
Exploring the Influence of Instagram Advertising on Consumer Decision-Making: Case Study of Sialkot

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Abstract

Instagram is a social media app that's currently ranked 4, boasting a notable 38% user engagement. Over time, a lot of people have figured out that Instagram can be a great tool for selling products. This study takes a closer look at how Instagram ads shape our choices as consumers using a quantitative approach. They surveyed 112 people from UMT, Sialkot, using a stratified random sampling method to get a good mix of opinions. By collecting data through a questionnaire and analyzing it with SPSS software, the research aims to understand how these ads really influence what we decide to buy. The results really highlight how much Instagram ads impact what we buy and how we engage with brands. A good number of people, about 52.7%, feel that these ads strongly influence their purchasing decisions. Plus, 42.9% of respondents often end up buying products after seeing them advertised, and 41.1% are likely to follow brands they see in ads. When it comes to influencers on Instagram, their impact is also significant. Around 33.9% of people say that influencers have a very strong effect on them buying choices, with 20.5% feeling an extreme influence from them. All in all, it's clear that both Instagram ads and influencer promotions play a big role in shaping what consumers decide to buy.

Keywords: Instagram, Celebrity endorsement

Introduction

Instagram is a social media app that's currently ranked 4th, boasting a notable 38% user engagement. Over time, a lot of people have figured out that Instagram can be a great tool for selling products. It's become a go-to platform for online shops, making it a really valuable space for businesses. Many users take advantage of Instagram by sharing photos of their products, often using different filters to make their posts look more attractive and draw in a bigger audience. [1] Consumer behavior has always been a key focus in marketing because getting to know how and why people make their buying choices helps companies fine-tune their marketing strategies and find more success in the market. One of the biggest challenges marketers face today is figuring out how to influence consumer decisions to favor their products or services. Understanding buying behavior reveals the psychology behind how consumers think, feel, and choose among different options like brands, products, and retailers. It also shows how things like culture, family, and media

play a role in shaping those choices. Plus, it highlights how what motivates consumers and the strategies they use to make decisions can differ from one product to another. All of this helps marketers improve their campaigns so they can connect with consumers more effectively. [5] Instagram ads come with a range of call-to-action buttons that encourage users to take specific steps, which helps brands get noticed and engage better with their audience. By keeping an eye on how these ads perform, businesses can fine-tune their strategies, making Instagram a strong player in their overall digital marketing game. These ads open up new possibilities for making marketing more personal and efficient. With Instagram Ads, companies can create content that really resonates with their target audience, allowing for a deeper connection. Plus, Instagram Ads not only simplify the process of creating content but also make it more effective. This blend of online sales, digital marketing, and Instagram Ads has really changed the landscape of the industry today. [4] Celebrity endorsement is a powerful way to get a brand noticed. It involves influencers showing off products in their daily lives or sharing their thoughts about them online. You often see these influencers posting photos or videos of themselves using the products, along with some engaging captions. The more popular an influencer is, and the larger their follower base, the more impact they can have on sales. This has led to the growth of "Influencer Marketing," where brands team up with influencers to promote their products. Besides working with influencers or celebrities, Instagram also offers advertising options. Instagram ads are essentially posts or stories that brands pay to promote, and while they look like regular posts, they come with an "advertisement" label so users know they're ads. Plus, Instagram allows users to comment on and recommend brands and products, which is often referred to as electronic word of mouth (E-WOM).[9] (In reference no 1) a study by Faizan in 2014 found that both the creativity of ads and the choice of endorsers really impact how consumers make decisions. The results showed that creative advertising has a positive effect on people's buying choices. Likewise, the endorsers are also important in influencing these decisions. In short, boosting the creativity of ads and choosing effective endorsers can help consumers make stronger decisions when it comes to purchasing. [1]

Problem Statement

Even though Instagram has become a major player in marketing, we still don't fully understand how its advertisements influence the way people make decisions. We're particularly curious about how ads and endorsements from influencers affect what consumers choose to buy. This study aims to dig deeper into how seeing Instagram ads and influencer promotions impacts people's likelihood of making purchases, interacting with brands, and sharing their thoughts on the products they see advertised. Getting a better grasp of these factors is really important for marketers who want to improve their strategies in the ever-evolving world of social media advertising.

Research Objective

1. We want to see how Instagram ads impact people's buying choices and their interactions with brands.
2. We will examine how endorsements from Instagram influencers affect what people choose to buy and their opinions about brands.
3. We want to know how often people share their experiences with products they see advertised on Instagram after being influenced by those ads and endorsements.
4. Lastly, we're interested in how Instagram ads encourage people to seek recommendations from influencers and friends, and how that influences their buying decisions.

Limitation of Research

This work is an analysis of the respondents from university of management and technology, Sialkot. The focus of this analysis is restricted to the respondents of university of management and technology.

Literature review

The recent literature review encompasses a variety of research studies that investigate the influence of Instagram advertising on consumer decision making processes. The connection between advertising effectiveness, creativity, appeal, and the credibility of endorsers in relation to consumer purchase decisions indicates that advertising effectiveness positively and significantly influences purchasing choices. [1] Among factors that influence attitudes towards advertising and their subsequent effect on purchase intentions. The findings emphasize that entertainment and informativeness are key elements in shaping consumer attitudes towards advertising. [2] Instagram advertising is highly effective in boosting digital marketing strategies. [3] The traditional decision-making model is pretty straightforward. It usually goes like this: you start by collecting information, then you look at your options, make a choice, and finally take action based on that choice. It's all about being logical and rational, weighing things like what you prefer, the risks involved, and the benefits before you settle on a decision. Additionally, handling the flow of information about consumer decisions can enhance performance, especially in online environments. By managing this information, it influences the quality of decisions and impacts consumers' memory, knowledge, and confidence. Also, the sheer amount of information available can lead to information overload in digital marketplaces. [4] Instagram outperforms other social media platforms in terms of user engagement while adapting to market trends is a need. leveraging Instagram can result in more effective marketing strategies. [5] Boosting the advertising budget on Instagram really helps in drawing in potential buyers as spending more on ads has a positive effect on influencing what consumers decide to purchase. Instagram advertising proves is valuable tool for small medium enterprises aiming to expand their reach in the market.[6] Promotions on Instagram successfully capture the attention of their audience and sway their decisions, influencing consumer behavior and shaping purchase choices in mode marketing environment.[7] Marketing on Instagram really boosts how consumers see and value a brand, shape consumer preferences, makes them more willing to pay extra, and builds loyalty to the brand, moreover Putting money into building brand equity, whether online or offline, really enhance how effective Instagram marketing is in reaching customers.[8] It turns out that social media marketing and content by themselves don't really make a big difference in whether people are interested in buying. While On the other hand, having a strong brand image is really important for getting people interested in making a purchase as, social media marketing, marketing content, and brand image together, they all work together to boost consumer buying.[9] The research on skincare products found that Instagram ads have a big impact on whether people are interested in buying those products.[10] Social media marketing really influences people's intention to buy, accounting for about 18.7% of why they decide to make a purchase, while other factors cover the other 81.3%. [11] having more followers can make people more likely to click on an influencer's endorsement, it surprisingly makes them less likely to actually buy the product being promoted. This points to some complicated relationships in the world of Influencer Commerce. [12] The way we share and market information has really evolved with the growth of the Internet. We started with Web 1.0, where communication was mostly one-way and pretty basic. Then came Web 2.0, which

introduced interactive and user-generated content, allowing people to engage more. Now, in Web 3.0, we have personalized interactions, and social media influencers have become a big part of shaping what people decide to buy. [13]

Research Methodology

This study conducts statistical analysis and quantitative approach methods to get to know the effects of advertisements by social media app Instagram. In this study quantitative data analysis method was used. The data was collected and analyzed by using quantitative techniques such as survey. For this purpose, a questionnaire based on consumer decision making process was made and a survey was conducted among 112 respondents. The reason of selecting this approach is to get insights into influence of consumer decision making process vary among different age groups or preferences.

Population

The population includes respondents from UMT, Sialkot. The respondents involved would usually be students, faculty, and staff connected to the university. This group would be quite diverse, including undergrads, postgrads, and academic staff. Presenting how Instagram ads influence decision-making.

Sampling Size

The sampling size is set at 112 respondents. This number is chosen to ensure a diverse representation of opinions and experiences related to how Instagram advertisements affect consumer choices. By gathering insights from 112 individuals, the study aims to achieve a balanced perspective on the impact of these ads in the decision-making process.

Sampling technique

In this research, we applied stratified random sampling technique

Data Collection

For Data Collection a survey is conducted based on the questionnaire that give insights into the respondent's decision-making process while buying products or services advertised by Instagram.

Data analysis

The data analysis method used in this research after gathering of data through survey is SPSS software generally used for statistical analysis, allowing user to perform variety of statistical tests, manage data and generate reports

Data presentation: In this research the data is presented in graphs, tables and their interpretations.

Research Question

How do Instagram advertisements influence consumers' decision-making processes?

What role do Instagram influencers and product endorsements play in shaping consumer purchasing behavior?

Hypothesis

Instagram advertisements significantly impact consumer decision-making, particularly by increasing the likelihood of product purchases and brand engagement.

Product endorsements by Instagram influencers play a critical role in positively influencing consumer purchasing decisions.

Variables	
Independent Variables	Dependent Variables
Exposure to Instagram advertisements.	Consumer decision-making process
Product endorsements by Instagram influencers	Likelihood of sharing experiences related to advertised products or services

Theoretical Framework:

This study is closely linked with Elaboration Likelihood Model (ELM). According to ELM there are two main paths to persuasion:

- 1. Central Route:** This is when consumers are really interested and able to think about the information in the ads. If they find the content engaging and relevant, they tend to analyze the product and its benefits carefully. This leads to more informed decisions since they're actively considering the details.
- 2. Peripheral Route:** On the other hand, this route comes into play when consumers aren't as motivated or able to process the information deeply. Here, they might focus on surface-level aspects, like how attractive the influencer is or how visually appealing the ad looks. This can result in quick, emotional decisions rather than thoughtful ones.

Findings

Table 4.1 cross tab of age group of respondents

		15-18	18-20	21-24	24-28	Total
Respondents	Count	55	25	15	17	112
	% of total	49.1%	22.3%	13.4%	15.2%	100%

Table 4.1

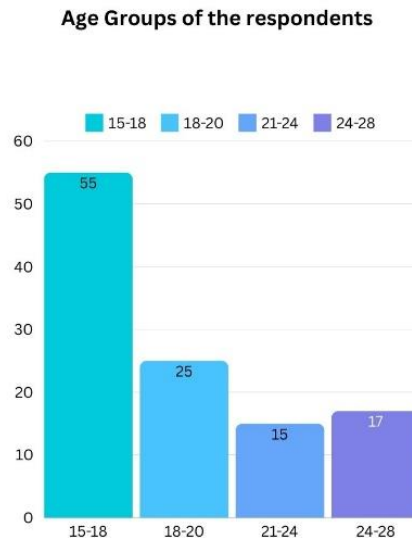


Table 4.1 shows a cross-tabulation of the ages of respondents. The overall data indicates that 49.1% of respondents are aged 15-18, compared to other categories 22.3% aged 18-20, 15.2% aged 24-28, and 13.4% aged 21-24.

Table 4.2 cross tab of gender of respondents

		Male	Female	Total
Respondents	Count	75	37	112
%of total		67%	33%	100%

Table 4.2

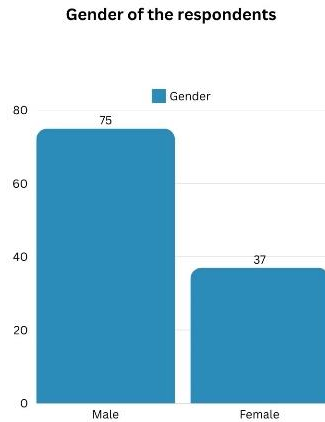


Table 4.2 shows a cross-tabulation of the gender of respondents. The overall data shows that 67% of respondents are male, compared to 33% who are female.

Table 4.3 cross tab of education of respondents

		BS	Masters	M.Phil	PhD	others	Total
Respondents	Count	65	17	12	7	11	112
%of total		58.0%	15.2%	10.7%	6.3%	9.8%	100%

Table 4.3

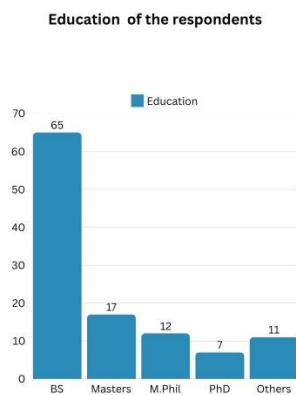


Table 4.3 shows a cross-tabulation of the education of respondents. The overall data shows 58.0% of respondents are from BS level, as compared to other categories 15.2% from masters ,10.7% from M Phil ,9.8% others and 6.3% respondents from PHD.

Table 4.4 cross tab of purchasing decisions influenced by Instagram ads

		Strongly disagree	disagree	Neutral	Agree	Strongly agree	Total
Respondents	Count	09	14	5	25	59	112
%of total		8%	12.5%	4.5%	22.3%	52.7%	100%

Table 4.4

Purchasing decisions influenced by Instagram ads

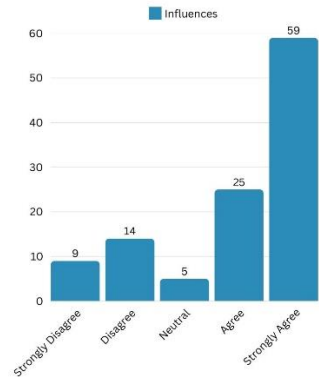


Table 4.4 shows a cross-tabulation of purchasing decisions influenced by Instagram ads. The overall data shows 52.7% of respondents strongly agree that their purchasing decisions are influenced by Instagram ads, as compared to other categories, 22.3% agree, 12.5% disagree, 8% strongly disagree and 4.5% respondents gave neutral.

Table 4.5 cross tab of frequency of Instagram ads while scrolling

		never	rarely	sometimes	often	Very often	Total
Respondents	Count	9	25	5	38	35	112
%of total		8.0%	22.3%	4.5%	33.9%	31.3%	100%

Table 4.5

Frequency of Instagram Ads while scrolling

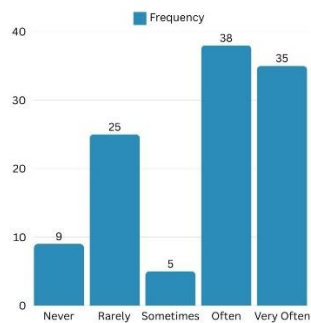


Table 4.5 shows a cross-tabulation frequency of Instagram ads while scrolling. The overall data shows 33.9% of respondents often see Instagram ads while scrolling, as compared to other categories, 31.3% very often, 22.3% rarely, 8.0% never and 4.5% respondents gave-sometimes.

Table 4.6 shows cross tab of influencers impact on buying choices

		Effective	slightly	moderately	extremely	Very extremely	Total
Respondents	Count	12	19	20	23	38	112
%of total		10.7%	17.0 %	17.9 %	20.5 %	33.9 %	100%

Table 4.6

Influencers impact on buying decision

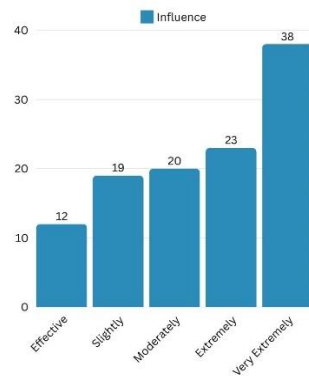


Table 4.6 shows a cross-tabulation of influencers impact on buying choices. The overall data shows 33.9% of respondents very extremely see that their purchasing decisions are influenced by Instagram influencers, as compared to other categories, 20.5 % extremely ,17.9% moderately ,17.0% slightly and 10.7% respondents gave-effective.

Table 4.7 cross tab of frequency of recommendations from friends and family

		never	rarely	sometimes	often	Very often	Total
Respondents	Count	22	13	47	10	20	112
%of total		19.6%	11.6%	42 %	8.92 %	17.85%	100%

Table 4.7

Frequency of recommendations from friends and family

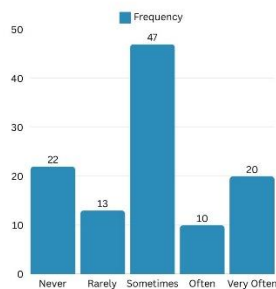


Table 4.7 shows cross tab of frequency of recommendations from friends and family The overall data shows 42% of respondents sometimes take recommendations from friends and family, as compared to other categories, 19.6% never,17.85% very often,11.6% rarely and 8.92 respondents gave often.

Table 4.8 shows cross tab frequency of following a brand after seeing of Instagram ads

		Very unlikely	unlikely	Neutral	Likely	Very Likely	Total
Respondents	Count	12	6	23	25	46	112
%of total		10.7	5.4	20.5	22.3	41.1	100%

Table 4.8

Frequency of following a brand after seeing a instagram Ads

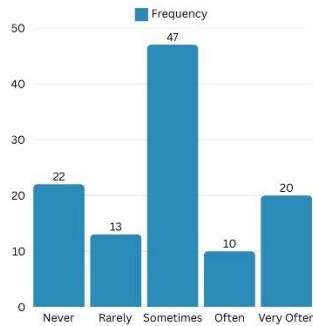


Table 4.8 shows cross tab of frequency of following a brand after seeing of Instagram ads. The overall data shows 41.1% of respondents very likely follow a brand after seeing Instagram ads, as compared to other categories, 22.3% likely, 20.5% neutral, 10.7% very unlikely, and 5.4% respondents gave unlikely.

Table 4.9 frequency of sharing experience of buying products or services

		Very unlikely	unlikely	Neutral	Likely	Very Likely	Total
Respondents	Count	7	5	38	47	15	112
%of total		6.3	4.5	33.9	42	13.4	100%

Table 4.9

Frequency of sharing experience of buying products or services

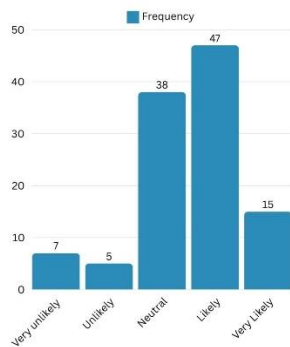


Table 4.9 shows cross tab of frequency of sharing experience of buying products or services. The overall data shows 42 % of respondents likely share their own good experience to product or service advertised on Instagram, as compared to other categories, 33.9% neutral, 13.4% very likely, 6.3% very unlikely and 4.5 % respondents gave unlikely.

Table 4.10 frequency of buying a product after seeing it advertised on insta.

		never	rarely	sometimes	often	Very often	Total
Respondents	Count	9	8	4	33	48	112
%of total		8	7.1	3.6	29.5	42.9	100%

Table 4.10

Frequency of buying a product after seeing it advertised on insta

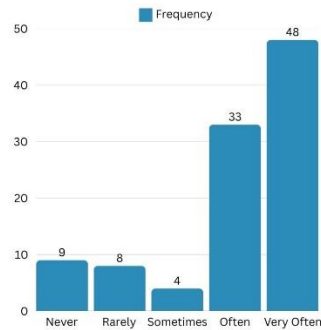


Table 4.10 frequency of buying a product after seeing it advertised on Instagram. The overall data shows 42.9% of respondents very often buy a product after seeing it advertised on Instagram, as compared to other categories ,29.5% often,8% never ,7.1 % rarely and 3.6% respondents gave sometimes.

Conclusion & Discussion

Hypothesis	
Instagram advertisements significantly impact consumer decision-making, particularly by increasing the likelihood of product purchases and brand engagement	Accepted
Product endorsements by Instagram influencers play a critical role in positively influencing consumer purchasing decisions.	Accepted

Hypothesis 1: Instagram advertisements significantly impact consumer decision-making, particularly by increasing the likelihood of product purchases and brand engagement. The data strongly supports this hypothesis. Table 4.4 shows that 52.7% of respondents strongly agree that Instagram ads influence their purchasing decisions. Table 4.10 further supports this, with 42.9% of respondents reporting that they very often buy products after seeing them advertised on Instagram. Additionally, Table 4.8 reveals that 41.1% of respondents are very likely to follow a brand after viewing an Instagram ad. These results demonstrate that Instagram ads significantly impact consumer behavior, driving both product purchases and brand interactions.

Hypothesis 2: Product endorsements by Instagram influencers play a critical role in positively influencing consumer purchasing decisions. This hypothesis is confirmed by the data from Table 4.6, where 33.9% of respondents report that influencers have a very extreme impact on their buying choices. Table 4.6 also shows that 20.5% of respondents acknowledge an extreme influence from

influencers on their purchasing decisions. These findings highlight the significant role of influencers in shaping consumer purchasing behavior. Overall, both hypotheses are well-supported by the findings, demonstrating that Instagram advertisements and influencer endorsements effectively influence consumer decision-making and purchasing patterns.

Discussion

When we look at the research questions, the study gives us insights into how Instagram ads shape the way consumers make decisions. The data shows that these ads have a strong impact—over half of the respondents (52.7%) strongly agree that Instagram ads influence their buying choices. Plus, 42.9% said they often end up purchasing products after seeing them advertised on Instagram, and 41.1% are likely to follow a brand after coming across its ad. This really highlights how effective Instagram ads can be in driving both purchases and engagement with brands. As for the role of Instagram influencers and product endorsements, the findings confirm that they are quite influential in shaping consumer behaviour. About 33.9% of respondents indicated that influencers have a very strong impact on their buying decisions, while 20.5% felt that influencers have an extreme influence. Overall, both hypotheses are well-supported by the data, showing that Instagram ads and influencer endorsements play a significant role in influencing how consumers decide to shop and what they choose to buy.

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