

Impact on customer engagement through Instagram by various brands

¹Dr Ruby S Chanda , ²Dr. Vanishree Pabalkar, ³Ruhul Amin Khandekar, ⁴ Rashika Chuhan ,

¹ Associate Professor , ² Assistant Professor,

^{1, 2, 3, 4}Symbiosis International (Deemed University) Pune , India

E Mail:¹ ruby.chanda@sims.edu , ² vanishree.p@sims.edu ³ khandaker.amin2019@sims.edu

⁴ rashika.chauhan2019@sims.edu

Abstract: Instagram in the past one decade has become the top social media platforms for the corporate brands to communicate with their customers. This study was done to understand the impact of Instagram on customer engagement by analysing the content put by various brands. Three parameters were analysed to study the impact of engagement- (a) Content of the posts, (b) Customer awareness of the content, (c) Conversion of viewers to customers. The methodology of the study involved primary research through a questionnaire and collecting responses from 200 respondents. The data was analysed in SPSS through one-tail test which lead us to determine that the content put by corporate brands in Instagram impacts the Customer engagement in Instagram. However, the engagement generated is not of the same level of viewers to customer conversion when it is compared to impact that content have on the minds of the people. Instagram as become the top social media platform for branding but with some work on the strategy and content there is a huge opportunity for increasing customer base and impacting purchase decisions.

Key Words: Instagram, Customer Engagement, Online, Shopping, Content, Social Media, Branding, Customer awareness, Purchase Decision, Conversion.

1. INTRODUCTION:

In the last decade or so one of the most striking change is the steady transformation of the marketplace in India. The traditional marketplace which signifies mostly the brick and mortar stores are steadily been substituted by the online marketplace. The customer is now served to a variety of options at the comfort of their place to choose from the pool of products. The customer is now powerful or king in the real sense than ever before and needs more information before fixing on a product or brand.

The transformation in buying behaviour has forced the brands to take notice and finds ways to connect to customers on a more personal level. The traditional ways of connecting to the buyers are slowly losing its efficacy as people are immersing their attention to the gadgets' screen. There is every growing need to adapt to the new calls of marketing which leads to a higher level of customer engagement. With the advent of social media, the marketing game has changed it helps a marketer to access the relevant information's like activities, interest, desire and even their thought process. This creates an avenue for engaging with the buyers on a personal level and provide them with more targeted advertisements which leads to better communication between the two parties. This leads to a higher level of engagement and help buyers feel more empowered and connected to a brand.

Social media has a range of platforms like Facebook, Twitter, Instagram, LinkedIn, YouTube, Snapchat and so on. Every platform has its point of differentiation in terms of the style of content, but they all have one thing in common that it helps to connect with people. This is the core concept that the brands realised and accordingly strategized their approach of engaging with the customers. Initially, it was Facebook that was considered a prime way of reaching the target audience. However, other social media platforms also started catching up and helped brands to reach a more refined category of buyers.

Instagram has really come a long way in terms of customer engagement because of the very nature of the content it allows on its platform. The visual element in marketing has always been a major element therefore, Instagram proved to be the perfect platform for the marketers. The creatives posted by brands are designed to convey the message with minimal text and more graphic presentation. Such short and quirky messages instantly capture the attention of the viewers and allow better recall of the brand. The story feature that was firstly introduced in Instagram was again a way to update the viewers about certain subject matters with ease. One of the most significant aspects of Instagram is the homogeneity of the content it is photos and one-minute videos this doesn't leave space for clutter. It helps brands to promote their product or service without the fear of content getting lost amidst a plethora of diverse content.

Instagram has steadily picked popularity among the people and this was realised by social media influencers and brands alike. They jumped onto the bandwagon to capitalise on the opportunity which allows engagement on a more personal level and allow better connect on the virtual platform. This selective preference for a particular social media platform by brands calls for a study to establish the effectiveness of content on Instagram in terms of customer

engagement. For research purpose, we identified that there is a gap between the content put on Instagram and the conversion of customers from that content. Three parameters were chosen to base our research-

1. Content
2. Customer awareness
3. Conversion

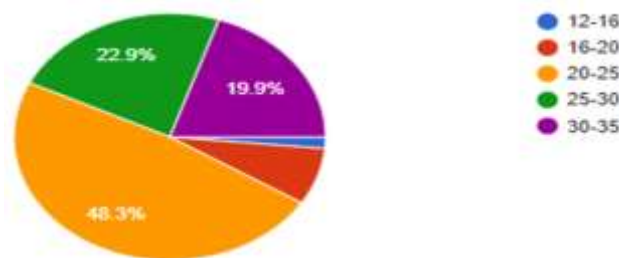
For the research, primary research was done via a questionnaire. The questionnaire was designed around the described three parameters. 200 respondents responded to the questionnaire and their data were analysed to identify the gap.

2. RESPONDENTS PROFILING :

The questionnaire was sent to all people who actively have a social media account. There were people from age 12-35, different occupations, accounts on various social media platforms and the amount of time they spend on Instagram.

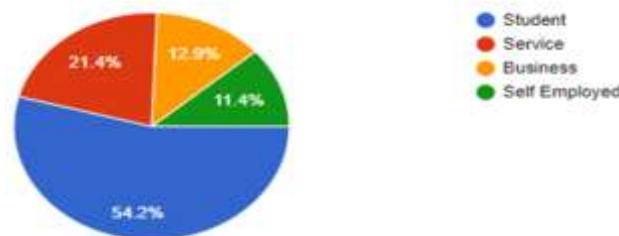
Age: There were people from ages 12 to 35 years. It was observed that people from the age 20-25 were the maximum respondents. Seeing that the questionnaire was sent to people with active social media accounts it can be inferred that at this age people actively use social media.

Figure 1. Age of respondents



Occupation: In this study, students were the maximum respondent. Social media requires a lot of spare time and working professionals don't have much time. Thus it can be inferred that students are the maximum users of social media.

Figure 2. Occupation of Respondents



Further analysis: The data from the respondents was analysed. The data analysis and interpretation showed that the quality of content on Instagram is of very high quality, though a huge gap could be seen between the liking of the content and the conversion of those viewers to customers. There is a scope for improvement in the type of content which could lead to more conversion of customers. The platform has become the leader as the choice of branding for brands and in future it can become the point of purchase.

3. LITERATURE REVIEW:

A thorough research of 30 papers was done to identify the current trends of social media marketing and its impact on customer perception, engagement and conversion for various corporate brands. In our research we identified that Instagram is the most preferred platform by brands due to the customer's perception of the quality of content available (Erkan, 2015). Further we identified 15 research papers that gave us insight about the impact of content by various brands on customer engagement. Our research showed that there is a gap between the content put on Instagram, customer's awareness of that content and subsequently the conversion of the viewers of that content to customers of that particular brand.

Social Media can be used to benefit both the parties- consumer and companies and become a highly profitable relationship and increase customer engagement. A proper framework of understanding this benefit and the antecedents and consequences of it is lacking leading to not getting the ideal result (Lee H. J., 2014). Very few companies understand the impact of social media on buyer-seller relationship and more research in this area is required including sub-areas like consumer factor, market effect, content factors, etc. (Victor Barger, 2016)

The type of content put on posts on various platforms are being analysed to see increase in customer engagement. Various brands have official accounts on Twitter and posts of brands from different industries were analysed (Chauhan, 2013). The specific factors in the posts that were analysed are text length, text sentiment and involvement of hashtags, videos, music, photo, URL, etc. It was observed that the content type that engaged the customer varied for different industries but had similarity if two companies belong to the same industry. So, if a new company was deciding to open their twitter handle they should research about the companies having twitter accounts from their industry and generate posts accordingly. (Xu Han, 2018)

Understanding how customer engagement is can be enhanced using social media and its various stages is very important for companies. Brands can be benefited by increase in brand awareness, brand association and customer loyalty. The five stages of customer engagement are- watching, sharing, commenting producing and curating. Even though the benefits can be seen through various examples of companies doing well, very less attention is paid to it. (Ligita Zailskaite, 2012)

Customer engagement has three dimensions- cognitive, emotional and behavioural. All these have to be taken into consideration while posting content. Just because a customer has clicked on a post or the reach of the post is not an indication of customer engagement. (Vitor Moura Lima, 2018)

In today's competitive market, brand is the most valuable asset that a company has. Social media has proven to be a great tool to enhance the brand value, awareness and brand association. Customer engagement is built through following stages: connection, interaction, satisfaction, retention, commitment and advocacy. Firm to customer interactions are beneficial but customer to customer interaction, including negative comments can be problematic. (Hofman-Kohlmeyer, 2017)

Various technology booms like internet, mobile, big data analytics is making customers more and more digital. The customers themselves expect all communication and information to be available online. Hence, social media is the most innovative, creative and engaging for of communicating various types of information and engagement by various brands. (Dr. Joel Ganapragash, 2014)

Creating an emotional bond with the customers lead to increase in brand loyalty and advocacy. Social media and the type of content that can be put on it has led to increase in customer engagement and the emotional bond, not just for big brands but for smaller companies as well. (C.M. Sashi, 2018)

In CSR activities the key challenge is to generate awareness with limited budget and resources. Social media has played a huge role in not just spreading awareness but encouraging more individuals to join various causes and take initiative. People from any part of the world can connect, contribute and share it with more family and friends. (Sandra Maria, 2019)

Content is one of the main reasons for increase in customer engagement. A new trend of Co-creation of content has come, where the customer themselves share their photos, videos, etc. with the brand. This creates a sea of content and more engagement with customers. (Momoko Fujita, 2018)

Internet has lead users to a wealth of information. Social media is a platform for various types of information about friends, family and brands. Visual communication done in Instagram is has a huge impact on viewers and shows positive impact on purchase decisions. (Valentini, 2018)

Instagram has captured the attention of many people all over the world. This study was done to find a statistical relation between the posting behaviour and the engagement of the followers. The activity of top 50 retailers was observed for over 6 months. 712 posts was analysed and it can be concluded that even though the posting by these brands was not very frequent, there is a strong correlation between the posting by these brands and the follower engagement. (Balan, 2017)

The role of the customer was pretty limited in earlier times and the concept of customer engagement is a very new concept in itself. Marketing was restricted to creating new customers and the focus on retaining the customers was missing. However, this concept was demolished with the rise of the relationship marketing and the organization made a swift change from being product centric to customer centric. This marked the change in marketing concept as relationship marketing and customer management lead to the evolution of customer engagement. (Song, 2018)

Connecting with both existing and potential customers does not always come easy for a small business. (Sarkar, 2014) As the public begins to rely heavily on social media tools to learn about products and companies, however, it is clear traditional marketing tactics will need to be transposed to the virtual world. (Ahmadinejad, 2017) The nature of today's marketplace requires many organizations, including franchise systems, to establish an online presence. This is a helpful trend for consumers, who can read about new products or services, along with other information about companies in which they are interested. (Hakim, 2016) Today's web-savvy consumers are looking instead for conversations about the products and services they use. (Lee K. D., 2013)

Customers' engagements with brands' posts, through liking, sharing or commenting, are visible by their friends. (Islam, 2016) Marketers seek to engage with more users owing to the fact that more engagement means more visibility for brands amongst customers, and, consequently. Customers' engagements with brands on social media can be affected by many different factors. (Erkan, 2015)

In recent years, there has been an increased focus on the topic of social media and why people use it. (Bui, 2014) Social media is rapidly changing the way businesses and organizations interact with their publics. As social media usage continues to grow and evolve with advancements in technology, it is important for communicators to understand the motivations behind consumer engagement. (Bui, 2014)

The concept of customer engagement has been used in various disciplines under various interpretation of the terminology. For example, political engagement in political science, student engagement in education sector, social engagement in psychology and so on. The word in itself has different meaning according to dictionary the meaning of the word ‘engage’ is involve or participate and in literature it means emotional connection or attachment (VANAUKEN, 2015)

Customer engagement on social media has been a topic of contention in the recent years and has attracted the interest of the researchers and professionals alike. With the advancement in the web services and technology; the spread of the social media platforms like Facebook, twitter, Instagram, LinkedIn, and various other micro blogging sites have opened vast opportunity for companies (Banerjee, 2017). The interaction of the customer with the company has been so direct that now company use the customer to generate content and create more value for the customer. The open sharing of feeling and emotion in the social media has helped the companies to enhance the customer experience (C.M. Sashi, 2018)

4. RESEARCH METHODOLOGY:

Seeing a change in the trend from traditional marketing to digital marketing the essence of this paper was to study an ongoing trend and identify a gap in that trend and research in it. 30 papers were thoroughly researched and a developing trend of brands mostly using Instagram was found. A gap between the content put on Instagram by various brands, the awareness of that content and the conversion of the viewer to customer was identified. Out of the 30 papers, 15 were chosen for reference and literature review. From the research three main parameters were chosen- To conduct the research on the identified gap, three parameters were taken into consideration-

- (a) Content of the posts,
- (b) Customer awareness of the content,
- (c) Conversion of viewers to customers.

Hypothesis was considered to validate the conclusion:

H₀: Content put by corporate brands does not have an impact on customer engagement

H₁: Content put by corporate brands has an impact on customer engagement

A primary research was conducted. A survey via a questionnaire was chosen to validate the research which had various questions around the three chosen parameters. The reliability test for the questionnaire was done with a sample size of 30 respondents. This was done to test the validity of our questions with respect to the topics of research. After running the data set through the software, we found the Cronbach Alpha to be 0.946 which is significantly above the mark of 0.7 for a questionnaire to be deemed valid. The value generated during the test was impressively close to 1 the number which qualifies as a valid questionnaire. The score of the reliability test was indicative of the effusiveness of the questionnaire and at the same time stood meaningful to the topic of research.

Table 1. Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
.946	.946	14

After the reliability of the questionnaire was tested positive, it was circulated to people of various demographics which involved students, working professional and housewives. The age bracket targeted ranged from 18-35 as they are most active on social media sites. A total of 200 respondent’s data was collected.

The hypothesis testing was done on a sample size of 200. It was a single tail test. The values of each component of the questionnaire were analysed. The average of all components of each parameter was calculated and the results were analysed from that data.

Data output presentation

The hypothesis testing was done on a sample size of 200. It was a single tail test. Following is the output of the analysis:

Table 2. Study of one tail test

	N	Mean	Std. Deviation	Std. Error Mean
Quality of Content on Instagram	200	5.22	1.408	.100
Ads are more personalized	200	5.19	1.511	.107
Creative ads capture attention	200	5.06	1.552	.110

Insta lets you know life style trends	200	5.14	1.555	.110
Content on Insta more Engaging then Traditional Media	200	5.13	1.485	.105
Brands Connect Better on Instagram	200	5.05	1.578	.112
Let's you know about latest offering	200	4.78	1.794	.127
Instagram impacts the purchasing decision of people	200	4.41	1.844	.130
Instagram helps in knowing new brands of interest	200	4.70	1.816	.128
Sponsored Pages of similar Interest are shown	200	4.98	1.629	.115
Follow the pages from Sponsored Pages	200	4.61	1.809	.128
Buy the products after seeing ads on Insta	199	4.27	1.934	.137
Share Instagram Stories with friends	199	4.18	2.039	.145
Makes customer feel more empower	200	4.78	1.839	.130

Table 3: Significance of each variable in Questionnaire

	Test Value = 3.5				
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
					Lower
Quality of Content on Instagram	17.280	199	.000	1.720	1.52
Ads are more personalized	15.774	199	.000	1.685	1.47
Creative ads capture attention	14.216	199	.000	1.560	1.34
Insta lets you know life style trends	14.867	199	.000	1.635	1.42
Content on Insta more Engaging then Traditional Media	15.527	199	.000	1.630	1.42
Brands Connect Better on Instagram	13.892	199	.000	1.550	1.33
Let's you know about latest offering	10.091	199	.000	1.280	1.03
Instagram impacts the purchasing decision of people	6.981	199	.000	.910	.65
Instagram helps in knowing new brands of interest	9.347	199	.000	1.200	.95
Sponsored Pages of similar Interest are shown	12.850	199	.000	1.480	1.25
Follow the pages from Sponsored Pages	8.675	199	.000	1.110	.86
Buy the products after seeing ads on Insta	5.589	198	.000	.766	.50
Share Instagram Stories with friends	4.710	198	.000	.681	.40
Makes customer feel more empower	9.806	199	.000	1.275	1.02

One-Sample Test

	Test Value = 3.5
	95% Confidence Interval of the Difference
	Upper
Quality of Content on Instagram	1.92
Ads are more personalized	1.90

Creative ads capture attention	1.78
Insta lets you know life style trends	1.85
Content on Insta more Engaging then Traditional Media	1.84
Brands Connect Better on Instagram	1.77
Let's you know about latest offering	1.53
Instagram impacts the purchasing decision of people	1.17
Instagram helps in knowing new brands of interest	1.45
Sponsored Pages of similar Interest are shown	1.71
Follow the pages from Sponsored Pages	1.36
Buy the products after seeing ads on Insta	1.04
Share Instagram Stories with friends	.97
Makes customer feel more empower	1.53

Table 4: Difference of each variable from set mean of 3.5

One-Sample Test

	Test Value = 3.5
	95% Confidence Interval of the Difference
	Upper
Quality of Content on Instagram	1.92
Ads are more personalized	1.90
Creative ads capture attention	1.78
Insta lets you know life style trends	1.85
Content on Insta more Engaging then Traditional Media	1.84
Brands Connect Better on Instagram	1.77
Let's you know about latest offering	1.53
Instagram impacts the purchasing decision of people	1.17
Instagram helps in knowing new brands of interest	1.45
Sponsored Pages of similar Interest are shown	1.71
Follow the pages from Sponsored Pages	1.36
Buy the products after seeing ads on Insta	1.04
Share Instagram Stories with friends	.97
Makes customer feel more empower	1.53

5. DATA ANALYSIS AND INTERPRETATION:

The average of each component was 3.5. It is clearly visible that all components are well above the average. This means that the overall engagement seen in the customers is high which validates our hypothesis that content put on Instagram by various brands does impact the customer engagement. This means that the communication done by brands on Instagram is engaging the customers. Three parameters were chosen to further analyse the engagement of the customers. Also, the significance of the various component came out to be 0.00 which is expected to be less than 0.50 for the hypothesis to be deemed valid. Here in this case we can safely state that the null hypothesis can be rejected and the alternate hypothesis can be easily accepted.

Parameter 1 Content: There were 5 components of the content parameter in the questionnaire. The average all these components was 5.15. Seeing the average as 3.5 this number shows that the quality of content in customer's perception is high. The most important component of a brand's communication with their customers is the content. The more engaging the content, higher are the chances that they can convert more prospects and maintain relations with existing customers. There are many social media available today, but the study shows that the content of Instagram is most preferred which is huge opportunity for corporate brands.

Table 5: Components of Content parameter

Quality of Content on Instagram	5.22
Ads are more personalized	5.19
Creative ads capture attention	5.06
Insta lets you know life style trends	5.14
Content is more Engaging then Traditional Media	5.13
CONTENT	5.15

Parameter 2 Customer awareness: There were 7 components of the customer awareness parameter in the questionnaire. The average of all these components is 4.7. This indicates that the customer are well aware about the content available by various brands on Instagram and are following there pages and keep themselves regularly updated with the information shared by them. Yet a gap can be seen between the quality of content provided by the brands and the awareness of that content by the customers. Even though the quality of the content is rated very high it is important to make sure that it reaches to a larger crowd. This shows that there is a slight missed out oppportunity by the brands in promoting their pages on Instagram.

Table 6: Components of Customer awareness parameter

Brands Connect Better on Instagram	5.05
Let's you know about latest offering	4.78
Instagram helps in knowing new brands of interest	4.7
Sponsored Pages of similar Interest are shown	4.98
Follow the pages from Sponsored Pages	4.61
Share Instagram Stories with friends	4.18
Makes customer feel more empower	4.78
CUSTOMER AWARENESS	4.7

Parameter 3 Conversion: There were 2 components of the conversion parameter in the questionnaire. The average of all these components is 4.3. Conversion parameter is to find whether the viewers of the content provided by the brands are getting converted into customers. The influence on purchase decision by the content was studied in this parameter. The result shows that there is a huge gap between the quality of the content and its impact on the purchase decisions of viewers. This indicated that even though the content is perceived as high quality the purchase decisions are not of the same level. The result is above the average and positive, yet a big opportunity is seen here.

Table 7: Components of Conversion parameter

Instagram impacts the purchasing decision of people	4.41
Buy the products after seeing ads on Insta	4.27
CONVERSION	4.3

Figure 3: Comparing all 3 parameters



Correlation Matrix:

Table 8: Correlation Matrix

		Correlation Matrix						
		Quality Of Content	Personalized Ads	Creatives Ads	Awareness of lifestyle trends	Engaging Content	Better Connect than traditional media	Follow Pages For Offers
Correlation	Quality Of Content	1.000	.699	.622	.666	.713	.697	.652
	Personalised Ads	.699	1.000	.547	.507	.649	.556	.560
	Creative Ads	.622	.547	1.000	.639	.654	.640	.618
	Awareness of Lifestyle Trends	.666	.507	.639	1.000	.727	.674	.691
	Engaging Content	.713	.649	.654	.727	1.000	.775	.707

Better Connect Than Traditional Media	.697	.556	.640	.674	.775	1.000	.719
Follow Pages For Offers	.652	.560	.618	.691	.707	.719	1.000
Purchasing Decision Impacted by Instagram Ads	.623	.526	.604	.610	.592	.653	.754
New Brands of Interest	.651	.521	.637	.676	.605	.605	.733
Sponsored Pages of Similar Interest	.666	.593	.596	.589	.720	.686	.671
Follow New Brands After Seeing a Page	.695	.560	.667	.653	.681	.684	.761
Buy Product after Seeing a Story	.569	.514	.557	.566	.593	.648	.682
Share the Content With Others	.584	.485	.554	.522	.570	.602	.632
Feel Empowered Customer	.717	.588	.618	.630	.663	.717	.767

		Purchasing Decision Impacted by Instagram Ads	New Brands of Interest	Sponsored Pages of Similar Interest	Follow New Brands After Seeing a Page	Buy Product after Seeing a Story	Share the Content With Others	Feel Empowered Customer
Correlation	Quality Of Content	.623	.651	.666	.695	.569	.584	.717
	Personalised Ads	.526	.521	.593	.560	.514	.485	.588
	Creative Ads	.604	.637	.596	.667	.557	.554	.618
	Awareness of Lifestyle Trends	.610	.676	.589	.653	.566	.522	.630
	Engaging Content	.592	.605	.720	.681	.593	.570	.663
	Better Connect Than Traditional Media	.653	.605	.686	.684	.648	.602	.717
	Follow Pages For Offers	.754	.733	.671	.761	.682	.632	.767
	Purchasing Decision Impacted by Instagram Ads	1.000	.785	.686	.827	.789	.706	.778
	New Brands of Interest	.785	1.000	.725	.801	.701	.626	.732
	Sponsored Pages of Similar Interest	.686	.725	1.000	.732	.677	.623	.669
	Follow New Brands After Seeing a Page	.827	.801	.732	1.000	.826	.724	.835
	Buy Product after Seeing a Story	.789	.701	.677	.826	1.000	.790	.791
	Share the Content With Others	.706	.626	.623	.724	.790	1.000	.763
	Feel Empowered Customer	.778	.732	.669	.835	.791	.763	1.000

There was no negative correlation seen in the matrix and all scores were above 0.5. This shows that all the parameters have high to medium correlation between one another

Total Variance:

Table 9: Total Variance

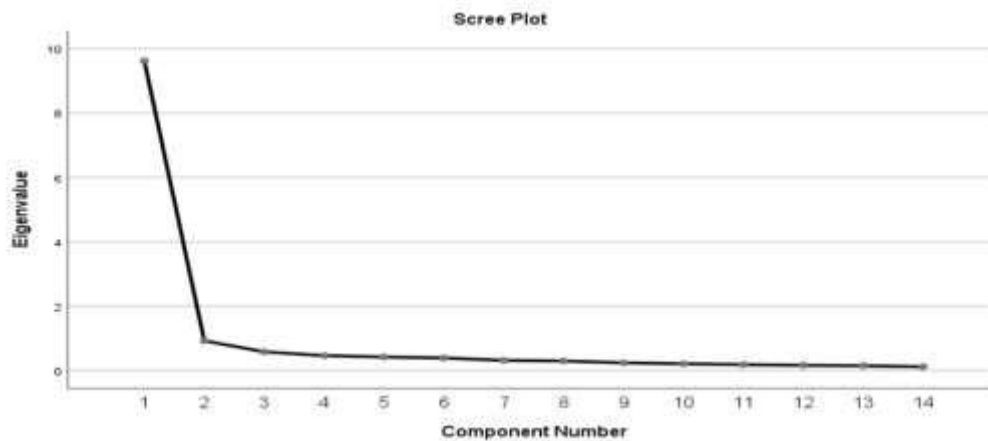
Table 9: Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.615	68.678	68.678	9.615	68.678	68.678
2	.920	6.574	75.253	.920	6.574	75.253
3	.575	4.110	79.362			

4	.457	3.263	82.626			
5	.417	2.975	85.601			
6	.383	2.737	88.338			
7	.311	2.223	90.561			
8	.291	2.081	92.642			
9	.234	1.672	94.314			
10	.206	1.469	95.783			
11	.176	1.260	97.043			
12	.158	1.128	98.172			
13	.144	1.027	99.198			
14	.112	.802	100.000			

It offers the initial eigen values, extraction sums of squared loadings, and rotation sums of squared loadings. Total column offers the amount of variance inside the variable attributed to the thing. The % variance column suggests the % of variance accounted through each component.

From the table, you can see that for only first 2 components, the eigenvalue is more than 1. Thus, it is present under Extraction sum of squared loadings. Percentage variance is shown the highest by component 1. In further analysis, we shall understand as to what all variables come under component 1. The first 2 components that is the quality of content and more personalised ads are the major contributor to the data evaluation, which is 75%.

Figure 4: Scree Plot



The scree plot is a plot of the eigen values. The form of the plot is used to determine the optimal quantity of things to be retained in the very last answer. It suggests that factors at the steep slope need to be retained within the version and the elements in the shallow slope may be excluded from the model.

Here from the plot, first three components have steep slope and the rest below it has slow slope, thus they will be rejected.

The cumulative % of variance for first 2 factors = 68.687%+6.574= 75.235%

Table 10: Component matrix:

Table 11: Component Matrix ^a		
	Component	
	1	2
Quality Of Content	.822	.288
Personalised Ads	.710	.366
Creative Ads	.769	.195
Awareness of Lifestyle Trends	.788	.248
Engaging Content	.831	.356
Better Connect Than Traditional Media	.833	.190
Follow Pages For Offers	.861	-.019
Purchasing Decision Impacted by Instagram Ads	.861	-.293
New Brands of Interest	.848	-.151
Sponsored Pages of Similar Interest	.832	.040
Follow New Brands After Seeing a Page	.905	-.209
Buy Product after Seeing a Story	.841	-.375
Share the Content With Others	.793	-.338
Feel Empowered Customer	.889	-.179

It presents the component loading for every variable at the unrotated elements. Each component 1,2 represents the co-relation between the involved variable and the unrotated factors.

The table shows that all the items are highly correlated with component 1. Item 1,2,4 and5(High quality Content, Personalised ads, Current Lifestyle Trends & engaging Content) are mediumly correlated with component 2.

Table 11: Rotated Component Matrix

	Component	
	1	2
Quality Of Content	.392	.778
Personalised Ads	.256	.757
Creative Ads	.418	.675
Awareness of Lifestyle Trends	.394	.726
Engaging Content	.350	.833
Better Connect Than Traditional Media	.467	.715
Follow Pages For Offers	.632	.585
Purchasing Decision Impacted by Instagram Ads	.823	.387
New Brands of Interest	.715	.480
Sponsored Pages of Similar Interest	.570	.607
Follow New Brands After Seeing a Page	.796	.478
Buy Product after Seeing a Story	.865	.315
Share the Content With Others	.805	.308
Feel Empowered Customer	.764	.489

This table depicts the factor loading after rotation. It shows which all variables will correlate with what all components but after rotation.

Table 12: Meaning of each variable

Variable number	Label	Component name	Component Number
1	Quality of Content	Content	2
2	Personalised Ads	Communication	1
3	Creative Ads	Content	1
4	Awareness of Lifestyle Trends	Communication	1
5	Engaging Content	Content	2
6	Better Connect Than Traditional Media	Content	2
7	Follow Pages For Offers	Communication	1
8	Purchasing Decision Impacted by Instagram Ads	Communication	2
9	New Brands of Interest	Content	2
10	Sponsored Pages of Similar Interest	Communication	1
11	Follow New Brands After Seeing a Page	Communication	1
12	Buy Product after Seeing a Story	Content	2
13	Share the Content With Others	Communication	1
14	Feel Empowered Customer	Communication	1

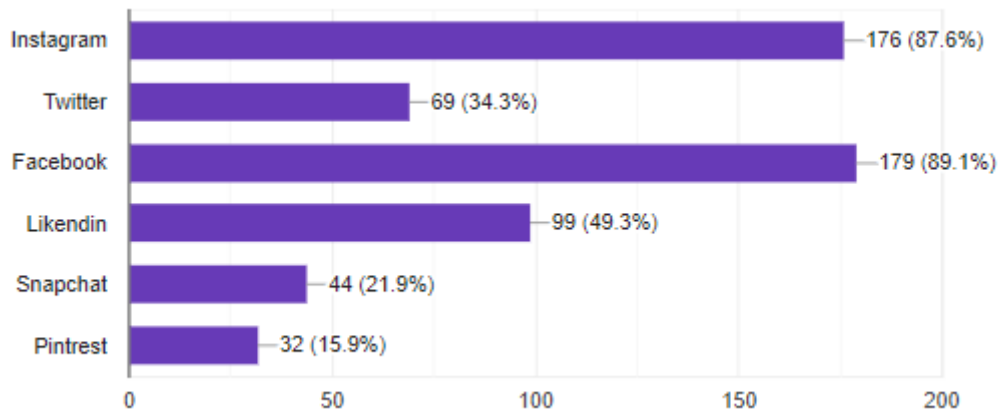
Interpretation-

Component 1 is Communication of the brand through the stories and the post are increasing the customer engagement and also help in driving up the sales of the business to a certain extent. Instagram provides for a direct form of communication with the audience which was missing in the traditional form of media. Even the new age social media don't match up as there is plethora of diverse content from all brands which creates clutter. Here the brands can communicate in a very focused way as the medium floats only visual content which catches the attention better.

Component 2 that is the content which is often catches the attention of the viewers based on the difference that ads have been able to create on Instagram due to the nature of the medium as it allows to understand the audience and help to target them better with the content based on their activities, interest and opinions. This allows for the brands to have better content marketing and make them aware of the offering from the brand.

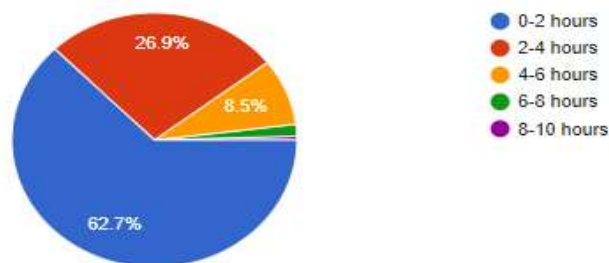
We can say that Instagram is definitely impacting the customer engagement and leading the viewers to interact with the content and absorb the message of the content as well. This is creating opportunities for the brands to tap into potential clients and convert them into successful leads. People are reacting positively to the content if they relate to it and this creates a ripple effect as the virality factor helps content to travel faster to the audience with minimal efforts the effectiveness of marketing through Instagram is definitely high.

Figure 5: Active social media accounts of Respondents



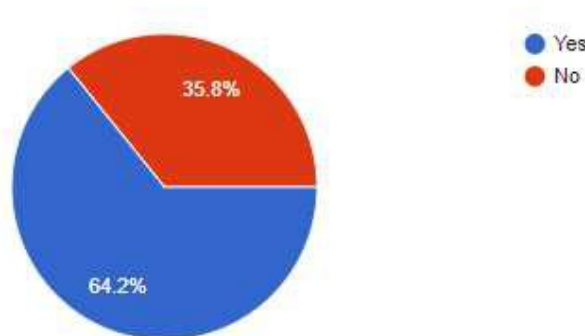
In the questionnaire the respondents were asked which social media they are active on. The image clearly shows that 87% of the customers are using Instagram. A paradigm shift from Facebook to Instagram can be inferred. The content in Instagram is definitely playing a major factor in this.

Figure 6: Time spent on Instagram everyday by respondents



The question asked was how many hours per day do the respondents spend on Instagram. Although the majority ticked 0-2 hours, there are a significant amount of people who spend more than 2 hours on Instagram in a day. This time can of huge benefit and the companies can easily engage customers and increase sales.

Figure 7: Regularity of following posts by brands on Instagram by respondents



The question asked was how many respondents follow posts put by brands every time they check their account on Instagram. It can be seen that 35.6% of the people don't regularly follow the posts. This shows a scope for improvement and an opportunity to engage more customers.

6. CONCLUSION :

The hypothesis was validated by the result of the one-tail test. This has established that Instagram in the past decade is the most preferred social media platform for branding. This showed that the content put on Instagram by corporate brands has a huge impact on customer engagement. Further analysis showed that there is still a gap between the customer perception of the content as high quality, customer awareness of that content and the impact of the content on purchase decisions.

This shows an opportunity for the brands that they can change their strategy to engage with their customers and use Instagram not just for branding but also to impact the purchase decisions of the customers. A trend has been observed where if a customer is interested in a particular product posted by any brand, the customer can click on the link provided with the post and get redirected to a website where they can purchase or get more information about that product. Yet, the customers haven't utilised this option as efficiently as it was anticipated. This trend can be a huge opportunity for many brand, new brands and existing brands new to Instagram, and they can use more creative and attractive content to push customers into buying products/ services rather than just giving information.

7. LIMITATIONS:

There were two major limitations in the paper. Firstly, the number of respondents were 200 and the results were based on the data from them. The results could vary to certain extent with a larger group of respondents and the data could be further validated. Secondly, the variables chosen for the three parameters were 14 and there could be many more variables that could impact them. A detailed research about more such variables could give a more authenticated result.

8. SCOPE FOR FUTURE RESEARCH:

The study showed that there is a huge gap between the three parameters. The content put by the corporate brands is well appreciated by the viewers but the awareness about that content is lower and the impact on purchase decisions from that content is even lower. Researchers can further do analysis as to what is the reason for the difference in the level of the three parameters. This study could give further insights to the corporates about how they can change their strategy and content to further engage more customers and make Instagram a point of purchase in the near future.

REFERENCES:

1. Ahmadinejad, B. (2017). E-business through Social Media. *International Journal of Management, Accounting and Economics*, 80-99.
2. Balan, C. (2017). Does brand posting behaviour influence follower engagement on Instagram? *De Gruyter*, 687-697.
3. Banerjee, S. B. (2017). Whose online reviews to trust? Understanding reviewer trustworthiness and. *Decision Support Systems*, 1-37.
4. Bui, T.-V. (2014). Social Media On-A-Stick: Helping mobile food vendors engage consumers on Instagram.
5. C.M. Sashi, G. B. (2018). Social media, customer engagement and advocacy- An empirical investigation using Twitter data for QSR. *International Journal of Contemporary Hospitality Management*.
6. Chauhan, A. P. (2013). Role of content strategy in social media brand communities: a case of higher education institutes in India. *Journal of Product & Brand Management*, 40-51.
7. Dr. Joel Ganapragash, P. P. (2014). Impact of demographic variables on Customer engagement strategies in social media: Empirical evidence from Indian e-tail industry. *Journal of Marketing Theory and Practice*.
8. Erkan, I. (2015). Electronic Word of Mouth on Instagram: Customers' Engagements with Brands in Different Sectors. *International Journal of Management, Accounting and Economics*.
9. Hakim, A. C. (2016). Social Media for Marketing by Small Businesses. *Journal of Marketing and Management*, 24-39.
10. Hofman-Kohlmeyer, M. (2017). Customer Engagement with a Brand in the context of Social Media. *CBU INTERNATIONAL CONFERENCE ON INNOVATIONS IN SCIENCE AND EDUCATION*, 172-177.
11. Horeishi, & M. (2015). Analysis of factors influencing Online Trust: A unified Model. *World of Computer Science and Information Technology Journal (WCSIT)*, 149-154.
12. Islam, J. U. (2016). The Impact of Online Brand Community Characteristics on Customer Engagement. *Telematics and Informatics*, 1-45.
13. Lee, H. J. (2014). Factors Influencing Online Trust. *Academy of Marketing Studies Journal*, 41-50.
14. Lee, K. D. (2013). Boosting customer engagement through social media. *Canadian Business franchise*.
15. Ligita Zailskaitė, R. K. (2012). Consumer Engagement in Social Media by Building the Brand. *Electronic International Interdisciplinary Conference*, 194-202.
16. Momoko Fujita, P. H. (2018). The strategic co-creation of content and student experiences in social. *Qualitative Market Research: An International Journal*.
17. Sandra Maria, C. L. (2019). How Corporate Social Responsibility Initiatives in Social Media Affect Awareness and Customer Engagement. *Journal of Promotion Management*, 1-20.
18. Sarkar, A. (2014). Examination of the roles played by brand in shaping customer engagement. *Journal of Product & Brand Management*, 24-32.
19. Song, J. (2018). Picture worth a thousand words: A case study on classifying user attributes on Instagram. *Plos one*, 1-22.

20. Thamizhvanan, A. (2013). Determinants of customers' online purchase intention: empirical study in India. *Journal of Indian Business Research*, 8-30.
21. Valentini, C. (2018). Digital visual engagement: influencing purchase intentions on Instagram. *Journal of Communication Management*.
22. VANAUKEN, K. (2015). Using social media to improve customer engagement and promote products and services. *Airport Management*.
23. Victor Barger, J. W. (2016). Social media and consumer engagement: A review and research agenda. *Journal of Research in Interactive*, 268-287.
24. Vitor Moura Lima, H. A. (2018). Consumer engagement on social media: insights from a virtual brand community. *Qualitative Market Research: An International Journal*, 14-32.
25. Xu Han, X. G. (2018). Analysis of tweet form's effect on users' engagement on Twitter. *Cogent Business & Management*.