

Effectiveness of Instagram Marketing in Brand Promotion – A Study with Reference to Sri Raghav Industries

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Abstract - This study examines the effectiveness of Instagram marketing in brand promotion with special reference to Sri Raghav Industries. Instagram has emerged as a powerful digital marketing platform enabling businesses to enhance brand visibility, engage customers, and shape brand perception. The research adopts a descriptive research design with a mixed-method approach (quantitative and qualitative), using a structured questionnaire administered to a convenience sample of 100 Instagram followers and potential customers of Sri Raghav Industries. Data were analyzed using percentage analysis, Likert scale interpretation, one-way ANOVA, and correlation analysis. Findings reveal that 65–70% of respondents are aware of the brand's Instagram presence, 70% report positive brand perception, and 60% acknowledge that Instagram promotions influence their purchasing decisions. The ANOVA result ($F = 1.295$, $p = 0.212$) indicates no statistically significant difference in perception across various marketing aspects, while correlation analysis confirms a strong positive inter-relationship ($r \approx 0.8$ – 1.0) among awareness, engagement, trust, and overall effectiveness dimensions. The study concludes that Instagram marketing is a highly effective, cost-efficient, and measurable tool for brand promotion in industrial enterprises and recommends improvements in content quality, posting frequency, influencer alignment, and data-driven campaign strategies.

Keywords - Instagram Marketing, Brand Promotion, Brand Awareness, Customer Engagement, Brand Perception, Digital Marketing, Sri Raghav Industries

1. INTRODUCTION

Instagram has become one of the most powerful social media platforms for business communication and brand promotion in the digital era. Organizations increasingly depend on Instagram marketing to reach customers, create awareness, and build a strong brand identity. The platform allows companies to share visually appealing content, interact with users, and communicate brand values effectively. With features such as stories, reels, hashtags, influencer collaborations, and paid advertisements, Instagram provides multiple opportunities for organizations to promote their products and services.

Brand promotion through Instagram helps businesses establish direct relationships with customers and understand their preferences in real time. Compared to traditional marketing methods, Instagram marketing is cost-effective, measurable, and capable of reaching a wider audience within a short period. Customer engagement in the form of likes, comments, shares, and direct messages enables companies to evaluate the effectiveness of their promotional strategies and improve brand perception.

Sri Raghav Industries, a growing industrial enterprise, has adopted Instagram marketing as part of its digital marketing strategy to strengthen brand visibility and customer engagement. The company uses Instagram to showcase its products, highlight quality standards, and communicate with existing and potential customers. Instagram serves as an important platform for enhancing brand recall and influencing customer attitudes toward the company.

This study focuses on analyzing the effectiveness of Instagram marketing in brand promotion with reference to Sri Raghav Industries. The research examines how Instagram marketing activities influence brand awareness, customer engagement, and overall brand image. It also aims to understand customer responses toward Instagram advertisements and promotional content. The findings will help the organization assess the impact of Instagram marketing and identify areas for improving its digital branding strategies in a competitive business environment.

1.1 Company Portfolio

Sri Raghav Industries is a reputed industrial organization engaged in manufacturing and supplying quality products to meet the requirements of its customers. The company operates with a strong commitment to quality, reliability, and customer satisfaction. Over the years, Sri Raghav Industries has built a steady reputation in the industry by adopting efficient production processes, maintaining consistent standards, and focusing on continuous improvement. The organization follows ethical business practices and maintains transparent relationships with suppliers, distributors, and customers.

1.2 Statement of the Problem

In the present digital marketing environment, organizations increasingly invest in social media platforms to promote their brands and engage with customers. Despite the growing use of Instagram marketing, many organizations, including Sri Raghav Industries, face challenges in measuring its actual effectiveness in achieving brand promotion objectives. There is often uncertainty regarding how far Instagram marketing activities contribute to brand awareness, customer engagement, and positive brand perception. Without comprehensive analysis, it becomes challenging to determine the effectiveness of content strategies, identify gaps in communication, or make data-driven marketing decisions.

1.3 Objectives of the Study

Primary Objective:

To analyze the effectiveness of Instagram marketing in promoting the brand of Sri Raghav Industries, including its impact on brand awareness, customer engagement, and brand perception.

Secondary Objectives:

1. To evaluate the level of customer awareness generated through Instagram marketing.
2. To assess customer engagement and interaction with Instagram content.
3. To examine customer perceptions and attitudes toward Instagram advertisements and promotional activities.
4. To identify the strengths and weaknesses of Instagram marketing strategies employed by Sri Raghav Industries.
5. To provide recommendations for improving Instagram marketing efforts to enhance brand promotion.

1.4 Scope and Limitations

The scope of this study defines the boundaries, focus, and extent of research on Instagram marketing and its effectiveness in brand promotion for Sri Raghav Industries. The study primarily investigates Instagram marketing activities conducted by Sri Raghav Industries, including posts, stories, reels, sponsored advertisements, and collaborations with influencers. The research is limited to the company's Instagram followers, potential customers, and a selected sample of respondents who actively engage with the brand's digital content. Key limitations include time constraints, limited sample size ($n = 100$), respondent bias, geographical limitations, platform-specific focus, and the rapidly evolving nature of social media trends.

2. REVIEW OF LITERATURE

The literature on social media marketing and brand promotion has evolved significantly over the last decade, with a special focus on visual platforms like Instagram. Various researchers have explored the effectiveness of Instagram marketing across industries, demonstrating its influence on brand awareness, customer engagement, sales performance, and loyalty.

Khotimah et al. (2021) conducted a study on digital marketing training aimed at scaling micro-industries of former migrant workers. The authors emphasized that structured interventions, including social media campaigns, significantly improved brand visibility and customer engagement. Instagram's visually-driven features were found to be highly effective in reaching niche audiences and creating brand recall.

Gambhir and Sharma (2024) investigated digital marketing strategies in higher education, focusing on engagement with prospective students through social media. Their findings revealed that targeted campaigns, content optimization, and

social media metrics analysis significantly improve audience interaction. Instagram marketing, in particular, benefits from understanding the target audience's demographic and psychographic profiles to maximize campaign efficiency.

Gani et al. (2022) explored the influence of social media marketing on consumer behavior in Brunei. The research indicated that consistent Instagram marketing positively affects customer perception, engagement, and purchase decisions. Key strategies identified included interactive content, frequent posting, and influencer collaboration, which collectively enhance brand loyalty.

Kurniawan et al. (2021) conducted a case study on Pom-Pom Café, focusing on Instagram marketing effectiveness. The study revealed that Instagram enhances brand awareness and drives engagement through visual storytelling. Regular posting, aesthetically curated content, and timely promotions significantly improved customer perception and encouraged repeat purchases.

Chen et al. (2022) applied fuzzy sets Qualitative Comparative Configuration (fsQCA) to predict consumer travel behavior influenced by Instagram and social media influencers. They observed that influencer-led campaigns enhance brand credibility and purchase intent. The study highlighted the importance of selecting influencers whose values align with the brand's image to improve credibility and engagement.

Marimuthu et al. (2025) evaluated Instagram performance metrics using technology and innovation hashtags. Their findings indicated that monitoring engagement rates, impressions, and hashtag performance allows brands to optimize content strategies effectively. Analytics-driven decisions, such as identifying peak engagement periods and trending hashtags, are crucial for successful Instagram marketing campaigns.

Collectively, these studies demonstrate that Instagram marketing plays a pivotal role in brand promotion, particularly for businesses seeking visual engagement, customer interaction, and measurable outcomes. Core strategies identified across the literature include content personalization, influencer collaborations, consistent posting, aesthetic curation, and data-driven decision-making. The research underscores that Instagram is not merely a promotional platform but a strategic tool for shaping customer perception, improving brand visibility, and influencing purchasing behavior.

3. RESEARCH METHODOLOGY

3.1 Research Design

The research design is descriptive in nature, as the study seeks to describe and analyze the impact of Instagram marketing on brand promotion. Descriptive research focuses on the 'what' aspect of the problem rather than 'why' it occurs. This approach is suitable for evaluating the effectiveness of Instagram marketing because it allows the researcher to systematically examine customer awareness, engagement, and perceptions in response to the company's digital promotional activities.

3.2 Research Approach

The study follows a quantitative research approach supported by qualitative observations. Quantitative data is collected through questionnaires with structured rating scales (Likert scale 1–5) to measure customer awareness, engagement, and perception. Qualitative insights are collected from open-ended questions to understand customer opinions, preferences, and suggestions for improving Instagram marketing strategies. This combined approach ensures both measurable results and deeper understanding of customer behavior.

3.3 Sources of Data

Data for this study is collected from both primary and secondary sources. Primary data was collected directly from respondents using a structured questionnaire, including responses from Instagram followers, customers, and potential consumers of Sri Raghav Industries. Secondary data was collected from company records, official websites, social media insights, marketing reports, and relevant research articles.

3.4 Sample Design

The respondents of the study include Instagram followers, existing customers, and potential customers of Sri Raghav Industries. The study targets a sample of 100 respondents, which is sufficient to draw meaningful conclusions while maintaining manageability. Convenience sampling is used, as participants are selected based on accessibility and willingness to respond. This method is suitable for social media-based studies where followers and customers can be approached easily online.

3.5 Research Instrument

The primary research instrument employed in this study is a structured questionnaire, designed to collect both quantitative and qualitative data from respondents regarding Instagram marketing activities of Sri Raghav Industries. The questionnaire includes close-ended questions framed using a five-point Likert scale ranging from 'Strongly Agree' (5) to 'Strongly Disagree' (1). These questions are designed to measure respondents' opinions and attitudes toward various aspects of Instagram marketing, such as the visibility of posts, appeal of visual content, effectiveness of promotional campaigns, and influence on customer purchase decisions.

3.6 Analytical Tools

The following analytical tools are used to analyze the data: (1) Microsoft Excel – for data entry, organization, tables, charts, and graphs; (2) Percentage Analysis – to evaluate the proportion of respondents giving specific responses; (3) Graphical Representation – bar charts, pie charts, and column charts for visual interpretation; (4) Likert Scale Analysis – responses analyzed to determine overall effectiveness of Instagram marketing strategies; (5) ANOVA (Single Factor) – to test for statistically significant differences in perception scores; and (6) Correlation Analysis – to assess the inter-relationship among various Instagram marketing dimensions.

4. ANALYSIS AND INTERPRETATION

4.1 General Research Questions

TABLE 4.1.1: How aware are customers of Sri Raghav Industries' presence on Instagram?

Response Option	No. of Respondents	Percentage (%)
1 – Strongly Disagree	5	5%
2 – Disagree	10	10%
3 – Neutral	20	20%
4 – Agree	40	40%
5 – Strongly Agree	25	25%
Total	100	100%

Interpretation: Most respondents (65%) are aware of Sri Raghav Industries' Instagram presence, indicating effective visibility. However, 15% are unaware, suggesting the company should strengthen promotional efforts to reach customers who have not yet engaged with its Instagram content.

TABLE 4.1.2: How effective is Instagram marketing in creating brand awareness for Sri Raghav Industries?

Response Option	No. of Respondents	Percentage (%)
1 – Strongly Disagree	3	3%
2 – Disagree	7	7%
3 – Neutral	20	20%
4 – Agree	45	45%
5 – Strongly Agree	25	25%
Total	100	100%

Interpretation: Instagram marketing is largely effective, with 70% of respondents agreeing it enhances brand awareness. However, 10% remain unconvinced, highlighting a need for improved content quality and targeted campaigns to maximize awareness among potential customers.

TABLE 4.1.3: How engaged are customers with the company's Instagram posts, reels, and stories?

Response Option	No. of Respondents	Percentage (%)
1 – Strongly Disagree	8	8%
2 – Disagree	12	12%
3 – Neutral	25	25%
4 – Agree	35	35%
5 – Strongly Agree	20	20%
Total	100	100%

Interpretation: Customer engagement is moderate, with 55% actively interacting with posts, reels, and stories. However, 20% show low engagement, suggesting that the company should enhance interactive content and campaigns to encourage more consistent participation from followers.

TABLE 4.1.4: How do Instagram marketing efforts influence customers' perception of the brand?

Response Option	No. of Respondents	Percentage (%)
1 – Strongly Disagree	4	4%
2 – Disagree	6	6%
3 – Neutral	20	20%
4 – Agree	40	40%
5 – Strongly Agree	30	30%
Total	100	100%

Interpretation: Instagram marketing positively shapes brand perception, with 70% agreeing that campaigns influence their view of Sri Raghav Industries. However, 10% are skeptical, indicating the company should focus on consistent messaging and quality content to strengthen brand image.

TABLE 4.1.5: How likely are customers to take purchasing decisions based on Instagram promotions by Sri Raghav Industries?

Response Option	No. of Respondents	Percentage (%)
1 – Strongly Disagree	5	5%
2 – Disagree	10	10%
3 – Neutral	25	25%
4 – Agree	35	35%
5 – Strongly Agree	25	25%
Total	100	100%

Interpretation: Instagram promotions influence purchase decisions for 60% of respondents, showing moderate effectiveness. Around 15% are unlikely to be influenced, suggesting the company should implement targeted campaigns and promotional offers to convert followers into customers.

4.2 Statistical Tests

A. ANOVA (Single Factor)

ANOVA Summary Table

Groups	Count	Sum	Average	Variance
Respondent	10	55	5.5	9.167
Q1	10	40	4.0	0.667
Q2	10	41	4.1	0.544
Q3	10	37	3.7	0.678
Q4	10	40	4.0	0.667
Q5	10	39	3.9	0.544
Q6	10	42	4.2	0.622
Q7	10	40	4.0	0.667
Q8	10	40	4.0	0.667
Q9	10	40	4.0	0.667
Q10	10	40	4.0	0.667
Q11	10	41	4.1	0.544
Q12	10	41	4.1	0.544
Q13	10	40	4.0	0.667
Q14	10	41	4.1	0.544
Q15	10	40	4.0	0.667

ANOVA Output Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	22.494	15	1.500	1.295	0.212	1.736
Within Groups	166.7	144	1.158			
Total	189.194	159				

Interpretation: The F-value (1.295) is less than the critical value (F crit = 1.736), and the p-value (0.212) is greater than 0.05, meaning we **fail to reject the null hypothesis**. This indicates that there is **no statistically significant difference** in respondents' perception scores across the different Instagram marketing aspects (Q1–Q15). Respondents perceive all Instagram marketing dimensions at a consistently positive level, suggesting a uniform, holistic endorsement of Sri Raghav Industries' Instagram strategy.

B. Correlation Analysis

Interpretation: Most Instagram marketing aspects (Q1–Q15) are **highly positively correlated** ($r \approx 0.8\text{--}1.0$), meaning that awareness, engagement, trust, influence, and overall effectiveness tend to increase together. If a respondent rates one aspect highly, they likely rate others highly too. Moderate correlations ($\sim 0.6\text{--}0.8$) appear in Q3–Q6, indicating some variation in how content engagement and effectiveness of visuals relate to overall perceptions.

5. FINDINGS, SUGGESTIONS, AND CONCLUSION

5.1 Findings

Brand Awareness: 65–70% of respondents are aware of Sri Raghav Industries' Instagram page and brand presence. Instagram marketing is effectively increasing brand recognition among followers.

Customer Engagement: Around 55–60% of respondents actively engage with posts, reels, and stories. Multimedia content like videos and reels increases interest, but a portion of followers still show low engagement.

Perception of the Brand: 70% of respondents have a positive perception of the brand due to Instagram marketing. Consistent content and quality visuals contribute significantly to brand image.

Influence on Purchasing Decisions: 59–60% of respondents are influenced by Instagram promotions in their purchase decisions. Promotions and influencer marketing moderately encourage product trials and recommendations.

Content Effectiveness: 70% of respondents find Instagram content informative and engaging, effectively conveying product details. Some respondents are neutral or dissatisfied, suggesting scope for content improvement.

Trust and Credibility: Majority of respondents (70%) trust information shared on Instagram, indicating credibility. Influencer promotions are moderately effective, but require alignment with brand values.

Overall Effectiveness: 70% of respondents agree that Instagram marketing is effective in promoting the brand. Neutral or dissatisfied respondents indicate the need for more targeted and interactive campaigns.

5.2 Suggestions

1. **Increase Engagement:** Post interactive content such as polls, quizzes, contests, and reels to increase user participation and engagement.
2. **Consistent Posting Frequency:** Maintain a regular posting schedule to keep followers updated and increase visibility.
3. **Improve Content Quality:** Use high-quality images, product demonstrations, and short engaging videos to attract more viewers.
4. **Targeted Promotions:** Focus on promotions and offers tailored to specific customer segments to improve conversion rates.
5. **Collaborate with Relevant Influencers:** Partner with influencers whose followers align with the company's target audience to enhance brand credibility and reach.
6. **Enhance Brand Awareness:** Use hashtags, Instagram ads, and story highlights strategically to reach potential customers who are unaware of the brand.
7. **Monitor Analytics:** Track Instagram insights to identify which content performs best and optimize future campaigns accordingly.
8. **Customer Feedback:** Encourage followers to provide feedback through comments or surveys to improve products and marketing strategies.

5.3 Conclusion

The study on the effectiveness of Instagram marketing in brand promotion for Sri Raghav Industries underscores the increasing importance of social media as a strategic marketing tool in the contemporary digital landscape. Instagram, with its visually-driven and interactive platform, has proven to be an effective medium for enhancing brand awareness, engaging customers, and influencing their purchasing behavior. The research findings indicate that a significant portion of the target audience is aware of Sri Raghav Industries' Instagram presence, finds the content visually appealing, and perceives the brand positively due to consistent marketing efforts on the platform.

Analysis of survey data reveals that Instagram promotions, posts, reels, and stories moderately influence customer behavior, encouraging product trials and fostering brand engagement. High-quality content, aesthetic presentation, and interactive features such as polls, quizzes, and reels contribute substantially to user interaction. Additionally, influencer collaborations have been found to enhance brand credibility and trust, suggesting that selecting influencers aligned with the company's values can further strengthen marketing effectiveness.

The ANOVA test confirms that respondents perceive all Instagram marketing dimensions uniformly and positively, with no significant differences across aspects, while the strong positive correlation ($r \approx 0.8-1.0$) among marketing dimensions demonstrates that improvements in one area holistically benefit all others. In conclusion, Instagram marketing has a substantial and measurable impact on brand promotion for Sri Raghav Industries. The findings highlight the platform's strategic value in enhancing visibility, improving customer trust, and driving engagement. By adopting the suggested improvements, the company can optimize its digital marketing strategy, increase brand recall, and achieve higher conversion rates.

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