INSTAGRAMMING INFLUENCE: UNRAVELLING THE POWER OF SOCIAL MEDIA IN BRAND MARKETING

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Abstract:

In an era driven by digital interactions, social media's function in brand marketing has become increasingly important. The purpose of this research paper is to investigate the multidimensional influence of social media platforms on modern marketing techniques and brand promotion. The paper analyses the symbiotic relationship between brands and social media, revealing the processes by which these platforms contribute to brand awareness, consumer engagement, and overall market success, using a comprehensive analysis of relevant literature and case studies. The study goes into the wide range of social media outlets, examining how each platform brings its own set of opportunities and problems for brand promotion. It also investigates the changing trends and technology that will shape the future landscape of social media marketing. The study deconstructs the unique techniques businesses utilise to maximise their reach and resonance in the digital environment, from influencer collaborations to user-generated content. Furthermore, the article investigates the role of social media analytics and metrics in determining campaign efficacy and ROI. This study attempts to distil best practices and give helpful insights for marketers navigating the dynamic environment of social media by objectively assessing successful and failed brand promotion strategies. Finally, this research paper adds to a better understanding of the role social media plays in defining modern brand marketing tactics, equipping marketers with the knowledge they need to fully use these powerful digital platforms.

Keywords: Social media, Marketing Strategies, Fashion Brands, Social Networking, Brand Ambassador, Marketing Campaign.

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Introduction

1.1 Background

Since its founding in the year 2010, Instagram has grown to become one of the most powerful venues for brand marketing on social media. With more than one billion monthly active users by 2022 (Instagram Press, 2022), Instagram provides unrivalled chances for marketers to engage with customers, raise brand recognition, and increase revenue. The development of brand promotion on Instagram demonstrates the platform's transformational influence on current marketing methods. Instagram began as a photo-sharing software that allowed users to publish photos of their everyday activities. Nevertheless, as its user base grew fast, businesses began to see the platform's value as a means of advertising. Instagram's place as a vital player in digital marketing was further established in 2016 with the launch of business accounts, which gave firms access to crucial statistics and advertising tools (Instagram Business, n.d.). When sponsored posts were introduced in 2013, it was a watershed point in the history of brand advertising on Instagram. This tool enabled marketers to pay to have their content marketed to a larger audience, leveraging the platform's broad reach to boost awareness as well as engagement (Instagram Business, n.d.). Sponsored posts soon became an attractive advertising option for organisations looking to target certain demographics while increasing their return on expenditure.

Another key breakthrough in the growth of promotional campaigns on Instagram was the rise of influencer marketing. Influencers, individuals with big and enthusiastic followings on the social networking site, became strong brand advocates, recommending items and services to their dedicated fan bases. Brands began cooperating with influencers to generate sponsored content that spoke to their target audiences, capitalising on the trust and authenticity that influencers had built with their followers (Smith, 2020).

The introduction of Instagram Stories in 2016 signalled a huge shift in the way marketers viewed content development and marketing on the network. Brands now have a new way to engage with their consumers in real time with Stories, where they can provide behind-the-scenes glances, product demos, and interactive polls. Stories also created a feeling of urgency because material expires after 24 hours, encouraging consumers to act quickly and connect

with the business (Smith, 2020). Instagram's concentration on visual storytelling makes it a perfect platform for marketers to display their goods and services in unique and engaging ways. The platform's emphasis on high-quality graphics and aesthetics has prompted marketers to invest in visually stimulating material that speaks to their target consumers. From perfectly curated feeds to compelling carousel advertising, marketers have used Instagram's visual format to grab users' attention and push users to perform an action (Instagram Business, n.d.).

Instagram has continued to develop in recent years, introducing technologies such as IGTV, Reels in order to Shopping, which have expanded the platform's brand marketing capabilities. IGTV allows advertisers to share long-form video content, whereas Reels is a platform for short, amusing films. Instagram Shopping allows companies to tag products in their photos and stories, allowing users to buy them right from the app (Instagram Business, n.d.).

Overall, the long tradition of brand promotion on Instagram demonstrates the platform's growth into a marketing force. From sponsored posts to influencer partnerships to novel features like Stories and Shopping, marketers have constantly adapted and innovated to use Instagram's capabilities to interact with their target audiences and achieve their business goals.

In the digital era, when connection knows no limits and information spreads instantly, social media has evolved as a strong tool for businesses to communicate with their customers and promote their brands. This study investigates the varied function of social media in brand marketing, including its relevance, techniques used, influence on consumer behaviour, and future developments. With the ever-changing world of social media platforms, knowing their dynamics is critical for organisations looking to develop a strong brand presence in the digital sphere. Social media has transformed the way companies deal with customers by enabling direct contact and involvement. Unlike traditional marketing channels, social media allows firms to listen to criticism, answer customer questions, and build genuine connections with their audience. Brands may reach a varied audience via social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and TikTok. In the digital era, social media platforms have become essential components of marketing plans for businesses looking to connect with their target audience. Among these platforms, Instagram stands out as a brand marketing powerhouse because to its visually appealing nature and large user base. With more than a

billion active users globally (Instagram, 2024), the platform provides unprecedented opportunity for marketers to communicate with customers and promote their products or services. This research study will look at the impact of Instagram on brand marketing, including brand strategies, the impact on consumer behaviour, and the changing landscape of influencer marketing.

Instagram has grown from a simple photo-sharing app to a multidimensional platform that supports a wide range of material, including photographs, videos, Stories, Reels, and IGTV. This adaptability enables marketers to creatively present their products or services, attracting customers' interest as they browse through social feeds. Furthermore, the platform's algorithmic feed and Explore page algorithm make content discovery easier, allowing companies to access a larger audience beyond their current followers (Newton, 2021). Brands use a variety of techniques to maximise their effect on Instagram, including content production and curation, influencer relationships, and paid advertising. Content development entails creating visually appealing posts that are consistent with the brand's identity and resonate with its target audience. Brands may boost exposure and drive community interaction by using high-quality pictures, interesting subtitles, and strategically placed hashtags (Smith, 2020).

In addition to organic content, marketers frequently work with influencers—people with huge and committed Instagram followings—to increase their reach and reputation. Influencer marketing has emerged as a key component of brand promotion on Instagram, with influencers acting as trusted endorsers who may influence customer purchase decisions (Hajarian et al., 2020). Brands may efficiently boost conversions by collaborating with influencers whose beliefs are similar to their own. Instagram has a ubiquitous impact on consumer behaviour, altering perceptions, preferences, and purchase decisions in fundamental ways. Instagram cultivates ideal lifestyles and encourages customer demand for items and experiences displayed by companies and influencers (Kumar et al., 2021). The platform's immersive nature allows users to imagine themselves using or possessing offered things, which increases purchase intent and   brand   attachment.

Furthermore, Instagram's emphasis on user-generated content and peer recommendations strengthens its reputation as a source of product knowledge and social proof. Instagram users are more inclined to believe suggestions from friends, influencers, and even strangers than

traditional advertising channels (Sinha & Uniyal, 2019). As a consequence, firms that properly use Instagram will profit from greater brand exposure, consumer loyalty, and, eventually, sales. While influencer marketing is an effective brand promotion technique on Instagram, its environment is evolving in response to shifting consumer preferences and platform factors. As the market gets flooded with sponsored content and influencer collaborations, marketers and influencers must consider authenticity and transparency (Gilbert & Karahanna, 2019). The proliferation of micro-influencers, heightened examination of influencer legitimacy, and the incorporation of shopping functions into the Instagram app have all changed the dynamics of influencer marketing (Lee et al., 2022). Brands must adjust their strategy appropriately, prioritising real relationships with people and developing novel techniques to stand out from the crowd.

In conclusion, Instagram has transformed the landscape of brand marketing by providing a powerful platform for interaction, narrative, and conversion. Brands that use Instagram successfully may increase their visibility, build devoted communities, and produce meaningful financial results. However, success on Instagram takes more than just uploading visually appealing material; it also necessitates a thorough grasp of audience preferences, smart alliances, and a dedication to authenticity in an increasingly competitive digital economy. As Instagram evolves, companies must modify their tactics to remain relevant and capitalise on the platform's enormous potential for brand promotion.

1.2 Aim:

The purpose of this research paper is to thoroughly study and analyse the multidimensional impact of social media in brand marketing. By investigating the beneficial impact of social media platforms on brand awareness, engagement, and consumer loyalty, the study hopes to give a more nuanced knowledge of how businesses may use these digital channels to effectively promote their brands. The research aims to provide significant insights for marketers and organisations looking to optimise their brand promotion efforts in the changing world of social media by examining case studies, industry trends, and user behaviours. Finally, the goal is to add to the current body of information, laying a solid foundation for informed decision-making and strategic planning in the field of social media-driven brand promotion.

1.3 Objective:

1. To examine the impact of Instagram on Brand Marketing
2. To access the impact of Instagram on Consumer Behaviour
3. To explore innovative strategies for Brand marketing
4. To examine challenges in social media marketing.

1.4 Significance of Study:

The function of social media in brand promotion is an important topic in today's marketing and business strategy environment. It gives insight on the changing dynamics of consumer behaviour in the digital era. With the explosion of social media platforms, understanding how customers interact with brands online is critical for organisations seeking to customise their promotional campaigns efficiently. The study helps to improve the efficacy of marketing activities, by assessing the impact of various social media methods on brand promotion, businesses may modify their approaches to enhance reach, engagement, and conversion rates. This knowledge helps businesses to better manage resources, maximising their return on investment in social media marketing operations. Furthermore, the research offers useful insights into competitive analysis and benchmarking. Understanding how rivals use social media to promote their brands enables businesses to uncover market gaps and possibilities, giving them a competitive advantage. Furthermore, the study's findings can help organisations make strategic decisions. Businesses may stay relevant in the ever-changing digital market by detecting trends and emerging best practices in social media brand promotion.

Overall, the value of this study stems from its capacity to inform and improve marketing tactics, increase customer engagement, generate competitive advantage, and ultimately contribute to the long-term success and sustainability of organisations in the digital age.

1.5 Summary

This research aims to comprehensively investigate instagramming influence in brand promotion by understanding mechanisms, consumer behaviour, preferred platforms, societal opinions. It offers insights to various brands how to use social media in brand promotion so that they can reach a huge audience.

2. **Review of Literature**

    2.1 Defining Key concepts like Instagram, Influencer Marketing and Brand Marketing

Instagram, a photo and video-sharing social networking website founded in 2010, has quickly evolved as a dominant force in the social media landscape, with over one billion monthly active users globally (Instagram Press, 2022). Instagram, a visually-driven platform, allows users to share experiences in their lives through images and videos, augmented by remarks, hashtags, and filters, promoting self-expression, creativity, and social connection (Manovich, 2012). Instagram's user-friendly design and emphasis on visual storytelling have made it a popular destination for individuals, companies, and influencers to exhibit their lifestyles, hobbies, and goods to a worldwide audience (Kaplan & Haenlein, 2010). The platform's algorithmic feed, explore page, and Stories feature improve user engagement and discoverability, resulting in increased usage and content consumption (Instagram Business, 2022). Furthermore, Instagram's integration with parent company Facebook's advertising infrastructure allows brands to reach highly targeted audiences via paid advertising, sponsored content, and influencer partnerships, reinforcing its position as a powerful marketing platform in the digital age (Smith, 2020).

Influencer marketing is a strategic method to brand promotion that involves cooperating with individuals who have social influence and reputation in specialised niche communities to recommend products, services, or brands to their followers (Freberg et al., 2011). Influencers, who are generally classified based on their follower count, engagement rate, and content specialisation, use their authenticity, experience, and connection with their audience to increase brand visibility, engagement, and buy intent (De Veirman et al., 2017). Influencer marketing, unlike traditional celebrity endorsements, emphasises relatability, authenticity, and specialised relevance, establishing stronger ties and trust between businesses and customers (Abidin, 2016). Influencer partnerships include a variety of collaborative types such as sponsored posts, product reviews, brand ambassadorships, and affiliate marketing, all suited to the influencer's content style and audience preferences (Hajjat & Neff, 2020). With the growth of social media platforms and the democratisation of content creation, influencers have a tremendous impact on consumer behaviour, impacting trends, preferences, and purchasing choices across sectors and demographics.

Brand marketing, a multidimensional discipline under marketing management, refers to strategic actions that attempt to establish, promote, and sustain a brand's identity, reputation, and equity among target audiences (Keller, 2016). Brand marketing is based on branding concepts and focuses on developing a brand's distinctive value proposition, personality, and marketplace positioning in order to separate it from rivals and resonate with customers (Kotler et al., 2009). Brand marketing strategies encompass a variety of touchpoints and channels, such as advertising, public relations, digital marketing, experiential marketing, and influencer collaborations, all designed to create consistent brand experiences and elicit desired emotions and associations among consumers (Aaker, 1996).

The notion of brand equity is fundamental to brand marketing because it encompasses the intangible assets and perceptions associated with a brand, such as brand recognition, loyalty, perceived quality, and brand associations, which influence customer choice and purchasing behaviour (Keller, 1993). In today's hyperconnected and competitive marketplace, brand marketing goes beyond product-centric tactics to include narrative, community-building, and purpose-driven activities, creating deeper customer relationships and loyalty (Fournier 1998). Strategic brand marketing initiatives may help organisations establish long-term connections with their target audience, generate brand resonance, and ultimately achieve long-term corporate growth and competitive advantage (Kapferer, 2008).

2.2 Positive Effects

Social media promotion of brands has transformed marketing techniques, with several benefits for firms. For starters, it has unrivalled reach, allowing marketers to instantly interact with global consumers without regard for geography. This accessibility increases brand visibility and awareness across all demographics. Furthermore, social media networks provide customised advertising, allowing firms to adapt material to users' interests, behaviours, and demographics, increasing engagement and rates of conversion. Furthermore, social media advertising encourages direct connection between businesses and customers, therefore increasing brand loyalty and trust through personalised communication and prompt customer service. Companies may develop true relationships with their audience by humanising the brand, resulting in increased customer retention and advocacy. Furthermore, social media marketing is intrinsically shareable, allowing users to virally spread brand messaging within

their own social media profiles, which leads to exponential exposure and increased brand reputation. Furthermore, user-generated content from marketing campaigns builds a feeling of community by promoting user engagement and organic brand promotion. Overall, social media brand promotion is a powerful tool for increasing brand awareness, engagement, and loyalty, eventually driving company growth and cultivating long-term connections with customers in the digital age.

2.3Negative Effects

Although the use of social media for brand promotion has definitely transformed marketing techniques, it has also had some negative consequences. For starters, it promotes a shallow culture in which businesses prioritise appearances above substance, resulting in a distorted view of reality and false customer expectations. Furthermore, prolonged exposure to corporate advertising can lead to information overload and short attention spans since consumers are assaulted with adverts vying for their attention. This might result in desensitisation to marketing messages and a decreased capacity to critically assess items or services. Furthermore, social media commercial advertising frequently perpetuates comparison culture and feelings of inadequacy among consumers. When people are seen carefully produced pictures of seemingly flawless lifestyles sponsored by corporations, they may suffer greater anxiety, jealously, and poor self-esteem. Furthermore, the widespread use of targeted advertising on social media platforms raises issues about privacy invasion and data exploitation, as personal information is frequently taken and used without the users' explicit agreement. Finally, the persistent pursuit of virality and engagement metrics can push firms to use sensationalism, clickbait, and deceptive practices, weakening confidence and integrity in the digital realm. Overall, while social media brand marketing provides unequalled reach and accessibility, its detrimental effects on mental health, consumer behaviour, and society standards must be considered.

2.4 Synopsis of Literature Review

This literature study on social media marketing and its implications for brand management provides a thorough examination of the changing significance of social media in modern marketing strategies. Researchers and scholars from a variety of studies have emphasised the

vital role of social media platforms in developing and sustaining brand connections, increasing brand recognition, and achieving long-term organisational success.

According to Kasemsap (1970), social media plays an essential part in current brand promotion, emphasising its importance for organisations seeking to cater to suppliers and consumers, improve corporate performance, and achieve worldwide marketing success. Sajid (2016) adds to this view, claiming that social media is one of the finest avenues for companies to communicate with potential customers, create trust, and establish tighter relationships. Zhang, Jansen, and Chowdhury (2011) emphasise the need of having a strong social media presence on many platforms in order to reach a larger audience. They suggest that electronic word-of-mouth (eWOM) communications play an important role in increasing interest in product categories, frequently outperforming traditional marketing material. This feeling is shared by Birkart and Schindler (2001), who emphasise the importance of eWOM in fostering customer participation.

Furthermore, Park and Youn-Kyung (2014) emphasise the strategic value of creating and utilising brand communities on social media platforms such as Facebook and Instagram. Companies may develop consumer-brand connections and increase brand loyalty by actively engaging with them via these channels. Ahmed and Zahid (2014) explain how social media and internet technologies have transformed consumer interaction and communication, enabling businesses to disseminate information about their brands and connect with customers on a deeper level. They emphasise that social media sites like Facebook, Twitter, and Instagram have a tremendous impact on users' life, changing how they communicate, trade information, and connect with friends.

Arumugam (2023) emphasises the transformational power of social media in brand marketing, claiming advantages such as increased brand recognition, improved conversion rates, and lower marketing costs. Kasemsap (2016) echoes this attitude, emphasising the need of using social media into brand management methods to achieve long-term competitiveness and worldwide marketing success. Tsimonis and Dimitriadis (2015) emphasise the cost-effectiveness and scalability of social media platforms for disseminating user-generated content, as well as their significance in building brand communities and increasing customer engagement.

As noted by Ravi and Sujaya Kumar (2021), social media has evolved into a crucial platform for brand positioning, advertising, and marketing management operations in the age of globalisation. They emphasise how businesses are increasingly adopting social media to engage with customers and strengthen connections, resulting in organisational success. Chambre and Anute (2022) talk on the rise of social networking sites as venues for social engagement and customer involvement. They emphasise the need of having a social media presence in order to remain competitive in the market, especially as globalisation and digitalization accelerate.

Infante and Mardikaningsih (2022) emphasise the importance of internet technology in supporting a variety of corporate processes, such as marketing communications and customer relationship management. They say that social media is an important marketing tool for promoting consumer involvement and increasing brand awareness. In the opinion of Castillo-Abdul, Pérez-Escoda, and Núñez-Barriopedro (2022), sponsored content on social media platforms such as Instagram can boost brand likability and customer engagement. They point out that the impact of sponsored material varies according on the social media platform employed.

Kochhar (2020) explores the function of social media marketing in the fashion business, emphasising its importance in increasing brand awareness and customer involvement. She emphasises the significance of doing systematic literature studies to understand and analyse social media marketing methods in various industrial contexts. According to Castillo-Abdul, Pérez-Escoda, and Núñez-Barriopedro (2022), sponsored content on social media platforms such as Instagram can boost brand likability and customer engagement. They point out that the impact of sponsored material varies according on the social media platform employed. A study by Castillo-Abdul, Pérez-Escoda, and Núñez-Barriopedro (2022), sponsored content on social media platforms such as Instagram can boost brand likability and customer engagement. They point out that the impact of sponsored material varies according on the social media platform employed.

Singh (2013) advocates for a balanced approach to marketing communication, stressing that traditional media, as well as digital platforms, remain relevant. He emphasises the importance of businesses tailoring communication tools to their individual aims and target audiences, demonstrating marketers' rising willingness to innovate.

Overall, the literature analysis gives a thorough grasp of the diverse function that social media plays in current marketing techniques. By synthesising ideas from numerous studies, it provides significant insights for researchers, practitioners, and policymakers interested in using social media to achieve organisational success and brand expansion.

2.5 Literature Gap

The literature review on social media's function in brand marketing gives a thorough overview of its relevance and benefits, relying on research from a variety of viewpoints. Despite the wide coverage, there are significant gaps in the current research. For starters, while numerous studies highlight the benefits of social media in brand marketing, there has been little in-depth investigation of the possible negatives and negative effects of relying too much on social media platforms to promote brands. Understanding these possible problems is critical for creating balanced marketing strategy and reducing risks. Furthermore, the literature mostly focuses on the benefits and techniques connected to social media brand promotion in general, without adequate attention to the individual subtleties and obstacles experienced by different businesses or market segments.

2.6 Future of Influencer Marketing in India

The future of influencer marketing in India is bright, as the country's digital environment constantly evolves due to increased internet access, smartphone use, and the emergence of social media platforms. With a developing population of digital natives and a growing middle class, India is a promising market for marketers wanting to use influencer marketing to interact with customers in real and meaningful ways. Several trends and developments are expected to define the future of influencer marketing in India. First and foremost, the variety of social media platforms is projected to have a big impact on the future of influencer marketing. While Instagram and YouTube have long been significant participants in the influencer marketing sector, new platforms like TikTok, Snapchat, and Clubhouse are gaining popularity among Indian users. Brands will need to tailor their influencer campaigns to these platforms' specific content formats and audience demographics, therefore boosting their reach and relevancy. Second, the maturing of influencer marketing measurement and analytics tools will result in more responsibility and transparency within the sector. As businesses strive to maximise their ROI and assess the performance of influencer efforts, there will be an increasing demand for

solid analytics and insights that go beyond vanity metrics like likes and follows. Advanced analytics tools that provide real-time performance tracking, audience demographics, sentiment analysis, and conversion attribution will allow companies to make data-driven choices and fine-tune their influencer tactics to maximise effect.

Third, the democratisation of influencer marketing will result in the rise of micro and nano influencers as effective brand advocates. While macro influencers with massive followings have traditionally dominated the influencer market, companies are increasingly seeing the potential in working with niche influencers who have smaller but more engaged audiences. Micro and nano influencers, who are generally viewed as common customers with genuine voices, can provide deeper connections and greater conversion rates, particularly in specialist categories and local marketplaces in India.

Furthermore, the combination of influencer marketing with e-commerce and m-commerce platforms has the potential to transform the way businesses drive sales and conversions. With the rise of social commerce in India, influencer-led product recommendations and shoppable content are becoming more common on social media platforms. Brands can capitalise on impulse purchasing behaviour and promote direct transactions by seamlessly incorporating shopping experiences into influencer content, thereby narrowing the gap between inspiration and purchase.

As influencer relationships evolve from sponsored content to long-term brand ambassadorships and collaborations, Indian consumers will develop a stronger brand connection and loyalty. As influencers grow pickier about the products they support and seek genuine connections with their audiences, marketers must invest in developing meaningful partnerships with influencers based on shared values, mutual trust, and creative cooperation. Long-term connections enable influencers to become actual brand champions, resulting in sustained engagement and support over time.

In addition, the advent of specialist and specialised influencer agencies, as well as talent management organisations, will professionalise the influencer ecosystem and provide marketers access to a wide pool of talent from various sectors and demographics. These companies, which have industry experience, influencer matchmaking algorithms, and campaign management tools, will expedite the influencer marketing process and assist clients

in identifying the proper influencers, negotiating contracts, and accurately tracking campaign results.

Moreover, regulatory organisations such as the Advertising Standards Council of India (ASCI) and the Ministry of Information and Broadcasting (MIB) will enforce stronger norms and guidelines to promote better transparency and ethics in influencer marketing techniques. With increased scrutiny of influencer endorsements and sponsored content disclosures, companies and influencers must follow transparency, authenticity, and disclosure requirements in order to maintain credibility and trust with Indian customers.

In conclusion, the future of influencer marketing in India is set to expand and innovate, owing to technology improvements, increasing consumer behaviours, and growing industry norms. Brands who embrace the shifting environment of influencer marketing, engage in strategic alliances, and prioritise authenticity and transparency will be well-positioned to capitalise on the enormous potential presented by India's dynamic digital ecosystem. As influencer marketing evolves and matures, it will become increasingly important in changing customer views, creating brand engagement, and powering company success in India's thriving marketplace.

3. Methodology

To acquire thorough insights, researchers often use a combination of qualitative and quantitative methodologies when investigating the function of social media in brand marketing.

First, the qualitative technique entails conducting in-depth interviews, focus groups, or case studies with marketing experts, social media managers, and customers. These qualitative methodologies seek to elicit views, attitudes, and experiences relating to social media brand marketing, therefore offering rich contextual information.

Second, the quantitative technique entails surveying a greater number of customers or stakeholders using organised questions. These surveys may measure KPIs such as brand recognition, engagement, purchase intent, and demographics across various social media channels. Statistical analysis techniques such as regression analysis and correlation analysis

can be used to find important correlations and patterns in data. Furthermore, content analysis of social media postings, adverts, and user-generated material can shed light on the sorts of content and techniques used by companies to promote themselves across several platforms. This mixed-method technique allows for the triangulation of findings, which improves the validity and dependability of the study results.

Qualitative research will be conducted using case studies. These case studies will give empirical evidence. Finally, the combination of qualitative and quantitative data allows for a more comprehensive understanding of the function of social media in brand promotion, including both case studies from qualitative research and larger trends and patterns indicated by questionnaire quantitative analysis. This methodological approach guarantees that the issue is thoroughly and rigorously examined, providing significant insights into marketing and branding strategy theory and practice.

4 Theoretical Framework

In today's marketing and branding world, the development of social media as a vital platform has altered how businesses interact with customers and promote their products or services. Understanding the complex dynamics of social media in brand promotion requires a multidimensional approach based on theoretical frameworks that expose the underlying mechanisms influencing consumer behaviour, engagement strategies, and brand identity development. In this research paper, we will examine the theoretical underpinnings of social media's role in brand marketing, with the purpose of offering a comprehensive understanding of the topic. Few theories are mentioned below:

4.1 Users and Gratification Theory:

The Uses and Gratifications Theory is a communication theory that emphasises audiences' active participation in selecting and consuming media to meet their wants and desires. Unlike traditional media theories, which focus on the impact of media messages on audiences, UGT seeks to explain why and how individuals interact with media information based on their personal motivations and aspirations. Uses and gratification Theory, developed in the **1940s and 1950s** by scholars such as **Elihu Katz,**

Jay Blumler, and Denis McQuail, sheds light on the various ways individuals utilise media to meet certain requirements and receive enjoyment. One of the major ideas of uses and satisfaction theory is that audiences are active agents that seek for and select media material that corresponds to their interests, values, and preferences. According to this idea, people utilise media for a number of reasons, including amusement, information gathering, personal identity reinforcement, social contact, and escape. These goals are motivated by the individual's psychological, social, and cultural requirements, and the media act as instruments to meet those demands. Uses and pleasure implies that people interact with media information to meet certain gratifications or psychological needs. In simple words, uses and gratification theory is a significant theoretical framework in media studies, sheds light on why individuals connect with media content and how they get enjoyment from their connections. When applied to social media, this theory says that users actively seek out and consume content to fulfil certain desires and purposes, such as enjoyment, knowledge searching, social involvement, or self-expression. Understanding the underlying drivers of client involvement on social media platforms is crucial for establishing effective marketing strategies. Brands that tailor their messaging to the needs and interests of their target audience may develop meaningful connections, resulting in improved brand engagement and loyalty. For example, someone may watch a comedy performance for enjoyment and laughter, read a newspaper to keep up with current events, or use social media platforms to interact with friends and maintain social ties. Individuals who actively pick and consume media material can gain a variety of benefits, including cognitive stimulation, emotional fulfilment, social engagement, and personal identity improvement.

4.2 Social Identity Theory

Social Identity Theory, developed by **Henri Tajfel and John Turner** in the 1970s, provides important insights into how people view themselves and others in social circumstances, influencing their behaviours, attitudes, and intergroup connections (Tajfel & Turner, 1979). At its foundation, SIT holds that individuals receive a major percentage of their self-concept and social identity from the groups to which they belong, whether through common features such as race, nationality, religion, gender, or organisational ties. According to SIT, social categorization is the process of mentally categorising oneself and others into different ingroups.

Several cognitive and motivational processes, such as social comparison, positive uniqueness, and social mobility, help to develop and maintain social identity. Social comparison comprises assessing one's own group positively in contrast to outgroups in order to boost self-esteem and preserve a good social identity. Positive distinctiveness refers to people's predisposition to emphasise the uniqueness and superiority of their ingroups over outgroups, fostering a sense of belonging and pride. Furthermore, social mobility refers to individuals attempting to better their social standing and group membership by either positively distinguishing themselves from lower-status groups or merging into high-status ones. This theory also explains the dynamics of intergroup connections, as well as how intergroup bias, prejudice, and discrimination develop. Intergroup bias is the propensity of individuals to prefer members of their ingroup over members of other groups, resulting in beliefs of ingroup superiority and outgroup derogation. This bias originates from a need to retain a strong social identity and boost collective self-esteem by extolling the merits of one's own group while disparaging outgroups. Furthermore, social identity theory suggests that intergroup conflict and animosity can occur when group borders are clear and there is perceived rivalry for scarce resources or prestige. In the context of organisational social identity, SIT provides useful insights into group dynamics, organisational culture, and leadership effectiveness (Ashforth & Mael, 1989). Employees frequently identify with their work teams, departments, or the organisation as a whole, which influences their sense of belonging, dedication, and engagement (Ashforth & Mael, 1989). Organisational leaders help to develop a good organisational identity and reduce intergroup disputes by promoting a common vision, creating a supportive work environment, and supporting collaboration and cohesiveness across heterogeneous teams (Ashforth & Mael, 1989).

In conclusion, Social Identity Theory offers a complete framework for explaining the intricate interplay of individual identity, group membership, and intergroup connections. SIT provides useful insights into a variety of phenomena, including ingroup favouritism, intergroup prejudice, organisational behaviour, and marketing tactics, by illuminating the cognitive and motivational processes that underpin social identity development. As a flexible theoretical framework, SIT continues to inform study and practice across disciplines, adding to our knowledge of human behaviour and social dynamics in a variety of circumstances.

4.3 Diffusions of Innovations Theory:

The Diffusion of Innovations Theory was developed by **E.M Rogers** a communication theorist at the University of Mexico, in **1962** is a valuable tool for analysing the adoption and spread of new ideas, commodities, and behaviours within a social system. In social media marketing, this idea outlines how organisations may leverage influencers, opinion leaders, and user-generated content to express their messages and increase acceptability among target demographics. Influencers, with their large followings and obvious knowledge, have a huge influence on consumer attitudes and actions on social media platforms. Brands may boost their reach and reputation by intentionally collaborating with influencers who reflect their brand values and target demographic, accelerating the distribution of brand-related content throughout social media. The Diffusion of Innovations theory, when applied to brand promotion on Instagram, provides significant insights into the dynamics of consumer acceptance and engagement with brand-related material. Instagram's large user base and visual-centric design make it a great platform for marketers to exhibit their products, convey their brand narrative, and interact with customers in new ways (Kaplan & Haenlein, 2010). Understanding Rogers' diffusion principles allows firms to establish strategic tactics to successfully promote their products or services on Instagram, maximising reach and impact.

Adopter categories, which define individuals within a social system based on their propensity to adopt new ideas or goods, are central to the Diffusion of Innovations hypothesis (Rogers, 1962). These groups include innovators, early adopters, early majority, late majority, and laggards, each reflecting a different portion of the population with various levels of innovation and willingness to embrace change (Rogers, 1962). On Instagram, these adopter groups materialise as user groupings with different behaviours, preferences, and interaction patterns. As brand-related material develops momentum and visibility on Instagram, it begins to reach the platform's early and late majority sectors, which account for the vast majority of its users. These consumers, while more cautious and risk-averse than innovators and early adopters, are nonetheless affected by social evidence, peer recommendations, and trustworthy endorsements in their decision-making process. Brands may leverage user-generated content, customer testimonials, and influencer endorsements to develop trust, credibility, and social proof for their products or services on Instagram (Hajjat & Neff, 2020).

Furthermore, network effects, virality, and algorithmic amplification all contribute to the rapid dissemination and acceptance of brand-related material on Instagram (Smith, 2020). Instagram's algorithmic feed, explore page, and Stories feature construct personalised content experiences for users based on their interests, preferences, and previous interactions, increasing discoverability and engagement with brand content (Smith, 2020). Brands can utilise Instagram's algorithm to optimise their content strategy and interaction strategies, increasing exposure and impact in users' feeds and Explore suggestions.

Moreover, several contextual variables impact the spread of brand-related material on Instagram, such as product attributes, market dynamics, competitive environment, and cultural trends. Brands must adjust their messaging, creative assets, and interaction methods to their target audience's individual requirements, goals, and values on Instagram, accounting for cultural sensitivities, language variations, and regional preferences (Kaplan & Haenlein, 2010). By matching their brand promotion activities with the Diffusion of Innovations theory's principles, companies may drive customer adoption, engagement, and loyalty on Instagram, resulting in increased brand recognition, consideration, and purchase intent.

To summarise, the Diffusion of Innovations theory provides a convincing framework for understanding the process of brand promotion on Instagram, revealing the processes by which brand-related material spreads and finds momentum inside the platform's social ecology. Brands may use the concepts of diffusion, adopter categories, social influence, and network effects to create strategic methods to maximise their reach, engagement, and impact on Instagram, driving customer adoption, advocacy, and loyalty in the digital age. As Instagram evolves and shapes the landscape of social media marketing, the lessons gained from the Diffusion of Innovations theory remain useful for firms looking to navigate and compete in an increasingly competitive and dynamic market.

4.4   Brand Equity Theory:

According to Brand Equity Theory, brands have intrinsic value that goes beyond their physical characteristics and encompasses things like brand awareness, perceived quality, brand connotations, and loyalty. Social media platforms assist companies build and strengthen brand equity by enabling interactions, debates, and experiences that affect consumer perceptions. By

frequently and sincerely connecting with their audience on social media, brands may boost brand awareness, generate positive brand connections, and develop emotional bonds. These efforts contribute to the brand's overall equity, influencing consumer preferences and purchasing decisions over time. Essentially, it implies that developing a strong brand image and cultivating favourable customer impressions are crucial for long-term success, since brand equity adds to competitive advantage, market resilience, and increased profitability. Effective brand management strategies prioritise developing these characteristics in order to increase brand equity, eventually generating long-term growth and establishing enduring relationships between the business and its customers. According to Brand Identity Theory, a brand's identity is a collection of distinct traits that determine its personality, values, and market positioning (Aaker, 1996). Brand Identity Theory, based on David Aaker's key work, explains the strategic components of brand construction and management, emphasising the significance of developing a unified and unique brand image that connects with target customers (Aaker, 1996). Instagram's visual-centric nature and narrative skills allow firms to create and express their brand identity to a worldwide audience, making Brand Identity Theory even more relevant. Instagram is a strong brand promotion platform that allows companies to curate visually appealing material, communicate with followers, and alter brand impressions through strategic storytelling and visual aesthetics (Kaplan & Haenlein, 2010). Brands may use Instagram features such as posts, stories, reels, and IGTV to successfully portray essential components of their brand identity, such as brand values, personality, heritage, and lifestyle ambitions, generating emotional connections and brand loyalty.

Furthermore, Brand Identity Theory emphasises the importance of brand storytelling in moulding customer perceptions and establishing emotional relationships. Instagram provides a tremendous platform for marketers to express their brand stories through visually appealing material, storylines, and user-generated experiences. Brands may utilise Instagram's narrative capabilities, such as carousel posts, video series, and interactive content formats, to engage their audience and authentically communicate their brand's origins, beliefs, and mission. Brands may develop brand loyalty and deeper relationships on Instagram by weaving storylines that resonate with consumers' ambitions, difficulties, and emotions.

Additionally, Brand Identity Theory emphasises the significance of brand connections, highlighting customers' roles as active players in co-creating brand meaning and value.

Instagram allows marketers to establish brand connections through two-way communication, user-generated content, and community-building activities that encourage customers to engage with and advocate for the brand. Brands may improve brand loyalty and advocacy by instilling a sense of belonging and co-ownership in their followers, resulting in increased organic reach and word-of-mouth referrals on Instagram.

Finally, Brand Identity Theory provides a thorough framework for analysing the strategic features of brand marketing on Instagram. Brands can efficiently express their brand identity, position themselves in the marketplace, and build emotional connections with their audience by utilising Instagram's visual-centric platform and narrative capabilities. Brands can use the potential of Instagram by strategically deploying brand aspects, positioning tactics, narrative approaches, and community-building efforts.

4.5   Social Exchange Theory:

Social exchange theory is a paradigm for understanding human interactions and relationships that is founded on the ideas of trade and reciprocity. It holds that people participate in social interactions with the hope of earning rewards while avoiding costs. Social exchange theory, **developed by sociologist George Homans in the 1950s** and **extended by Peter Blau and Richard Emerson**, explains how people make decisions in their relationships by evaluating the advantages and downsides. Reward and cost are fundamental concepts in social exchange theory. Rewards are pleasant results or experiences that people want to get out of their relationships, such as friendship, support, or material resources. On the other side, costs are negative effects or sacrifices connected with the connection, such as time, effort, or mental anguish. Individuals participate in social interactions when the perceived benefits outweigh the costs, resulting in the establishment and maintenance of relationships. Furthermore, social exchange theory emphasises the concept of reciprocity, which implies that people are compelled to reciprocate the activities of others. When one person delivers advantages to another, the recipient feels bound to return, resulting in a cycle of trade in the relationship. Reciprocity contributes to the long-term balance and stability of social connections. Overall, social exchange theory offers useful insights into the dynamics of interpersonal relationships, emphasising the importance of rewards, costs,

reciprocity, and comparison processes in structuring human interactions. Social Exchange Theory, based on social psychology, provides useful insights into interpersonal relationships, reciprocity, and the exchange of resources in social interactions (Homans, 1958). At its heart, social exchange theory holds that people participate in social exchanges based on the anticipation of benefits and costs, aiming to maximise rewards while minimising costs in order to obtain favourable outcomes (Blau 1964). Social exchange theory, when applied to Instagram brand promotion, provides a theoretical lens through which to analyse the dynamics of influencer-brand alliances, user-brand interactions, and consumer-brand connections.

In the context of Instagram influencer marketing, SET gives light on the motives driving influencer-brand cooperation and the joint advantages shared by influencers and businesses (Brown et al., 2005). Influencers, who have social impact and reputation among their followers, give marketers access to their engaged audience, increasing brand awareness, reach, and trust (De Veirman et al., 2017). In exchange, influencers receive a variety of benefits from corporations, such as monetary remuneration, product sponsorships, exclusive privileges, and increased social status, which reinforces their social identity and influence (Baltar and Brunet, 2012). The social exchange between influencers and brands is marked by a reciprocal connection in which both sides benefit from the collaboration and strive to preserve a mutually advantageous arrangement (Hajjat & Neff, 2020). Furthermore, social exchange theory explains the dynamics of user-brand interactions on Instagram, where marketers employ social exchanges to increase engagement, loyalty, and advocacy among their followers (Kim & Johnson, 2016). Brands provide value to their followers through strategic content development, storytelling, and community interaction in the form of entertaining, educational, and inspirational information that is relevant to their interests and goals (Solomon et al., 2019). Followers respond by actively engaging with brand content through likes, comments, shares, and purchases, increasing brand awareness, virality, and sales (Godey et al., 2016). This reciprocal exchange of value improves the tie between brands and customers, creating trust, loyalty, and emotional connection (Fournier, 1998).

To summarise, Social Exchange Theory provides a useful theoretical framework for understanding the dynamics of brand promotion on Instagram, emphasising the reciprocal nature of influencer-brand alliances, user-brand interactions, and consumer-brand connections. By explaining the motives, benefits, and costs of social interactions, SET sheds light on how companies can use Instagram as a platform to develop meaningful relationships, engagement, and loyalty with their audience. As organisations negotiate the complicated environment of social media marketing, the principles of social exchange serve as a guidepost for developing real connections and providing value to consumers in the digital era.

5.3 Case studies

5.4.1 Mamaearth:

Background:

Mamaearth is a top brand in the natural and toxin-free personal care category. Mamaearth, founded in 2016 by Varun and Ghazal Alagh, has quickly grown in popularity due to its focus to provide safe, effective, and ecologically friendly skincare, haircare, and infant care products. Mamaearth has carved itself a position in the competitive beauty and health sector by offering toxin-free alternatives to traditional goods. One of Mamaearth's distinguishing traits is its emphasis on meeting the needs of all members of the family. Mamaearth provides a varied selection of products for babies to adults that address a variety of skincare and haircare needs. The brand's newborn care line, in particular, has received considerable praise for its gentle formulas for sensitive baby skin. Parents may rely on Mamaearth to supply them with safe and caring items for their children.

Mama Earth is a rapidly expanding Indian company that provides a wide selection of natural, toxin-free personal care and infant care goods. Founded in 2016, the company has swiftly acquired recognition for its dedication to sustainability, transparency, and efficacy.

Finally, Mamaearth exemplifies a company that blends innovation, sustainability, and social responsibility to raise the bar for beauty and personal care. Mamaearth's persistent dedication to purity, safety, and efficacy has earned the confidence and

devotion of consumers looking for natural, toxin-free solutions. As its product selections and impact grow, Mamaearth stays committed to its purpose of delivering safe, friendly, and ecologically responsible goods for all members of the family.

Social Media Strategy:

1. **Engagement with parenting Community**: Mamaearth purposefully targets parents, particularly women, by active participation in parenting forums on social media platforms such as Facebook groups and Instagram. They offer helpful parenting advice, share relatable material, and address common childcare and skincare problems, establishing themselves as a reliable resource for parents.

2. **Influencer Collaborations:** Mamaearth works with influencers, particularly mother bloggers and parenting influencers, to reach a larger audience and build brand reputation. These influencers generate real content promoting Mamaearth goods, sharing their personal experiences and recommendations with their followers, therefore increasing brand visibility and trust among potential customers.

3. **User Generated Content:** Mamaearth invites customers to share their experiences with the company and its goods on social media channels by using particular hashtags. They frequently repost user-generated material on their official social media channels, highlighting real-life testimonials and instilling a feeling of community among their audience.

4. **Educational Content:** Mamaearth uses social media to educate consumers about the benefits of utilising natural, toxin-free skincare and haircare products. They portray themselves as natural beauty and health experts by sharing instructive material such as ingredient highlight videos, product usage recommendations, and DIY skincare recipes.

Results:

1. **Increased Brand Awareness**: Mamaearth's smart use of social media has considerably increased brand recognition and exposure in the marketplace. Mamaearth has successfully reached a broad audience of parents looking for safe

and natural options for their family through active engagement with parenting networks and influencer collaborations.

2. **Enhanced Brand Trust:** Mamaearth has created a solid reputation for openness and authenticity through user-generated content and educational activities. Customers trust the brand's dedication to natural products and ethical processes, resulting in greater loyalty and repeat purchases.

3. **Sales and Growth:** Mamaearth's social media-focused strategy has yielded concrete financial benefits, with the company seeing strong year-over-year sales increase. Mamaearth's ability to engage with customers on a personal level and solve their individual wants and concerns has helped company establish itself as a leader in the natural personal care market.

Conclusion:

In conclusion, Mamaearth's case study demonstrates how a business can effectively use social media to promote its products, increase brand recognition, and cultivate customer trust in a competitive market. Mamaearth has successfully carved out a place for itself by focusing on interaction, authenticity, and education, and it continues to prosper in the continually changing digital landscape.

Fig 1 Source: Sheeko (Shilpa Shetty promoting mamaearth product through her Instagram)

5.4.2 MyGlamm

Background: MyGlamm is an Indian beauty and personal care company that sells a broad variety of cosmetics, skincare, and grooming items. MyGlamm, which launched in 2015, has swiftly acquired popularity for its high-quality goods and creative approach to beauty. MyGlamm is a revolutionary force in the beauty business, reimagining how cosmetics and personal care products are made, sold, and used. Darpan Sanghvi founded MyGlamm in 2017, and it has swiftly emerged as a game changer in the beauty industry because to its creative approach.

MyGlamm's ideology is based on the notion that beauty should be available to everyone, regardless of gender, age, or background. They provide a comprehensive selection of high-quality, cruelty-free cosmetics and skincare items to meet a variety of demands and tastes. MyGlamm's dedication to inclusion extends beyond its product range; the company actively encourages diversity and self-expression, encouraging people to embrace their own unique beauty. In addition to its online presence, MyGlamm has opened physical stores and experience centres in important cities throughout India. These physical places serve as beauty education hubs, allowing clients to attend classes, receive personalised consultations, and connect with MyGlamm's skilled makeup artists.

Social Media Strategy:

MyGlamm has successfully promoted its brand and products with a sophisticated social media campaign. Here is a summary of their approach:

1. **Influencer collaborations**: MyGlamm works with prominent influencers, makeup artists, and beauty bloggers to generate content that highlights their goods. These influencers frequently provide cosmetic tutorials, product reviews, and styling suggestions, which they publish on social media sites such as Instagram, YouTube, and TikTok. These agreements allow MyGlamm to reach a larger audience while also leveraging influencers' reputation and authority in the beauty field.

2. **User Generated Content**: MyGlamm encourages its consumers to post about their experiences and appearance with MyGlamm products on social media. They frequently include user-generated content on their official pages, utilising the power of social proof to demonstrate the adaptability and usefulness of their goods. MyGlamm promotes a feeling of community and loyalty among its clients by actively connecting with them and reposting user-generated material.

3. **Engaging Content Format**: MyGlamm provides visually beautiful and engaging content for each social media site. They use Instagram's visual capabilities, such as Reels and Stories, to display product demos, beauty hacks, and behind-the-scenes looks at their production process. Similarly, on YouTube, MyGlamm uses in-depth lessons, beauty challenges, and brand collaborations to fascinate and educate their audience.

4. **Interactive Campaigns**: Myglamm routinely organises interactive social media campaigns and challenges to increase user involvement and engagement. For example, they may hold cosmetic competitions, hashtag challenges, or quizzes in which participants may win prizes or discounts. These interactive efforts not only increase interaction, but also create talk about new product releases and discounts.

Results:

MyGlamm's effective use of social media has substantially helped to promote and build its brand. MyGlamm has established a strong social media presence through influencer collaborations, user-generated content, engaging content formats, and interactive marketing. This has led to improved brand exposure, consumer engagement, and sales. Furthermore, MyGlamm's strong social media presence has allowed them to remain relevant in a competitive industry and adapt to changing consumer tastes and trends.

Conclusion:

MyGlamm's case study demonstrates the value of social media in brand marketing for beauty and personal care firms. MyGlamm has effectively used social media platforms to engage with its target audience, establish brand loyalty, and drive sales by implementing a complete social media strategy that includes influencer partnerships, user-generated content, engaging content formats, and interactive campaigns. This demonstrates the importance of social media in determining the success of current cosmetic firms.

Fig 2 Source: Clovia

MyGlamm: Pout by Karan Johar

5.4.3 Urbanic Clothing:

Background:

Urbanic Clothing is a modern fashion company that caters to urban millennials, offering stylish garments and accessories with an emphasis on street style and uniqueness. Urbanic is a modern apparel company that has carved itself a position in the fashion business by combining urban flair with stylish refinement. Urbanic was founded with the purpose of providing fashionable and cheap attire for the fashion-forward urbanite, and it has rapidly become a go-to destination for individuals looking for effortlessly attractive wardrobe basics. Urbanic's appeal stems from its effort to remain ahead of the fashion curve while preserving a timeless aesthetic. Their designs include a wide range of items, from streetwear-inspired hoodies and damaged denim to fitted blazers and sophisticated skirts, appealing to a variety of preferences and situations. Whether you're searching for the perfect dress for a night out with friends or something more formal for a business meeting, Urbanic has you covered. Aside from its product offerings, Urbanic has established a strong web presence and a thriving community of dedicated clients. Through social media channels and engaging marketing initiatives, the brand fosters a sense of belonging and connection in its fans, cementing its position as a fashion   industry   leader.

Overall, Urbanic distinguishes itself as a dynamic and inclusive design brand that continues to push boundaries and excite fashion aficionados worldwide. Urbanic, with its combination of urban flare, timeless beauty, and devotion to quality, is positioned to remain an industry force for many years to come.

Social Media Strategy:

1. **Engaging Visual Content:** Urbanic Clothing is aware of the influence that eye-catching material has on social media. They often share stunning pictures and videos of their newest designs, which are presented in urban settings that appeal to their target market.

2. **Influencer Collaborations:** Urbanic Clothing partners with fashion bloggers, Instagram influencers, and YouTubers in recognition of the power of social

media influencers in promoting their business. These partnerships not only broaden their audience but also enhance the legitimacy and genuineness of their brand.

3. **Interactive Campaigns:** Interactive social media campaigns are how Urbanic Clothing interacts with their fans. They hold polls, challenges, and contests to get users to participate and build a feeling of community among their viewers.

4. **Behind -the -Scenes content:** Behind-the-scenes looks into Urbanic Clothing's events, photo sessions, and creative process are made available. Customers are able to relate to the people and stories behind the products because of this transparency, which humanises the brand.

5. **Customer Engagement:** Urbanic Clothing uses social media to communicate with their audience by being active and quickly answering messages, comments, and mentions. Strong client relationships and brand loyalty are fostered by this individualised contact.

Results:

1. **Increased Brand Awareness:** Urbanic Clothing's target audience now knows more about the company because to its effective use of social media. They have been well-known in the fashion business and have reached a larger audience because to their visually appealing material and influencer collaborations.

2. **Higher Engagement and Interaction:** Urbanic Clothing has increased social media engagement by establishing interactive campaigns and encouraging two-way connection with their target demographic. This active participation not only enhances consumer connections, but it also produces useful user-generated material.

3. **Improved Sales and Conversations:** Urbanic Clothing's social media activities have yielded concrete business results, including greater website traffic, higher conversion rates, and, ultimately, better sales performance. Their planned approach to social media promotion has proven to be a successful revenue driver.

4. **Enhanced Brand Image:** Urbanic Clothing has built a desired brand image based on consistent and real social media storytelling that emphasises innovation,

diversity, and urban elegance. This good brand impression encourages consumer loyalty and advocacy.

Conclusion: Urbanic Clothing's case study demonstrates how a fashion firm can use social media to effectively market its products, communicate with its audience, and establish a strong brand presence in the competitive fashion sector.

Fig 3 Source: You Tube (Instagram Influencer: Kritika Khurana)

5.4.4 Airbnb's Instagram Experience Campaigns:

Airbnb's Instagram Experiences campaign shows how social media can be used to highlight company values and encourage user-generated content. Airbnb urged hosts and guests to share their unique vacation experiences on Instagram using the hashtag #AirbnbExperiences. The commercial emphasised various and unique vacation memories taken by Airbnb guests, including culinary lessons and outdoor activities. Airbnb fostered a feeling of community and authenticity around its brand by selecting and sharing user-generated material on its official Instagram account, encouraging potential visitors to book Airbnb experiences. The campaign not only raised brand awareness and interaction on social media, but it also established Airbnb as a platform for immersive and personalised travel experiences. Airbnb effectively promoted its brand and differentiated itself in the competitive travel business by strategically using user-generated content and storytelling through social media.

What distinguished Airbnd's campaign was its emphasis on authenticity and community. By publishing real-life tales and images from travellers, Airbnb established a true connection with its customers, allowing them to see themselves mirrored in the brand. The marketing also instilled a sense of belonging and camaraderie among consumers, who shared their trips and swapped ideas and suggestions with other travellers. Furthermore, Airbnb successfully utilised Instagram's visual storytelling powers to attract viewers and motivate them to embark on their own travels. Through gorgeous pictures and captivating words, the brand transported followers to exotic locations and inspired them to explore new places with curiosity and amazement. Overall, Airbnb's Instagram campaign was a huge success, increasing interaction and brand loyalty.
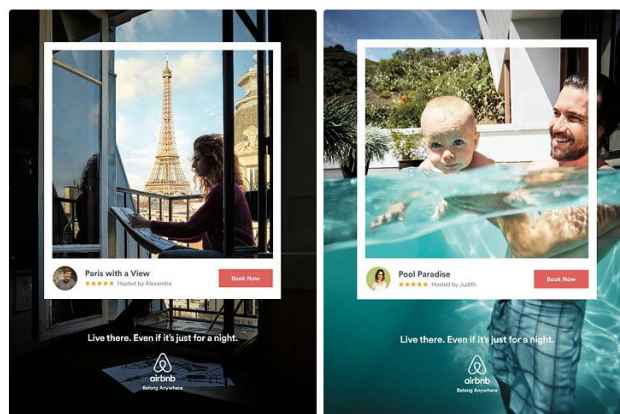

Fig 4 Source: subsign-Medium (Actors promoting Airbnb's through social media)

5.4.5 Dove's Real Beauty Campaign on Social Media:

Dove's "Real Beauty" campaign is a perfect example of using social media to promote a brand with a strong message. Dove's commercial intended to disrupt beauty ideals and encourage body positivity. The campaign comprised a variety of efforts, including the "Dove Real Beauty Sketches" film, in which women described themselves to a forensic sketch artist, emphasising their self-criticism as opposed to how others evaluated them. This film became popular on social media sites such as YouTube, generating millions of views and triggering worldwide discussions about beauty standards. Dove encouraged consumers to contribute their own tales and experiences by strategically using hashtags such as #RealBeauty, establishing a community around the brand's messaging. The campaign not only raised brand awareness and engagement, but it also established Dove as a socially responsible and inclusive brand, eventually generating brand loyalty and sales.

In conclusion, the case studies of Mamaearth, MyGlamm, Urbanic, Dove, and Airbnb show how social media has a dynamic and transforming impact on brand marketing. Each company has used social media channels to interact with their target audience, establish brand identification, and increase engagement. These companies have successfully used social media to grow their reach and awareness through smart content development, influencer relationships, and community participation. These case studies demonstrate the critical role of social media in modern brand marketing tactics, emphasising its potential to alter customer views and drive company success in the digital age.

Fig 5 Source: Campaign Asia (This was the shot advertisement showcased on Instagram and You Tube)

Research Questions

1. Which Social Media platforms do you actively use for personal purposes?
2. How many hours per day, on average do you spend on social media platforms?
3. How often do you follow or engage with brands on social media?
4. What type of brand content do you find most engaging on social media?
5. How influential do you find social media in shaping your purchasing decisions?
6. Have you ever made purchase directly through social media platform (example: clicking on an ad or sponsored post)?
7. How likely are you to recommend a brand to others after engaging with it on social media?
8. On a scale of 1 to 5, how satisfied are you with the way brands use social media for promotions?
9. Is there anything else you would like to share about your experiences with brands on social media
10. How does social media contribute to brand awareness? In the context of modern marketing techniques?

Analysis and findings

1

Which social media platforms do you actively use for personal purposes?
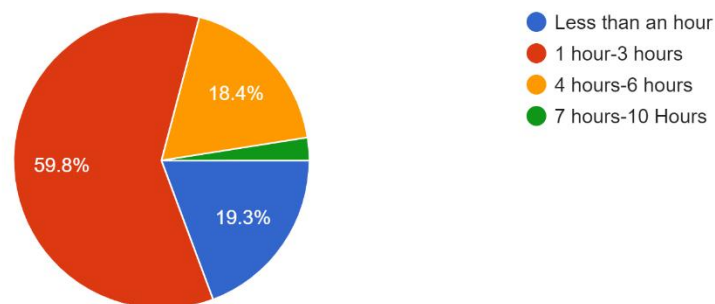321 responses
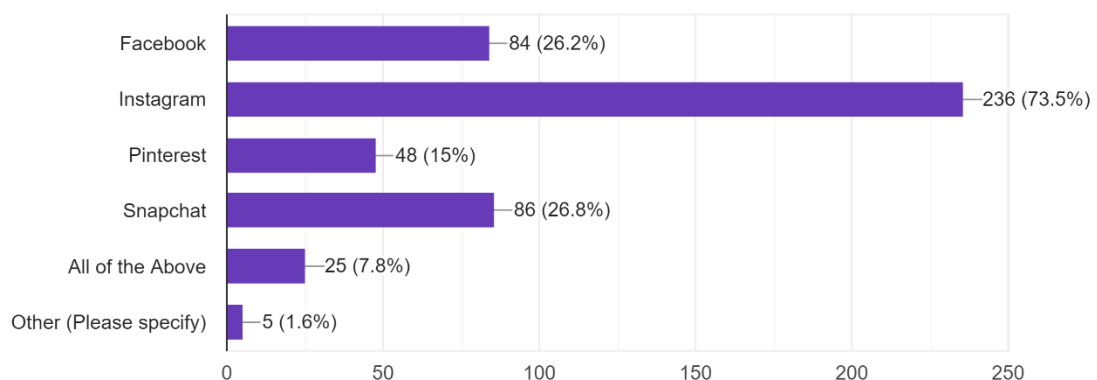
In analysing the data presented in the graph, it is evident that social media platform usage among the 321 respondents varies significantly. Instagram emerges as the most popular platform, with 73.5% of respondents indicating its usage, followed closely by Snapchat at 26.8%. Facebook and Pinterest have relatively lower but still notable usage rates, with 26.2% and 15% of respondents, respectively, using these platforms. Interestingly, a small proportion of respondents, 7.8%, reported using all of the aforementioned platforms, showcasing a multi-platform engagement trend. Additionally, 1.6% of respondents indicated the use of other platforms not specified in the provided options. These findings underscore the diverse landscape of social media platform preferences among the surveyed population, with Instagram being the predominant choice, followed by Snapchat and Facebook, while also highlighting a subset of users who engage across multiple platforms simultaneously. Further analysis could delve into demographic breakdowns or behavioural patterns associated with each platform's usage to provide deeper insights into social media consumption trends.

2

How many hours per day, on average, do you spend on social media platforms?
321 responses

To analyse the data on the average hours spent per day on social media platforms among 321 respondents, it's essential to categorize the responses into meaningful ranges. The provided data suggests varying usage patterns, with responses falling into different time brackets. Upon classification, it's evident that the majority of respondents spend between 1 to 3 hours per day on social media platforms, as this range appears most frequently throughout the responses. Additionally, there is a notable proportion of respondents who spend less than an hour per day on social media, reflecting a segment of users with minimal engagement. Furthermore, there is a significant subset of

respondents who spend between 4 to 6 hours per day on social media, indicating a considerable time investment in online platforms. Another noteworthy finding is the presence of respondents who spend more extended periods on social media, particularly in the 7 to 10 hours per day range, although this segment appears to be comparatively smaller. Overall, the data reveals a diverse spectrum of social media usage habits among the surveyed population, with the majority falling within the 1 to 3 hours per day range, but with significant proportions also spending more substantial amounts of time, ranging from less than an hour to up to 10 hours per day. Further analysis could explore demographic factors or behavioural trends associated with different usage patterns to provide deeper insights into the dynamics of social media consumption among the respondents.

3

How often do you follow or engage with brands on social media?
321 responses
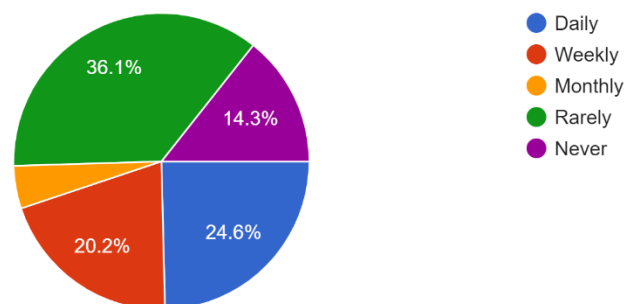
Analysing the data regarding how often respondents engage with brands on social media provides insights into consumer-brand interactions within the digital landscape. Among the 321 respondents, the majority, constituting 36.1%, indicated engaging with brands rarely. This suggests that a significant portion of the surveyed population does not actively seek out or interact with brand content on social media platforms. Contrastingly, a notable 24.6% of respondents reported engaging with brands daily, reflecting a considerable frequency of brand interactions. This finding highlights the significance of daily brand engagement behaviours among a significant segment of social media users, indicating potential opportunities for brands to foster ongoing relationships and brand loyalty through consistent and compelling content. Additionally, 20.2% of respondents reported engaging with brands on a weekly basis, further

emphasizing the regularity of brand interactions within the surveyed population. This consistent engagement pattern suggests that weekly brand content consumption is a prevalent behaviour among social media users, underscoring the importance for brands to maintain a consistent presence and relevance on these platforms. Conversely, 14.3% of respondents indicated never engaging with brands on social media, signalling a segment of users who may be less receptive or interested in brand-related content within their social media feeds. This finding suggests a need for brands to employ targeted strategies to reach and engage this audience effectively, potentially through alternative marketing channels or tailored messaging approaches. Lastly, a smaller proportion of respondents, accounting for 4.7%, reported engaging with brands on a monthly basis. While this frequency represents a minority within the surveyed population, it still signifies periodic brand interactions that brands can leverage to maintain brand awareness and foster consumer engagement over time.

Overall, the data underscores the diverse engagement behaviours exhibited by social media users concerning brand interactions, ranging from frequent and consistent engagement to sporadic or minimal interaction. Understanding these varied patterns is crucial for brands to tailor their social media strategies effectively, ensuring meaningful and impactful engagement with their target audience. Further analysis could explore demographic factors or behavioural trends to uncover additional insights into consumer-brand interactions on social media platforms.

4

What types of brand content do you find most engaging on social media?
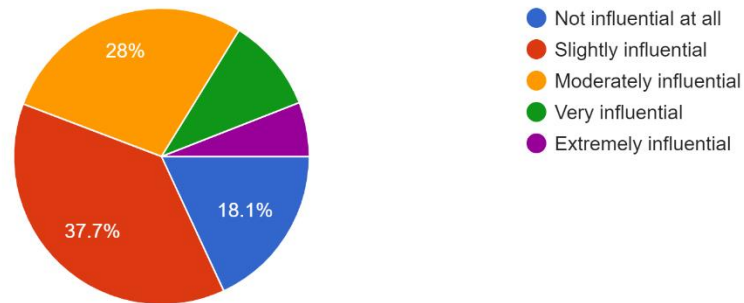321 responses
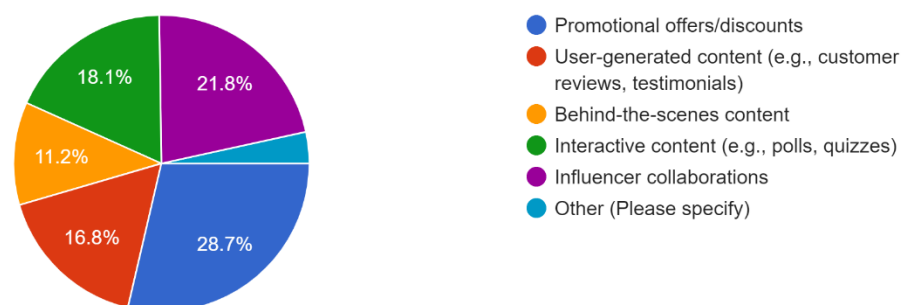
Analysing the data regarding the types of brand content that respondents find most engaging on social media provides valuable insights into effective strategies for brand communication and consumer engagement. Among the 321 respondents, a variety of content types emerged as significant drivers of engagement. The most prevalent category of engaging brand content appears to be promotional offers/discounts, with a notable proportion of respondents expressing a preference for this type of content. This finding suggests that consumers are actively seeking out opportunities for savings and incentives when engaging with brands on social media platforms. Brands can capitalize on this by incorporating promotional offers and discounts into their social media content strategy to attract and retain consumers effectively. Following closely behind are influencer collaborations, which also garnered substantial interest among respondents. This indicates that partnerships with influencers play a crucial role in capturing consumer attention and driving engagement. Leveraging influencers to endorse products or services can enhance brand credibility and reach a wider audience through their established networks and influence. Interactive content, such as polls and quizzes, also emerged as a popular choice among respondents, suggesting that interactive elements are effective in capturing and maintaining consumer interest. This finding underscores the importance of incorporating interactive features into social media content to encourage active participation and foster a sense of community among followers. Additionally, user-generated content, including customer reviews and testimonials, garnered notable attention from respondents. This highlights the significance of authentic user experiences in shaping brand perception and influencing consumer behaviour. Brands can harness the power of user-generated content by encouraging customers to share their experiences and opinions, thereby building trust and credibility among their audience. Behind-the-scenes content, although less prevalent compared to other categories, still garnered interest among respondents. This type of content provides consumers with exclusive insights into the brand's operations, culture, and values, fostering a deeper connection and sense of authenticity. Overall, the data underscores the importance of diversifying brand content strategies on social media to cater to diverse consumer preferences and maximize engagement opportunities. By incorporating a mix of promotional offers, influencer collaborations, interactive elements, user-generated content, and behind-the-scenes glimpses, brands can effectively capture and maintain consumer interest, ultimately driving brand awareness, loyalty, and conversions in the digital landscape.

5

How influential do you find social media in shaping your purchasing decisions?
321 responses

Analysing the data from 321 respondents regarding the influence of social media on purchasing decisions reveals varying degrees of impact on consumer behaviour. The majority of respondents expressed that social media has at least some level of influence, with 36.4% stating that it is moderately influential, followed closely by 28.7% finding it very influential. Additionally, 15.6% of respondents described social media as extremely influential in shaping their purchasing decisions. These findings underscore the significant role that social media platforms play in influencing consumer behaviour and purchase choices. On the other hand, a considerable portion of respondents, comprising 18.4%, indicated that social media has only a slight influence on their purchasing decisions. This suggests that while social media may play a role in shaping consumer perceptions and preferences, its impact may not always be decisive in driving actual purchase behaviours for a segment of the population. Furthermore, 0.9% of respondents reported that social media is not influential at all in their purchasing decisions. While this percentage is relatively small, it highlights a subset of consumers who may be less susceptible to the influence of social media content when making purchasing choices.

Overall, the data indicates that social media exerts varying levels of influence on consumers' purchasing decisions, with a significant proportion acknowledging its importance in shaping their buying behaviours. Understanding these nuances in consumer attitudes towards social media influence can help businesses tailor their marketing strategies effectively to engage with their target audience and drive desired consumer actions. Further analysis could explore
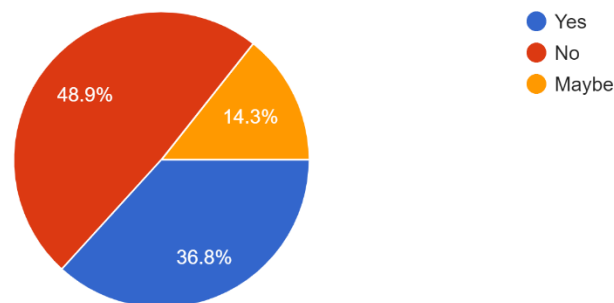
demographic factors or specific social media usage patterns to gain deeper insights into the drivers of social media influence on purchasing decisions.

6

Have you ever made a purchase directly through a social media platform (e.g., clicking on an ad or sponsored post)?
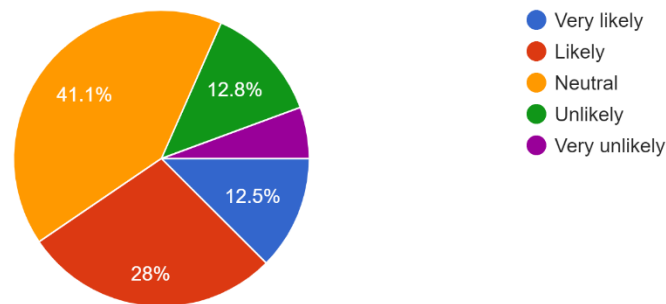321 responses

Analysing the data gathered from 321 respondents regarding their purchasing behaviour directly through social media platforms yields valuable insights into consumer engagement with online shopping channels. A significant portion of respondents, comprising 51.1%, indicated that they have indeed made purchases directly through social media platforms. This finding underscores the growing importance of social media as a viable sales channel for businesses, highlighting its effectiveness in facilitating direct transactions and driving conversions. Conversely, 48.9% of respondents reported that they have not made purchases directly through social media platforms. This suggests that while social media holds potential as a sales platform, a considerable segment of consumers may still prefer traditional methods of shopping or may be hesitant to make purchases through social media channels for various reasons, such as security concerns or a lack of trust in the platform. Furthermore, 2.5% of respondents expressed uncertainty or indecision regarding their purchasing behaviour through social media platforms, indicating a potential opportunity for businesses to address consumer apprehensions and enhance their confidence in making purchases through these channels. Overall, the data highlights the significant role that social media platforms play in influencing consumer purchasing behaviour, with a notable portion of respondents embracing this trend by

making direct purchases through social media. Understanding consumer preferences and concerns regarding social media-driven transactions is essential for businesses looking to capitalize on this emerging sales channel effectively. Further research could delve into factors influencing consumer trust and satisfaction with social media shopping experiences, as well as strategies to mitigate barriers to adoption and enhance overall consumer confidence in online transactions via social media platforms.

7

How likely are you to recommend a brand to others after engaging with it on social media?
321 responses

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

The data provided consists of responses from 321 individuals regarding their likelihood to recommend a brand to others after engaging with it on social media. The responses are categorized into "Very Likely," "Likely," "Neutral," and "Unlikely." Upon analysis, it's evident that the majority of respondents fall into the "Likely" and "Neutral" categories, indicating a significant level of engagement and positive sentiment towards

On a scale of 1 to 5, how satisfied are you with the way brands use social media for promotion?
321 responses

- 1 Not satisfied at all
- 2 Slightly satisfied
- 3 Neutral
- 4 Satisfied
- 5 Extremely Satisfied
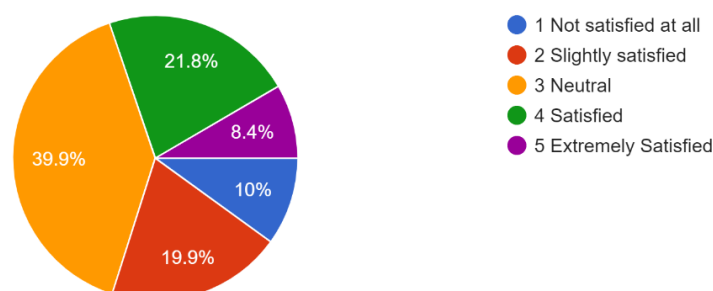
recommending brands after interacting with them on social media. This suggests that social media plays a considerable role in influencing consumers' perceptions and actions regarding brand advocacy. However, there is also a notable presence of responses in the "Very Likely" category, signifying a strong inclination among some individuals to recommend brands they engage with on social media. This highlights the potential for brands to leverage social media platforms effectively to cultivate brand ambassadors and drive word-of-mouth marketing. On the contrary, the "Unlikely" and "Very Unlikely" categories represent a smaller proportion of responses, indicating that a minority of individuals are less inclined to recommend brands after social media engagement. While this suggests that not all social media interactions lead to brand advocacy, it underscores the importance for brands to focus on delivering compelling and engaging content to maximize the likelihood of recommendation. Overall, the data analysis underscores the significant impact of social media on brand promotion and recommendation. Brands that effectively harness the power of social media engagement stand to benefit from increased advocacy, customer loyalty, and ultimately, business success. 8

The data provided comprises responses from 321 individuals regarding their satisfaction with the way brands use social media for promotion, rated on a scale of 1 to 5, where 1 represents "Not satisfied at all" and 5 represents "Extremely Satisfied." Upon analysis, it's evident that the majority of respondents fall within the "Neutral" category, indicating a lack of strong sentiment towards either satisfaction or dissatisfaction with the way brands utilize social media for promotion. This suggests a level of ambivalence or mixed feelings among respondents regarding the effectiveness of social media promotion by brands. However, there is also a notable presence of responses in the "Satisfied" and "Extremely Satisfied" categories, particularly towards the higher end of the scale. This indicates that a significant proportion of individuals are content or highly pleased with the way brands leverage social media for promotional activities. On the contrary, there are responses in the "Slightly Satisfied" and "Not satisfied at all" categories, albeit representing a smaller proportion of the total responses. This suggests that some individuals harbour reservations or dissatisfaction with the social media promotion strategies employed by brands.

Overall, the data analysis underscores a varied spectrum of satisfaction levels among respondents regarding the use of social media for brand promotion. While a considerable portion appears to be content or highly satisfied, there are also individuals with less favourable perceptions, highlighting the need for brands to continuously refine their social media strategies to resonate with their target audience effectively.

9. The responses provided offer valuable insights into **individuals' experiences with brands on social media,** ranging from positive to negative sentiments. One recurring theme is the discrepancy between the advertised prices on social media platforms and the actual prices encountered upon redirection to the brand's website or app. Many respondents' express frustration or disappointment regarding this disparity, emphasizing the need for brands to ensure consistency and transparency in their pricing strategies across all channels. Several respondents highlight the significant impact of brands on social media, particularly among the younger generation. They note the attractiveness of brand promotions on social media platforms, which often influence purchasing decisions, especially for those who prefer online shopping over traditional methods. While some respondents appreciate the convenience and accessibility of viewing products on platforms like Instagram, others express concerns about the authenticity and quality of the products advertised. There is a call for brands to provide accurate representations of their products and pricing to build trust with consumers. Furthermore, respondents acknowledge the role of social media influencers in brand promotion, noting their influence on consumer behaviour and brand perception. However, there are also concerns about the authenticity of influencer collaborations and the potential for misleading advertising practices.

Overall, the responses reflect a diverse range of experiences and perceptions regarding brands on social media. While some individuals have had positive interactions and find social media promotions effective and engaging, others express scepticism and caution, emphasizing the importance of transparency, authenticity, and consistency in brand communications and promotions.

11. Based on the responses from 321 respondents, it's evident that social media plays a significant role in contributing to brand awareness in the context of modern marketing techniques. Social media platforms offer unparalleled reach, cost-effectiveness, interactivity, and the ability to generate user-generated content. This multifaceted

approach ultimately enhances recognition and credibility for brands. Particularly, Instagram has emerged as a powerful tool for brands, especially during the COVID-19 pandemic, catering to a large demographic, particularly individuals aged 16 to 30, who are inclined towards apps that facilitate easy and enjoyable purchasing experiences. The accessibility provided by linking websites to social media profiles further simplifies the purchasing process, making products easily accessible to potential customers. The widespread use of social media among the population has become a gateway for brands to reach their target audience, taking advantage of people's active engagement on these platforms. Additionally, social media marketing enables brands to project their image across various platforms, allowing for tailored content that resonates with specific audiences. Collaboration with influencers, targeted advertising, interactive engagement, and real-time updates contribute to a brand's visibility and reach. Despite the positive impact of social media on brand awareness, some respondents expressed concerns about authenticity and the potential for misleading promotions. However, overall, social media emerges as an indispensable tool for brands seeking to establish and expand their presence in the digital landscape, fostering lasting connections with diverse audiences and building brand loyalty through authentic engagement and interaction.

5.2 Major Findings

In the research paper **Instagramming Influence: Unravelling the Power of social media in Brand Marketing** we discovered several significant findings that shed light on the prevailing trends in social media usage and its implications for marketing strategies. Firstly, it was observed that a substantial majority of individuals, comprising **73.5%,** primarily utilize Instagram among various social media platforms. This statistic underscores the platform's dominance and underscores the importance of understanding its dynamics for effective brand promotion. Furthermore, our investigation revealed that a significant portion of respondents, approximately 59.85%, spends 1 to 3 hours daily on Instagram. This data underscores the platform's substantial role in shaping users' daily routines and presents an opportunity for brands to engage with their target audience effectively within this time frame. However, despite the widespread use of Instagram, our findings indicate a misalignment with the objective aimed at assessing the impact of social media on consumer

behaviour. Contrary to expectations, a notable 36.1% of respondents reported rarely engaging with brands on social media, indicating limited exposure to brand promotions or advertisements. This finding underscores the challenges brands face in capturing the attention of their audience amidst the deluge of content on social media platforms. On the other hand, our research aligns with the objective of evaluating the impact of Instagram on consumer behaviour. We found that promotional offers and discounts emerged as the most engaging content for 28.7% of respondents, followed closely by influencer collaborations, favoured by 21.8%. These findings emphasize the significance of leveraging promotional strategies and influencer partnerships to drive consumer engagement and influence purchasing decisions on Instagram. Despite the platform's pervasive influence, our study revealed a nuanced perspective regarding its impact on purchasing decisions. While a considerable 37.7% of respondents acknowledged social media's slight influence on their purchasing decisions, a majority of 48.9% reported not making any purchases directly through social media advertisements or sponsored posts. This discrepancy highlights the complex interplay between social media exposure and actual purchasing behaviour, necessitating a more nuanced understanding of consumer decision-making processes. Furthermore, our findings regarding brand advocacy and satisfaction with brand promotion strategies on social media underscore the multifaceted nature of consumer-brand interactions. A significant 41.1% of respondents expressed neutrality regarding their likelihood to recommend a brand after engaging with it on social media, indicating varying degrees of brand affinity among users. Similarly, 39.9% of respondents remained neutral when asked about their satisfaction with brands' use of social media for promotion, suggesting a divided sentiment among users regarding the effectiveness of brand marketing strategies on Instagram.

In conclusion, the research papers uncover valuable insights into the evolving landscape of brand marketing and consumer behaviour on Instagram. While the platform holds immense potential for brands to engage with their audience and influence purchasing decisions, challenges such as limited brand engagement and varying levels of consumer satisfaction persist. Moving forward, it is imperative for brands to adapt their strategies to resonate with the preferences and behaviours of Instagram users, thereby maximizing their impact in an increasingly competitive digital environment.

6   Limitations

Several limitations were discovered when performing the study paper titled "Instagramming Influence: Unravelling the Power of Social Media in Brand Marketing." These should be acknowledged. One significant issue is the possibility of **response bias** in survey-based research approaches. Despite measures to protect respondents' privacy and confidentiality, they may nonetheless give socially acceptable comments or overstate their interaction with businesses on social media sites such as Instagram. This bias might affect the results, overestimating Instagram's influence on consumer behaviour and brand marketing efforts. Furthermore**, the sample size and demographics** of the participants may not accurately reflect the variety of social media users, limiting the findings' generalizability. For example, the poll may have preferentially drawn younger participants who are more active on Instagram, while ignoring older populations who may have distinct social media usage habits. Furthermore, relying on **self-reported data** has limitations since respondents may not precisely recall their social media usage patterns or offer inconsistent replies. This might create measurement error, reducing the credibility of the conclusions**. Another disadvantage is the breadth of the study questions, which are solely concerned with Instagram** and may neglect the impact of other social media platforms on brand marketing and customer behaviour. Because social media trends are always changing, the data may miss out on developing platforms or altering company tactics. Furthermore, the study approach lacks the depth required to investigate the complex interplay of numerous elements impacting consumer behaviour, including psychological, cultural, and environmental aspects. Furthermore, longitudinal studies might examine changes in social media usage habits and brand perceptions over time, offering a more complete picture of Instagram's and other platforms' long-term influence on brand marketing tactics. Despite these limitations, the findings of this research paper contribute valuable insights into the role of Instagram in shaping consumer behaviour and brand marketing strategies, providing a foundation for future research endeavours aimed at harnessing the power of social media in the ever-changing digital landscape.

6.2 Recommendations

Instagram has become one of the most prominent social media channels for company marketing in recent years. With more than a billion active users, it is an effective platform for businesses to contact their target demographic and market their products or services. The concept of "Instagramming influence" refers to the capacity of Instagram users to influence customer behaviour and purchase decisions through their posts and interactions. One of the most important characteristics of Instagram's effect on brand marketing is its visual nature. Instagram, unlike other social media networks, is focused on photos and videos rather than text-based content. This visual appeal makes it especially useful for exhibiting items in a visually attractive manner, allowing companies to connect with their audience on a more personal level. Furthermore, Instagram's emphasis on user-generated content has changed how firms approach marketing. Brands may utilise word-of-mouth marketing and social proof to their advantage by encouraging consumers to generate and share content about their products or services. When consumers see their peers praising a company or product on Instagram, they are more inclined to trust and interact with it themselves.

In addition to user-generated content, Instagram's influencer culture is important for brand promotion. Influencers, or persons with a significant and active following on the platform, have become important players in determining consumer trends and preferences. Brands frequently work with influencers to market their products to a larger audience in a more genuine and relatable manner. Influencer marketing efforts on Instagram might include paid posts, product placements, brand collaborations, and ambassador programmes. Instagram's shopping capabilities have grown in popularity, enhancing its significance in brand promotion. Users can find and purchase things right within the app thanks to features such as shoppable posts and Instagram Checkout, which simplify the purchasing process and drive conversions for companies. Instagram's frictionless commerce integration has made it a viable sales channel for businesses of all kinds. However, the impact of Instagramming on brand promotion is not without issues. The platform's algorithmic modifications and changing user behaviour might make it challenging for companies to stay visible and engaged. Furthermore, questions regarding authenticity and transparency in influencer marketing have prompted requests for increased regulation and disclosure requirements.

To summarise, Instagram has clearly transformed the way firms approach marketing, providing a tremendous platform for reaching and connecting with customers. The platform's visual design, along with its concentration on user-generated content and influencer culture, has made it a key driver in affecting consumer behaviour and purchase decisions. Understanding and utilising the power of Instagram influence allows companies to successfully exploit the platform to achieve their marketing goals and create company growth.

7 Conclusion

Finally, the study paper examined Instagram's enormous impact on brand marketing, with an emphasis on the phenomena of "Instagramming influence" and its consequences for businesses. An examination of the platform's visual-centric structure, user-generated content, influencer culture, and shopping capabilities reveals that Instagram has transformed the way marketers communicate with their audiences and promote their products or services.

First and foremost, Instagram's concentration on visual content has enabled marketers to present their products in a visually appealing and engaging manner. With over a billion active users, the network offers advertisers a large audience to contact and attract with high-quality photographs and videos. Brands may use graphics to tell a captivating story about their products, elicit emotions, and pique customer attention and desire. Furthermore, the platform's user-friendly interface and intuitive design make it simple for consumers to discover and interact with branded content, adding to its efficacy as a marketing tool. Second, Instagram's emphasis on user-generated content has changed how firms approach marketing. Brands may utilise word-of-mouth marketing and social proof to their advantage by encouraging consumers to generate and share content about their products or services. When consumers see their peers praising a company or product on Instagram, they are more inclined to trust and interact with it themselves.

Furthermore, user generated content develops a feeling of community and authenticity around the brand, which strengthens the relationship between the business and its audience. Third, Instagram's influencer culture has grown into a dominant force in brand marketing. Influencers, or users with a significant and active following on the platform, have the power to change consumer trends and preferences through their endorsements and suggestions. Brands

frequently partner with influencers to reach a larger audience in a more real and relatable manner.

Influencer marketing efforts on Instagram might include paid posts, product placements, brand collaborations, and ambassador programmes. By utilising influencers' impact and trustworthiness, companies can successfully magnify their message and increase engagement and sales. Furthermore, Instagram's incorporation of shopping functions has strengthened its position in brand promotion. Users can find and purchase things right within the app thanks to features such as shoppable posts and Instagram Checkout, which simplify the purchasing process and drive conversions for companies. Instagram's seamless integration of commerce into the platform has made it a lucrative sales channel for businesses of all kinds, allowing them to capitalise on impulse purchases and increase revenue.

However, despite its numerous advantages, Instagram's influence in brand marketing is not without obstacles. The platform's algorithmic modifications and changing user behaviour might make it challenging for companies to stay visible and engaged. Furthermore, questions regarding authenticity and transparency in influencer marketing have prompted requests for increased regulation and disclosure requirements. Furthermore, increased competition for attention and rising ad fatigue among consumers provide additional obstacles for marketers looking to stand out on the network.

Finally, Instagram has evolved as an effective brand marketing tool, providing a unique blend of visual storytelling, user-generated content, influencer endorsement, and buying options. Understanding and using the power of Instagram influence allows companies to efficiently connect and interact with their target audience, increase brand recognition and loyalty, and ultimately achieve their marketing goals. To thrive on Instagram, marketers must be smart in their approach, continuously generating high-quality material that resonates with their target audience and reflects their brand identity. With the appropriate approach and execution, Instagram has the potential to be a game changer for organisations wanting to prosper in the digital marketing era.

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Appendix 1

1. Name

2. Gender:
   - Male
   - Female
   - Others

3. Age
   - 18-24
   - 25-34
   - 35-44
   - 45-54
   - 55-65
   - 65 and above

4. Educational Background
   - High School
   - Bachelor's Degree
   - Master's Degree
   - Doctorate and Above

5. Employment Status
   - Student
   - Employed Full- Time
   - Employed Part-Time
   - Self Employed
   - Unemployed

6. Which Social Media Platform do you actively use for personal purposes?
   - Facebook
   - Instagram
   - Pinterest
   - Snapchat
   - All of the Above

7. How many hours per day, on average, do you spend on social media platforms?
   - Less than an hour
   - 1 hours- 3 hours
   - 4 hours- 6 hours
   - 7 hours- 10 hours

8. How often do you follow or engage or engage with brands on social media?
   - Daily
   - Weekly
   - Monthly
   - Rarely
   - Never

9. What type of brand content do you find most engaging on social media?
   - Promotional offers/ discounts
   - User Generated Content (e.g. customer reviews, testimonials)
   - Behind-the- Scenes Content
   - Interactive Content (polls, quizzes)
   - Influencer Collaborations

10. How influential do you find social media in shaping your purchasing decisions?
    - Not influential at all
    - Slightly Influential
    - Moderately Influential
    - Very Influential
    - Extremely Influential

11. Have you ever made a purchase directly through a social media platform (e.g. clicking on an ad. or sponsored post)
    - Yes
    - No
    - Maybe

12. How likely are you to recommend a brand to others after engaging it on social media?
    - Very Likely
    - Likely
    - Neutral
    - Unlikely
    - Very Unlikely

13. On a scale of 1 to 5, how satisfied are you with the way brands use social media for promotion?

    - 1 Not satisfied at all
    - 2 Slightly Satisfied
    - 3 Neutral
    - 4 Satisfied
    - 5 Extremely Satisfied

14. Is there anything else you would like to share about your experiences with brands on social media? (Use professional Language)

15. How does social media contribute to brand awareness, in the context of modern marketing techniques?

16. Can you share instances where in social media marketing strategy did not meet the expected results and what lessons did you learn form these experiences and from which brand?

Appendix 2

1. Fig 1-

Fig 1 Source: Sheeko (Shilpa Shetty promoting mamaearth product through her Instagram)

Shilpa Shetty promoting mamaearth products through her Instagram stories, this image is relevant to my research paper because this research paper shows how Instagram or social media platforms promote brands through the help of social media influencers, actors and actresses.
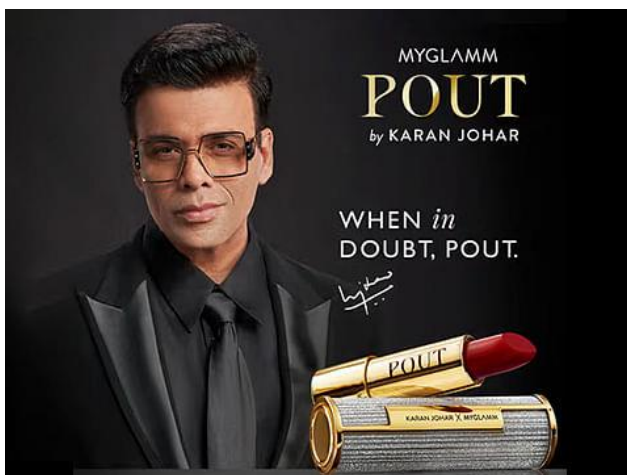
2. Fig 2-

Fig 2 Source: Clovia

MyGlamm: Pout by Karan Johar

MyGlamm has featured Karan Johar to promote the product because he is a celebrity and everybody knows him, MyGlamm used him so that target audience will be more drived towards this product.

3. Fig 3

Source: You Tube (Instagram Influencer: Kritika Khurana)

This figure shows how Instagram Influencers promotes products through social media by coming up with haul videos, try on haul and other different categories. This fig shows that a very famous Instagram influencer and Youtuber Kritika Khurana is promoting Urbanic clothing brand which clearly shows that how social media does brand promotions.

4 Fig 4
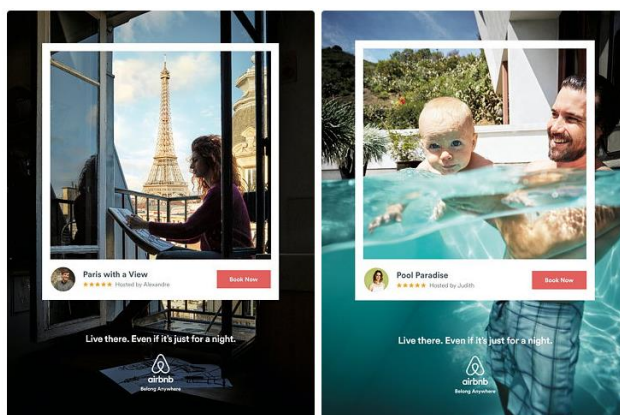
Source: subsign-Medium (Actors promoting Airbnb's through social media)

A very famous Pakistani drama Actor is promoting Airbnb's through social media. This is directly related to my study because brands are being promoted by actors and influencers through social media which directly shows that brands use social media in promoting the products.

5   Fig 5

Source: Campaign Asia (This was the shot advertisement showcased on Instagram and You Tube)

This fig shows how Dove has used social media to promote the brand by showing a beautiful and meaningful advertisement which was showcased on You Tube as well as on Instagram.