

# **A study on how Instagram Marketing influences customers to take E-Service marketing from e-commerce industries**

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## **Abstract**

Using Instagram for business can increase audience engagement, increase revenue, and promote brand exposure. Finding customers where they are already spending time is a great strategy. Additionally, it can give you important audience information that you can apply to all of your marketing strategy plans. One of the best platforms for keeping in touch with clients is social media. They give you the opportunity to solicit input from your audience via likes or comments, engage them with compelling material, inform them about exclusive deals, and more. Instagram Ads Manager, often known as Facebook Ads Manager (since Instagram is owned by Facebook), helps customers develop an integrated advertising strategy. When developing your ad strategy, it aids in the definition of your advertising campaign objectives and target market. The practice of producing high-quality, branded editorial content across all media platforms and media channels with the goal of fostering meaningful connections with consumers and achieving quantifiable success for businesses is known as content marketing which is the support for creating Instagram Ads Campaign. The primary aim of the study is to understand on how Instagram Marketing influences customers to take E-Service Marketing from e-commerce industries.. A structured Questionnaire was Prepared and survey was taken from 120 respondents.

**Keywords:** Content Marketing, Instagram marketing, Instagram Ads, Social Media Marketing.

## **Introduction**

For companies of all sizes, social media marketing is an effective way to connect with prospects and clients. If you're not using social media sites like Facebook, Instagram, and LinkedIn, you're missing out on the opportunity to learn about, follow, and do business with brands. Effective social media marketing can help your company achieve extraordinary success by generating loyal brand supporters, leads, and even purchases. An overview of everything you want to do and want to accomplish on social media is a social media marketing strategy. It directs your behaviour and informs you of your success or failure. People can use social media to make their company an active player in your market. Their audience may get to know, trust, and engage with you through your profile, postings, and interactions with other members. Through features like Instagram/Facebook stores, direct messaging, call to action buttons on profiles, and appointment booking options, digital marketers can also create leads and conversions directly on these networks. Social media networks' visual nature enables to develop visual identity and raise brand awareness among huge audiences. Additionally, increased brand recognition will improve the

outcomes of all your other initiatives. Through the Instagram platform, digital marketers can interact with people directly and establish direct and indirect lines of communication with your followers. This allows networking, getting feedback, having discussions, and developing personal connections. Although there is some spontaneity on social media, digital marketing strategists require a systematic content strategy in order to have a consistent voice and consistently provide high-quality material. The platform of social media is real-time.

Marketers must publish frequently, monitor interactions with their brand, respond to comments, follow trends, and keep up with profiles that are accurate if they want to use social media to expand their businesses. Company may present their brand image across a number of various social media channels by using Instagram for marketing. While each platform has its own distinct atmosphere and voice, your company's essential identity, whether it be amiable, enjoyable, or reliable, should remain constant. Instagram has a better organic reach. Users can shop directly from Instagram thanks to the extensive toolkit that Instagram provides. Links in Instagram Stories, shopping tags, advertisements, and more are a few of them. Effective service marketing techniques are used by advertisers to win over clients' trust and demonstrate the value of their services. To assist them sell their services, businesses may build their service marketing tactics on the promotion of concepts, advantages, and promises. This type of marketing may include both business-to-business (B2B) and business-to-consumer (B2C) advertisements, depending on the service. The marketing and sales staff in these sectors can use services marketing strategies to increase brand recognition, generate leads, and draw in new customers. Excellence in external, internal, and interactive marketing are required for service marketing. Pricing, distribution, and consumer service promotion all fall under the purview of external marketing. Internal marketing entails educating and inspiring staff to provide excellent customer service. Interactive marketing describes the ability of the staff to serve the customer. Every bank runs training programmes throughout its locations to enable investors to make wise investment decisions. This is a process- and people-driven aspect of service marketing. Banks offer account opening, loan disbursement, locker rental, and other services. All of these services are intangible.

## **Review of Literature**

S.Khan (2018) stated that Instagram is one of the fast growing marketing tool where user can share images of products and brands with another users. Alvi Rizka Nur Hida (2021) stated that currently, information technology development is booming and supports both small- and large-business operations. They will greatly gain from this circumstance. In addition to the advantages of technology, the threat posed by the number of competitors should be taken into account by every entrepreneur before entering a market. To draw customers and secure a place in the market, strategic marketing has become essential. One of the marketing channels that is currently in high demand is digital marketing. Small businesses gradually shifted from conventional marketing strategies to modern ones. Instead of knocking on doors, they now sell their products on 5'inc screens in conveniently accessible locations. Author addressed Instagram Marketing as one of the convenient marketing tool to increase sales.

### **Instagram: A photo sharing applications**

Etienne Musonera (2018) mentioned Both desktop PCs and mobile devices can access the photo-sharing website Instagram. The application was first made available only on the iOS operating system in 2010, when it was created by Mike Krieger and Kevin Systrom. The software was accessible on desktop computers and Android devices before the end of 2012. Instagram gained popularity swiftly after its 2010 launch and now has over 700 million active users. Facebook acquired Instagram in 2012 for \$1 billion in cash and stock. Instagram has grown significantly in the past seven years, but there are still prospects for growth in other areas. The target market for new clients is already prominent, with 700 million daily users and 1 million active marketers. Instagram only generates income from advertising, which has been quite successful so far. However, expanding the app to generate income through other channels might also be beneficial.

### **Marketing Through Instagram**

ES Soegoto (2019) mentioned that the majority of individuals today use social media networks or new media as one of their primary means of communication. Digital media marketing is evolving at an astounding rate. The way individuals use technology, which is continuously changing. These are enabling people to have fulfilling lives and acquire all the information they require. New tools and ideas are generated by the advancement of technology, and because of this, entrepreneurs are able to take advantage of technology, particularly now that a variety of social media platforms and marketing techniques are available. ES Soegoto (2019) also mentioned that Instagram is a social networking platform where users publish photos and videos to be seen by everyone. In this scenario, a product's appealing appearance can affect sales since the buyer can take a quick look at the things being provided due to its distinctive appearance. The most popular platform for medium-sized to small businesses is Instagram. Online shopping has made it such that consumers may order instantly from anywhere, communicate with one another, and conduct financial transactions before receiving their items.

### **Brand Communication on Instagram**

Patricia Dias (2020) mentioned that Social media has emerged as a new platform for companies to stand out and forge enduring connections with consumers and supporters since it is focused on user-generated content, connectivity, and involvement. Participating in these platforms required a paradigmatic shift in branding and brand communication, which focused more on listening to customers and followers, communicating and collaborating with them, and developing connections that would be advantageous to both parties. Digital influencers are crucial to Instagram marketing tactics because they serve as intermediaries between firms and their followers. Brands are being significantly impacted by the COVID-19 epidemic, the accompanying population confinement, and the emergency situation established in several nations. Many of them are concentrating on their communication in an effort to stay or grow more relevant for their followers and consumers because they are unable to produce and advertise their products or provide their services. In this short time, brand communication on Instagram has transformed.

Meerim Asanbekova (2018) mentioned that social media has become an integral part of our daily lives in recent years. Particularly among social networks, Instagram has grown in popularity as a tool for

business and communication. To engage with customers and boost productivity, many businesses are attempting to create an Instagram marketing plan.

### **Instagram Stories for Brand / Product Promotions**

Ana-Maria Popescu (2019) mentioned that Since the beginning of time, telling stories has been a very significant, alluring, and enjoyable kind of communication—whether you're sitting around a fireplace or watching a movie. Stories have been a constant throughout all of the changes and evolution we have experienced over the centuries and decades, providing us with entertainment, hope, and dreams. Networks and their built-in network effects today provide anyone with access to a worldwide audience at nearly no cost. The skill of presenting stories using digital multimedia, such as photos, music, and video, is known as "digital storytelling," and it is undoubtedly relevant given the rapidly advancing state of technology.

Ana-Maria Popescu (2019) also stated that the best communication tactic for making oneself more approachable and transparent to audiences is storytelling. Websites, email, blogs, and social media are all dynamic online distribution methods that allow news to go viral. More than that, anyone with Internet access and the willingness to use a tale and digital media to capture life experiences, thoughts, or feelings qualifies as a digital storyteller. We learn more about ourselves and the people around us via tales. Digital storytelling has the ability to foster community cohesion via shared experiences and the growth of tolerance through the appreciation of diverse perspectives. Community involvement as a result became a motivating factor in digital storytelling.

### **Digital Influencers in Instagram Posts**

Marianny Jessica De Brito Silva (2019) mentioned and found in research that Because comments shared on social networks like Instagram are divided between the public and the private and are perceived as honest, influencers' closer proximity to their followers has helped firms become more approachable and trustworthy. As people spend more time online, digital marketing is becoming increasingly popular. Due to the behavioural paradigm that content providers and virtual superstars have established, making a decision at the time of purchase is no longer difficult. The brands thought of it as a method to differentiate themselves from the competition, increasing their visibility and attractiveness through the internet promotion of their goods. Therefore, with careful planning, businesses can benefit from online exposure via digital influencers, which can raise their relevance, closeness to the general public, and ability to reach out to new clients. It is certain that long-term relationships, content co-creation, and the development of nanoinfluencing communities around companies will become more and more important components of marketing strategies with digital influencers. Instead of focusing on a specific purchase, the opinion of a digital influencer can pique interest, create needs and desires that weren't there before, solidify a particular perception about a brand, and, in some cases, change how a person feels about a firm.

Finally Marianny Jessica De Brito Silva (2019) concluded that when considering the function of the digital influencer, we get to the conclusion that the endorsement's acceptability and communicative effectiveness will be higher and will result in greater engagement the more closely the endorsement represents the endorsers and their qualities. To build their brand, a product must therefore appear as an extension of the influencers, allowing the followers to interpret this endorsement technique as an example of the endorsers' typical consuming habits. Likes and comments are the thermometers used in the digital

age to measure relationships created and maintained through engagement, and marketers cannot ignore them when creating communication plans and online advertising.

### **Instagram as one of the best Social media tools for Service Marketing as well as customer Satisfaction.**

Meenakshi Singh (2020) mentioned that Instagram is a potent marketing tool that businesses should utilise to the maximum. Instagram currently offers the ideal solution for timely marketing. The millennial age has significantly improved at sifting through both traditional and digital forms of advertising. Some of the most sought-after target populations often avoid advertisements by watching content online, utilising AdBlocker, Netflix, downloading illegally, and a variety of other tactics. With Instagram, you can connect with these customers where they are and tell your story in an engaging and genuine way. Instagram offers brands and their customers a distinctive interactive ecosystem. Because Instagram is a very visual medium, it gives marketers a variety of ways to tell their business story. Brands have the chance to engage their audience with media that is less constrained by language constraints by using images and videos. This indicates that by appealing to an emotional level, marketing content on Instagram connects with users in a way that words rarely can. This shift toward using visuals in marketing along with the widespread use of mobile devices attests to Instagram's crucial role in a brand's social strategy. The world is increasingly being understood by society through the use of images.

### **Service Marketing: Image , Brand**

Jacinda Sukendi (2020) mentioned in research that quality of e-service is influenced on the B2C e-commerce by customer experience which is influenced by website design, reliability, customer service and security. Knowing your most devoted consumers and encouraging them to repurchase your goods and services and pass along your recommendations to others rank as the two most crucial aspects of customer loyalty.

Jacinda Sukendi (2020) mentioned in research that customer experience and e-service quality were linked to foster repeat business. This survey suggests that B2C e-commerce companies deliver the level of e-service that clients demand. B2C e-commerce platforms must offer e-services like developing websites with useful features, a pleasing aesthetic, quick and easy website search functions, and, most significantly, the ability to present information that is simple for clients to understand. B2C e-commerce sites are anticipated to be able to accurately present products on the internet page so that the things clients obtain will meet their expectations. B2C e-commerce should take into account product delivery that is prompt and on time. Additionally, because many customers make substantial purchases, improving the security or privacy of client data is regarded as crucial and should be the primary evaluation factor for B2C e-commerce companies. B2C e-commerce sites do not need to concentrate on security, but it is preferable to create customer service so that users may communicate with the customer service offered by the B2C sites quickly and simply.

## Customer experience in B2C e-commerce service

Jacinda Sukendi (2020) found that Customer experience is the culmination of all of a customer's interactions with a B2C e-commerce service. Customer experience refers to the direct or indirect interactions that customers have with B2C e-commerce before, during, and after the transaction. The primary element that fosters the development of a positive experience is the shopping process; this is crucial since a positive shopping process will provide customers a better experience, encouraging them to make repeat and regular purchases. Every B2C e-commerce provider must pay attention to client loyalty because it develops as a result of consistently providing customers with positive experiences. As a result, B2C e-commerce needs to cultivate brand loyalty among customers so that they will spread the word about it to other consumers.

## Research Objectives

The objectives of the research were to find how Instagram Marketing influences customers to take E-Service Marketing from e-commerce industries.

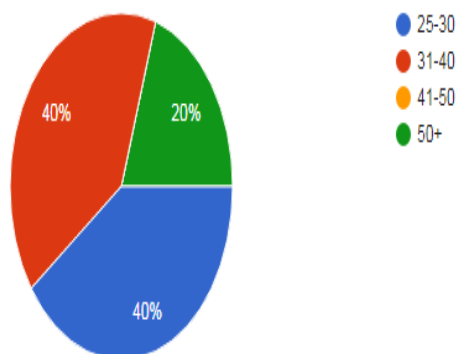
## Research Methodology

Structured questionnaire was prepared by using demographic variables and other specific variables identified from the literatures. The data was collected from 120 respondents who purchase the products and also take services from e-commerce stores or organisation. Data was collected through online survey method and interview method.

## Analysis

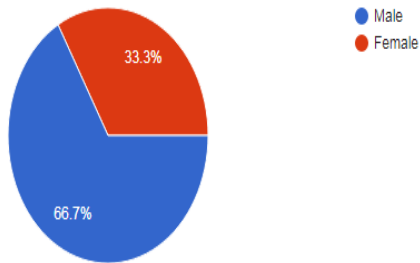
### Demographic Analysis

#### Age



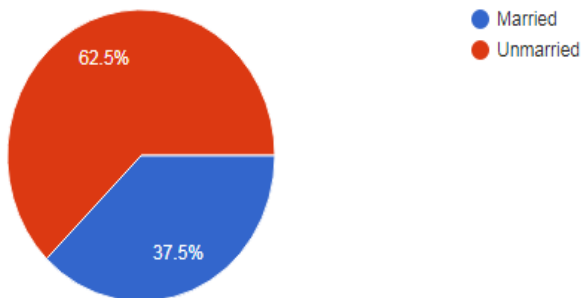
**Interpretation:** Above pie-chart shows that 40 % falls under the age group of 25-30 and also 40 % falls under 31-40%.

## Gender



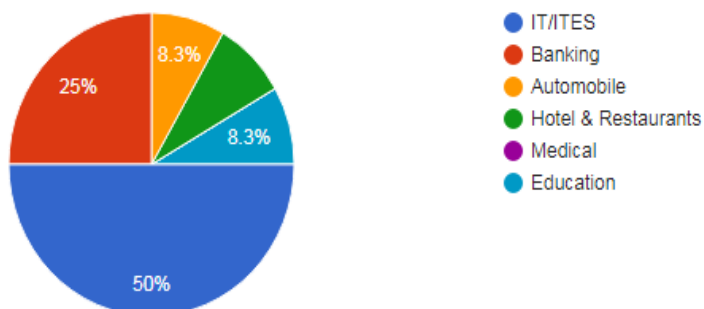
**Interpretation:** Above pie-chart says 66.7% Genders are male.

## Marital Status



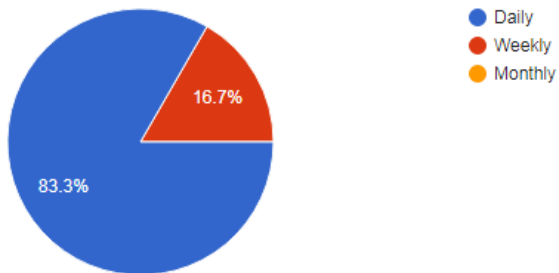
**Interpretation :** Above Pie Chart says 62.5% respondents are unmarried.

## Occupation of the respondents



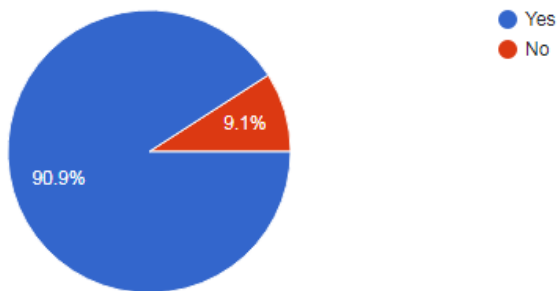
**Interpretation:** Above Pie Chart says 50% of the respondents works in IT/ITES industries.

### Frequency of Using Instagram



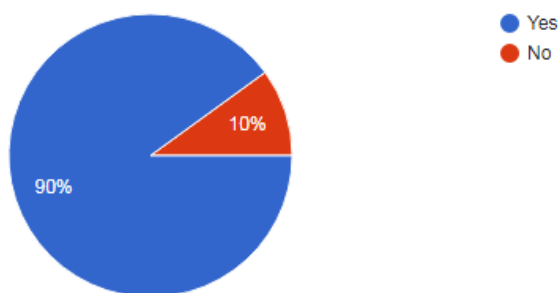
**Interpretation:** 83.3% of the respondents use Instagram Daily.

### Awareness of Instagram Marketing



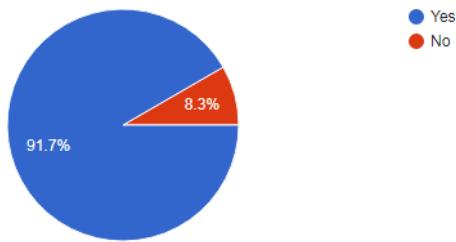
**Interpretation:** 90.9% of the respondents are aware of the Instagram Marketing.

### Online Purchase of Products/services by seeing the Instagram Ads/ stories/reels



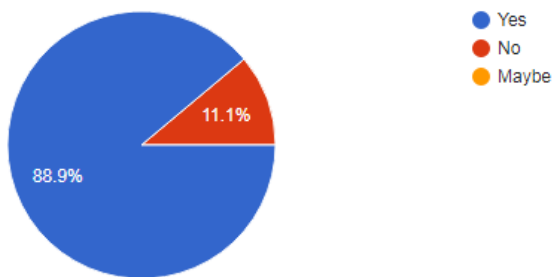
**Interpretation:** 90% of the respondents purchase online goods by watching Instagram Ads, Stories or Reels.

### Instagram Marketing Influence customer for e-service marketing from the online B2C industries



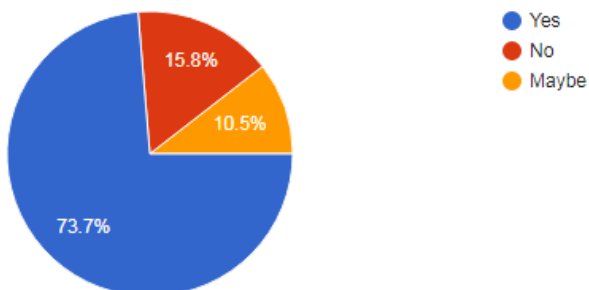
**Interpretation :** 91.7% respondents gets influenced from Instagram Marketing to take e-service or to book e-service if there is any issues with products or if they wants to purchase new products instagram marketing will help to take right decision .

### Content Strategy and Advertisement strategy of Instagram Marketing influence customers to go for e-service marketing



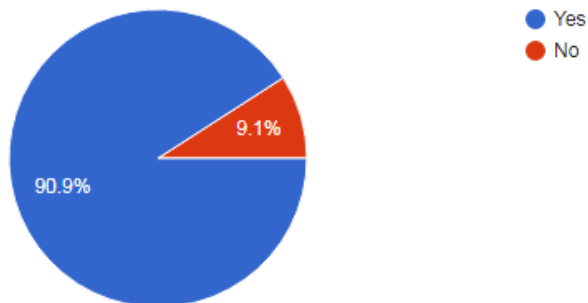
**Interpretation:** 88.9% respondents gets convinced by seeing the contents on the posters which describes some promotional offers and discounts for booking e-services from online stores.

### Instagram Marketing Strongest Social Media tools for keeping Brand quality high and also guides the customer to choose right services from right place at right time.



**Interpretation:** 73.7% respondents believes Instagram Marketing Strongest Social Media tools for keeping Brand quality high and also guides the customer to choose right services from right place at right time.

### Instagram Marketing the Bright tool for service based company



**Interpretation:** 90.9% respondents say Instagram marketing as a successful tool for service based company to get more and more customers from various demographic locations.

### Conclusion

From the above survey we can conclude that Instagram Marketing is a very strong tool which also influence E-service marketing based companies to run their ads for better brand awareness and also parallel it influence the customers to get the service based on their choice from the E-service based companies by clicking or by taking actions on the Instagram Advertisement. As per the survey it also shows that people are always active in Instagram and if the company focuses on that they can drive the attention of the target audience by providing good promotional offers and discounts through Instagram Ads. So Ads Content will definitely influence the customers to take e-service marketing from B2C e-commerce Industries. They can also Post the reviews of the companies service in their Instagram Business Account for better services.

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