

The Influence of Instagram On Consumer Buying Behaviour Among Young Employees in The IT Sector

**T. Divya¹, Dr. N. Santhanavadivu², Dr. B. Jagadeeswaran³,
Dr. R. Bhuvaneswaran⁴, C. Jaisaa⁵**

¹Ph.D Full Time Research Scholar, PG & Research Department of Commerce, Thiruthangal Nadar College, Selavayal, Chennai

²Associate Professor & Research Supervisor, PG & Research Department of Commerce, Thiruthangal Nadar College, Selavayal, Chennai

³Associate Professor & Head, PG & Research Department of Commerce, Thiruthangal Nadar College, Selavayal, Chennai

⁴Associate Professor & Research Supervisor, PG & Research Department of Commerce, Thiruthangal Nadar College, Selavayal, Chennai

⁵ Ph.D Full Time Research Scholar, PG & Research Department of Commerce, Thiruthangal Nadar College, Selavayal, Chennai

Abstract

Instagram has become an important social media platform for discovering products, evaluating brands and influencing purchase decisions. Young employees in the IT sector represent an important consumer group because of their high level of digital engagement and frequent exposure to online content. This study examines the influence of Instagram on consumer buying behaviour among young employees in the IT sector. The study considers Instagram usage, advertising exposure, influencer recommendations, product information, electronic word-of-mouth and visual content as important aspects of Instagram influence. A structured questionnaire using a five-point Likert scale is proposed for data collection. For illustration, a sample of 200 young IT employees is considered. The statistical analysis includes descriptive statistics, Cronbach's alpha, Pearson correlation, one-way ANOVA and multiple regression. The illustrative findings indicate a positive relationship between Instagram influence and consumer buying behaviour. The study highlights the role of Instagram content, advertising and influencer recommendations in shaping consumers' product awareness, evaluation and purchase decisions.

Keywords: Instagram, consumer buying behaviour, young employees, IT sector, social media marketing, influencer marketing, purchase intention.

1. INTRODUCTION

Social media has significantly changed the way consumers search for information, communicate with brands and make purchasing decisions. Among the various social media platforms, Instagram has become particularly important because of its image-based and video-based communication features. Businesses use Instagram to display products, communicate with customers, promote offers and collaborate with

influencers. Instagram provides consumers with continuous exposure to product-related content through posts, stories, reels, advertisements and influencer recommendations. Such content can create awareness of new products and encourage consumers to investigate products before making purchasing decisions. Young employees in the IT sector are an important group for studying this phenomenon. Their professional environment is closely connected with digital technologies, smartphones and online communication. Their regular interaction with digital platforms may increase their exposure to Instagram-based marketing activities. Consumer buying behaviour involves several stages, including need recognition, information search, evaluation of alternatives, purchase intention and actual purchase. Instagram may influence these stages through visual product presentations, customer reviews, influencer recommendations, sponsored advertisements and electronic word-of-mouth. Therefore, the present study focuses specifically on Instagram and examines its influence on the consumer buying behaviour of young employees working in the IT sector.

2. STATEMENT OF THE PROBLEM

The increasing use of Instagram has created new opportunities for businesses to communicate with consumers. Product advertisements, influencer promotions, sponsored posts, reels and customer-generated content are frequently encountered by users. However, frequent exposure to Instagram content does not necessarily mean that every consumer responds in the same way. Some consumers may consider Instagram advertisements useful, while others may perceive them as promotional or persuasive content. Influencer recommendations may also affect product evaluation and purchase intention. Young IT employees are exposed to digital content as part of their everyday lives. However, there is a need to understand whether Instagram exposure actually influences their consumer buying behaviour. The present study therefore attempts to examine the relationship between Instagram influence and consumer buying behaviour among young employees in the IT sector.

3. NEED FOR THE STUDY

Instagram has become an important platform for product discovery and promotion, particularly among young employees in the IT sector. Their frequent exposure to advertisements, influencer recommendations, product reviews and visual content may influence their purchasing decisions. Therefore, this study is needed to understand how Instagram influences consumer buying behaviour and to identify the major Instagram-related factors affecting the purchase decisions of young IT employees.

4. OBJECTIVES OF THE STUDY

1. To examine the influence of Instagram on consumer buying behaviour among young employees in the IT sector.
2. To analyse the influence of Instagram advertising on consumers' product evaluation.
3. To examine the influence of Instagram influencers and recommendations on purchase intention.
4. To determine the relationship between Instagram-related factors and consumer buying behaviour.
5. To identify whether demographic characteristics significantly influence consumer buying behaviour.

5. HYPOTHESES OF THE STUDY

H01

There is no significant relationship between Instagram influence and consumer buying behaviour among young employees in the IT sector.

H02

There is no significant influence of Instagram advertising on consumer buying behaviour.

H03

There is no significant influence of Instagram influencer recommendations on consumer buying behaviour.

H04

There is no significant difference in consumer buying behaviour among respondents belonging to different age groups.

H05

Instagram-related factors do not significantly predict consumer buying behaviour.

6. RESEARCH METHODOLOGY

The study follows a descriptive and analytical research design to investigate the influence of Instagram on consumer buying behaviour among young employees in the IT sector. The study covers young IT employees who actively use Instagram, with a sample of 200 respondents selected through convenience sampling. Primary data are collected using a structured questionnaire, supported by secondary information from relevant journals, books, research papers and reports. A five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), is used to measure the study variables. The collected data are analysed using percentage analysis, mean, standard deviation, Cronbach's Alpha, Pearson correlation, one-way ANOVA and multiple regression to assess the influence and relationship between Instagram-related factors and consumer buying behaviour.

7. DATA ANALYSIS AND INTERPRETATION

7.1 Demographic Profile

Table 1: Age-wise Distribution

Age Group	Frequency	Percentage
21–25	78	39.0
26–30	66	33.0
31–35	38	19.0
Above 35	18	9.0
Total	200	100.0

Interpretation

The distribution shows that 39% of respondents belong to the 21–25 age group, followed by 33% in the 26–30 group. Respondents aged 31–35 account for 19%, while 9% are above 35 years. Thus, the sample contains a relatively higher proportion of younger IT employees.

7.2 DESCRIPTIVE STATISTICS

Table 2: Descriptive Statistics

Variables	N	Mean	Std. Deviation
Instagram Usage & Engagement	200	3.61	0.72
Instagram Advertising	200	3.48	0.76
Influencer Recommendations	200	3.42	0.81
Product Information & Visual Content	200	3.67	0.69
Electronic Word-of-Mouth	200	3.54	0.74
Consumer Buying Behaviour	200	3.53	0.71

Interpretation

The mean scores are above the neutral point of 3.00 for all variables. Product information and visual content has the highest illustrative mean of 3.67, while influencer recommendations has the lowest mean of 3.42. The mean score for consumer buying behaviour is 3.53, indicating a generally positive response pattern toward Instagram-related purchasing influences.

7.3 RELIABILITY ANALYSIS

Table 3: Cronbach's Alpha

Construct	Number of Items	Cronbach's Alpha
Instagram Usage & Engagement	5	0.84
Instagram Advertising	5	0.87
Influencer Recommendations	5	0.89
Product Information & Visual Content	5	0.86
Electronic Word-of-Mouth	5	0.85
Consumer Buying Behaviour	10	0.91

Interpretation

The Cronbach's Alpha values range from 0.84 to 0.91. These values indicate high internal consistency among the questionnaire items. Therefore, the items within each construct demonstrate satisfactory reliability for further statistical analysis.

7.4 PEARSON CORRELATION ANALYSIS

Table 4: Correlation Between Instagram Factors and Consumer Buying Behaviour

Variables	Consumer Buying Behaviour (r)	Sig. (2-tailed)
Instagram Usage & Engagement	0.481**	0.000
Instagram Advertising	0.526**	0.000
Influencer Recommendations	0.573**	0.000
Product Information & Visual Content	0.614**	0.000
Electronic Word-of-Mouth	0.548**	0.000

Note: Correlation is significant at the 0.01 level (2-tailed).

Interpretation

The Pearson correlation results indicate positive relationships between all Instagram-related factors and consumer buying behaviour. Product information and visual content has the strongest correlation with consumer buying behaviour ($r = 0.614$), followed by influencer recommendations ($r = 0.573$). All relationships are statistically significant at the 1% level. Therefore, the null hypothesis that there is no significant relationship between Instagram-related factors and consumer buying behaviour is rejected for the illustrative dataset.

7.5 ONE-WAY ANOVA

Hypothesis

H04: There is no significant difference in consumer buying behaviour among respondents belonging to different age groups.

Table 5: ANOVA – Age and Consumer Buying Behaviour

Source	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.862	3	1.621	3.356	0.020
Within Groups	94.702	196	0.483		
Total	99.564	199			

Interpretation

The ANOVA result shows an F-value of **3.356** with a significance value of **0.020**. Since the significance value is less than 0.05, there is a statistically significant difference in consumer buying behaviour across the age groups in this illustrative dataset. Therefore, the null hypothesis is rejected. If actual data are used, a post-hoc test such as **Tukey HSD** should be conducted to identify which specific age groups differ from one another.

7.6 MULTIPLE REGRESSION ANALYSIS

Multiple regression is used to determine the extent to which Instagram-related factors predict consumer buying behaviour

Table 6: Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.701	0.491	0.478	0.513

Interpretation

The R^2 value of **0.491** indicates that approximately **49.1% of the variation in consumer buying behaviour** is explained by the Instagram-related factors included in the model. The remaining 50.9% may be explained by other variables not included in the model.

Table 7: ANOVA for Regression Model

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	48.910	5	9.782	37.14	0.000
Residual	51.654	194	0.266		
Total	100.564	199			

Interpretation

The regression ANOVA produces an F-value of **37.14** with a significance value of **0.000**. Since $p < 0.05$, the overall regression model is statistically significant. This suggests that the selected Instagram-related variables collectively explain a significant proportion of variation in consumer buying behaviour.

7.7 REGRESSION COEFFICIENTS

Table 8: Multiple Regression Coefficients

Predictor	B	Std. Error	Beta	t	Sig.
Constant	0.842	0.241	—	3.494	0.001
Instagram Usage & Engagement	0.126	0.052	0.128	2.423	0.016
Instagram Advertising	0.174	0.055	0.184	3.164	0.002
Influencer Recommendations	0.221	0.057	0.239	3.877	0.000
Product Information & Visual Content	0.268	0.061	0.286	4.393	0.000
Electronic Word-of-Mouth	0.194	0.058	0.205	3.345	0.001

Interpretation

The regression results show that all five Instagram-related factors have statistically significant positive coefficients. Product information and visual content has the largest standardized beta coefficient ($\beta = 0.286$), followed by influencer recommendations ($\beta = 0.239$). This indicates that, within this illustrative model, these variables have relatively stronger associations with consumer buying behaviour than the other predictors. Instagram advertising, electronic word-of-mouth and Instagram usage also show statistically significant positive relationships with consumer buying behaviour.

7.8 HYPOTHESIS TESTING SUMMARY

Hypothesis	Statistical Test	Illustrative Result	Decision
H01: Instagram influence is not related to buying behaviour	Pearson correlation	Significant positive relationships	Rejected
H02: Instagram advertising has no influence	Regression	$p = 0.002$	Rejected
H03: Influencer recommendations have no influence	Regression	$p = 0.000$	Rejected
H04: No age-group difference exists	One-way ANOVA	$p = 0.020$	Rejected
H05: Instagram factors do not predict buying behaviour	Multiple regression	$p = 0.000$	Rejected

8. MAJOR FINDINGS

The findings reveal that Instagram has a noticeable influence on the buying behaviour of young employees in the IT sector. Respondents show considerable engagement with product-related content on Instagram, with product information and visual content emerging as the most prominent factor. Instagram advertising, influencer recommendations, Instagram usage and electronic word-of-mouth are also positively related to consumer buying behaviour. Among the factors studied, product information and visual content has the strongest association with buying behaviour. The ANOVA results show variations in buying behaviour across different age groups, while the regression analysis confirms that the selected Instagram-related factors significantly contribute to explaining consumer buying behaviour. Overall, the study highlights the role of Instagram as an important source of product information and a significant part of the purchasing decision process among young IT employees.

9. DISCUSSION

The study highlights the important role of Instagram in influencing the consumer buying behaviour of young employees in the IT sector. Instagram provides consumers with easy access to product information through advertisements, reels, product images, influencer content and user opinions. The findings indicate that attractive visual content can increase consumers' interest in products and encourage further product evaluation. Instagram advertisements contribute to product awareness, while influencer recommendations can affect consumers' perceptions and purchase intentions. Similarly, electronic word-of-mouth through comments and reviews provides additional information that may help consumers compare products and make purchasing decisions. These findings suggest that Instagram has developed beyond a social networking and entertainment platform and has become an important digital marketing and product-information channel that can influence the purchasing decisions of young IT employees.

10. SUGGESTIONS

1. Businesses should provide accurate and transparent product information on Instagram.
2. Product photographs and videos should accurately represent the actual product.
3. Sponsored influencer content should be clearly identified.
4. Businesses should respond promptly to consumer questions and comments.

5. Customer reviews and feedback should be managed transparently.
6. Instagram advertising should focus on relevant rather than excessive promotional content.
7. Businesses should avoid misleading product claims.
8. Young consumers should critically evaluate influencer recommendations before making purchases.
9. Consumers should compare information from multiple sources before purchasing high-value products.
10. Businesses should use Instagram not only for promotion but also for meaningful customer communication.

11. LIMITATIONS OF THE STUDY

1. The study focuses specifically on Instagram and does not examine other social media platforms.
2. The study focuses on young employees in the IT sector.
3. Convenience sampling may limit the generalisability of the findings.
4. Consumer behaviour is influenced by several factors beyond social media.
5. Responses collected through questionnaires may reflect respondents' perceptions rather than their actual purchasing behaviour.
6. The statistical values presented in this model paper are illustrative and must be replaced with actual results before publication.

12. SCOPE FOR FUTURE RESEARCH

Future research may compare Instagram with YouTube, Facebook and other social media platforms. Studies may also examine differences between IT employees and employees in other sectors. Future researchers could investigate specific Instagram features such as Reels, Stories, influencer marketing, sponsored advertisements and live shopping. Longitudinal studies could further examine whether Instagram influence produces lasting changes in consumer buying behaviour.

13. CONCLUSION

The study examines the influence of Instagram on consumer buying behaviour among young employees in the IT sector. Instagram provides consumers with product information, advertising, influencer recommendations, visual content and electronic word-of-mouth. These elements can form an important part of consumers' product evaluation and purchase-related decisions. The illustrative statistical analysis indicates positive relationships between Instagram-related factors and consumer buying behaviour. The results also suggest that product information and visual content, influencer recommendations and electronic word-of-mouth may have meaningful associations with buying behaviour. In simple terms, Instagram can influence what young IT employees notice, consider and evaluate when making consumer decisions. However, the actual strength and significance of these relationships must be established using the respondents' real data.

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