Trends of Brand Advertisement on Instagram and its Consequences on Consumer Behavior

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Abstract

Instagram provides valuable insights into various product offerings, effectively enhancing consumer attraction. Many organizations now maintain official pages and groups on Instagram to engage with their customers. This platform facilitates easy access to companies, allowing consumers to share their ideas, opinions, and feedback. The purpose of this study is to examine the Trends of Brand Advertisement on Instagram and its Consequences on Consumer Behavior. Utilizing a quantitative approach, the researcher surveyed 300 respondents to understand their reactions to Instagram advertisements. Data was collected through a questionnaire-based online survey for analysis. The findings indicate that Instagram advertisements raise awareness about the latest trends and provide detailed product information. Respondents often follow the official Instagram pages of their favorite brands. The study also reveals that many respondents perceive online purchases to be more cost-effective than in-store purchases. Furthermore, social media advertisements significantly influence consumer buying preferences. However, a small segment of consumers expressed concerns about online shopping.

Keywords   Brands, Instagram, Advertisements, Consumers, Behavior

Introduction

Social media networks are often perceived as digital platforms where users can engage with, respond to, and create material on their lives, rather than merely functioning as technological services. The use of social media is thus determined by how important stakeholders, such as consumers, organizations, companies, organizations, and professional content creators, use platforms for creating and engaging with content. (Yang, Teran, Battocchio, Bertellotti, & Wrzesinski, 2021).

Social media has become a significant advertising channel for firms seeking to connect with consumers online. A 2016 Harris Poll or Hootsuite survey found that 83% of Americans use social networking sites, with 48% engaging with companies and organizations on multiple social media platforms. (Evans, Phua, Lim, & Jun, 2017)

Social media networks are frequently seen as digital environments where users may consume, react to, and contribute to content about their lives rather than simply technology services. The use of social media is thus determined by how important stakeholders, such as consumers, organizations, companies, organizations, and professional content creators, use platforms for creating and engaging with content. (Yang et al., 2021).

Instagram was created in 2010 and soon grew to one billion global subscribers, becoming a focus area for online advertising. Trend advertising frequently features eye-catching images and

relatable themes that speak to the audience's interests. Instagram trends advertising uses the platform's unique features to generate engaging, relevant, and timely content that appeals to modern consumers.

Instagram allows users to share their journeys by taking and publishing photos or videos, which can be modified with filters. Instagram postings allow existing consumers to contribute information and experiences from previous destination visits. (Tobias-Mamina, Kempen, Chinomona, & Sly, 2020)

Instagram usage is expected to rise in the US in the coming years. In 2019, there were over 107.2 million monthly users of Instagram in the US. By 2023, the number is expected to get to 120.3 million. Brand advertising using social media Influencer marketing is an original approach for encouraging consumers and boosting revenue. Instagram is unique in its use of influencers for advertising purposes. Influencers' promotion of a product on Instagram often leads to immediate purchases. Social influencer advertising is effective for reaching a "younger" audience. Younger customers establish online communities around influential individuals who share their interests. (Shahzad & Fatima, 2023a)

Customers can like and comment on brand posts by becoming followers of their respective pages. Liking and sharing brand posts indicates their popularity. The research being conducted focuses on Instagram, a social media platform with over 500 million members as of June 2016. Instagram's user base is growing by 100 million every year, with 300 million daily active users and an average of 95 million photo and image uploads. (Na & Kim, 2020).

The consumer journey is significantly impacted by social media, which plays a significant role in affecting awareness, consideration, assessment, purchase, and repurchase patterns. Consumers may use it for a variety of purposes, including leisure, socialising with friends, and learning about new products and services. It is an invaluable resource. In light of this, marketers place a high priority on building social media strategies that are effective. (Vinerean & Opreana, 2019)

The contributions that consumers make to a company can take numerous forms, such as providing feedback on a product, providing advice, or assisting in the development of an idea. Recently published research has shed light on the significance of user contributions such as comments and likes. It is possible for companies to generate their own media and interact with their followers through the use of Instagram by generating posts that incorporate both visual and textual elements. When opposed to paid media activities such as advertising, brands are able to reach a considerably larger audience at a relatively lower cost. (Rietveld, Van Dolen, Mazloom, & Worring, 2020)

A broad activity among members of many social networking platforms is uploading photographs and photos. As companies become more aware of customer preferences, they must continuously modify their digital marketing strategies to meet those needs in terms of both form and aesthetics. Instagram is quickly rising to the top as the medium preferred for brands to display their goods and services. In terms of visual advertising, a firm can profit from the platform in a variety of ways. First, like non-business users do, by posting and sharing content that will show up in the feed and reach their followers. (Iacobucci & Cicco, 2020)

Customers have a preference for brands that offer loved experiences for both their products and services. As a result, social media has become a vital channel for marketers to communicate with their target audience. Social media can serve as a user interaction, communication, and discussion platform. This implies that social media brands are well positioned to offer engaging content and emotional commitment. (Park & Namkung, 2022).

Using social media to promote brands Another creative method for encouraging users and increasing revenue is using influencers. Once more, Instagram sticks out from other social networking sites when it comes to influencer-based advertising. Influencers inspire followers on Instagram, and when they recommend a product, consumers buy it right away. Employing social influencers to promote to "younger" audiences is very effective for businesses. This is a result of younger consumers using the internet to create communities around well-selected, reliable influencers who correspond with their interests.
(Shahzad & Fatima, 2023b)

Objective:

This study aims to:
- To Investigate the trends of brands' advertisements on Instagram to provide awareness
- Examine how the experiences of others influenced their choice of brand.

- Investigate trust in online purchasing through Instagram for the future as well.
- Analyze Instagram advertisements that have positively impacted consumer purchasing decisions.

Problem Statement:

Instagram brand advertisements have gained significant popularity and are influencing customer behavior. The platform provides extensive information and enhances consumer awareness of brands. However, customers sometimes encounter issues, such as poor product quality or unexpectedly high delivery fees, particularly when advertisements fail to disclose the fee schedule. This study examines the trends of brand advertisements on Instagram and their impact on consumer behavior.

Significance of the Study:

The worth of this study is increasing nowadays. it is focused on consumers who are curious about using Instagram for online purchasing. It offers an enormous area for connecting with various types of people. However, you can identify the intended audience in that network. As a result, advertisers favor using the Instagram network to reach their intended audience. The current study looks at trends of brands' advertisements on Instagram and their consequences on consumers' behavior in Bahawalpur

Literature Review

Consumers follow businesses on Facebook, Twitter, Instagram, or Snapchat, which are the four social networking sites (SNSs) that are available to them. The following are some of the advantages of following brands on social media platforms such as Facebook, Twitter, Instagram, and Snapchat: In terms of brand community-related outcomes, the lowered impact of peer group trust, connection strength, and network compatibility on identification with the brand, engagement with the brand commitment, and participation intention was a significant factor. (Phua, Jin, & Kim, 2017)

Despite the fact that Facebook has a larger number of followers, people now prefer to see advertisements for brands on Instagram. Previous research has demonstrated that the Instagram posts of clothes manufacturers receive a greater amount of interaction from their followers, as seen by the number of likes and comments they receive. When compared to the brand's Facebook posts, Khaadi's Instagram posts received a greater number of likes and comments from followers than the manufacturer's Facebook posts did. The purchasing patterns of customers have been significantly altered as a result of Instagram's influence on the selection of certain items. (Argyris, Wang, Kim, & Yin, 2020).

The impact of advertising uniqueness, attractiveness, and endorser credibility on advertising effectiveness and purchase decisions on Instagram. The inventiveness of advertising positively and substantially influences its efficacy. In essence, greater creativity in advertising correlates with enhanced effectiveness. The attraction of advertising exerts a positive and substantial influence on its efficacy. The greater the sponsor's credibility, the more effective the advertisement. The creativity of advertising positively and substantially influences customer decisions. This indicates that a more innovative advertisement increases the likelihood of a purchase. The advertising appeal exerts a positive and substantial influence on the purchasing decision. This indicates that the more attractive the advertisement, the higher the likelihood of the consumer completing a purchase. The trustworthiness of the endorser positively and significantly influences the purchasing decision. (Wulandari1 & Darma2, 2020).

Instagram influencers significantly affect customer behaviour towards the acquisition of branded items. Instagram's efficacy as a marketing tool is attributed to its sophisticated advertising functionality, enabling marketers to tailor their adverts and target certain demographics. Moreover, when consumers are compelled to make a purchase, they are also more inclined to finalise the deal. (Shahzad & Fatima, 2023b)

Instagram has proven to be a successful and aesthetically pleasing marketing tool for building consumer brand identification. Based on consumers' brand awareness, brand image, perceived quality, brand love, and desire to re-use Instagram, this study attempts to classify Instagram marketing activities and investigate their impact on the development of brand equity. The findings demonstrated that the value of a brand is impacted by the interactivity, entertainment, customisation, and trendiness of the social media platform marketing activities. Perceived quality, brand awareness, and brand image have all contributed to the brand's attachment, affection, and behavioural loyalty (intention to re-use on Instagram). (Brolin & Spångby, 2020).

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The influence of digital marketing and product quality on the increasing sales of Rigis Jaya coffee in West Lampung. The research included all clients of Rigis Jaya in West Lampung coffee. This study concludes that digital marketing and product quality greatly influence sales growth. This study indicates that Rigis Jaya West Lampung Coffee ought to be proactive in using social media, particularly Instagram adverts, as a promotional tool to augment sales. This research is also meant to serve as a reference for other studies on the impact of digital marketing, product quality, and sales growth. (Azhari & Sari, 2024)

Those that use Instagram scored the greatest marks for exhibiting love, following fashion, and being nice to others. Instagram users had the greatest level of brand community participation and commitment, while Twitter users had the highest level of social network identification and member intention. (Phua et al., 2017)

Influencer advertising driven by Instagram changed ad recognition, brand attitude, buy intention, and sharing intention. Growing in popularity, influencer marketing offers inexpensive, targeted access to engaged consumers at a speed faster than conventional advertising (Evans et al., 2017). Popularity of Instagram keeps rising. The research also revealed how Instagram affects source legitimacy, consumer buying intention, and social association with certain celebrities. (Djafarova & Rushworth, 2017).

This implies that the buying choice will be more depending on the reliability of the endorser. The purchasing choice is much influenced by the positive and notable impact of the advertising effectiveness. This implies that the purchasing choice will be more high the more successful the advertisement is. (Wulandari1 & Darma2, 2020)

The influence of Instagram on customer purchasing intentions for the market entry of emerging fashion enterprises. This study examines if brand knowledge, fashion originality, and physical attractiveness elucidate the influence of Instagram on consumer purchase intentions for emerging fashion companies. The findings indicated that both fashion creativity and physical attractiveness greatly influence customers' purchase intentions towards emerging fashion enterprises on Instagram. The findings indicated that brand knowledge does not significantly influence consumer purchase intentions for new emerging companies on Instagram, suggesting a potential connection to sampling errors. This research provides insights for fashion brand managers, proprietors, and entrepreneurs on the influence of brand awareness, fashion innovation, and physical appeal on market penetration on Instagram. (Natiqa, Kusumawati, & Aprilianty, 2022)

Data analysis showed that ad exposure in entertainment had the greatest beneficial impact on attitudes toward ads and brands. Research indicates that Relevance significantly affects ad attitudes, while emotional appeal affects brand views. When producing Instagram sportswear ads, it's important to consider amusement as well as the purpose of the advertisement. Using educational or emotional appeals may be more effective. (Brolin & Spångby, 2020)

Research indicates that celebrities, social media influencers, and personal acquaintances influence millennial consumers' shopping decisions. This study examines the impact of celebrities, influencers, and intimate acquaintances on how millennials use social media to learn about products. The study explores elements that influence confidence in information. The authors analyzed data from younger college students and discovered that Instagram was the most popular platform for garment information, however, YouTube was most useful for beauty and hair goods. personal contacts were shown to have been more reliable than other sources of information. While research reveals that celebrities and social media influencers can increase product awareness, marketers should remember that customers prioritize personal endorsements when purchasing. Using celebrities and online influencers to advertise products does not replace targeted marketing efforts that create consumer trust. Its effects on research and practice are highlighted. (Cooley & Parks-Yancy, 2019).

Many companies promote on Instagram using social media influencers (SMIs). This research aimed to probe two goals: 1) The most current advertising disclosure forms from Instagram; 2) the traits influencing consumer reactions to Instagram influencers releasing sponsored content. According to the statistics, two recently invented forms of ad disclosures are "sponsored" and "paid partnership with". The degree of persuasion is strongly correlated with customers' impressions of Instagram influencers promoting companies. When faced with ads, these traits enable consumers to decide if the influencer is a reliable information source.. (Abdullahi, 2020).

Research Methodology

The current study is quantitative. The survey was used for collecting the primary data which uses the Five-point Likert scale among the online users of the Bahawalpur area. The Questionnaire is used to acquire the results of the consumers' behaviors. In this study, the sample size is of 300 people.

Data Analysis and its Interpretation

The following interpretations are made after data collection and analysis:

Demographic information

Table 1: Personal Information

Part 1: Personal Information

1. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	109	36.3	36.3	36.3
	Male	191	63.7	63.7	100.0
	Total	300	100.0	100.0	

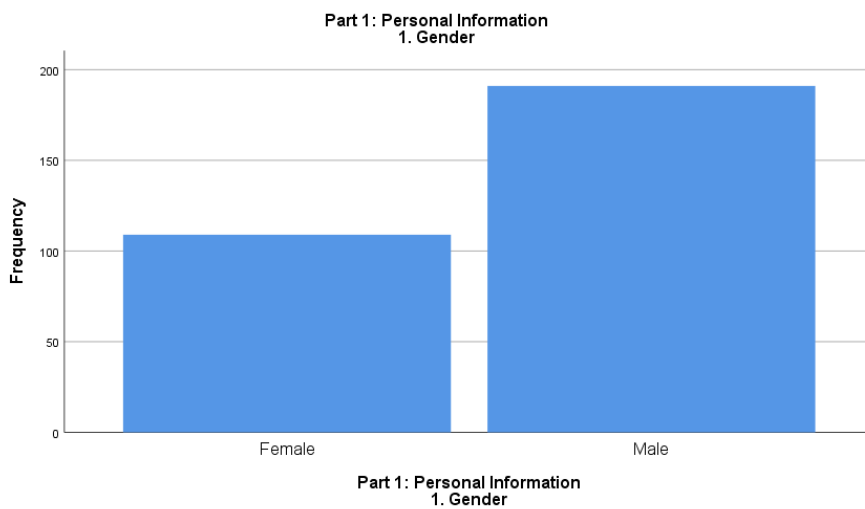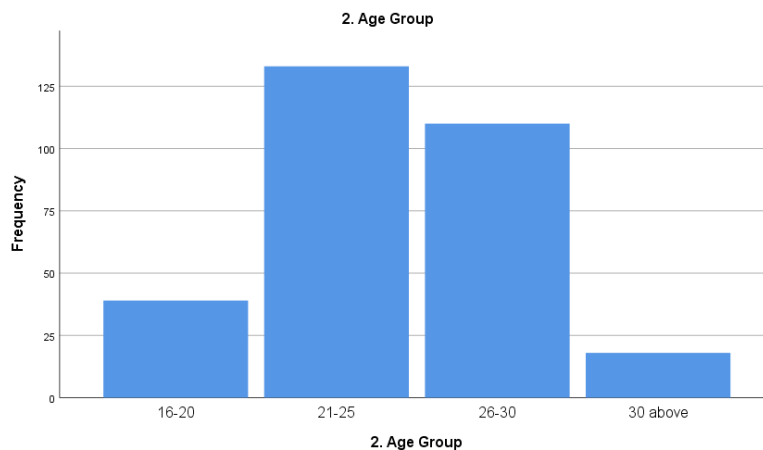Part 1: Personal Information
1. Gender

Table 1 stated that the total number of respondents was 300. The data show that there are 109 females (36.3%) and 191 (63.7%) males

Table 2: Age group

2. Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-20	39	13.0	13.0	13.0
	21-25	133	44.3	44.3	57.3
	26-30	110	36.7	36.7	94.0
	30 above	18	6.0	6.0	100.0
	Total	300	100.0	100.0	

2. Age Group

Table 2 shows that the total number of respondents was 300. The participant percentage is 39(13.0%) among the age range of 16-20, 133(44.3%) among the 21-25, 110(36.7%) 26-30 and 18(6.0%) among 30 above

Table 3: Education
3. What is your highest level of education?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor	60	20.0	20.0	20.0
	Master	140	46.7	46.7	66.7
	M.Phil	84	28.0	28.0	94.7
	PhD	16	5.3	5.3	100.0
	Total	300	100.0	100.0	

3. What is your highest level of education?
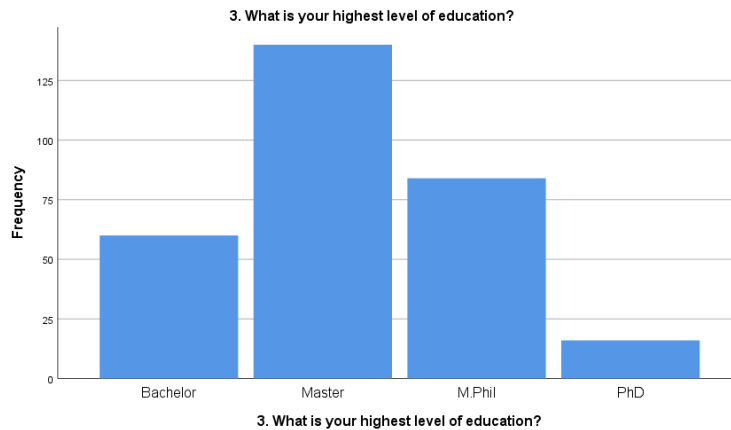
This table represents the highest education of different participants. According to these the education of this respondent to acquire was 60(20.0%) for the bachelor, 140(46.7) for the master, 84(28.0) M.Phil. and 16(5.3%) for PhD.

Table 4: Employment Status
4. Employment status:

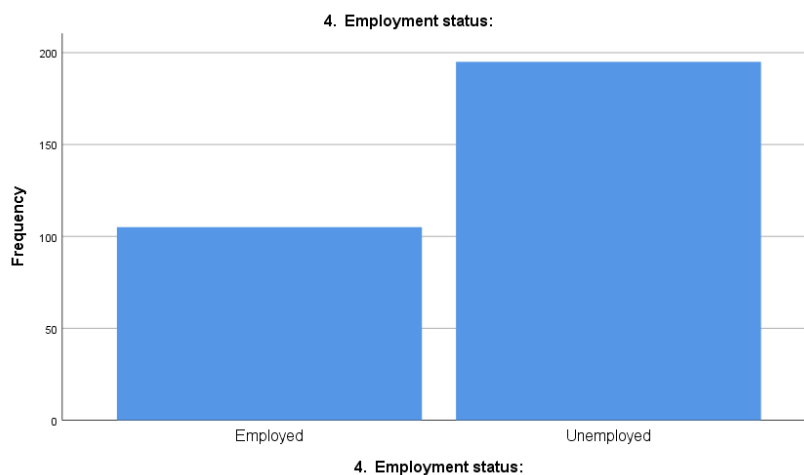|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	105	35.0	35.0	35.0
	Unemployed	195	65.0	65.0	100.0
	Total	300	100.0	100.0	

4. Employment status:

Table 5: Electronic device mostly use for internet
Table 3 mentions the status of males and females regarding unemployment and employment status. It represents that 105(35.3) employed and 195(65.0%) unemployed

5. Which electronic device do you mostly use for the Internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	i. Computer	17	5.7	5.7	5.7
	ii. Laptop	138	46.0	46.0	51.7
	iii. Mobile	126	42.0	42.0	93.7
	iv. Tablet	19	6.3	6.3	100.0
	Total	300	100.0	100.0	
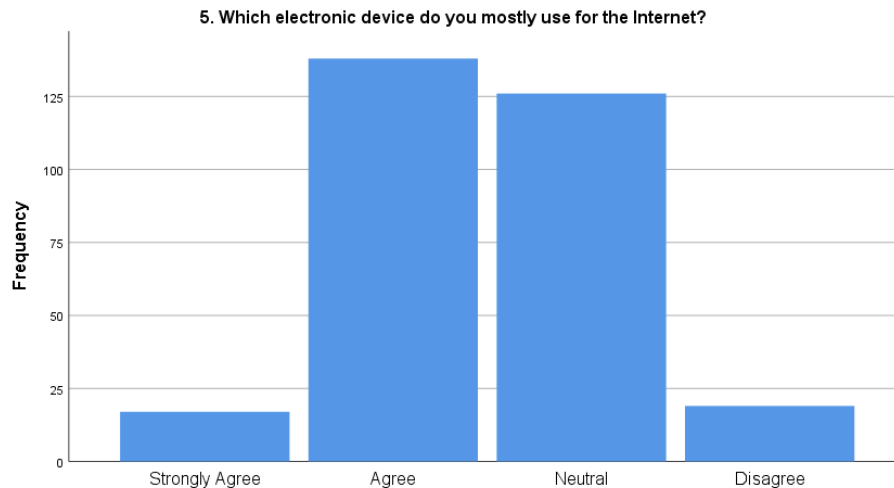
5. Which electronic device do you mostly use for the Internet?

According to this table "Which prefers the electronic device mostly used for the internet. Table shows that 17(5.7%) respondents use the computer for Instagram advertisements. 138 (46.0%) use the laptop. 126 (42.0%), mostly prefer the mobile phone and 19(6.3%) percent use the tablet.

Table 6: Instagram advertisements provide awareness about the latest trends

6. Instagram advertisements provide awareness about the latest trends.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	5	1.7	1.7	1.7
	Agree	174	58.0	58.0	59.7
	Neutral	80	26.7	26.7	86.3
	Disagree	41	13.7	13.7	100.0
	Total	300	100.0	100.0	
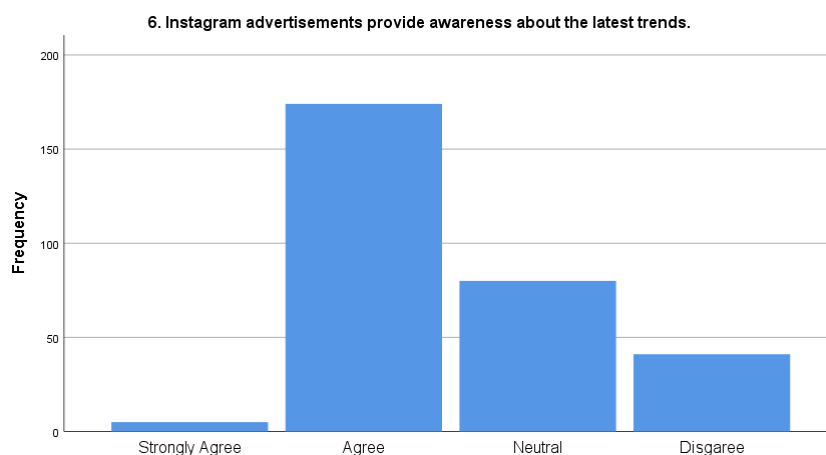
6. Instagram advertisements provide awareness about the latest trends.

This table describes the finding of the participant regarding Instagram ads provide awareness about the latest trends. It shows, that 174(58.0%) is doing agree that Instagram advertisements provide awareness about the latest trend on the other side 41(13.7%) respondents disagree. 80(26.7%) are neutral with this notion 5(1.7%) are strongly agree and 2(.6) are strongly disagreeing.

Table 7: Instagram advertisements provide more information about the brand product than other social media platforms

7. Instagram advertisements provide more information about the brand product than other social media platforms

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	5	1.7	1.7	1.7
	Agree	173	57.7	57.7	59.3
	Neutral	81	27.0	27.0	86.3
	Disagree	41	13.7	13.7	100.0
	Total	300	100.0	100.0	
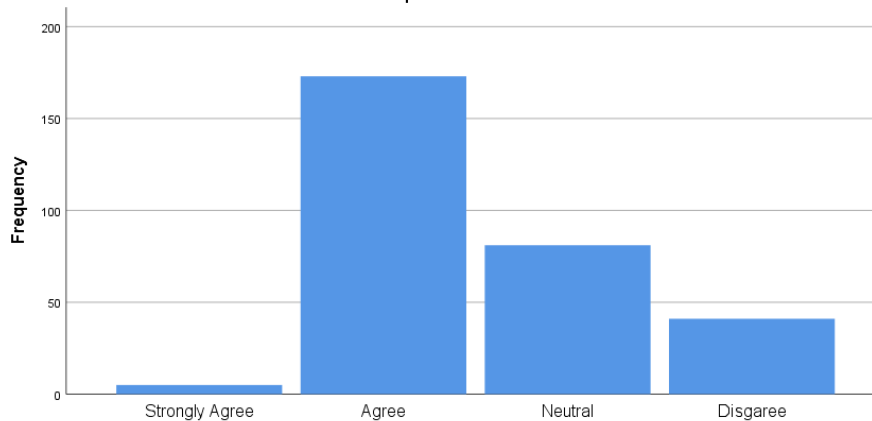
7. Instagram advertisements provide more information about the brand product than other social media platforms

This table represent the data of the participants is do they agree that Instagram advertisements provide more information about the product. In this regard, most of the respondents agree 173(57.7%) with this point of view 41 (11.7 %) disagree, 81(27.0%) are neutral 5 (1.7%) strongly agree.

Table 8: I have joined Instagram pages and groups to see ads of the brand product for my purchase

8. I have joined Instagram pages to see ads of the brand product for my purchase.

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	5	1.7	1.7	1.7
	Agree	170	56.7	56.7	58.3
	Neutral	84	28.0	28.0	86.3
	Disagree	41	13.7	13.7	100.0
	Total	300	100.0	100.0	
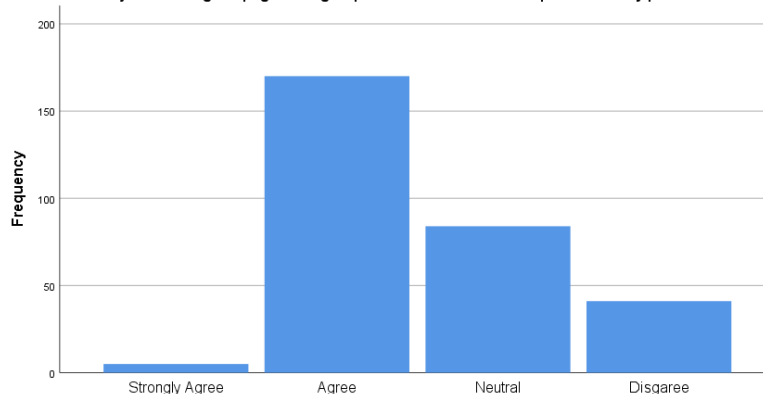
8. I have joined Instagram pages and groups to see ads of the brand product for my purchase.

The above table represents the frequency distribution regarding the respondent that 170(56.7%) agree that Instagram pages see ads for the new product but more consumers disagree 41(13.7%). It means they don't need to join the pages and group to see the ads. 84(28.0%) are neutral it says the respondent joins the pages 5 (1.7%) strongly agrees

Table 9: I just only like to watch Instagram brands ads but I love to go to shop outside

9. I just only like to watch Instagram brands ads but I love to go to shop outside.

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	5	1.7	1.7	1.7
	Agree	173	57.7	57.7	59.3
	Neutral	82	27.3	27.3	86.7
	Disagree	40	13.3	13.3	100.0
	Total	300	100.0	100.0	
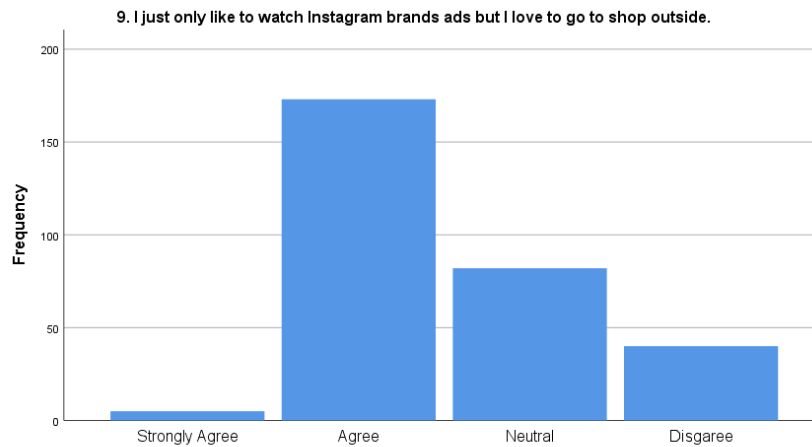
9. I just only like to watch Instagram brands ads but I love to go to shop outside.

The above table represents the frequency distribution regarding the respondent that 173(57.7%) are agree, disagree 40(13.3%), 82(27.3%) are neutral and 5(1.7%) strongly agrees and 35(11.7%) strongly disagree, the mean score is related 2.48 and standard deviation is 1.129.

Table 10: I trust online shops of big brands compared to non-branded products when shopping online

10. I trust online shops of big brands compared to non-branded products when shopping online

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	9	3.0	3.0	3.0
	Agree	167	55.7	55.7	58.7
	Neutral	83	27.7	27.7	86.3
	Disagree	41	13.7	13.7	100.0
	Total	300	100.0	100.0	
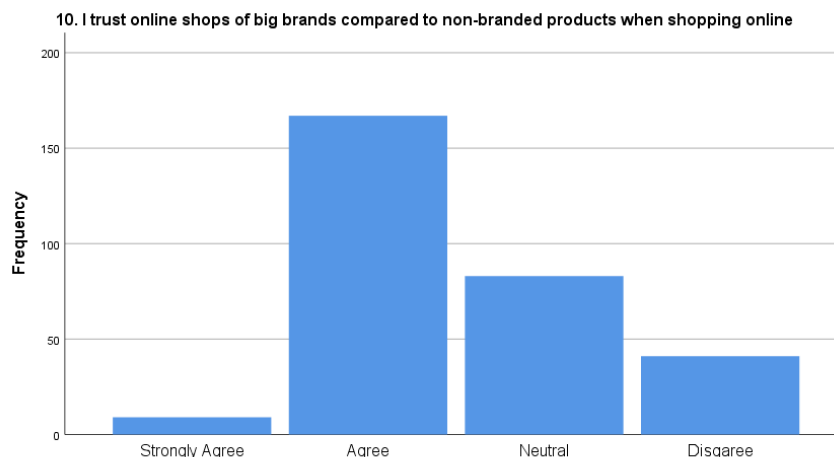
10. I trust online shops of big brands compared to non-branded products when shopping online

This table represents the frequency distribution regarding the respondent that 167(55.7%) are agree, disagree 41(13.7%), 83(27.7%) are neutral, 9(3.0%) and strongly agrees.
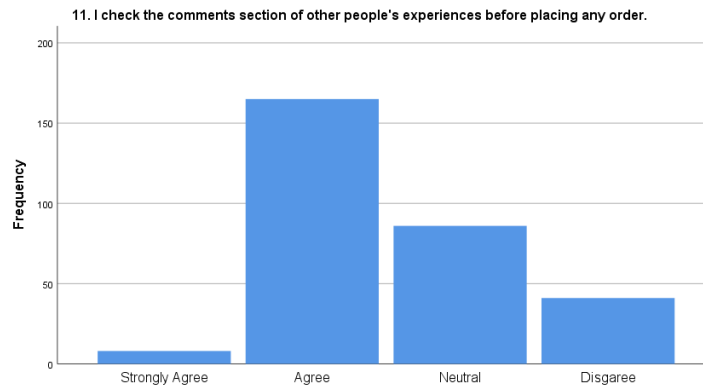
Table 11: I check the comments section of other people's experiences before placing any order

11. I check the comments section of other people's experiences before placing any order.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	8	2.7	2.7	2.7
	Agree	165	55.0	55.0	57.7
	Neutral	86	28.7	28.7	86.3

|				
Disagree	41	13.7	13.7	100.0
Total	300	100.0	100.0	

11. I check the comments section of other people's experiences before placing any order.

This table mentioned describing the finding of the participant check the comment section of other people experience before placing any order. It shows, that 165(55.0%) is doing the agree 41(13.7%) respondents disagree. 86(28.7%) are neutral with this notion 8(2.7%) are strongly agree.

Table 12: I always complain to the company if I receive a product that doesn't meet my expectation

12. I always complain to the company if I receive a product that doesn't meet my expectations.

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	8	2.7	2.7	2.7
	Agree	161	53.7	53.7	56.3
	Neutral	90	30.0	30.0	86.3
	Disagree	41	13.7	13.7	100.0
	Total	300	100.0	100.0	
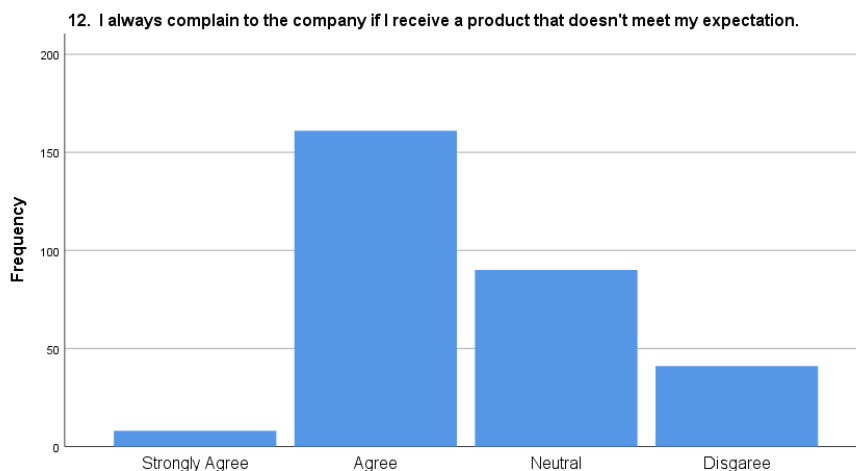
12. I always complain to the company if I receive a product that doesn't meet my expectation.

This table mentioned the participant always complain to the company if respondent receive a product that does not meet their expectations. It shows, that 161(53.7 %) is doing the agree on the other side 41(13.7%) respondents disagree. 90(30.0%) are neutral with this notion 8(2.7%) are strongly agree.

Table 13: The experience of other affect my decision about the brand purchasing

13. The experience of other affect my decision about the brand purchasing

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	5	1.7	1.7	1.7
	Agree	162	54.0	54.0	55.7
	Neutral	91	30.3	30.3	86.0
	Disagree	41	13.7	13.7	99.7
	Strongly Disagree	1	.3	.3	100.0
	Total	300	100.0	100.0	
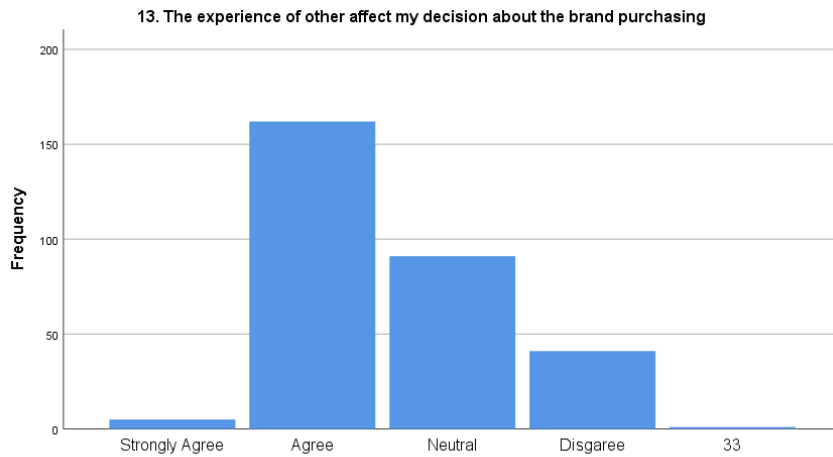
13. The experience of other affect my decision about the brand purchasing

Table13 stated that consumer experience of other affect decision about the brand purchasing. It shows, that 162(54.0 %) is doing the agree on the other side 41(13.7%) respondents disagree. 91(30.3%) are neutral with this notion 5(1.7%) are strongly agree.

Table 14: Instagram advertisements have positively impacted my buying behavior

14. Instagram advertisements have positively impacted my buying behavior

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	11	3.7	3.7	3.7
	Agree	157	52.3	52.3	56.0
	Neutral	91	30.3	30.3	86.3
	Disagree	41	13.7	13.7	100.0
	Total	300	100.0	100.0	
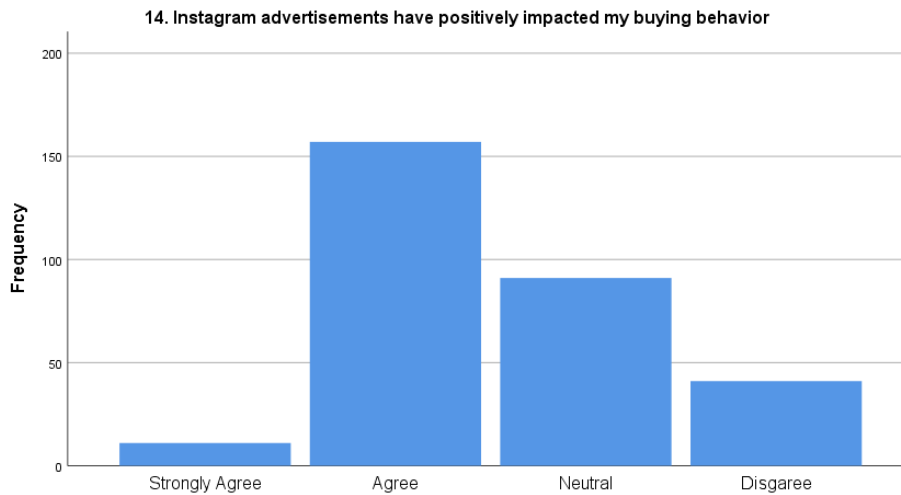
14. Instagram advertisements have positively impacted my buying behavior

This table represent Instagram advertisement have positively impacted buying behavior. It shows, that 157(52.3 %) is doing the agree on the other side 41(13.7%) respondents disagree. 91(30.3%) are neutral with this notion 11(3.7%) are strongly agree.

Table 15: I trust online purchasing through Instagram for the future as well

15. I trust online purchasing through Instagram for the future as well.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	8	2.7	2.7	2.7
	Agree	169	56.3	56.3	59.0
	Neutral	83	27.7	27.7	86.7
	Disagree	40	13.3	13.3	100.0
	Total	300	100.0	100.0	

15. I trust online purchasing through Instagram for the future as well.
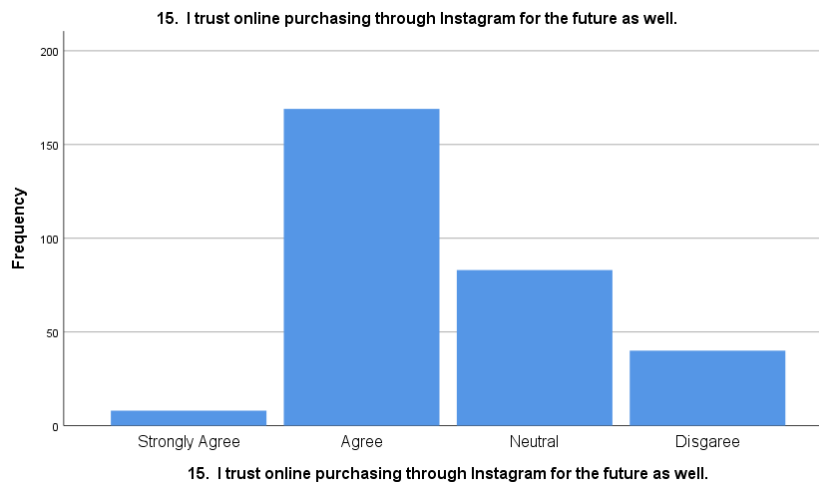
This table shows that consumers trust online purchasing through Instagram for the future. It shows, that 169(56.3 %) is doing agree on the other side 40(13.3%) respondents disagree. 83(27.7%) are neutral with this notion 8(2.7%) are strongly agree.

Discussion and Conclusion:

Instagram advertising is a kind of communication aimed at conveying a message to a specific audience about a product and online purchase. Instagram offers an alternative channel for consumers. This research elucidates the predominant platform now used for social media advertising and online commerce, particularly highlighting the growing significance of ads on Instagram. Instagram adverts significantly impact viewers. Advertisements are sponsored and may be compensated to a recognized organization. An firm disseminates its advertisements via posts, pages, and short video clips on Instagram, making them appealing to consumers. Diverse organizations use distinct techniques and designs to persuade consumers. These advertisements satisfy customer wants and demands. Instagram advertisements have a significant impact in altering human perception. Instagram advertising provide more information via the price tag associated with their products and allow users to express their thoughts and opinions in the comment area. People are influenced by the opinions of other consumers and experiences. This technique established excellent communication. Effective communication inspires both the customer and the prospective consumer. The public acknowledges that Instagram offers a more convenient purchase method than conventional or manual shopping. Consequently. Consumers save precious time and are satisfied to see the different varieties of products. Besides this, these products are available in the Budget and range able price and also maintain the consumer expectations.

According to the findings of the research project titled "Trends of brands' advertisements on Instagram and its consequences on consumers' behaviors," it was determined that Instagram's advertisements about companies have an impact on individuals of varying educational levels and age groups. According to this survey, the majority of respondents have Bachelor's degrees, and they are more likely to be affected by Instagram advertisements. Following that, the respondents' education level increases to that of a Master's degree. Within the scope of this study, the proportion of respondents who are jobless is higher than the proportion of respondents who are working, and the majority of respondents prefer using their mobile phones rather than any other electronic device for Instagram. Through the use of Instagram, individuals and the organization are able to form stronger bonds. The findings indicate that Instagram makes it possible for users to interact with a variety of individuals and organizations. A large number of individuals are in agreement with the viewpoint that the Instagram platform contributes to the generation of efficient communication in terms of feedback.

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