



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

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A STUDY ON EFFECTIVENESS OF ADVERTISING AS A MARKETING TOOL

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Abstract

The rapid growth of social media has significantly transformed digital marketing practices, with Instagram emerging as a pivotal marketing tool for brands and organizations across industries. This study examines the effectiveness of Instagram as a marketing instrument in enhancing brand visibility, customer engagement, and promotional outcomes. Employing a quantitative research design, data were collected from a representative sample of business users and consumers who actively engage with Instagram marketing content. Key performance indicators such as brand awareness, engagement rate, lead generation,

and conversion metrics were analysed to assess the platform's impact.

Keywords: Social Media Marketing, Digital Marketing, Consumer Behavior, Brand Awareness, Brand Promotion.

1. Introduction

In today's rapidly evolving digital landscape, social media platforms have transformed the way businesses communicate with consumers and promote their products and services. Among these platforms, Instagram has emerged as a leading digital marketing tool due to its visual nature, extensive global user base, and interactive features. Instagram allows brands to share visually appealing content, engage with



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audiences in real-time, and build community through features such as posts, Stories, Reels, and paid advertisements. This visual and interactive environment makes Instagram particularly effective for promoting brand identity, increasing visibility, and fostering customer engagement, especially among younger demographics.

2. Objectives

- To assess the influence of Instagram on brand awareness by measuring how visibility and recognition of brands increase through Instagram marketing activities.
- To evaluate the role of Instagram in enhancing customer engagement, including likes, comments, shares, and overall interaction with marketing content.
- To examine the impact of Instagram on lead generation and conversion rates, determining whether Instagram promotional efforts result in tangible business outcomes.
- To identify which Instagram features and strategies (e.g., posts, Stories, Reels, advertisements) are most effective for achieving marketing objectives.

3. Research Methodology

3.1 Research Design

To evaluate the effectiveness of Instagram as a marketing tool, this study adopts a quantitative research design supported by systematic data collection and analysis. This combined approach allows for empirical measurement of how Instagram influences key marketing outcomes such as brand awareness, audience engagement, lead generation, and consumer behaviour.

3.2 Sources of Data

Primary Data:

Collected through structured questionnaires distributed to online shoppers who used either platform in the last year.

Secondary Data:

Collected from journals, books, e-commerce reports, websites, and previous research studies.

3.3 Sample Size

The study is based on 100 respondents selected from urban and semi-urban consumers.

3.4 Sampling Technique

Convenience sampling method was used due to accessibility of respondents.

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4. Data Analysis

4.1 Brand or Service Followed on Instagram

Table 1: Brand or Service Followed on Instagram

S.No	Brand/Service	No.of.Respondents	Percentage
1	Yes	44	44%
2	No	56	56%
	Total	100	100%

Sources: Primary Data

Inference:

The above Table 5.1 shows that the majority 44 (44 Percent) of the Respondents are using brand and 56 (56 Percent) of the Respondents are not using the brand of Instagram advertisements.

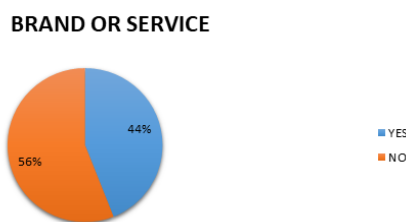


Fig 1: Decision Influence Factor

5. Findings of the Study

- The study explains that out of 100 respondents, the majority 77 percent of the respondents are Female respondents.

- The study exhibits that out of 100 respondents, the majority 56 percent of the respondents are above 20 years.
- It is examined from the investigation that out of 100 respondents the majority 64 percent of the respondents are in under graduate level in the educational status.
- The study inferred that out of 100 respondents, the majority 77 percent of the respondents are unmarried.
- The study shows that out of 100 respondents, the majority 49 percent of the respondents comes under the family income of Rs. 10,000 to 20,000.

6. Suggestions and Recommendations

This study shows that the Instagram is an effective medium in advertising among the users, it shows that Instagram helps in creating awareness of new product of service to world-wide audience. It brings seller and buyer to the same platform by creating a bond between the seller and buyer. For the users beneficiary more than the usage of entertainment purpose for beneficiary purposes they can use it for business purposes, which can be awareness and can be helpful for developing their knowledge about using it. Because students can use it well as compare to other people for developing Instagram advertisements as a well-versed marketing tool.



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7. Conclusion

Ours society is moving in advance level in the technology basis. But the purpose of using the technology decides the growth level in the social media. The internet-based devices such as mobiles, computers, tabs, are used for Instagram application. The study on the topic "A study on effectiveness of Instagram advertising as a marketing tool- with special reference to users.

From this study, it is clear that most of the users used Instagram as an entertainment purpose at maximum level. As the users are educated, they should properly use and for improving their knowledge by not skipping the advertisements they can gain more instead they use only for the entertainment purpose

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