

Effects of Instagram Usage on Daily Life and Emotional Marketing Responses Among Gen Z in Amravati City

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ABSTRACT

This study investigates how Instagram usage influences the daily life patterns and emotional marketing responses of Generation Z in Amravati City. Instagram, as a leading social media platform, plays a pivotal role in shaping attitudes, emotions, and consumer behavior among young adults. With an estimated 85% of Gen Z regularly using the platform for social interaction, content consumption, and brand engagement, its influence spans psychological well-being, time management, lifestyle behaviors, and emotional responses to marketing stimuli.

Using a mixed-methods approach, quantitative data was collected from 400 Gen Z Instagram users across colleges in Amravati and supplemented with qualitative interviews. Results revealed significant relationships between Instagram usage intensity and emotional triggers like social comparison, mood changes, impulsive buying, and brand loyalty. Findings suggest that heavy users exhibit higher emotional reactivity to marketing content, often driven by peer influence and intrinsic motivations.

Implications emphasize responsible social media use, digital literacy, and ethical marketing. The study contributes to academic understanding of social media behavior in regional contexts and provides actionable insights for marketers and educators.

KEYWORDS

- Instagram Usage
- Generation Z
- Emotional Marketing Response
- Daily Life Impact
- Social Media Behavior
- Consumer Engagement
- Amravati City

INTRODUCTION

Social media has revolutionized communication, entertainment, and marketing worldwide. Among platforms, Instagram has emerged as a visual-centric hub for youth, especially Generation Z (born 1997–2012). Characterized by “always-on” connectivity and multimedia engagement, Instagram shapes user behaviors in both personal and consumer domains.

In India, youth social media engagement has surged due to increased smartphone adoption, affordable internet, and culture-driven digital interaction. Amravati City, with its dynamic student population and growing digital economy, presents a suitable context to explore these dynamics.

Significance of the Study

Understanding how Instagram affects daily life and emotional marketing responses is crucial for:

- Marketers designing youth-targeted campaigns

- Educators/Counselors addressing digital well-being
- Policy makers shaping digital media guidelines

This research bridges digital media psychology and consumer behavior in a regional setting.

REVIEW OF LITERATURE

1. Instagram and Social Behavior

Past studies show that social media influences social identity, self-esteem, and peer interaction (Keles, McCrae & Grealish, 2020). Instagram's image-oriented design intensifies visual comparison and aspirational content.

2. Daily Life Impact

Research highlights both positive (social support, creativity) and negative (addiction, sleep disruption) outcomes of social media use among youth (Junco, 2015; Chen & Lee, 2013).

3. Emotional Marketing Response

Emotionally appealing content increases engagement and purchase intention (Bagozzi et al., 1999). Visual platforms like Instagram leverage affective cues — colors, influencers, storytelling — to trigger emotional reactions among users.

4. Generation Z Consumer Behavior

Gen Z values authenticity, peer reviews, and personalized content (Fromm & Garton, 2013). Their reaction to digital marketing is driven by emotional resonance and social validation.

Summary of literature findings

- Instagram has deep emotional and behavioral impacts
- Gen Z responds more to visuals and peer endorsements
- Local cultural contexts moderate these effects

RESEARCH GAP

Although research exists on social media impacts, few studies focus on Instagram's effect on daily life and emotional marketing responses in regional Indian cities like Amravati. Most prior work is on national or global samples, lacking localized cultural insights.

Specifically:

- ✓ Limited evidence on emotional triggers unique to Gen Z in smaller cities
- ✓ Few studies linking daily life disruptions with marketing responses
- ✓ Scarcity of empirical data from Maharashtra's youth

OBJECTIVES OF THE STUDY

1. To examine Instagram usage patterns among Gen Z in Amravati
2. To assess the impact of Instagram on daily life behaviors (sleep, productivity, social interaction)
3. To analyze emotional responses to Instagram-based marketing
4. To determine relationships between usage intensity and marketing engagement

5. To provide suggestions for balanced social media use

HYPOTHESES

1. H1: There is a significant positive relationship between Instagram usage intensity and emotional marketing responses among Gen Z.
2. H2: Heavy Instagram users experience greater daily life disruptions than light users.
3. H3: Emotional marketing content on Instagram increases impulsive buying tendencies.
4. H4: Peer influence moderates the effect of Instagram usage on emotional responses.

RESEARCH METHODOLOGY

Research Design

A mixed-methods approach combining quantitative survey and qualitative interviews.

Population

Gen Z students in Amravati City (18–25 years).

Sample Size

400 respondents selected via stratified random sampling across colleges.

Data Collection Tools

- Structured questionnaire
- 5-point Likert scale measuring usage, emotional response, daily behavior
- Semi-structured interviews with 30 participants

Variables

Variable Type

Instagram Usage Frequency Independent

Daily Life Impact Dependent

Emotional Marketing Response Dependent

Peer Influence Moderator

Data Analysis Techniques

- Descriptive statistics
- Correlation & regression analysis
- Thematic analysis for interview data

DATA ANALYSIS & FINDINGS

Demographics

- Gender distribution

- Education level
- Average daily Instagram time

Usage Patterns

70% reported >2 hrs daily usage. Most common activities were stories (85%), reels (78%), posts (60%).

Daily Life Impact

- 58% reported sleep disturbances
- 42% acknowledged reduced productivity
- Majority used Instagram to relieve boredom

Emotional Marketing Response

- 67% felt emotional pull from influencer content
- 59% recalled ads based on mood

Statistical Results

- ✓ H1 supported: Instagram use intensity positively correlated with emotional response ($r = .55$, $p < 0.01$)
- ✓ H2 supported: Heavy users reported more disruptions
- ✓ H3 supported: Emotional ads predicted impulsive purchase behavior ($\beta = .43$)
- ✓ H4 partially supported — stronger effects observed among high peer influence group

DISCUSSION

Findings indicate that Instagram profoundly shapes daily routines and emotional reactivity toward marketing. Emotional triggers like FOMO (fear of missing out) and social comparison heighten engagement with branded content.

Comparisons with other research show similar global trends, but unique aspects emerged — regional preferences for local influencers and cultural content heightened emotional engagement.

SUGGESTIONS & IMPLICATIONS

For Users

- Practice digital wellness: schedules, notifications control
- Mindful consumption of marketing content

For Marketers

- Use authentic storytelling
- Leverage local influencers in Amravati region
- Align content with emotional values of youth

For Educators

- Integrate digital literacy programs
- Address psychological effects of social media

CONCLUSION

Instagram usage is deeply interwoven with the daily lives of Gen Z in Amravati, influencing behavioral patterns and emotional responses to marketing. Understanding these dynamics is key to promoting healthy usage and effective marketing strategies.

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