



Analyzing the Change in Advertising Techniques for Small Businesses on Instagram

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Abstract

Social media is the new communal gathering place for people around the globe playing a key role in receiving and sharing information about the communities, businesses, politics, lifestyles, etc. Every smart-phone user nowadays is active on at least one of the social media platforms. With social media being prevalent among the younger generation, businesses have refocused their organizational structure specifically on marketing through social media. Instagram, which has been a photo sharing platform, is also providing business friendly tools for advertising and marketing. About 70% of Indian youth is active on Instagram, which makes this platform more appealing for advertising for small businesses.

The methodology of the study has been a quantitative analysis and the research tool used here is the questionnaire survey which has been conducted among the small business owners with different social, cultural, economic background and field of study. The sample population for this survey is the small business owners across India who uses Instagram as their marketing tool to reach out to their audiences. To study and analyze the impact of Instagram on the business growth, the research has been dependent on the inputs and data gathered from the businesses on various factors related to Instagram and its level of influence.

Keywords

Digital Marketing, Advertising, Small Businesses, Social Media, Instagram

Introduction

Social media is the new communal gathering place for people around the globe. Social media platforms play a key role in receiving and sharing information about their communities, businesses, politics, lifestyles, and for

pure entertainment. Today, every smartphone user is present on at least one of the social media platforms. With social media being pervasive among the youth, organizations have pulled together their hierarchical design explicitly on promoting and marketing through social media.

Instagram, which has been a photo sharing platform, is also providing business friendly tools for advertising and marketing. About 70% of Indian youth is active on Instagram, which makes this platform more appealing for advertising for small businesses.

Small business is defined as a privately owned corporation, partnership, or sole proprietorship that has fewer employees and less annual revenue than a corporation or regular-sized business.

'Atma Nirbhar Bharat' is one of such campaigns started in India to develop the Small & Medium Businesses in India and make the population capable of earning their livelihoods. We have observed a huge boom in small businesses during the COVID-19 pandemic where our economy was relied mostly on small businesses.

Literature Review

Review 1

Alford, P.: Marketing Technology For Adoption By Small Business

In the dissertation, he states that Digital transformation, driven by technological advances and changing customer requirements, is stimulating the use of digital marketing. 30% of Indian enterprises regard digital marketing as a key investment area as part of their overall digital transformation strategy, with over one third of Indian organizations currently investing in new sales and marketing tools. Unfortunately, there are implementation gaps between Indian small and medium-sized enterprises (SME) and large enterprises (LE). In short, SME are lagging behind LE and generally do not efficiently use digital marketing tools, channels, and platforms. Barriers that prevent SME from adopting higher digital marketing tools are cultural change, limited resources/high costs, technology, and expertise.

The objective of this study is to close the knowledge gap and provide SME with an overview of the most important digital marketing tools based on a literature review in order to leverage the opportunity of digital technology in the marketing discipline and reduce the distance to LE. This includes tools, channels, platforms, and methods, which can be used by SME to close the knowledge gap and thus take advantage of a new, digital marketing portfolio. The twenty-four unique digital marketing tools are presented based on a comparative analysis, with the eleven most often cited tools being defined and described. Potential for further research was identified.

Review 2**Mari E. Mew: Small Business Social Media Marketing Strategies in the Retail Industry**

Numerous entrepreneurs need Social Media Marketing (SMM) methodologies to produce deals development. Entrepreneurs are worried about expanding deals development to guarantee manageability. Grounded in Roger's Diffusion of Innovation Theory, the purpose for this subjective various contextual analysis was to investigate SMM techniques some entrepreneurs in the ladies' retail clothing industry use to create development in deals. Information was gathered from semi-structured interviews, archival organizational documentation, and physical artifacts. Yin's 5-step examination process directed the data analysis.

Small businesses play a critical part in the U.S. economy. A small business is a free business with less than 500 employees. Around half of private ventures flop inside initial 5 years of activities (SBA, 2018). Independent ventures address 99.9% of every one of managers' organizations and utilize 47.5% of the confidential workforce (SBA, 2018). The quantity of private ventures has expanded, as entrepreneurs connect with and draw in new clients.

A key suggestion is for entrepreneurs to utilize Facebook, Twitter, and Instagram virtual entertainment stages to arrive at clients and get prompt input. The ramifications for positive social change incorporate the potential for entrepreneurs to build their capacity to execute SMM missions to produce deals development. Higher deals might prompt more benefit, which could be utilized to make gifts to local area based social projects.

Review 3**Glory Silvano, Dr Crispin Mbogo: Impact of Social Media Marketing on Small Businesses' Sales****Performance: A Case of Women Clothing Stores in Nyamagana District, Tanzania**

The appearance of virtual entertainment has essentially modified how advertising is directed. With new advances, independent companies are transforming from the conventional channels of contacting possible clients to web based promoting methods utilizing virtual entertainment channels like Instagram, WhatsApp, Twitter and Facebook . Online entertainment offers an open door for independent ventures to collaborate with the current and expected clients.

Worldwide, the utilization of online entertainment is extending at 25% development rate yearly and in this manner more organizations are expanding moving to virtual entertainment advertising. In China for example, the interest for design items is being driven by web clients. In Center East, research shows that notwithstanding solid shopping center culture, a many individuals are progressively admiring virtual entertainment to get style motivation and worldwide patterns. In USA, web-based entertainment has essentially changed how style firms promote and converse with their clients. In such manner, many design retailers consider Pinterest and Instagram are critical drivers of business development. Online entertainment was likewise observed to be a significant stage for measuring customer assessment in America.

The review discoveries uncovered that powerful use of online entertainment showcasing (Facebook and Instagram) was essentially connected with further developed deals results. Be that as it may, utilization of Twitter was found to fundamentally affect SMEs' deals development. For sure, the connection between the utilization of twitter and deals execution isn't validated. Dissimilar to Twitter, the review results showed that utilization of Facebook in promoting exercises of private venture upgraded deals execution. In this way, the review finishes up, private ventures should utilize Facebook actually to catch consideration of the client and ultimately win client buy goal which thus prompts increment of deals volumes. The further concentrate further infers that there is a hopeful relationship among the utilization of Instagram and execution of deals for private company. Accordingly, private venture exercises ought to set themselves on the powerful use Instagram on the grounds that it permits clients to envision items sold in stores.

Methodology

Given the nature of the research, the methodology of the study has been a quantitative analysis on the basis of survey conducted among the small business owners with different social, cultural, economic background and field of study. The sample population for this survey would be the small business owners across India who uses Instagram as their marketing tool. Research's sample size would be less than 100 Indian small businesses on Instagram. This is due to time, feasibility and monetary factors. To study and analyze the impact of Instagram on the business growth, the research is dependent on the inputs and data gathered from the businesses on various factors related to Instagram and its level of influence.

When I speak about advertising techniques, I would like to include certain parameters like:

- a) The time of interaction of business on Instagram.
- b) Changes of trends to be followed.
- c) The time of interaction with customers.
- d) The language barriers and its effects on advertising during the interaction.

This detailed analysis will be quantitative in nature which will provide a balanced view of the whole scenario related to usage of Instagram and will give full and accurate account of the actual changes of advertising techniques for small businesses on Instagram.

Research Objectives

1. To study on the usage of Instagram by small businesses for advertising.
2. To examine the consumers on the awareness provided by the small businesses on Instagram.
3. To analyse the advertising techniques of small businesses in Instagram.

Research Hypothesis

1. *Ho: There is no significant relationship between the usage of Instagram in advertising and small businesses.*
Ha: There is significant relationship between the usage of Instagram in advertising and small businesses.

2. *Ho: There is no significant relationship between the usage of Instagram and small businesses on the consumer awareness.*
Ha: There is significant relationship between the usage of Instagram and small businesses on the consumer awareness.

3. *Ho: There is no significant relationship between the usage of Instagram and small businesses on the advertising techniques.*
Ha: There is significant relationship between the usage of Instagram and small businesses on the advertising techniques.

Theoretical Framework

Uses and Gratification Theory:

Uses and Gratification Theory (UGT) is a way to deal with understanding the reason why and how individuals effectively search out specific media to fulfill explicit necessities. UGT is a crowd of people focused way to deal with grasping mass correspondence. Separating from different media impact speculations that inquiry "What does media do to people?" UGT rather centers on "What does people do to media?" It proposes that media is an exceptionally accessible item and the crowds are the shoppers of a similar item.

This correspondence hypothesis is positivistic in its methodology, situated in the socio-mental correspondence custom, and spotlights on correspondence at the broad communications scale. The driving inquiry of UGT is: The reason in all actuality do individuals utilizes media and what do they involve them for? UGT examines how clients intentionally pick media that will fulfill given needs and permit one to upgrade information, unwinding, social associations/friendship, redirection, or departure.

UGT expects that crowd individuals are not latent buyers of media. Rather, the crowd has control over their media utilization and accepts a functioning job in deciphering and coordinating media into their own lives. Not at all like other hypothetical points of view, UGT considers that crowds are answerable for picking media to meet their longings and requirements to accomplish satisfaction. This hypothesis would then infer that the media contend with other data hotspots for watchers' delight.

UGT has a heuristic worth today since it gives correspondence researchers a "viewpoint through which various thoughts and hypotheses about media decision, utilization, and try and effect can be seen".

Analysis Design

The methodology of the study has been a quantitative analysis and the research tool used here is the questionnaire survey which has been conducted among the small business owners with different social, cultural, economic background and field of study. The descriptive analysis of the data gathered has been done.

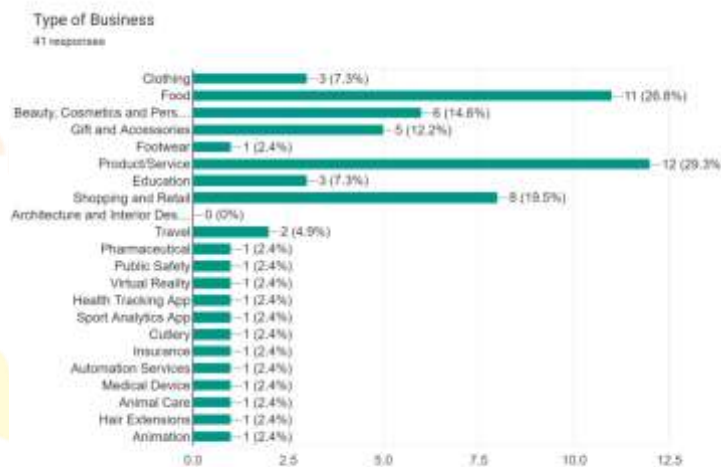
Research’s sample size would be less than 100 Indian small businesses on Instagram. This is due to time, feasibility and monetary factors. To study and analyze the impact of Instagram on the business growth, the research is dependent on the inputs and data gathered from the businesses on various factors related to Instagram and its level of influence.

Pilot Testing of 10 small businesses has already been done to check the responses on the questionnaire generated for this research.

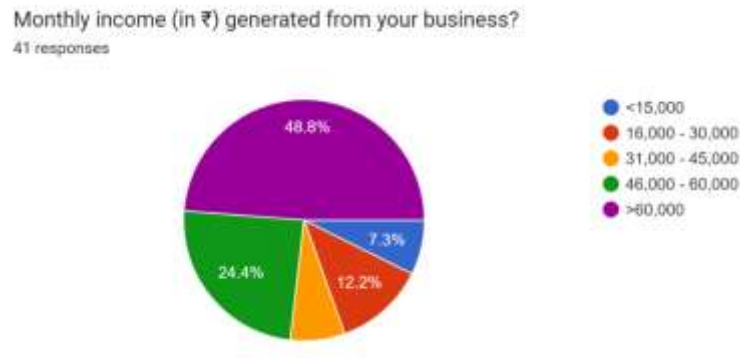
Analysis and Interpretation

Here are some questions along with the responses from the research survey done.

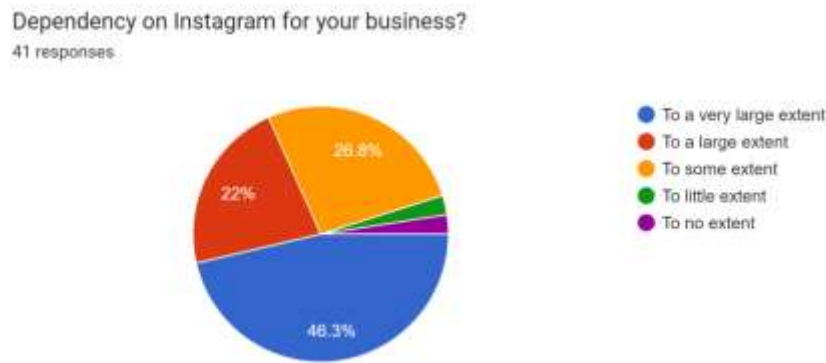
1. What is the type of business?



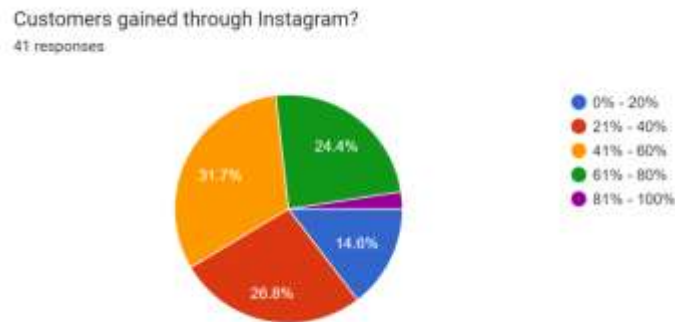
2. Monthly income (in ₹) generated from your business?



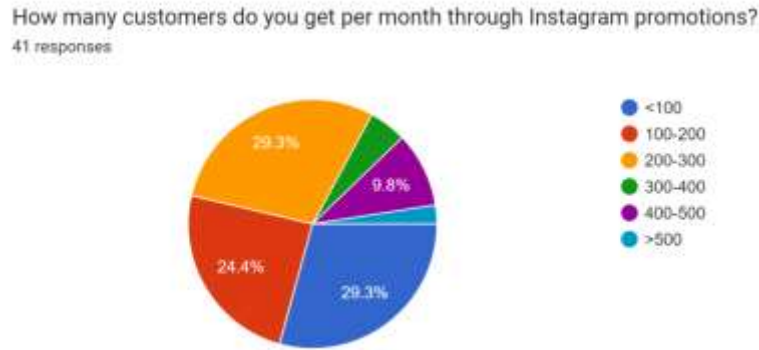
3. Dependency on Instagram for your business?



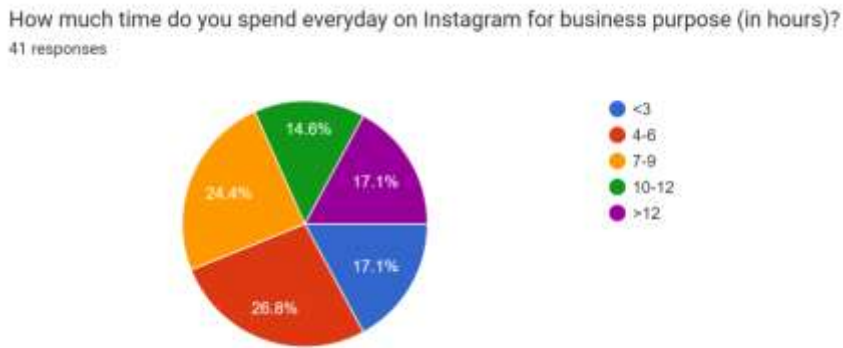
4. Customers gained through Instagram?



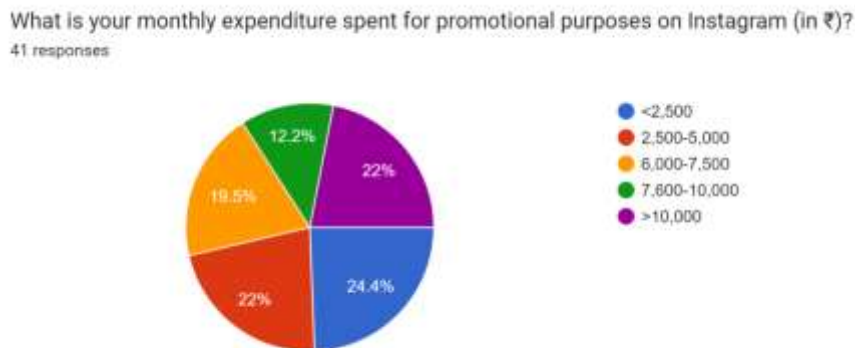
5. How many customers do you get per month through Instagram promotions?



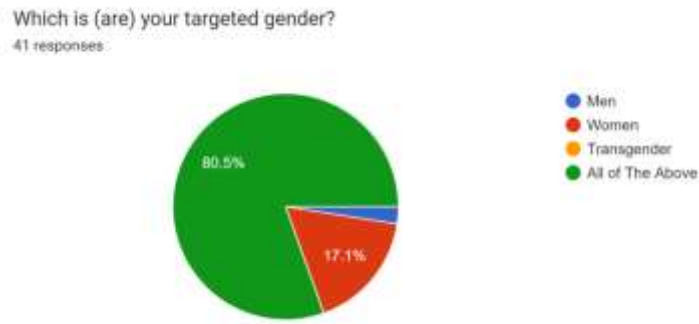
6. How much time do you spend every day on Instagram for business purpose (in hours)?



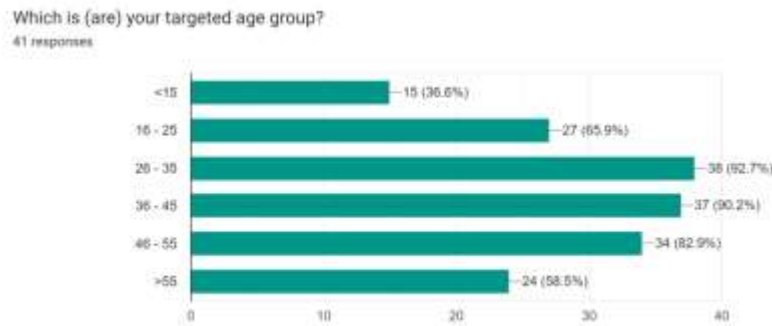
7. What is your monthly expenditure spent for promotional purposes on Instagram (in ₹)?



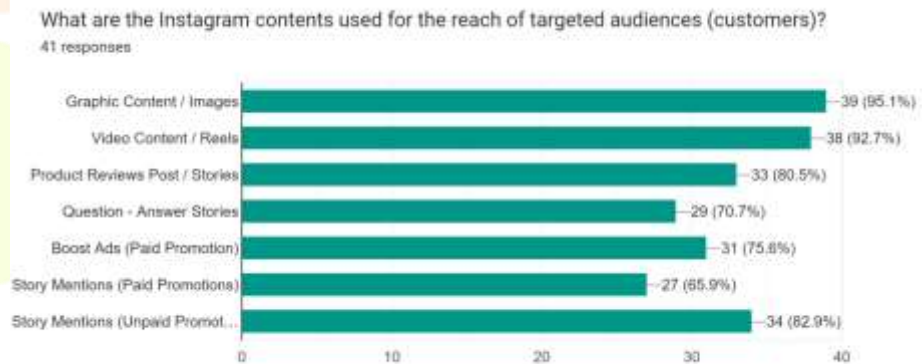
8. Which is (are) your targeted gender?



9. Which is (are) your targeted age group?



10. What are the Instagram contents used for the reach of targeted audiences (customers)?



Conclusion

Through this research and findings, it can be conclude that:

- Instagram is the fastest growing social media platform with current user presence of more than 2 Billion Users. Out of which the popularity of the platform lies between the age group of 16 - 45 and highest targeted audience lies between the ages of 26 – 35.
- Even after more than six years of launching of Digital India campaign, there is still a lack of knowledge about the optimum consumption of Social Media's Business Tools, here specifically Instagram.
- However, many emerging SMEs are now joining the platform. 70% of the respondents joined the platform in past 2 years which proves that the SMEs have started to utilize Instagram as their Advertising Tool.
- Businesses have received 30% more consumers after adding Instagram as one of their Advertising Tools. The businesses are utilizing most yet not all of the content catogies to promote their products and services. Still, online presence of businesses has created a sense of authenticity among the consumers which allow them to shop more through Instagram's Market Place.

Moreover, 78 percent of the businesses who participated in the survey are satisfied with their experience on Instagram in regards to promoting their businesses and services.

DATA AVAILIBILITY STATEMENT

The datasets generated during and/or analyzed during the current study are available from the corresponding author on reasonable request.

COMPLIANCE WITH ETHICAL STATEMENT CONSISTING ETHICAL APPROVAL STATEMENT

This article does not contain any studies involving animals performed by any of the authors.

INFORMED CONSENT

Informed consent was obtained from all individual participants involved in the study.

CONFLICT OF INTEREST STATEMENT

Article Title: Analyzing the Change in Advertising Techniques for Small Businesses on Instagram

I/we certify that there is no actual or potential conflict of interest in relation to this article.

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