

# A Study of Consumer Buying Behaviour Influenced by Instagram Advertisements in Amravati City

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## Abstract

The rapid growth of social media has transformed marketing practices and consumer buying behaviour. Among various platforms, Instagram has emerged as a powerful marketing tool due to its visual orientation, influencer marketing strategies, and interactive advertising features. This study examines the impact of Instagram advertisements on consumer buying behaviour in Amravati City. A descriptive research design was adopted, and primary data were collected through a structured questionnaire from 120 respondents, of which 100 valid responses were used for final analysis. Secondary data were collected from journals, books, and credible online sources. Statistical tools such as percentage analysis and mean score analysis were applied for data interpretation. The findings reveal that Instagram advertisements significantly influence consumer buying behaviour, particularly among young consumers. Factors such as influencer credibility, visual appeal, informative content, and peer reviews play a major role in shaping purchase intentions. The study offers practical insights for marketers to design effective Instagram advertising strategies and enhance consumer engagement.

**Keywords:** Consumer Buying Behaviour, Instagram Advertisements, Social Media Marketing, Influencer Marketing, Amravati City

## Introduction

In the digital era, social media platforms have become indispensable tools for marketing communication. Businesses increasingly rely on social media to reach consumers in a more personalized, interactive, and cost-

effective manner. Among these platforms, Instagram has emerged as one of the most influential due to its visual-centric content, high user engagement, and extensive use of influencer marketing. With its emphasis on images, videos, reels, and stories, Instagram allows brands to communicate their messages creatively and build emotional connections with consumers.

Instagram advertisements differ significantly from traditional forms of advertising. They integrate seamlessly into users' feeds, making promotional content appear more natural and less intrusive. This integration increases the probability of consumer engagement and influences purchase decisions. The use of influencers has further strengthened Instagram's marketing potential. Influencers act as opinion leaders who shape consumer attitudes, build trust, and encourage brand adoption.

Consumer buying behaviour refers to the decision-making process and actions taken by individuals when purchasing goods or services. It is influenced by psychological, social, cultural, and personal factors. In the context of Instagram advertising, factors such as visual appeal, credibility of influencers, product information, peer recommendations, and perceived authenticity significantly shape consumer perceptions and intentions.

In smaller cities such as Amravati, digital marketing is gaining prominence as internet penetration and smartphone usage increase. However, limited research exists on how Instagram advertisements influence consumer buying behaviour in such regions. This study aims to bridge this research gap by analyzing consumer responses to Instagram advertisements in Amravati City

and understanding their impact on purchase decisions.

## Review of Literature

Mehta and Choudhary (2017) emphasized that Instagram functions as a virtual showroom for fashion brands, influencing consumer purchase decisions through visually attractive content and influencer endorsements. Their study highlighted that social media advertising encourages impulse buying and enhances brand visibility.

De Veirman et al. (2017) examined the impact of influencer characteristics such as follower count and product-brand fit on brand attitudes. The findings suggested that influencer credibility significantly affects consumer trust and purchase intention.

Duffett (2017) found that social media marketing communications positively influence young consumers' attitudes and brand perceptions, emphasizing the importance of interactive and visually appealing content.

Evans et al. (2017) stressed the importance of transparency in influencer advertising and found that disclosure of sponsored content impacts consumer trust.

Jin et al. (2019) stated that influencers act as brand ambassadors and shape consumer behaviour by providing authentic and relatable content.

Patel and Malhotra (2021) studied Indian consumers and concluded that social media advertisements significantly influence purchase decisions, particularly among youth.

These studies collectively indicate that Instagram advertising plays a vital role in influencing consumer behaviour through visual content, influencer credibility, and engagement strategies. The present study extends this literature by focusing on consumers in Amravati City.

## Research Methodology

### Research Design:

The study adopted a descriptive research design to analyze the influence of Instagram advertisements on consumer buying behaviour. This design was suitable as it provided a factual description of consumer perceptions and responses.

### Sample Size:

A total of 120 questionnaires were distributed, out of which 110 were received. After data cleaning, 100 valid responses were used for final analysis.

### Sampling Method:

Non-probability convenience sampling was used. Respondents were selected based on accessibility and willingness to participate.

### Data Collection:

Primary data were collected using a structured questionnaire consisting of demographic details, Instagram usage patterns, awareness of advertisements, and purchase influence. Secondary data were obtained from journals, books, and online resources.

### Tools and Techniques:

Percentage analysis and mean score analysis were used for data interpretation. Graphical representations were prepared using charts and tables.

## Data Analysis and Interpretation

The demographic analysis revealed that the majority of respondents were female and belonged to the age group of 18–25 years. Most respondents were students and private employees with monthly income below ₹25,000.

### Instagram Usage:

78% of respondents used Instagram daily, indicating high exposure to advertisements.

### Advertisement Awareness:

85% noticed advertisements while using Instagram regularly.

### Attractiveness:

72% found Instagram advertisements visually

appealing.

#### Influence:

70% reported that Instagram advertisements influenced their purchase decisions to a high or very high extent.

#### Influencer Trust:

65% agreed that influencer endorsements increased product trust.

These findings indicate that Instagram advertisements have a significant influence on consumer buying behaviour.

#### Findings

1. Consumers are highly aware of Instagram advertisements.
2. Young consumers are more influenced by Instagram advertisements.
3. Influencer credibility strongly impacts purchase decisions.
4. Visual appeal enhances engagement and attention.
5. Instagram advertisements effectively shape consumer perceptions and intentions.

#### Conclusion

The study concludes that Instagram advertisements significantly influence consumer buying behaviour in Amravati City. The visual nature of the platform, combined with influencer marketing, enhances consumer trust and engagement. Businesses can effectively use Instagram to increase brand awareness and sales by adopting creative and authentic advertising strategies.

#### Limitations

1. The study was limited to Amravati City.
2. Sample size was restricted to 100 valid responses.
3. Time constraints limited deeper analysis.
4. Self-reported data may contain bias.
5. Only Instagram was studied, excluding other platforms.

#### Scope for Future Research

1. The study can be extended to other cities.
2. Comparative studies across platforms can be conducted.
3. Qualitative research methods may be incorporated.
4. Product-category-specific studies can be undertaken.

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