

Digital sustainability in social media innovation: a microscopic analysis of Instagram advertising & Its demographic reflection for buying activity with R

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Abstract — This investigation expects to set up whether the financial variables of Instagram clients affects their purchasing choices in the wake of presenting to ads on it. The research was directed on 865 respondents of Delhi-NCR (430 male and 435 female) of which 445 were rustic and 420 were urban. The information was broke down by applying direct relapse alongside MANOVA. Two of the bundles to be specific R base alongside chart were utilized to perform straight relapse and for representation. The investigation takes sex, age, training, conjugal status, living arrangement, occupation and salary as financial components and these are hollowed against study factors like method of shopping, recurrence of procurement, sum spent and kinds of merchandise buy. The research features the huge connection between the financial components and these investigation factors.

Keyword — *instagram, advertisements, demographic variables, buying decision*

I. INTRODUCTION

Advertising is the non-individual correspondence of the data typically paid for and influential in nature about items, administrations or thoughts by distinguished backers through the different media (Datta, 2008). The promoter expects to spread his thoughts regarding the items and contributions among the prospects. Advancement of items is in this way the essential point of promoting (Ramaswami and Namakumari, 2004). With approach of computerized media this promoting goes to next dimension from broad communications to online life. The social Web is changing the features of customary promoting interchanges. Customary brand correspondences that were recently controlled and regulated by brand and promoting directors are bit by bit being molded by buyers. The quick development in ubiquity of web based life stages as of late has brought up the issue of whether this marvel has lessened advertisers' control of brand the executives (Berthon et al. 2007). Amid the web based life age, information of both the impact of organization made correspondence on buyer view of brands and the impact of customer online substance creation on brands is vital (Berthon, Pitt, and Campbell 2008; G. Christodoulides 2009). Online life stages like Instagram offer an open door for shoppers to collaborate with different customers; in this way, organizations are never again the sole wellspring of brand correspondence (Li and Bernoff 2011). In addition, customers are progressively utilizing online

networking destinations to scan for data and getting some distance from conventional media, for example, TV, radio and magazines (Magold and Faulds 2009).

Web based life like Instagram are picking up ubiquity and are progressively utilized in ordinary tasks of numerous organizations, going from new businesses and SMEs to expansive enterprises (Lee et al, 2008; Osimo, 2008; Andriole, 2010; Bell and Loane, 2010). Regardless of broad utilization of Instagram, little is known on the explicit effect that these instruments and advances have on business process execution (Denyer et al, 2011).

This paper endeavors to feature the essential variables of thought on the purchasing choice of customers who are for the most part utilizing Instagram as an instrument of data for brand through Advertising alongside how they see and are impacted by ad of the items on it. This paper endeavors to fill the hole in writings which are a couple or missing in featuring the significance of financial elements of Instagram clients on their buy choice.

Huge utilization of Instagram around the world has made it another and critical Advertising stage, where organizations put their promotions to achieve their planned clients. This is presumably in light of the fact that Instagram enables organizations to target explicit client and advancing their item or administrations through viable commercials. As Vahl (2011) contends Instagram is encouraging the makers and specialist co-ops to achieve clients of explicit age gathering and intrigue. Developing Instagram based promoting is maybe a sign that it is turning into a critical wellspring of business introduction and the organizations are accepting Instagram commercial as a valuable technique to draw in clients. Just in a couple of years, it has turned into a piece of special blend of the organizations to make mindfulness in target regions and impact clients mind. On account of its prevalence, organizations are putting their advertisements on Instagram for making mindfulness and impacting purchasing conduct. A few organizations like HP, have embraced Instagram as a vital piece of business exercises to remain nearby with clients in focused business condition. Vahl (2011) features the organizations attraction towards Instagram and notices that Instagram income from organizations notices came to around \$ 5.6 billion out of 2016.

Organizations are spending a sizable part of their financial plan on promoting their items and administrations. Through the notices which go with fascinating data, firms endeavor to impact clients' purchasing conduct positively. Instagram is likewise being utilized for the simple reason as the organizations trust that their promotion may grab clients' eye and activity (great buy choices).

Organizations battle to separate their items and administrations to make esteems for their clients. Promoting is utilized to make items/administrations separation in clients' brain (Hussainy et al., 2008). Promoters know about the significance of brand esteem advancement technique and the advantages it might offer by viably affecting clients' psyche. This is on the grounds that frequently clients have relationship with explicit brands and passionate qualities these brands have for them. This desires the promoters to make enthusiastic qualities for their watchers through notice on the media like Instagram.

II. REVIEW OF LITERATURE

Promoting is the center thought that is exhibited in non-individual approaches to make buy goal. Srinivasa (2008) characterize promotion as "the sharing of data about items in a non-individual manner typically paid by a support through various media". Correspondingly, Ayanwala et al., (2005) characterize it as "a non-individual paid type of correspondence, where thoughts, ideas, items or administrations, and data, are advanced through media (visual, verbal, and content) by a recognized support to induce or impact conduct". Bishnoi and Sharma (2009) stressed the intrinsic attributes of promotion and proposed that notoriety is the point of notice.

Instagram is kind of online life, where individuals with basic intrigue shares their thoughts and remarks in a virtual situation (Weber, 2009). Instagram publicizing empowers clients to share their experience, thoughts, intrigue and helpful data about a brand. Instagram publicizing is valuable as in it is intuitively useful in gathering input and statistic data of focused clients. In current business condition, Instagram publicizing is a successful source to reach focused on clients (Sendberg, 2010). Facebook publicizing gives the chance to develop your image and draws in with clients on an extensive interpersonal organization.

Instagram promoting is done to make similarity, fascination and impact purchasing conduct in positive way. State of mind towards-the promotions, is a fascinating hypothesis of publicizing frequently used to comprehend the purchasing conduct. Successful commercial impacts the state of mind towards brand lastly prompts buy expectation (Goldsmith and Lafferty, 2002). In a perfect world, customers purchasing conduct is the items buy choice (Adelaar et al., 2003).

Web based life especially Instagram has turned into a promoting channel to achieve target advertise. As indicated by an research, "Grow your Brand Community Online" web based life has turned into a huge promoting channel to achieve specifically focused on clients and connects with them with organization brands (Hanlon et al., 2008). For instance, Audi (German car organization) and Dunkin' Donuts (American

shoppers' item organization) are utilizing internet based life for direct connections with clients. Audi has built up corporate relations with their fans on Instagram (Wasserman, 2011). Essentially, Proper Cloth, New York based organization, has made its page on Instagram to post news of their business and pictures of garments. All its Instagram fans get their updates in seconds on their Instagram pages. These driving brands have gathered buyers on a solitary stage (i.e Instagram) and keep them refreshed at lower cost.

As indicated by Lukka and James (2014) Instagram is a powerful source to advertise your items actually. Instagram has empowered advertisers to tweak their commercials for an explicit gathering of individuals. Advertisers focus on these people based on statistic data's and common intrigue. Instagram has made it conceivable to contact these focused on individuals in financially savvy and fascinating route rather than conventional advertising channels.

There is an exploration hole exists which this paper attempts to feature i.e. no investigation features the financial make up or profiles of Instagram clients on the whole that impact the obtaining conduct. In this way, this investigation will convey out greater clearness to the current written works and help in setting up greater validity.

Goals of this study

The followings are goals to the experimentation. Every one of the destinations are explicitly founded on Instagram clients profile. The investigation factors are method of shopping, recurrence of procurement, kind of merchandise bought and sum spend for obtaining of products.

- 1) To know and assess the effect of financial profile of Instagram clients on method of shopping.
- 2) To know and assess the effect of financial profile of Instagram clients on recurrence of procurement.
- 3) To know and assess the effect of financial profile of Instagram clients on kind of products bought.
- 4) To know and assess the effect of financial profile of Instagram clients on sum spend for buy of products.

III. RESEARCH METHODOLOGY

The research is activity based research thusly the work falls in the ambit of connected research strategies. The investigation has two primary builds to be specific financial conduct of Instagram clients and obtaining conduct. The primary develop spoken to by seven factors viz. Sexual orientation, Age, Education, Marital Status, Residence, Occupation and Income. The second develop is affected by four factors viz. method of shopping, recurrence of procurement, sort of products obtained and sum spent on buying. The accompanying table shows insights with respect to contemplate builds and related factors.

TABLE 1: STUDY CONSTRUCTS AND VARIABLES

Construct	Variable
Demographic Profile	Gender
	Age
	Education
	Marital Status
	Residence

	Occupation
	Income
Purchase behavior	Mode of Shopping
	Frequency of purchase
	Types of Goods Purchased
	Average amount spent on Goods Purchased (INR)

All variables related to demographic profile are independent variables and rest of the variables are study variables. For instance, Gender is independent variable and Mode of Shopping dependent variable. So, the regression equation for this relation could be as follows;

$$\text{Mode of Shopping Behavior} = \alpha + \beta (\text{Gender}) + e \quad (1)$$

The hypothesis for this regression equation could be

H_a : Gender influences mode of shopping

The null hypothesis obviously turns out to be “gender doesn’t influence mode of shopping”. For a composite hypothesis please look at eq. 7 below.

Sampling procedure

For this study a multi stage sampling method was adopted. The study is comprised of four districts of Delhi-NCR which were selected based on good internet connectivity. For the study a comprehensive questionnaire was constructed covering 14 variables related to impact of Instagram advertising. Besides Demographic variable related questions about the respondents, different issues related to the purchasing decisions were also addressed. While conducting the survey, due care was given to the respondents of different walks of life who are well versed with Instagram advertisements are targeted. A total of 1000 questionnaires (250 in each district) were administered through Instagram and WhatsApp groups. A total of 865 questionnaires were considered to be fit for the analysis.

Hypotheses

This section brings emphasize on hypothesis for the study. The aim of the research is to find and assess the impact of Demographic profile of Instagram users on various traits of purchasing behavior namely mode of shopping, frequency of purchase, type of goods purchased, and amount of money spend over purchasing goods.

H₁: Demographic profile of Instagram users impact mode of shopping.

H₂: Demographic profile of Instagram users impact frequency of purchase.

H₃: Demographic profile of Instagram users impact type of goods purchased.

H₄: Demographic profile of Instagram users impact money spent on purchase.

Statistical techniques

Given the aim and the objectives the study needs linear regression along with MANOVA to test the hypotheses. Each hypothesis needs a simple linear regression in order to get tested. Whereas, to test the multivariate variance the study might need MANOVA. The methods could be as below:

Simple linear regression:

Given a model function such as

$$Y = \alpha + \beta X + e \quad (2)$$

Then

$$\hat{\alpha} = \bar{Y} - \hat{\beta} \bar{X} \quad (3)$$

The eq. 1 is known as the classical model function for simple linear regression, whereas eq. 2 is the expression for the constant. Now the slope or coefficient will be as follows.

$$\hat{\beta} = \frac{\sum_{i=1}^n (x_i - \bar{x})(y_i - \bar{y})}{\sum_{i=1}^n (x_i - \bar{x})^2} \quad (4)$$

Now the estimation of $\hat{\alpha}$ and $\hat{\beta}$ is as follows.

$$t = \frac{\hat{\beta} - \beta}{S_{\hat{\beta}}} \sim t_{n-2} \quad (5)$$

Where

$$S_{\hat{\beta}} = \frac{1}{n-2} \frac{\sum_{i=1}^n \hat{e}_i^2}{\sum_{i=1}^n (x_i - \bar{x})^2} \quad (6)$$

It might be possible to assess if the relationship between any two variables significant or not with the help of eq. 4 and 5 once upon realizing the expected values such as $\hat{\alpha}$ and $\hat{\beta}$ from eq. 2 and 3. Coming to the study, the hypothesis (H₁) brings emphasis on testing the relationship between Demographic profile of Instagram users and mode of shopping. Both variables measured in ordinary level. The model (eq. 1) can be as below.

$$\text{Mode of Shopping} = \alpha + \beta (\text{Socioeconomic Profile}) + e \quad (7)$$

Now once after realizing the $\hat{\alpha}$ and $\hat{\beta}$, it might be possible to test such relationships with the help of *t* statistic as given in eq. 4 and 5.

Statistical tools

Statistical tools are very important for statistical analysis. Two of the packages namely R base along with diagram were used to perform linear regression and for visualization. R base has sufficient mechanisms to perform linear regression analysis. However, the package diagram is used to plot the structure diagrams. The structure diagram is composed of set of nodes for both dependent and independent variables. The nodes were shown as rectangles and relationships were shown with single headed arrows. The color of the arrow represents significance of relationship. The relationship is deemed to be significant if the color of the arrow is red otherwise not.

IV. ANALYSIS

The analysis is organized by the output obtained through R for simple linear regression. The data first verified to check normality of the data. Shapiro-Wilk test is chosen to test the multivariate normality of the data. Every model i.e. regression line has two outcomes i.e. the first is the regression output and the second is a visual. The regression output has certain

important statistics along with P Values. The P Values were interpreted at respective significance levels.

The following is the normality test.

```
> shapiro.test(s.df[,2:26])
```

Shapiro-Wilk normality test

data: s.df[, 2:26]

W = 0.08159, p-value < 0.02134

The following is the regression summary for Gender vs.

study variables

```
> summary(gend.lm)
```

Call:

```
lm(formula = s.df[, 2] ~ s.df[, 8] + s.df[, 9] + s.df[, 10] + s.df[, 11], data = as.data.frame(s.df.ch))
```

Residuals:

```
Min 1Q Median 3Q Max
-0.76527 -0.04580 0.04994 0.16844 0.44037
Coefficients: Estimate Std. Error t value Pr(>|t|)
(Intercept) 2.55467 0.07948 32.143 < 2e-16 ***
s.df[, 8] -0.46163 0.03266 -14.133 < 2e-16 ***
s.df[, 9] -0.52792 0.06649 -7.939 1.73e-13 ***
s.df[, 10] 0.47208 0.05361 8.806 8.02e-16 ***
s.df[, 11] -0.10804 0.02015 -5.363 2.36e-07 ***
```

 Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
 Residual standard error: 0.2872 on 190 degrees of freedom
 (105 observations deleted due to missingness)
 Multiple R-squared: 0.6713, Adjusted R-squared: 0.6643
 F-statistic: 96.99 on 4 and 190 DF, p-value: < 2.2e-16

Gender vs. Study Variables

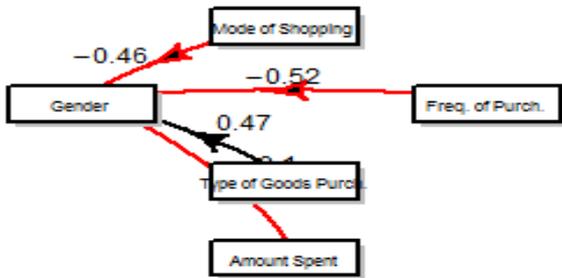


Fig. 1. Structure diagram for Gender vs. study variables

Gender has significant relationship with mode of shopping, frequency of purchase and amount spent.

The following is the regression summary for Age vs. study variables

```
> summary(age.lm)
```

Call:

```
lm(formula = s.df[, 3] ~ s.df[, 8] + s.df[, 9] + s.df[, 10] + s.df[, 11], data = as.data.frame(s.df.ch))
```

Residuals:

```
Min 1Q Median 3Q Max
-1.6293 -0.3226 -0.2451 0.3453 1.6619
Coefficients: Estimate Std. Error t value Pr(>|t|)
(Intercept) 8.49741 0.21487 39.547 < 2e-16 ***
```

```
s.df[, 8] 0.70883 0.08830 8.027 1.01e-13 ***
s.df[, 9] -0.70994 0.17977 -3.949 0.00011 ***
s.df[, 10] -1.02543 0.14493 -7.075 2.79e-11 ***
s.df[, 11] -0.90810 0.05446 -16.674 < 2e-16 ***
```

 Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
 Residual standard error: 0.7764 on 190 degrees of freedom
 (105 observations deleted due to missingness)
 Multiple R-squared: 0.8219, Adjusted R-squared: 0.8181
 F-statistic: 219.1 on 4 and 190 DF, p-value: < 2.2e-16

Age vs. Study Variables

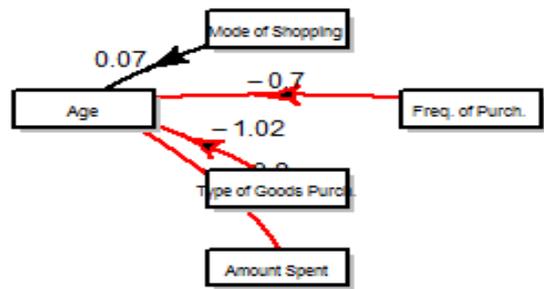


Fig. 2. Structure diagram for Age vs. study variables

Age has significant relationship with frequency of purchase, amount spent & types of goods purchase.

The following is the regression summary for Education vs. study variables

```
> summary(Edu.lm)
```

Call:

```
lm(formula = s.df.ch[, 3] ~ s.df.ch[, 8] + s.df.ch[, 9] + s.df.ch[, 10] + s.df.ch[, 11], data = as.data.frame(s.df.ch))
```

Residuals:

```
Min 1Q Median 3Q Max
-1.7508 -1.0025 0.0397 0.5721 3.2070
Coefficients: Estimate Std. Error t value Pr(>|t|)
(Intercept) -0.375487 0.477065 -0.787 0.4323
s.df.ch[, 8] 0.854237 0.328240 2.602 0.0101 *
s.df.ch[, 9] 0.001174 0.273800 0.004 0.9966
s.df.ch[, 10] 0.177068 0.098723 1.794 0.0747 .
s.df.ch[, 11] 0.957771 0.167032 5.734 4.46e-08 ***
```

 Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
 Residual standard error: 1.338 on 168 degrees of freedom
 Multiple R-squared: 0.2333, Adjusted R-squared: 0.215
 F-statistic: 12.78 on 4 and 168 DF, p-value: 4.199e-09

Education vs. Study Variables

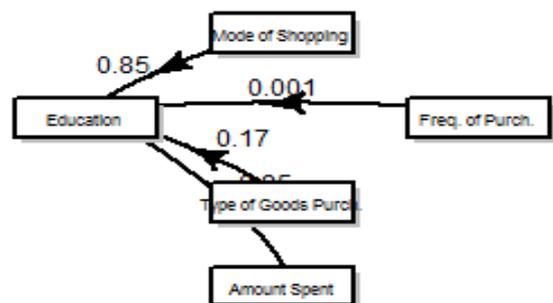


Fig. 3. Structure diagram for Education vs. study variables E

Education has no significant relationship with mode of shopping, frequency of purchase, types of goods purchase & amount spent.

The following is the regression summary for Marital Status vs. study variables

```
> summary(MS.lm)
Call:
lm(formula = s.df.ch[, 4] ~ s.df.ch[, 8] + s.df.ch[, 9] +
s.df.ch[, 10] + s.df.ch[, 11], data = as.data.frame(s.df.ch))
```

Residuals:

Min	1Q	Median	3Q	Max
-0.52373	-0.02706	0.04774	0.12912	0.32009

Coefficients:

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	2.14323	0.07961	26.921	< 2e-16 ***
s.df.ch[, 8]	-0.19499	0.05478	-3.560	0.000483 ***
s.df.ch[, 9]	-0.08137	0.04569	-1.781	0.076734 .
s.df.ch[, 10]	-0.03540	0.01647	-2.149	0.033103 *
s.df.ch[, 11]	0.15618	0.02787	5.603	8.47e-08 ***

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 0.2233 on 168 degrees of freedom
Multiple R-squared: 0.4229, Adjusted R-squared: 0.4092
F-statistic: 30.78 on 4 and 168 DF, p-value: < 2.2e-16

Marital Status vs. Study Variables

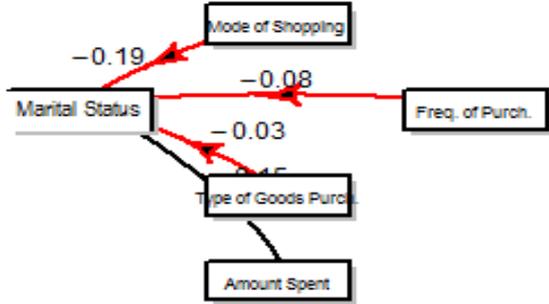


Fig. 4. Structure diagram for Marital Status vs. study variables

Marital status has significant relationship with mode of shopping, frequency of purchase & types of goods purchase.

The following is the regression summary for Residence vs. study variables

```
> summary(Res.lm)
Call:
lm(formula = s.df.ch[, 5] ~ s.df.ch[, 8] + s.df.ch[, 9] +
s.df.ch[, 10] + s.df.ch[, 11], data = as.data.frame(s.df.ch))
```

Residuals:

Min	1Q	Median	3Q	Max
-0.51990	-0.19742	-0.07527	0.26581	0.67407

Coefficients:

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	0.54832	0.13586	4.036	8.25e-05 ***
s.df.ch[, 8]	-0.13735	0.09348	-1.469	0.1436
s.df.ch[, 9]	0.17537	0.07798	2.249	0.0258 *
s.df.ch[, 10]	0.18512	0.02812	6.585	5.60e-10 ***
s.df.ch[, 11]	0.19397	0.04757	4.078	7.01e-05 ***

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 0.3811 on 168 degrees of freedom
Multiple R-squared: 0.4356, Adjusted R-squared: 0.4221
F-statistic: 32.41 on 4 and 168 DF, p-value: < 2.2e-16

Residence vs. Study Variables

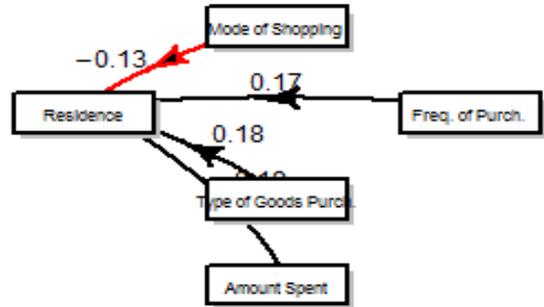


Fig. 5. Structure diagram for Residence vs. study variables

Residence of users has only significant relationship with mode of shopping.

The following is the regression summary for Occupation vs. study variables

```
> summary(Occ.lm)
Call:
lm(formula = s.df.ch[, 6] ~ s.df.ch[, 8] + s.df.ch[, 9] +
s.df.ch[, 10] + s.df.ch[, 11], data = as.data.frame(s.df.ch))
```

Residuals:

Min	1Q	Median	3Q	Max
-1.71580	-0.39111	0.01292	0.68477	0.97297

Coefficients:

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	7.03876	0.30985	22.717	< 2e-16 ***
s.df.ch[, 8]	-2.07704	0.21319	-9.743	< 2e-16 ***
s.df.ch[, 9]	0.40403	0.17783	2.272	0.0244 *
s.df.ch[, 10]	0.30279	0.06412	4.722	4.90e-06 ***
s.df.ch[, 11]	-0.98424	0.10849	-9.073	3.01e-16 ***

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 0.8692 on 168 degrees of freedom
Multiple R-squared: 0.6607, Adjusted R-squared: 0.6527
F-statistic: 81.79 on 4 and 168 DF, p-value: < 2.2e-16

Occupation vs. Study Variables

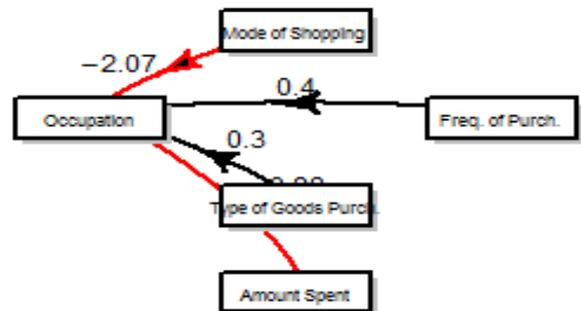


Fig. 6. Structure diagram for Occupation vs. study variables

Occupation of users has significant relationship with mode of shopping and amount spent.

The following is the regression summary for Income vs. study variables

> summary(Inc.lm)

Call:

lm(formula = s.df.ch[, 7] ~ s.df.ch[, 8] + s.df.ch[, 9] + s.df.ch[, 10] + s.df.ch[, 11], data = as.data.frame(s.df.ch))

Residuals:

Min 1Q Median 3Q Max
-0.91377 -0.21138 -0.06825 0.50378 0.58087

Coefficients:

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	-0.63414	0.16402	-3.866	0.000158 ***
s.df.ch[, 8]	0.77326	0.11285	6.852	1.32e-10 ***
s.df.ch[, 9]	-0.14313	0.09414	-1.520	0.130285
s.df.ch[, 10]	0.21259	0.03394	6.263	3.05e-09 ***
s.df.ch[, 11]	0.79021	0.05743	13.760	< 2e-16 ***

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 0.4601 on 168 degrees of freedom
Multiple R-squared: 0.6363, Adjusted R-squared: 0.6276
F-statistic: 73.48 on 4 and 168 DF, p-value: < 2.2e-16

Income vs. Study Variables

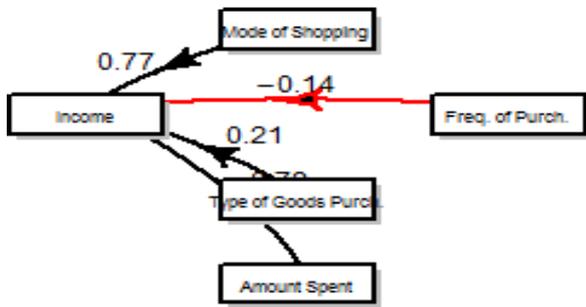


Fig. 7. Structure diagram for Income vs. study variables

Income has significant relationship with frequency of purchase only.

V.CONCLUSION

The investigation recommends that sex, age and conjugal status are those financial profiles for the most part influenced by most elevated number of study factors. Living arrangement, occupation are tolerably influenced by study factors. Pay of respondents is influenced by just recurrence of procurement though training of respondents isn't influenced by the research factors. This is featuring the way that training assumes a next to no job in Instagram profiles of customers. Instagram utilize isn't at all influenced by instruction additionally the ads are seen for the most part by listening in on others' conversations attention or sharing and sending of messages.

Cutting edge insight for future

This research is just featuring the financial profiles of Instagram clients, so it can likewise have stretched out to other internet based life stages to know the truth. Additionally, this research is done in a littler topographical locale. It should likewise be possible on a bigger area if assets allow. Further research is required by incorporation of all prevalent internet based life and inclusion of every single significant component of buying conduct.

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