


Figure 11: Product review from an influencer affects respondents’ purchase decisions.

From the above table, 37% of the respondents' purchase decisions are positively or negatively affected if an influencer is reviewing the products. 27% of the respondents' purchase decisions are not affected even if an influencer is reviewing the product. And 37% of respondent's purchase decisions may or may not get affected. In conclusion, an influencer's product review can enhance trust and authenticity, ultimately influencing customers' purchase decisions.

Respondents who liked to see a longer ad or shorter ad	No of Respondents	Percentage
Longer (If I like the product)	22	27.85
Shorter (If I don't like the product)	24	30.38
Longer (If the ad is visually stunning)	17	21.52
Shorter (If the ad is simple and boring)	16	20.25
Total	79	100

Table 12: Respondents who liked to see a longer ad or a shorter ad.

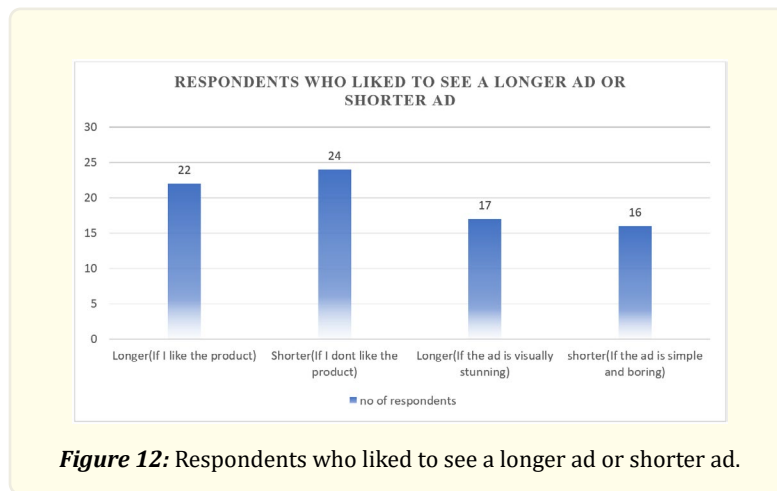


Figure 12: Respondents who liked to see a longer ad or shorter ad.

From the table above, 28% of respondents liked the watch a longer ad if they liked the product. And 31% of respondents watch a shorter ad if they don't like the product, 22% of respondents watch a longer ad if the ad is visually appealing and 21% of respondents would watch a shorter ad if the ad is simple and boring.

From this data, it can be understood that people tend to watch a longer ad if they like the product and they will watch a shorter ad if they don't like the product since they don't have any purchase intent towards that product.

Respondents who give more importance to customer feedback	No of Respondents	Percentage
Yes	66	85.71
No	11	14.29
Total	77	100

Table 13: Respondents who give more importance to customer feedback.

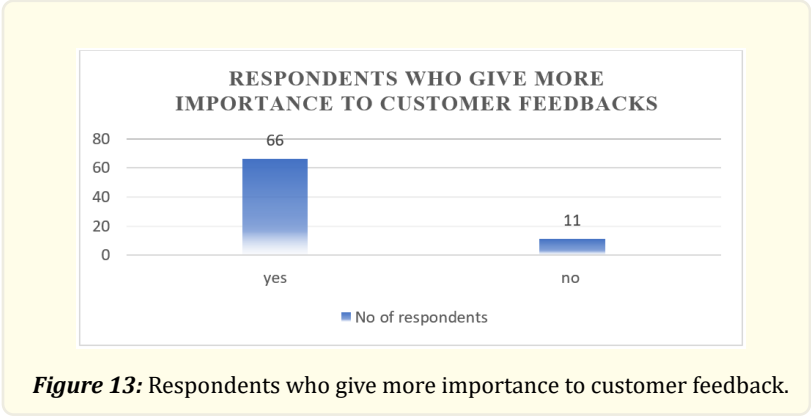


Figure 13: Respondents who give more importance to customer feedback.

From the above table, 86% of respondents give more importance to customer feedback and 15% of respondents don't. Here, the majority of customers want to see feedback before purchasing a product. This builds trust based on others' experiences.

<i>Respondents' support for big businesses promoting their products in an informal way</i>	<i>No of Respondents</i>	<i>Percentage</i>
Yes	39	49.37
No	18	22.78
Maybe	22	27.85
Total	79	100

Table 14: Respondents' support for big businesses promoting their products in an informal way.

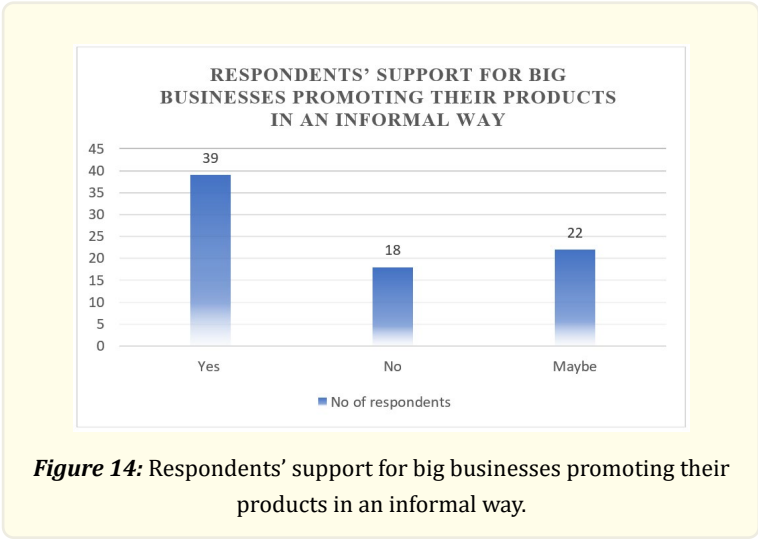


Figure 14: Respondents' support for big businesses promoting their products in an informal way.

From the above table, 50% of the respondents support a business that informally promotes its product on Instagram 23% of the respondents don't support them doing so and 28% of the respondents may or may not support a business that informally promotes their product on Instagram. A majority of respondents support business that informally promotes their products such as through memes and trending news.

Findings

Based on this research, it has been found that most students spend between one to three hours on Instagram, but they are not using the platform for shopping. This may be due to the high price of products and the wide range of choices, making it difficult for them to find the right product. To address this, businesses can offer discounts and flexible payment options to encourage young people to make purchases. Additionally, It was discovered that many students interact with brand story ads multiple times, more than 10 times per person, because of the interesting and visually appealing content. Therefore, brands should focus on creating visually appealing and engaging content that educates the audience about their products. Respondents also agreed that visually appealing ads with captivating graphics and trending music led them to visit the advertiser's account, emphasizing the importance of following trends to create engaging ads. Brands can achieve this by promoting their products in an informal way through memes and trending news. For instance, Baskin-Robbins promoted their ice cream using Oppenheimer and Barbie themes to capture the audience's attention. Similarly, Domino's used a meme edit of Drake's Certified Lover Boy album cover to promote its pizza. This kind of marketing helps brands remain relevant and effectively capture the audience's attention. It was also found that an influencer's product review can enhance trust and authenticity, ultimately influencing customers' purchase decisions therefore brands can promote their products through influencers and celebrities for a higher reach and engagement. For instance, YouTuber PewDiePie promotes Nord VPN through YouTube and streaming on Twitch. As a result, the website reaches a vast audience, benefiting from the YouTuber's large social media following. Moreover, This research has found that customer feedback is an important factor in purchasing a product, as the majority of customers rely on others' feedback before making a purchase. Brands should check the feedback often address their grievances and provide them with proper instructions and compensation. Brands should regularly review customer feedback and address their concerns by providing clear instructions and appropriate compensation.

Conclusion

The study's results indicate a significant relationship between digital marketing on Instagram and consumers' purchase decisions. This suggests that brands can utilize Instagram marketing to influence students' purchasing decisions. Making digital content is an effective marketing strategy to reach a wide audience. This is definitely one of the excellent business strategies for small and medium-sized enterprises to maintain their business presence and help them to develop stronger relationships and gain a better understanding of their target audience's needs, enabling them to make effective decisions for growth. Thus, social media is a key platform for promoting digital content related to their products. Just like Instagram, businesses can use other social media platforms such as Facebook, LinkedIn, Pinterest, and WhatsApp to promote their products, increase their reach, and target their audience, ultimately improving conversion rates and sales.

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