

## IMPACT OF INSTAGRAM MARKETING ON CONSUMER BEHAVIOUR ON THE CLOTHING SEGMENT

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### ABSTRACT

*The clothing segment of the fashion industry has witnessed a significant shift towards digital marketing, with Instagram emerging as a powerful platform for clothing brands to engage with their target audience. This study helps us to know the impact of Instagram marketing and online platform on an individual in increase in buying of cloths as compared to early days. It underscores the significance of targeted audience engagement, visual appeal, influencer collaborations, social commerce, customer engagement, and performance tracking for clothing brands seeking success in the digital landscape. By harnessing the power of Instagram marketing, clothing brands can establish a strong online presence, drive brand awareness, and achieve sustainable growth in the competitive fashion industry.*

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**Keywords:** Instagram Marketing, Consumer Behaviour, Clothing Segment, Brand Awareness, Sustainable Growth.

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### Introduction

Digital marketing is a dynamic and ever-evolving field that encompasses a wide range of strategies and techniques aimed at promoting products, services, and brands using digital channels. It leverages the power of the internet and various digital technologies to reach and engage with a target audience, generate leads, and drive conversions.

In today's highly interconnected world, where people spend a significant amount of their time online, digital marketing has become an essential component of any successful marketing strategy. Unlike traditional marketing methods, such as print ads or television commercials, digital marketing offers a more targeted and measurable approach, allowing businesses to track and analyze the effectiveness of their campaigns in real-time. One of the main advantages of digital marketing is has the ability to reach audience globally. With the rise of social media platforms, search engines, email marketing, and mobile devices, businesses can connect with potential customers from all corners of the world. This global reach opens up new opportunities for businesses to expand their customer base and increase their revenue.

### Social Media Marketing

Social media marketing is a powerful strategy that leverages social media platforms to promote products, services, or brands and engage with a target audience. It involves using various social media

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channels such as Facebook, Instagram, Twitter, LinkedIn, and YouTube to reach and connect with potential customers, build brand awareness, drive website traffic, and ultimately generate leads and conversions. Unlike traditional marketing methods, social media marketing allows businesses to directly interact with their audience, creating a two-way communication channel. This enables brands to understand their customers' preferences, gather feedback, and build meaningful relationships.

The primary goal of social media marketing is to create engaging and shareable content that resonates with the target audience. This content can be in various forms, including images, texts, infographics and videos. By consistently delivering valuable and relevant content, businesses can establish themselves as industry leaders, foster customer loyalty, and expand their reach.

Social media marketing also offers advanced targeting capabilities, allowing businesses to narrow down their audience based on demographics, interests, and behaviour. This precision targeting ensures that the right message reaches the right people, increasing the likelihood of conversions.

Another key aspect of social media marketing is the use of analytics and data tracking tools. These tools give you valuable insights into campaign effectiveness, content performance and audience behaviour. By analysing these metrics, businesses can optimize their social media strategies, refine their messaging, and achieve better results over time.

### **Instagram Marketing**

One of the popular social media platforms is Instagram that has revolutionized the way people discover and share visual content. Launched in 2010, Instagram has quickly grown into a global community with billions of users, making it one of the most influential platforms for personal and business branding.

At its core, Instagram is a photo and video-sharing app that allows users to capture moments, apply filters, and share them with their followers. The platform's emphasis on visual content has made it a go-to platform for individuals, influencers, and businesses to showcase their creativity, products, and stories.

One of the key features that sets Instagram apart is its highly engaged user base. Users can follow accounts that align with their interests, enabling them to curate a personalized feed of content that inspires and entertains them. This creates a unique opportunity for businesses to connect with their target audience in a visually appealing and interactive way.

Instagram offers various tools and features to enhance the user experience and help businesses reach their marketing goals. These include:

- **Instagram Stories:** Stories are short-lived, vertical photos and videos that disappear after 24 hours. Businesses can use Stories to share behind-the-scenes content, sneak peeks, product tutorials, and engage with their audience through interactive features like polls and question stickers.
- **IGTV:** IGTV is Instagram's long-form video platform that allows users to upload videos of up to 10 minutes (or up to 60 minutes for verified accounts). It provides businesses with an opportunity to create more in-depth and engaging video content to showcase their products, share tutorials, or tell their brand story.
- **Instagram Shopping:** With the introduction of Instagram Shopping, businesses can tag products in their posts and stories, allowing users to explore and purchase products directly within the app. This feature has transformed Instagram into a powerful sales channel for e-commerce businesses.
- **Influencer Marketing:** Instagram is renowned for its influencer culture, where popular creators with a significant following collaborate with brands to promote products or services. Partnering with influencers can help businesses increase brand awareness, reach new audiences, and drive engagement.
- **Hashtags and Explore Page:** Hashtags play a crucial role on Instagram, allowing users to discover content related to their interests. By using relevant hashtags, businesses can increase their visibility and attract users who are searching for specific topics. The Explore page also helps users discover new content and accounts based on their preferences and past interactions.

### Literature Review

(Jr. Rituraj 2020) formulating social media marketing strategy has become an important content for all the fashion industries at this present age of digital media. Not only it reinforces what a brand or an organisation wants to convey to its consumers but also provides relative data regarding the reach or extent of the product, location, dislikes & likes

(Gil, Lauren, Rhonda & Andrew 2019) social media is an agglomeration of various, emerging digital technologies where people belonging to different age groups can share any information or express their opinion with the help of various applications designed to facilitate the same. Now a day's social media being used by various organisations for the purpose of marketing, communication, advertisement and other associated activities.

(Nur, Rosidah, Mior 2017) after conducting a detailed analysis, made an observation that social media act as pertinent link to connect people across the globe & people with mutual interest can effectively establish a genuine conversation among themselves regarding any subject. It is one the most vital tool that could be & effectively used for the purpose of marketing especially in the development of a brand or an organisation.

### Research Objectives

- To study the impact of online platforms of shopping on clothing segment.
- To study the effect of Instagram marketing on users regarding clothing segment.

### Research Design

#### • What is the study about?

To study the impact of Instagram marketing on consumer behaviour on the clothing segment

#### • Why is the study being made?

The study is made to know the effect of Instagram marketing strategies used now a days for doing social media marketing and how it puts its impact on clothing segment.

#### • What type of data is required?

This study will require primary data and secondary data.

Data collection will do by designing appropriate questionnaire, survey amoungrandam people with a sample size of around 100 people.

### Types of Data Collection

**Primary Data:** "Primary data is that which is collected fresh and for the first time primary data is also called basic data or Original data."

Through Questionnaire survey.

### Secondary Data

Secondary data means data that which has been used previously for any research & now is use or the second time."

Through google scholar

Through online database

**Total Population:** 100

**Sample Size:** 60

### Analysis Technique

Random Sampling and Questionnaire technique selected byresearcher to collect the data from the respondent.

### Data Analysis and Interpretation

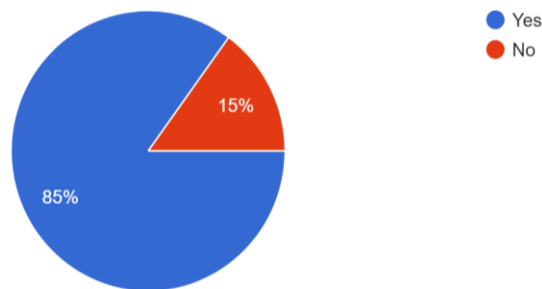
Do you buy more clothes individually after coming to the online platform?

- Yes
- No

Response	Frequency	Percentage
Yes	51	85%
No	9	15%
Total	60	100%

Do you buy more clothes individually after coming to the online platform?

60 responses



**Analysis**

From the above diagram and table, it is observed that out of the total responses ie.60

- Only 51 responders choose YES they buy more clothes individually after coming to the online platform
- Only 9 responders choose NO they don't think they buy more clothes individually after coming to the online platform.

**Interpretation**

- According to the above questionnaire survey it observed that most of the people believe that they buy more clothes individually after coming to the online platform.

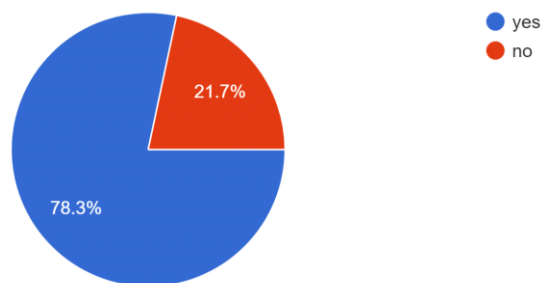
Q2. Have you ever purchased an item online that you saw on Instagram?

- Yes
- No

Response	Frequency	Percentage
Yes	47	78.3%
No	13	21.7%
Total	60	100%

Have you ever purchased an item online that you saw on Instagram?

60 responses



**Analysis**

From the above diagram and table, it is observed that out of the total responses ie.60

- Only 47 responders choose YES they have purchased an item online that they saw on Instagram
- Only 13 responders choose NO they don't purchase an item online that they saw on Instagram.

**Interpretation**

- According to the above questionnaire survey it observed that most of the people purchased an item online that they saw on Instagram

**Conclusion**

Instagram marketing offers a wealth of opportunities for clothing brands to thrive in the digital landscape. By leveraging its visual appeal, targeted engagement, influencer collaborations, social commerce capabilities, and customer feedback, clothing brands can establish a strong online presence, connect with their audience, drive brand loyalty, and achieve sustainable growth in the competitive fashion industry and according to my questionnaire survey I found that that most of the people purchased an item online that they saw on Instagram and that most of the people believe that they buy more clothes individually after coming to the online platform.

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