The Study On Buyer Behavior Towards Instagram Purchase With Reference To Generation Z

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ARTICLE INFO	ABSTRACT
	Instagram is the prominently used social media platform in the digital world. Instagram is not only used for fun and social connections, but also for digital marketing purposes. It is evidently seen that most of the brands have presence in the instagram platform to cater the needs and preferences of the present generation. These marketers are showcasing the products features and highlighting the offers to attract the customers. Customer's behaviour towards the social media platforms has increased with the technological advancements in the mobile internet connectivity. However, majority of the social media platforms are used by the youngsters. Thus this paper attempts to study the purchase behaviour of these targeted customers called as Zoomers or Generation Z. This study aims at understanding the awareness about the instagram purchases and the satisfaction levels of the customers.

Introduction

The increase in the social networking users is making the marketers to move more towards social media to engage the prospective customers. Generation Z or Zoomers is the demographic cohort succeeding Millenials and preceding Generation Alpha. Researcher's popular media use the mid-to-late 1990s as starting birth years and early 2010s as ending birth years. Majority of users of the Gen Z are comfortable in using digital technologies. The number of users is increasing due to the technological advancements in telecommunications like introduction of 4G & 5G services and mobile internet enabled electronic gadgets. Customers search the products or brands by ratings or reviews, so marketers use social media to influence them towards purchasing their products. With this it is evident that social media plays a vital role in capturing different types of customers. As generation Z spend more time on social media platforms like facebook, instagram, prentirest etc. it becomes easy to attract them. In the recent trend it is found that many businesses have opened their instagram pages to promote and sell their products. Sellers claim that Instagram is slowly becoming a digital mall catering to several needs of the customers. It is found that several types of business accounts are increasing and customers are also showing interest to buy from them. It is also gaining revenue by providing ads facility to business page users. Digital marketing techniques were widely used in Instagram to promote post and increase engagement.

Instagram was developed in San Francisco by Kevin Systrom and Mike Krieger was a production of a previous prototype called Burbn and launched in the year 2010. The idea of this app is to communicate through images, meaning being able to upload photos, posting, and liking (Medium, 2017). This social media app was an instant success that reached over a million users within a month of launch. After the app has been taken over by the facebook in 2012 the rise of influencer marketing as the advertising industry jumped on this new way to reach millions of individuals worldwide according to Kinsta(Kinsta, 2019). According to this study one in three internet users are Instagram users. Hence in the year instagram hit 1 billion users and adjudged as fastest growing social media network in 2019. All this developments in the social media platforms instigates the authors to study the instagram platform. The social communication in the instagram function is done by the followers of account or holding of instagram account that might be established by dropping likes and giving comments to the pictures of the individuals, products or brands that have been uploaded by the users(S. Miranda, 2020)

Customer behaviour towards Social Media Platforms

The digital era has a varied impact on the day to day lives of the individuals in the past few years. As a consequence the present study emphasis on understanding the generation z requirements in devising strategies to satisfy them. In this regard marketers analyze the data to create perception strategies to retain the customers and their behavior towards purchase. Many organizations across the globe are using internet to operate their businesses on social media platforms like instagram, facebook etc with the increase in the internet usage in the recent past(Agnihotri, 2020). Social media platforms like instagram are preferable to other advertising media networks as they maintain data of the users by assuring significant achievements to reach the organizations potential target market (Ainin et al,2015). Firms use the information in the social media to engage the customers with their brands and influence them to purchase their products(Rutter & Roper, 2016). These social media platforms enable people to connect their friends and family members who use the same platform and updated with happenings.

Customer Behaviour towards Instagram Shopping

The concept of customer perception with reference to instagram shopping can be derived as "a predisposition to respond in unfavourable or favourable manner to a particular shopping stimulus during a particular exposure occasion"(MacKenzie& Lutz, 1989). The study of buyer behavior and perception towards social media is always an ongoing interest for business operating in the competitive marketing environment. It is found that customer perception with respect to advertising is one of the predictors for having advertising effectiveness.(Mehta,2000) and also consumer behavior(Tsang, Ho & Liang, 2004).

Mitchell and Olson (1981) and Shimp (1981) initiated and highlighted the significance of the concept of client's behavior towards promotion in the marketing literature. They argued that consumers behavior towards instagram shopping affected their behavior towards brands by changing the ways consumers perceive the advertised brands. This kind of works were supported by the previous studies that portrayed that consumers negative behavior towards instagram shopping can lead to an avoidance behavior towards advertising and accordingly to a negative attitude towards the advertised brands (Speck & Elliott, 1997).

Literature review

Social media has an incredible impact on individual level as well as market level by affecting all business. Many individuals private life is deeply connected with several social media platforms. There are numerous social media sites; among them, the most popularly used are Facebook, Twitter, Linkedin, Instagram, and WhatsApp. These sites let people to link and share their views and opinions on various issues pertaining to personal, social and businesses.

In the current business scenario the social media became part of life for both customers and marketers in the day to day activities. The usage of internet has increased to search for the relevant information about the products, services and social networking sites for vale co-creation related activities (Paredes, Barrutia, & Echebarria, 2014). On the other hand, many online sellers have begun to offer their companies' products and services through social media platforms. Social media platforms can influence and increase online marketing by providing an effective promotional strategies via social platforms (Duffett, 2015) as well as by offering updated information about their products and services(Kang & Johnson, 2013; Kim & Ko, 2010; Park & Cho, 2012). A number of studies have discussed online customer purchase intentions in relation to buyer behaviour. Previous studies have revealed the purchase aims held by online customers towards apparel, most research has focused on e-commerce websites (Almousa, 2013; Almousa & Brosdahl, 2013; Erdil, 2015; Kwon & Noh, 2010; Loan, Fah, & Samadi, 2015; Rodriguez & Fernandez, 2016). Many other authors have stated the relationship between purchase intentions and social networking sites such as Facebook (Duffett, 2015; Kwahk & Ge, 2012; Nadeem, Andreini, Salo, & Laukkanen, 2015; Napompech, 2014), studies on other social networks that have a different choice and purpose remain limited.

Consequently, this study examines what factors influence customer intentions towards buying behavior through Instagram. More specifically, the study's research objectives are, to examine the customer awareness, satisfaction, preferred products and services, frequency of purchase and amount spent.

Objectives of the study

The main objective of the current study is to understand the online consumer behavior using instagram. This study further intends to study the customer awarenss, highly preferred social media platform, satisfaction levels using instagram, frequency of purchase and amount spent on instagram.

Research Methodology

The present study is based on empirical analysis made on the sample size of 121 respondents from Hyderabad. The data is collected through structured questionnaire which as dichotomous and 5 point likert scale questions. Study is based on exploratory research design.

Research Questions

Research Question 1: Which social media platform preferred by Generation Z
Research Question 2: Customer awareness levels about the usage of instagram
Research Question 3: Customer satisfaction levels using instagram for purchases
Research Question 4: Frequency of purchase using instagram
Research Question 5: Amount spent on purchases by using instagram
Research Question 6: Customer satisfaction with respect to demographic variables

Discussion of Analysis

Respondents profile table
Gender : Male-69% , Female-31%
Age: 18-20: 20%, 21-23:32% , 24-26:48%
Marital Status: Unmarried:83%, Married:17%
Occupation: Student:13%, employee:66%, Business:7%, None:14%
Discussion on Research Questions
Research Question 1: Which social media platform preferred by Generation Z
Discussion: The most preferred social media platform by Generation Z is the Facebook followed by Whatsapp. And instagram takes third preferred position. And the least preferred is Pinterest.
Research Question 2: Customer awareness levels about the usage of instagram
Discussion: Majority of customers are aware about the instagram. Very less number are not aware about the pinterest.
Research Question 3: Customer satisfaction levels using instagram for purchases
To find the customer satisfaction levels five variables are taken for measuring analysis

Sl.No	Variable	Result
1	Price	About seventy six percent of the respondents have agreed with the price to be satisfactory.
2	Quality	About sixty nine percent of the respondents have agreed that quality of the products bought in instagram is of satisfactory level.
3	Service	Sixty percent of the respondents have agreed that service is good.
4	Experience	Sixty two percent of the respondents have agreed that they had good experience in purchase through instagram
5	Return Policy	Only thirty two percent respondents have agreed that return policy followed by instagram is satisfactory. However majority of the respondents disagreed and unsatisfied

Research Question 4: Frequency of purchase using instagram
Discussion: Sixty one percent of respondents prefer to purchase at a frequency of monthly basis.
Research Question 5: Amount spent on purchases by using instagram
Discussion: Sixty three percent of the respondents are spending between Re1001.00 to Rs2000.00 on instagram
Research Question 6: Customer satisfaction with respect to demographic variables
Hypothesis 1: There is no relationship between gender and instagram satisfaction
Result: The significance value of gender and satisfaction is 0.394
Pearson coefficient 0.394 > 0.05
Hypothesis 1 is accepted and there is no relationship between gender and satisfaction
Hypothesis 2: There is no relationship between age and instagram purchase satisfaction
Result: The significance value of age and satisfaction is 0.006
Pearson coefficient 0.006 < 0.05
Hypothesis 2 is rejected and there is relationship between gender and satisfaction
Hypothesis 3: There is no relationship between occupation and instagram purchase satisfaction
Result: The significance value of gender and satisfaction is 0.062
Pearson coefficient 0.062 > 0.05
Hypothesis 3 is accepted and there is no relationship between occupation and satisfaction
Hypothesis 4: There is no relationship between education and instagram purchase satisfaction
Result: The significance value of education and satisfaction is 0.000
Pearson coefficient 0.000 < 0.05
Hypothesis 4 is rejected and there is relationship between gender and satisfaction
Hypothesis 5: There is no relationship between marital status and instagram purchase satisfaction
Result: The significance value of marital status and satisfaction is 0.208
Pearson coefficient 0.208 > 0.05
Hypothesis 5 is accepted and there is no relationship between marital status and satisfaction
Hypothesis 6: There is no relationship between annual income and instagram purchase satisfaction
Result: The significance value of annual income and satisfaction is 0.000
Pearson coefficient 0.000 < 0.05
Hypothesis 6 is rejected and there is relationship between education and satisfaction

Sl.No	Hypothesis	P Value	Result
1	There is no relationship between gender and instagram satisfaction	0.394	Accepted
2	There is no relationship between age and instagram purchase satisfaction	0.006	Rejected
3	There is no relationship between occupation and instagram purchase satisfaction	0.062	Accepted
4	There is no relationship between education and instagram purchase satisfaction	0.000	Rejected
5	There is no relationship between marital status and instagram purchase satisfaction	0.208	Accepted
6	There is no relationship between annual income and instagram purchase satisfaction	0.000	Rejected

Conclusion

The social media platforms are widely used by the Gen Z customers. It is evident that they are being influenced by the marketers in making purchase decisions related to their products. The present empirical study reveals that there is a wide spread awareness exists among Gen Z about the usage of instagram in making purchase decisions. They are influenced by the price, quality, purchase experience and service of instagram purchase behavior. However they are little bit less influenced with return policies. The relationship of gender, occupation and marital status exists. Whereas, there is no relationship exists age, education and annual income with satisfaction levels.

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