

Instagram Marketing

An Exploratory Study on The Customer of Using Instagram to Purchase

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Abstract: social media provide the latest news and discussion topics and are also core product search channels. Customer more frequently turn to difference types of social media to gain information, as they perceive them as a more trustworthy source of information than corporate sponsored communication, through traditional promotional activities (Khan, 2018). In recent years Instagram is integrated deeply in our daily lives, especially young ages many firms are trying to develop an Instagram marketing in order to connect with customers and increase their productivity where users share their photos of daily life with other users, however the academic research related to this media is limited.

Main purpose of this research is to evaluate Instagram marketing to purchase by using many analysis methods. The sample of this study is all customer of using Instagram to purchase in Duhok city, a structured questionnaire was adapted and distributed to 68 customers randomly, 62 were obtained, and 60 questionnaires was valid for the analysis. The analysis reveals that for any firms, Instagram can be found very useful when used right Instagram provides room for creativity and innovation for marketers to create interesting and personalized content.

Keywords: keywords; social media, Instagram, Instagram Marketing.

**Auteur correspondant*

1. INTRODUCTION

The correspondence condition for organizations has essentially changed with the rise of Web 2.0 and the developing fame of Social Networking Sites. The developing notoriety and enormous customer quantities of Social Networking Sites likewise greatly affected customers buying choices (Braatz, 2017).

The web including interpersonal organizations has become a fundamental aspect of our lives. As per official figures from the Internet World Stats (2018), the quantity of web customer s worldwide has arrived at more than 4.2 billion. The most famous interpersonal organizations positioned by number of dynamic customer s are Facebook, Instagram, Twitter and LinkedIn (García, *et, al.*, 2019).

In this present day, Instagram advertising is one of the patterns for advertisers to advance their item around the world (Agam, 2017). it can assist with expanding brand acknowledgment and deals, to draw in with a wide crowd with practically no expense. Besides, because of Instagram, organizations everywhere on over the world have the chance to convey and cooperate with customer s, comprehend their necessities and needs, gather important customer input (Asanbekova and Maksudunov, 2018).

Instagram is changing how brands and consumers connect in the 21st century. Subsequently, in 2014 the web-based media Instagram figured out how to pulls in 40% of top brands on the planet evidently in 2015 the measurement of perceive brands on the planet understood the everyday practice of utilizing Instagram for their web advertising definitely support up to 71% which secured all the disavow worldwide brands (Agam, 2017).

In this research our point is to distinguish Instagram user to purchase items on the web, and it was directed principally so as to build up our insight about significant variables influencing Instagram promoting.

In summary, after web-based marketing and web-based media marketing went along the methodology has changed fundamentally. Consumers are utilizing increasingly more time on the web-based media locales. This implies the organizations need to adjust this better approach for

correspondence as quick as conceivable so as to stay aware of the opposition. (Nimmila, 2015)

2. LITERATURE REVIEW

2.1 Instagram

Instagram is an application for Smartphones that offers a support to take pictures or transfer a video and offer it with followers, that lets the individuals share their life and encounters with companions and others through a progression of pictures caught with a cell phone or some other camera (Buinac & Lundberg, 2016).

Instagram additionally bolsters video transfers and lets the customer s in a flash offer photographs on a few social locales. Instagram was established by Kevin Systrom and Mike Krieger in October, 2010. Its prosperity grabbed the attention of the most significant informal community on the planet. In April, 2012, Facebook gained Instagram for \$300 million in real money and 23 million portions of stock, an absolute buy estimation of almost \$1 billion. Instagram's social interest was not just to impact the current informal communities for sharing, yet to fabricate its own, supplemental organization. This was an essential decision. The estimation of an organization is in a general sense in its associations. Through Instagram you can interface and offer with your companions, however you can likewise expand your expert organization (www.tutorialpoint.com). Instagram can be utilized as a marketing system to advertise your image. Instagram is in a general sense about associating with individuals and organizations. Instagram allows users to (Nimmila 2015):

- I. Take an image or a video
- II. Change the look and feel of the media by picking filters
- III. Add a portrayal
- IV. add a hashtag
- V. Tag individuals in their photographs and recordings.
- VI. Tag their photographs and recordings.
- VII. Search and peruse others' pictures and recordings.

VIII. Like, comment, or share other people's pictures and recordings.

IX. Share their substance on other online media channels like Facebook, Twitter, Tumblr and other followers.

2.2 Instagram marketing

Marketers have been quick to use the new online media website, as in excess of 50 percent of top brands are utilizing Instagram. Instagram is unquestionably an important apparatus for advertisers who need to get their image known. + All businesses, both little and huge, can discover an incentive in making and utilizing an Instagram. This stage specific can give customer s an individual view into the organization and can make a feeling of network among the devotees. On Instagram is anything but difficult to share the organization story and give an in the background take a gander at how the organization is managed (Nimmila 2015).

Studies recommend that photographs and recordings help pull in customer's goal to buy (Salleh, et. al., 2015).

People invest more energy in Instagram than other comparative locales, brands have just started exploiting this exceptionally visual medium. They have an enormous and dedicated after who are dynamic on interpersonal organizations. These brands have spending plans for quality and imaginative photography and videography (Khan, 2018).

This study uses a questioner to evaluate whether consumers locate brands' web-based media fun and fascinating, and to along these lines measure. Instagram marketing can show Customers How and why an item is utilized, by what kind of individual, when and where, customer s can find out about who makes the item. Customers can likewise get a motivation or prize for preliminary or utilization, Instagram marketing permit organizations to connect their brands to others, place, occasions, brands, encounters, sentiments and things (Buinac & Lundberg, 2016).

As indicated by Rouhiainen 2015, fruitful Instagram marketing comes basically from being dynamic, posting incredible substance, following fascinating individuals and leaving comments and inquiries to those individuals and beginning to assemble associations with the adherents and compelling individuals on your business part. Beginning the association with the customer s online assists with making a dedicated after, and takes into

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account consistent informal advancement to assist with continuing developing of the customer base. Instagram likewise permits the organizations to have free statistical surveying. By taking a gander at what the customer s are sharing the organization can realize what most intriguing substance to their adherents. Having a knowledge to what the customer s offer can assist with settling on plan choices, and help shape the substance made. (Zimmerman 2013).

3. Branding on Instagram

Instagram is an ideal device for brand working, since the organization can adequately contend with different organizations on Instagram by utilizing the brand credits. So as to adequately deal with a brand on Instagram the organization needs to successfully oversee it off Instagram. As per Miles, brand is the whole of the contemplations and feelings that people have about an item or organization. At the point when the brand is very much planned and overseen it has a genuine capacity to drive deals. Its capacity originates from a blend of the undetectable perspectives, the noticeable angles and the possibilities knowledgeable about the brand. (Miles 2014).

4. Research Methodology

4.1 Research Problem

Instagram marketing assumes a basic part in a business' marketing correspondence today, it is a totally better approach to arrive at your fundamental impart to your customer s. There are numerous examples of overcoming adversity for Instagram marketing. Notwithstanding, as it is a genuinely new sort of marketing it is critical to figure out how to utilize it adequately in business. The primary reason for this proposition is to give the case organization a superior comprehension of how to utilize Instagram in marketing effectively as an aspect of their online media marketing procedure. It will examinations the Customer's Instagram record's and help it to comprehend what organizations has done right and what it could improve. The discoveries will give the organization future thoughts just as proposals for development.

4.2 Research questions

- I. How to utilize Instagram successfully as an aspect of the online media marketing?
- II. What kind of brand are marketed by using Instagram application?
- III. How can organizations use Instagram successfully in their image correspondence and marketing?

By addressing these inquiries, the research will give the brands that most purchasing by utilizing an Instagram application, with a superior comprehension of how to advertise itself on Instagram and permit it to build its image mindfulness. This thus will enable the organization to develop their deals and business overall.

4.3 Research Objectives

The Objectives of this research is to investigations the ebb and flow circumstance and patterns of Instagram marketing and utilize this data to examinations the customer 's Instagram account as an aspect of their online media marketing system. The primary thought is to figure out how to comprehend customer conduct via web-based media destinations and what customer s are searching for when they are following an organization's Instagram account or comparable records explicitly in the design business.

4.4 Research Hypotheses

The research has main Hypothesis: Most of Customers use Instagram to purchase more than other applications.

4.5 The structure of the Research

This research comprises of the presentation, writing survey, Research Methodology, conversation the outcomes, ends and proposals. The presentation portrays the current circumstance of Instagram marketing as a rule. The hypothetical foundation will give essential information about Instagram marketing. The exact part will examinations the current circumstance of Instagram marketing shoes Instagram account comparable to the hypothetical discoveries and different organizations utilizing Instagram. The conversation part sums up the principle discoveries and gives future thoughts and improvement recommendations for the organization.

4.6 Significant of the Research

The Significant of this research is that it is one of the primary examinations that incorporates the investigation of the Instagram marketing to buy in Duhok city, this examination gives an unassuming commitment to expand the logical information on the library, which managed the factors of the examination, will add to giving an unmistakable vision to the advertisers. The current investigation speaks to another expansion and quality. In the down to earth perspective, it can include a more top to bottom comprehension to the example of the examination. Study, the qualities and eliminate shortcomings with what will carry it to furnish the best correspondence with customers.

4.7 Research Limitation

The study analyzed estimating Instagram marketing to buy in an example of Customers in the overviewed individuals. Consequently, as far as possible are as per the following:

- a. Objectivity: Instagram marketing.
- b. Temporal: The time of study endured from October (2019) to March (2020) (both hypothetical and applied).
- c. Spatial: The spatial limits of the study were an example of people groups those utilizing Instagram in Duhok city so as to acquire the fundamental information for the study.

4.8 Research Population and Sample Size

The Customers those utilizing Instagram to Purchasing in Duhok City were the example of the current study for the viable trial of the theories. The survey was utilized to distinguish the legitimate structures and avoid the invalid structures. Of the overviewed Customers, with an all-out return of the structures (97%), while the level of legitimate structures (95%).

4.9 Data Collection Tools

As indicated by researchers are there two distinct sorts of information assortment, which are essential information assortment and auxiliary information assortment. To archive the study and its theories and to finish its sections and arrive at the conclusive outcomes and accomplish its targets, the

researchers depended on strategies explicit to both the hypothetical and handy perspectives, the researchers depended the Theoretical side on references, researches, Arabic books, unfamiliar diaries, magazines, notes, and related messages as recorded in the rundown of sources and furthermore the utilization of the web to see the most recent books regarding the matter. While to acquire information for the application side part of the study, the researchers depended primarily on the survey structure a fundamental instrument in gathering information and data identified with this perspective by dispersing them to the example of the study and gathering them and purging their information and breaking down the appropriate responses of the respondents, Which were utilized in the past hypothetical and applied endeavors in the wake of making acclimations to them to suit the factors of the study condition, and the other part was created in the territories that didn't have prepared estimations, and was settled in the trial of genuineness and strength.

4.10 Statistical Analysis

The Statistical analysis apparatuses utilized in the investigation of the poll, The information of the study is portrayed as non-parametric, so it requires the reception of suitable measurable devices to dissect and deal with this information, test theories for study, and on this premise, the researchers utilized the Statistical Package for Social Sciences, SPSS V. 20), which were as per the following:

1.Gender: The gender ratio was (68.3) percent men and (31.7) percent women. Which implies that (41) Males and (19) Female took an interest in the questioner. See fig. 1

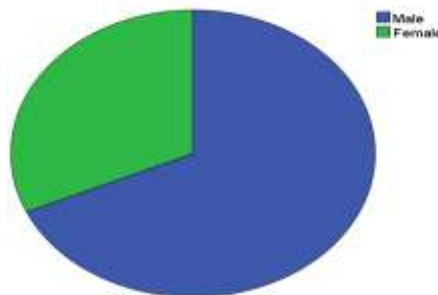


Figure 1

Source : Authors from SPSS outputs

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2. **Age:** The Age proportion was (51.7) percent for under 25 years of age, and (38.3) percent between 25-35 years of age, and (10) percent over 35 years of age, which implies that the vast majority of partook in the questioner are youth. See fig. 2

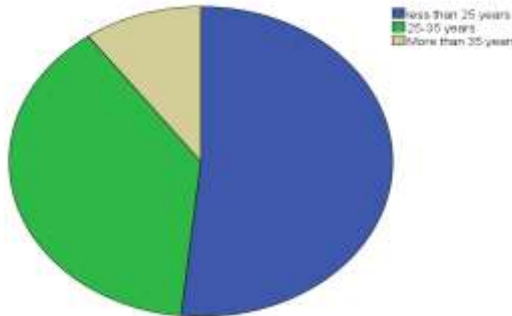


Figure 2

Source : Authors from SPSS outputs

3. **Occupation:** Student was the most successive occupation spoken to by (34) of the respondents which implies (56.7) percent. Furthermore, (23) of them was working, which mean (38.3) percent. The rest of the respondents were Unemployed (3.3) percent which meat (2) respondents, and one of the respondents was on Maternity leave. See fig. 3

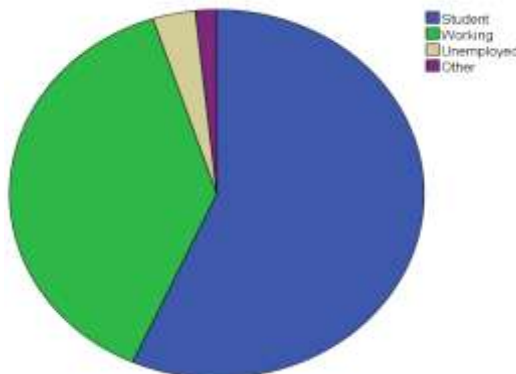


Figure 3

Source : Authors from SPSS outputs

4. How often do you use Instagram?

It is half to utilize Instagram Several times, each day which (50) percent of the respondents did. It was (43.3) percent, that pre-owned it consistently. It was just five percent that utilized several times each week. Also, (1.7) percent that pre-owned it Less than once every week. See fig. 4.

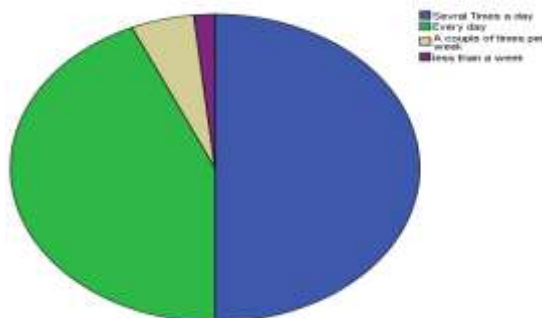


Figure 4

Source : Authors from SPSS outputs

5. What kind of brands/industry do you follow on Instagram?

With regards to what sort of enterprises the respondents followed marks inside, there were various answers. Nonetheless, the most successive industry was Fashion which (37) percent of the respondents followed, at that point music and magnificence got (11) and (10) percent each. Travel and media got the same percent (9.3). The enterprises that were less followed was electronic or innovation, food and drink, monetary administrations, educational administrations and sports. The respondents who picked others (5) percent furnished the responses, marketing, vehicles, cosmetics, Crafts, plan, photography, building industry, promoting and. The respondents could pick the same number of choices as they needed which makes the entirety of the percent more than 100. See fig. 5.

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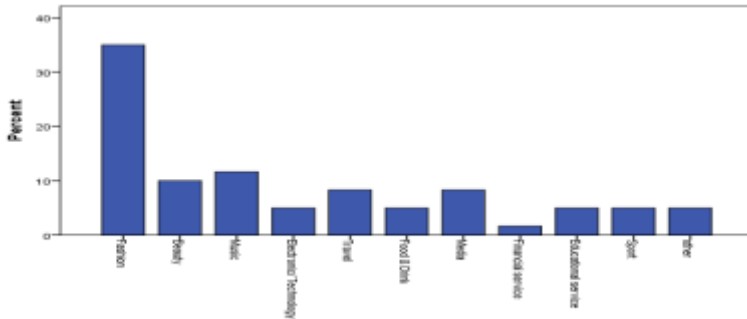


Figure 5

Source : Authors from SPSS outputs

6. Which type of communication do you prefer from brands on Instagram?

When asking the respondents what direction or ways they needed to be spoken with from brands on Instagram (39.3) percent needed video, and (31.7), (30) percent needed brands to utilize the photos and direct messages. The respondents could pick the same number of answers as they needed because of the way that they could need more than one sort of correspondence, which causes the whole of the percent to surpass 100. See fig. 6.

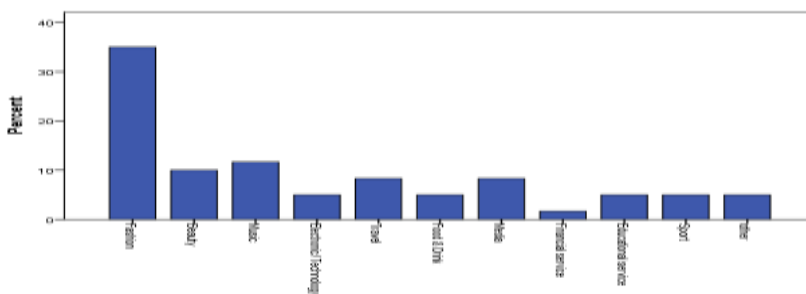


Figure 6

Source : Authors from SPSS outputs

7. What do you want from brands on Instagram?

What the respondents needed to have from brands on Instagram was generally data that (65) percent requested. Followed by the class Updates

(26) percent, (7) percent needed the brands to be closer to home than in different discussions. The four percent of answers under Other, were containing answers, for example, limits, news and offers. The respondents could pick the same number of answers as they needed since there are conceivable to need more than a certain something, this made the total of the percent more than 100. See fig. 7.

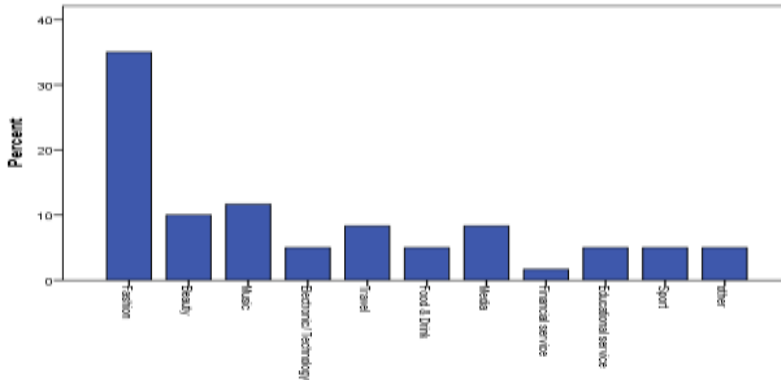


Figure 7

Source : Authors from SPSS outputs

8. Do you consider brands on Instagram to be more human-like than in other forums?

At the point when the respondents had the option to browse one to five if brands were viewed as more human-like, (26.7) percent did pick the number four and (23.3) percent of the respondents picked number three and two the equivalent to both, a modest amount of the respondents pick the number five which implied that brands were certainly more human like on Instagram than in different gatherings. (16.7) percent Pike one on the scale. See fig. 8.

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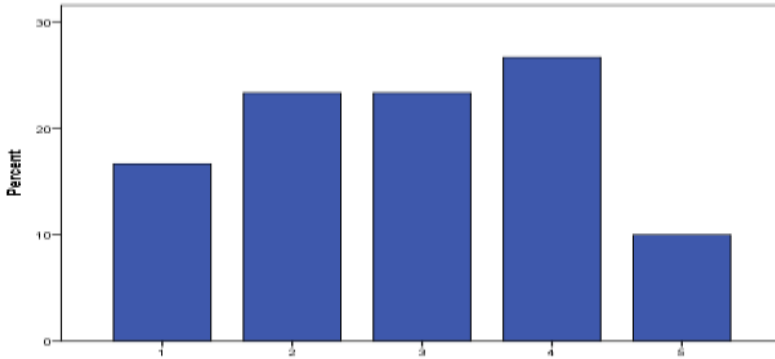


Figure 8

Source : Authors from SPSS outputs

9. Have Instagram made you aware of brands that was unknown to you before?

The inquiry if Instagram made the respondents mindful of brands that was obscure to them before was moderately even among the appropriate responses. The positioning inclined a little towards that Instagram made the respondents mindful of new brands by (35) and (30) percent of the responses for five and four on the scale contrasted with (21.7) percent for three and (11.7) percent for two and (1.7) percent adversary one on the scale. See fig. 9.

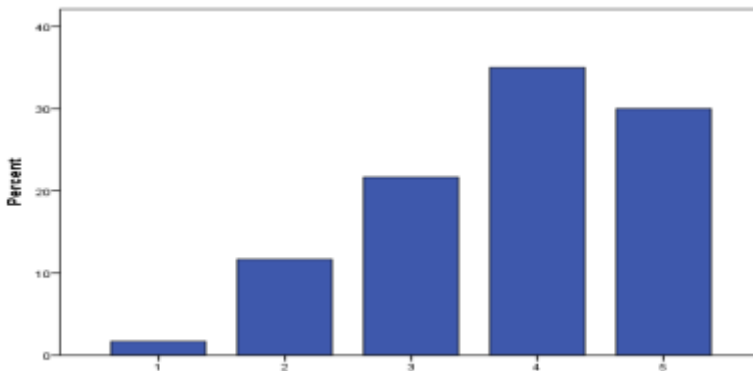


Figure 9

Source : Authors from SPSS outputs

10. Have Instagram made you more loyal to a brand?

When positioning if Instagram made them more faithful to a brand the majority of the respondents (40) percent took the center alternative, number four on the five-point scale. The appropriate responses three (21.7) percent, number five, one (15) percent were the equivalent yet there were (8.3) percent for number two. See fig. 10.

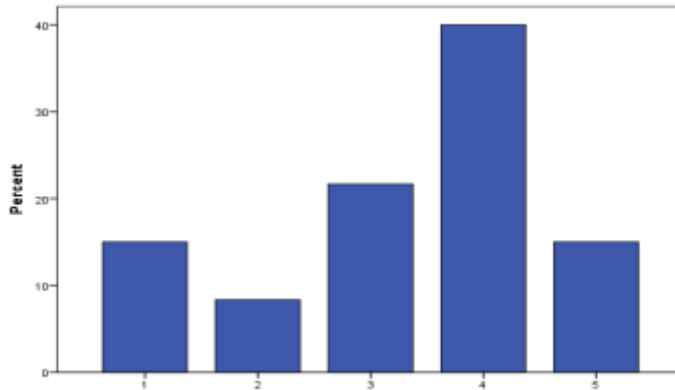


Figure 10

11. What content do you prefer from brands on Instagram?

The greater part of the respondents (51.7) percent needed Post on the work environment/the representatives/in the background. Followed by (33.3) percent who needed Post Posts on the brands item/administration. Furthermore, (10) percent Posts of substance not legitimately identified with the brand. In the base the option opposite ends up with (7) percent. The respondents who picked the option other needed more updates and challenges on Instagram. Because of the chance of needing a few kinds of substance the respondents could pick various answers which causes the whole of the percent to surpass 100. See fig. 11.

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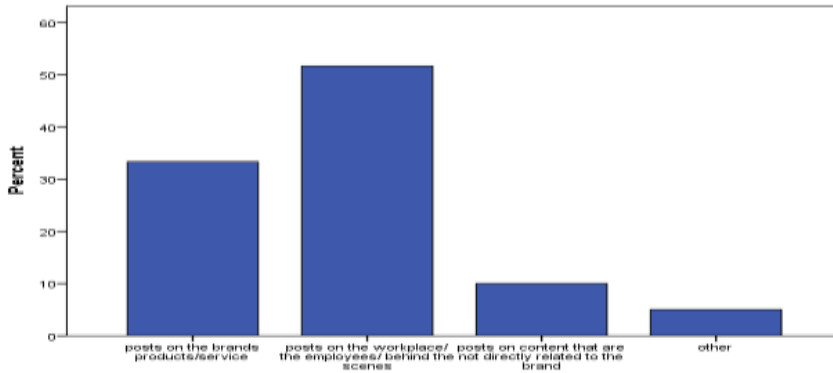


Figure 11

Source : Authors from SPSS outputs

12. What are you feeling about commercial post/content from brands on Instagram?

When getting some information about the respondents' sentiments towards business posts and substance (46.7) percent picked the number three on the five-evaluation scale followed by the number four by (18.3) percent. The main and two were spoken to by (6.7) and (13.3) percent of the respondents lastly fifth percent casted a ballot five, which means they emphatically enjoyed it. See fig. 12.

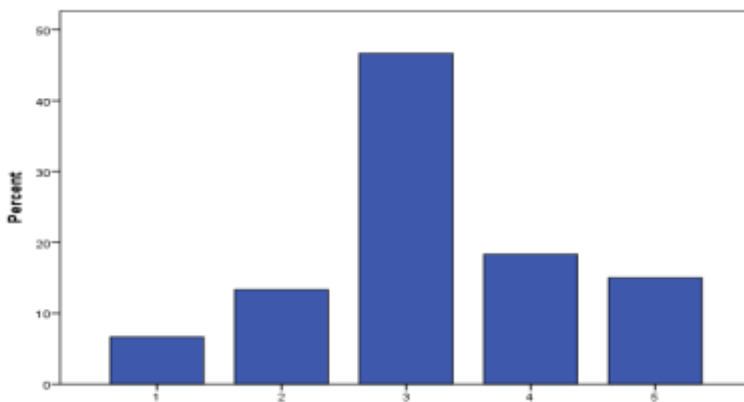


Figure 12

Source : Authors from SPSS outputs

13. Which social media are you active on besides Instagram?

Facebook is the most utilized online media among the Instagram customer s with (21) votes, bringing about (35) percent of respondents. The most famous online media other than Facebook were snap talk, is casts a ballot by (18), coming about (30) percent. Followed by YouTube, with (11) respondents and (18.3) percent. The choices Twitter and Google+ with (7) and (11.7) percent of the respondent's answers. The other media with the last votes were Myspace (3.3) percent, LinkedIn (1.7) percent. Because of the likelihood to be dynamic on more than one online media the respondents could pick the same number of electives they needed which made the aggregate of the percent me more than 100. See fig. 13.

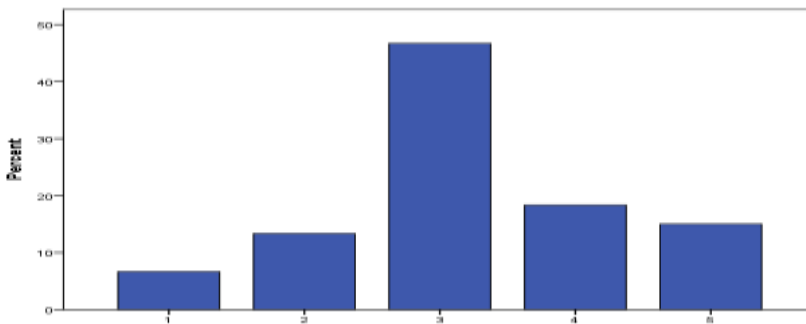


Figure 13

Source : Authors from SPSS outputs

14. How often (in general/average) do you want brands to upload new posts on Instagram? The respondents that needed brands to transfer new posts a few times each day and once every day got nearly a similar measure of percent (35) and (36.7) individually. Also, (13.3) percent needed a few times each week. Ones every week favored by (11.7). Not exactly once every week with (3.3) percent of the appropriate responses. See fig. 14.

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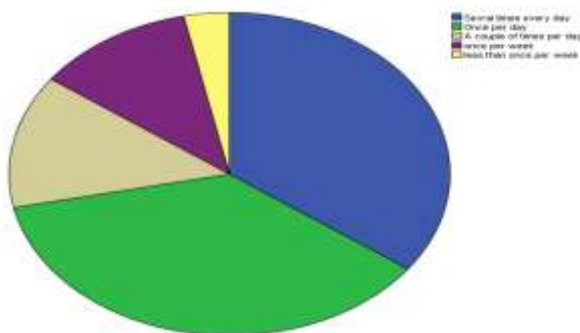


Figure 14

Source : Authors from SPSS outputs

15. Do you ever comment on brands posts?

The respondents that addressed they could never comment on brands posts, casted a ballot by (41.7) percent, by picking the main on the five-evaluation scale. On the five-evaluation scale (26.7) percent replied with the number two and (15) percent the number three. 10% pick the number four and (6.7) percent picked the number five. See fig. 15.

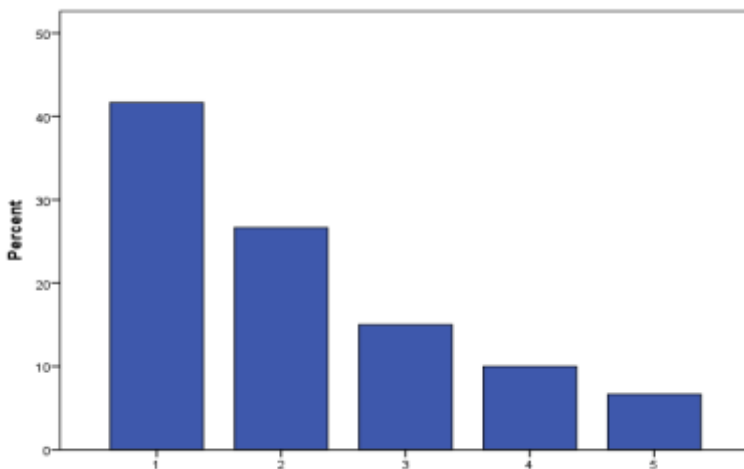


Figure 15

Source : Authors from SPSS outputs

16. Would you share information regarding brands on your own Instagram?

Among the respondents (38.3) percent addressed that they never share data with respect to a brand that is when inquiring as to whether they would share data with respect to a brand all alone Instagram. It was (21.7) percent who might share data in the event that they feel fulfillment with respect to a brand. In the event that I feel disappointment with respect to a brand and, by labeling the area of a spot identified with a brand got (13.3) percent. On the off chance that something entertaining or phenomenal happened identified with a brand, by posting new bought items. By posting new bought items. Up with (5), (6.7) and (1.7) percent of the respondent's answers. Since it is conceivable to share various types of substance with respect to brands the respondents could pick numerous answers which makes the absolute percent more than 100. See fig. 16

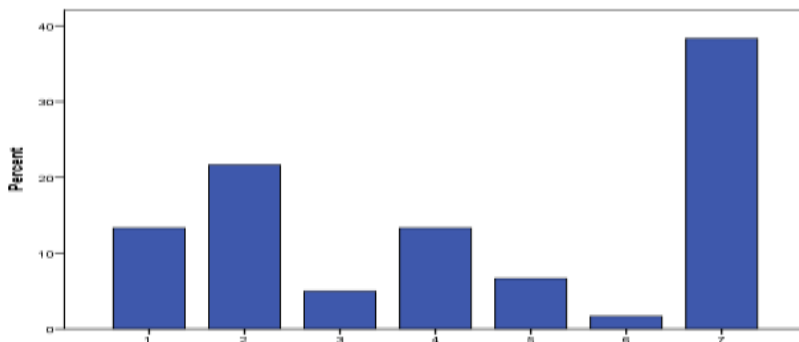


Figure 16

Source : Authors from SPSS outputs

5. Conclusions and suggestions

Academically, this study adds to dispersion of photograph based online media marketing research especially in Duhok city as photographs merit a thousand words, customers can process data effectively by survey a photograph as opposed to understanding content. As Instagram is overwhelmingly founded on correspondence through visual components like pictures and recordings it makes an absolutely new route for advertisers to convey to customers. For any organization, Instagram can be discovered helpful when utilized right Instagram gives space to innovativeness and development for advertisers to make fascinating and customized content.

As per the findings the principle attributes for effective Instagram marketing are:

- Be dynamic; comment, as and share other costumer's substance.
- Follow chose customers the two people and different brands.
- Using intriguing and customized content.
- Posting content in any event once every day.
- High assortment of substance.
- Use Instagram recordings.
- Using brand related hashtags.
- Creating incorporation between the other web-based media channels

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