

# A Study On Buyer Decision Making Behavior Through Instagram Online App

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**Abstract:** Social media has been taking the markets by storm, be it any brand or offering its always a buzz over social media. The internet age has supported marketers to the maximum potential as their communication can reach anywhere in just fraction of seconds. Not only this the coverage of exposure has expanded multifold. Same goes with Instagram application that is being widely used by people for buying jewellery. The research has been conducted with customers who purchase jewellery from online app. The main objective of the study is to know the buyer decision making behavior through Instagram online application purchase and other objective to study on brand awareness & increase jewellery sales through digital marketing. Review of literature explains previous studies on “buyer decision making behavior”. Literature review of the study has described the “buyer decision making behavior through Instagram. The research methodology provides information about research objective, research design, data collection method, sample size, sample design and sampling unit. In data collection phase all the collected information are analyzed through MS Excel and SPSS, and Mann Whitney test, Normality test & Chi-Square test has been used. The paper concludes with insights that there is significance impact of certain factors on consumer buying when it comes to online purchase. Instagram application plays an important role in decision making process of several customers who prefer online purchase mechanism much more than physical buying.

**Keywords:** Jewellery, Instagram, Normality test, chi-square, frequency, Online app.

## 1. Introduction

Web-based media has involved a significant situation as a specialized device. Individuals across the globe utilize online media to associate with others or associations. Worldwide, individuals have begun to utilize online media like Facebook, Twitter, Instagram and LinkedIn to share their encounters. As clients, individuals share item audits, data about a help, guidance on food or wellbeing, alerts about items, tips on utilizing certain items, and substantially more.

4 Ways Social Media Influences Consumer Behaviors.

More purchasers are presently via online media networks than at any other time. Buyers are searching for surveys and proposals. Along these lines, it's fundamental to have an unmistakable online presence on different web-based media stages.

Here are 4 ways by which online media impacts shopper behavior:

1. Fabricate's item mindfulness: Web-based media is a tremendous effect on customers when they are endeavoring to construct mindfulness about a specific item. At the point when individuals deal with an issue, they begin looking for an answer. However, the greater part of the occasions individuals don't know which item or administration will take care of their issues.
2. Social Proof as a more noteworthy power of purchasing choices. Online media has brought about the advancement of social verification as a more prominent power for purchasing choices. Social confirmation has arisen because of the propensity of individuals to copy the conduct of individuals around them or individuals mimic individuals who have impact over them. Sharing tributes, contextual investigations, pictures, remarks and recordings of glad clients will fabricate more noteworthy trust and will function admirably on your arrival, page, counseling page and sign-up page too.
3. Advancements, Discounts and Deals on Social Media. Numerous online media clients have pursued web-based media gatherings/discussions that they are keen on. At the point when buyers see advancements, limits and arrangements via web-based media, it impacts their purchasing conduct.
4. Web-based Media Influencers Buyers are bound to purchase when they get suggestions from an individual they trust. VIPs and well known individuals motivate their crowd and impact their purchasing conduct. For instance, a compelling gamer would embrace gaming and tech items. Shoppers via web-based media admire these influencers for proposals and guidance on items. A positive impact will urge the customer to purchase the item.

## 2. Literature Review

Perumal Prasath and Archchana Yogauathen (July 2018) had vault research an impact of web-based media advertising on customer purchasing dynamic interaction. To investigate how SMM impacts on CBDM measure. The connection between online media and customer choice. Making present that online media influences advertent mentalities, brand perspectives of customer. They utilize essential information were gathered for

address both ward and free factor by based an online review. Exploration hole was web-based media setting and different respondents too for future comprehension for focus on client's dynamic conduct.

Noemie Meslat (2018) had done research on effect of web-based media on clients buy choice. To point the chocolate manufacturing plant about how to utilize new promoting instrument all the more productively. They use information were gathered and examined and given the aftereffects of the poll and meeting. As indicated by the information gathered 21.9% of respondents. As indicated by survey results, 56.2% of respondent became acquainted with It implies the most productive ad for the chocolate processing plant notice for the chocolate manufacturing plant 22.9% of respondents announced to have know the organization.

Jasmine W. S. Che, Christy M.K. Cheung Dimple R. Thadani (2017) had done research on shopper buy choice in Instagram store: - The Role of customer Trust. To contemplate advance the trust writing with regards to social trade and to offer commonsense rules to Instagram storekeepers. They utilize an online review target crowd of Instagram clients all out 205 reactions were gathered. The proposed model clarifies 57% of the difference of buyer trust in Instagram stores.

Stefan Gendita Bunawan (April, 2020) had done research on friendly client conduct investigation of buying choices in Instagram online store. To inspect practices in people to the mainstream long range informal communication webpage Instagram online store. They use poll model utilizing a Likert scale. Likewise, in view of information got that 66.7% of dynamic clients of Instagram have purchased items in the online store.

Rashed AI Karim (July, 2013) had done research a consumer loyalty in internet shopping: - an investigation into the purposes behind inspirations and hindrances. To clarify consumer loyalty through their inspirations to purchase items on the web. A review was led in Wrexham region to gather essential information by utilizing survey to investigation the examination information. Retailers ought to be cautious about the irritating variables of internet shopping being not able to get to the site, long deferrals in finishing on the web orders.

Flor Medrigal Moreno, Fernanda Avila, Jaime gillafuente, Salvador Madrigal (September, 2017). To points who the recent college grads are, to disclose who has a place with generational gathering. They use research dependent on the modification of writing represented considerable authority in advertising. Shoppers should feel happy with their encounters, since having a good encounter will prompt a good inclination buy an item.

Anjali Chopra, Vrushali Avhad, Sonali Jaju (June 2020) had done research on an Exploratory Study to distinguish predecessors of buyer conduct of millennial. To points sway on customer conduct while the impact of companions had no impact. They utilize exploratory examination. To anticipate the future game-plan yet to distinguish and expound on the predecessors of influencer promoting on forerunners of influencer advertising on buyer conduct. The effect of influencer out of 57 respondents near 80% expressed that about the brand, 70% impacts then certain reasoning, 33% impacts

make topic trade.

Giuseppe Collela, Maria Pilar Marketing Cesare Amatulli (September, 2019) had done Research via online Media Marketing and extravagance utilization. To deliberately inspect and audit the current investigations directed on the connected space of web-based media and extravagance showcasing. The degree of mindfulness and reliability to extravagance brands via web-based media stages and best practice publicize exercises an online media will be investigation. They utilize different subjective examination strategies.

Ayda Darban, wei li (June, 2012) had done research on the effect of online informal organizations on buyer's buying choice. To analyze the effect of online interpersonal organizations on purchaser's buying choice interaction in food retailer shops. They utilize subjective examination approach picked for that review. They utilized both essential and optional information. They pick eye to eye meeting and phone meet with buyers.

Elisabeta Loanas, Inova Stoica (2014) had done research via web-based media and its effects on purchaser's conduct. To distinguish the greatest sum that shoppers were able to pay on the web. They utilize quotative examination as in – profundity meetings and center gatherings 57% of answers were given adaptation "actual stores and on the web." And 41% said they favor more actual Stores.

*Research Objective:*

- To study consumer behavior to effect Instagram application.
- To determined association between gender and purchase behavior among instagram users.

### 3. Research Methodology

#### A. Sampling Design

Descriptive research design has been used in this study. As this research aims to obtain information concerning the current status of the phenomena and to describe what exists with respect to variables in a situation that are related to buying behavior of individuals with respect to instagram application and making purchase decision.

#### B. Sources of Data

Primary data has been collected with the help of questionnaire. Whereas, secondary data has been collected through website, journals and other relevant sources.

#### C. Sampling Method

Non-probability convenience sampling has been used in the study. Convenience sampling is a type of non-probability sampling that involves the sampling being drawn from that part of population that is close to hand. (Surat region)

Sampling size: 100

Sampling unit: Business Owners of Surat City

### 4. Data Analysis

The collected data has been analyzed using various methods such as determining percentage of buyers who prefer to buy

jewellery using Instagram application. Statistical test has been applied namely Chi-Square and Mann-Whitney U test to determine the relationship between consumer demographic (gender) and purpose for using Instagram application and to check whether there is a difference between the population of the grouping variable and sample population.

#### A. Chi – Square

The Chi-square test has been used to determine relationship between the primary reason of purpose of using Instagram online app the gender. The objective serves as a base for finding, if there exists a significant association. The statement of hypotheses are as follows

H0: There is no significant association between gender and purpose for using Instagram online app.

H1: There is significant association between gender and purpose for using Instagram online app.

Table 1

Factors	Personal chi-square
I often read the jewellery status or news on Instagram.	.018
I pay attention to the newly added photos by jewellery companies on Instagram feed.	.737
I like to see the new videos by jewellery companies on Instagram.	.347
I often use Instagram hashtags as tools for identifying new designs in jewellery.	.078
I am more likely to buy from jewellery shop that is recommended by relatives.	.747

The above table illustrates the Chi-square value for various purpose for using Instagram online app the gender is greater than 0.05 which is the threshold value. Thus, the study fails to reject Null Hypothesis (H0). It can be said that there is no significant association between gender and purpose for using Instagram online app.

#### B. Mann Witney

The study consists of an independent variable that consist of two categorical, independent groups (i.e, a dichotomous variable); in this study its gender and dependent variable as factors that results in providing purpose for using Instagram online app. Man-Whitney test has been used to evaluate whether there exists a difference in distribution of the grouping variable to that for the sample population in regard to the purpose for using Instagram application for the purchase of jewellery. The statement of hypothesis is as follows:

H0: There is no significant difference in distribution of grouping variable (gender) towards purpose for using Instagram online app

H1: There is significant difference in distribution of grouping variable (gender) towards purpose for using Instagram online app.

From the table 2, it can be seen that the significant value for factors like reading of news, paying attention to online ads on Instagram, related videos and recommendation by relatives for buying jewellery are more than 0.05 the null hypothesis is accepted. Thus, there is no difference between the population of grouping variable and the sample population. Whereas the

significant value for usage of Instagramhashtags for identifying new designs for jewellery is less than 0.05. Thus, there is difference between the population of grouping variable and the sample population

Table 2

Factors	Sign Value
I often read the jewellery status or news on Instagram.	.232
I pay attention to the newly added photos by jewellery companies on Instagram feed.	.629
I like to see the new videos by jewellery companies on Instagram.	.878
I often use Instagram hashtags as tools for identifying new designs in jewellery.	.022
I am more likely to buy from jewellery shop that is recommended by relatives.	.503

## 5. Conclusion

Social media platforms became popular at the beginning of the 21st century. A large percentage of modern purchases tend to be online, and this forces retailers, regardless of their size, to look for ways to create links with them, to observe them and to offer products and services that are increasingly attractive to them. While creating a profile for brand sounds pretty straightforward, make sure that the username you come up with represents jewellery brand. Instagram photos are said to drive 36% more engagement than Instagram videos, so you have to build a balance between videos and photos. When posting photos, it's important to post professional-looking images that would attract your target customers. Remember to pay attention to the basics of jewellery photography to ensure that your target customers get something of value from your content. Digital marketing is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time: online. The study concludes that there is no difference between the population of grouping variable (gender) and the sample population. It is also concluded that the gender of the buyer does not really have any bearing on the purchase decision as far as buying from Instagram application is concerned.

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