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A Study On Consumer's Attitude Towards Advertisements On Instagram with Reference to Ernakulam District

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ABSTRACT

This study is conducted to understand the factors that affect consumer's attitude towards Instagram advertisements with reference to Ernakulam district. Data was collected from 122 respondents who use Instagram using a questionnaire. From the study I could understand the factors like credibility, lack of irritation, informativeness, entertainment and personalization play a vital role in deciding the attitude of consumers towards advertisements on Instagram. Moreover, consumers are having positive attitude towards advertisements on Instagram. The current study contributes theoretically by presenting the factors that can make consumers hold favorable attitudes towards advertising on Instagram. This expands the focus of the theory of consumer's attitudes towards advertisements on social media which has largely replaced traditional advertising media.
Additionally, this study contributes practically by providing some guidelines for marketers to follow when advertising on Instagram. The outcome of study benefit marketers in advertising on Instagram. Consumers have favorable sentiments towards Instagram advertisements. This broadens the scope of how consumers view social media advertisements.
Key words: Consumer's attitude, Instagram, Social Media, Advertisement.

I. INTRODUCTION

We live in a time where people are connected by social media and Instagram plays a vital role in it. Companies are searching new ways to reach customers. The Internet has become a proven medium for advertising and has become a viable alternative to traditional media such as billboards, newspaper, radio etc. Although current figures fail to meet previous expectations, the online environment has established itself as a unique venue for commerce that has high growth potential. This places researchers and practitioners in the position of refining their understanding of online advertising in order to better utilize the strengths of the Internet environment. companies can now reach customers through internet. Social media act as a strong platform for the marketers to reach their potential customers. In this study, we take consumers attitude and examine consumers attitude towards advertisements on Instagram. We believe that the Internet and Web have the potential to support goal-oriented consumers. This can be utilized by well-designed directional online ads through data-based marketing. Although online ads can function as a gateway to the next stage of transactions of purchase, our focus is on the

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informing stage of advertising. Our aim is to understand the factors that affect consumers attitude towards advertisements on Instagram.

During this decade, the advertising field has been subjected to big changes due to the rapid development of social media. In the past, most companies directed all of their advertising efforts towards traditional media such as the television and radio. Due to the numerous numbers of advertisements that consumers are exposed to every day, they have become more resistant to advertising. Accordingly, marketers are continuously searching for more effective media for interacting and communicating with customers. Social media with its interactive nature has started to receive good portions of advertising budgets. Social media refers to a group of internet-based applications that build on the ideological and technological foundations of Web and that allow the creation and exchange of user generated content.

Instagram is designed in such a way that it promotes digital marketing. In social media networks Instagram can be noted as an effective tool for marketers to reach millions of consumers.

II. STATEMENT OF THE PROBLEM

This study is conducted to understand the attitude of consumers towards Instagram advertisements and the factors influencing their attitude towards Instagram advertisements. Attitude is an important concept in research. Attitude means our feeling towards something. It shows how one person will act or behave in a situation. It shows a person's behavior. Attitude is the way of responding favorably or unfavorably in a situation to an object or person. Attitude is a summary of persons past experience. Attitude may be different in different people according to their age, position, education, experience etc. In this study we have explained the term attitude using five variables credibility, lack of irritation, entertainment, information and personalization. These variables have helped to understand the attitude of consumers towards Instagram advertisements.

III. SIGNIFICANCE AND SCOPE OF THE STUDY

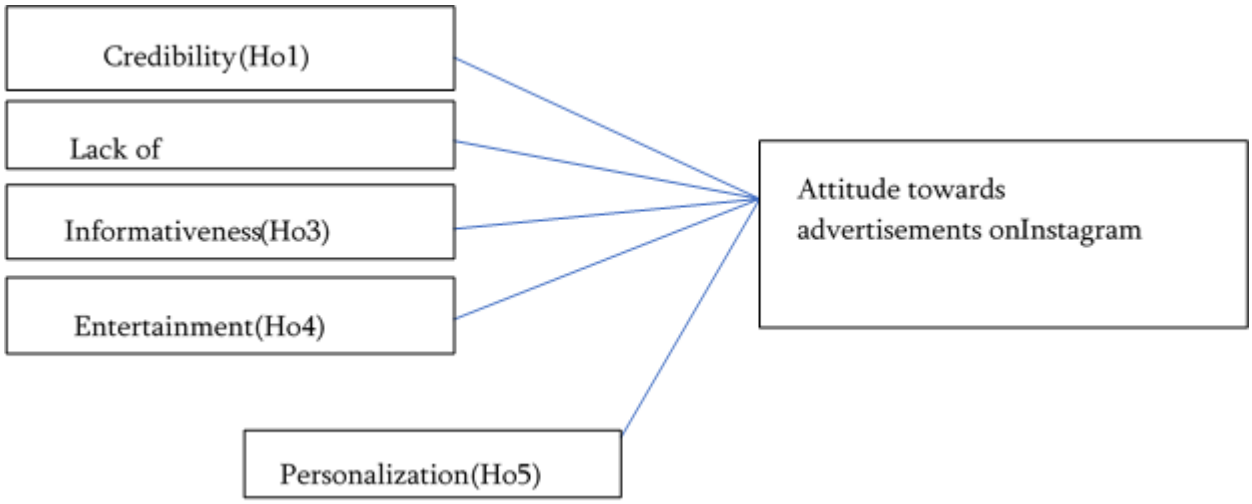
Instagram as a social media is gaining popularity day by day so, Instagram is an effective tool for marketing. Since the study identifies attitude of consumers towards Instagram advertisements. It helps to understand how consumers perceive the advertisement and the creator of advertisement can clearly understand whether their advertisements are effective. This study is conducted on people aged above 18 and having Instagram account. The sample size is 122.This study is conducted on Instagram users relating to Ernakulam district.

IV. OBJECTIVE OF THE STUDY

To study the factors that affect consumers attitude towards advertisements on Instagram.

- To check the whether the advertisements on Instagram are credible to consumers.
- To check the whether the advertisements on Instagram are irritating to consumers.
- To check the whether the advertisements on Instagram are informative to consumers.
- To check the whether the advertisements on Instagram are entertaining to consumers.
- To check the whether the advertisements on Instagram are personalized to consumers.

Hypothesized Model



V. RESEARCH METHODOLOGY

A sample is a finite subset of population, selected from it with the objective of investigating its properties. The survey is conducted among people in Ernakulam who having Instagram account and are aged above 18. Sampling design is a design that specifies the sample frame, sample size, sample selection and estimation method in detail. For this study, the 122 samples were selected by using the convenience sampling under the non- Probability sampling method. Data was collected from the respondents using structured questionnaire prepared digitally in Google forms. Google Forms Questionnaire were sent to the respondents and responses were taken from the Google response sheet.

VI. REVIEW OF LITERATURE

The concept of consumers attitudes towards advertisements can be defined as a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion (Mackenzie & Lutz, 1989, p. 49). This concept has been always an on-going interest for marketers and on the top of the agenda of academics. For instance, it was found that consumers attitude towards advertising is one of the main predictors for advertising effectiveness (Mehta, 2000), as well as consumer behavior.

Mitchell and Olson (1981) and Shrimp (1981) were among the first authors that highlighted the importance of the concept of consumers attitudes towards advertising in the marketing literature. They argued that consumers attitude towards advertisements affected their attitudes towards brands by changing the ways consumers perceive the advertised brands. These studies were supported by some work that showed that consumers negative attitudes towards advertisements can lead to an avoidance behavior towards advertising and accordingly to a negative attitude towards the advertised brands (Speck & Elliott, 1997)

The current study focuses on the factors that affect consumers attitudes towards Instagram advertisements. A useful theory in explaining what factors affect these attitudes is the uses and gratifications theory. This theory has its roots in the needs and motivation theory. The latter argues that people aim to satisfy their hierarchy of needs through directed behavior (Maslow, Frager, Fadiman, McReynolds, & Cox, 1970).

In the mass communication field, Katz and Blumler (1974) developed the principles of Maslow Hierarchy to explain people usage of different media to gratify their needs. This theory argues that people have different uses and gratifications from their usage of different media and they are goaldirected their behavior (Katz & Blumler, 1974). Thus, the uses and gratifications approach are widely used in empirical mass communication research to explain people's motives for adopting mass media to satisfy their needs (Katz, 1959).

Reliability Analysis

Construct	Cronbach's Alpha
Credibility	.829
Lack of Irritation	.875
Informativeness	.838
Entertainment	.840
Personalization	.873
Attitude	.838

Interpretation: - Cronbach's Alpha was used to verify the internal consistency of the variable item. Nunnally (1978) indicated that the value for Cronbach's Alpha of 0.7 or higher is considered acceptable. Table explains the reliability analysis using Cronbach's Alpha for the variables of the study. The Alpha Values for all the six constructs are above 0.70. Therefore, these variables are valid and reliable for further statistical analysis. Therefore, the reliability analysis for all variables in this study are still acceptable.

Correlation Analysis

Variable	Cr	Ir	In	En	Pe	AI
Cr	1					
Ir	.586**	1				
In	.693**	.377**	1			
En	.630**	.555**	.637**	1		
Pe	.525**	.134**	.576**	.395**	1	
AI	.649**	.462**	.570**	.634**	.564*	1

**Correlation is significant at the 0.01 level(2-Tailed)

Correlation analysis is carried out before conducting regression analysis in order to quantify the strength of relationship between the variables. It tests the linear relationship between the variables. Each correlation appears twice: above and below the main diagonal. The correlations on the main diagonal are the correlations between each variable itself.

The correlation coefficients between the independent variables like credibility, irritation, informativeness, entertainment and personalization and the dependent variable attitude towards Instagram advertisements are reported in the table above. The correlation coefficient should always be in the range -1 to 1. A correlation is statistically significant if its P value < 0.05 and P value <0.01. From the above table we can understand that there exists a positive correlation between all variables. The table indicates that there are positive relationships among the independent variables and the dependent variable.

The correlation between various variables are as follows:

- The correlation between credibility and irritation is 58.6%
- The correlation between credibility and informativeness is 69.3%
- The correlation between credibility and entertainment is 63%
- The correlation between credibility and personalization is 52.5%
- The correlation between and credibility and attitude are 64.9%
- The correlation between lack of irritation and informativeness is 37.7%
- The correlation between lack of irritation and entertainment is 55.5%
- The correlation between lack of irritation and personalization is 13.4%
- The correlation between irritation and attitude is 46.2%
- The correlation between informativeness and entertainment is 63.7%
- The correlation between informativeness and personalization is 57.6%
- The correlation between informativeness and attitude is 57%
- The correlation between entertainment and personalization is 39.5%
- The correlation between entertainment and attitude is 63.4%
- The correlation between personalization and attitude is 56.4%

VII. FINDINGS

- Most of the respondents belongs to the age group 18-23 whereas, only minimum number of respondents belong to the age category above 40 years.
- Out of 122 respondents 52.5% of the respondents were male and 47.5% of the respondents were females. Majority of the respondents being male.
- The results proposed a model where credibility has shown direct positive and significant influence on consumer attitude toward Instagram advertisements
- The results proposed a model where lack of irritation has shown direct positive and significant influence on consumer attitude toward Instagram advertisements
- The results proposed a model where informativeness has shown direct positive and significant influence on consumer attitude toward Instagram advertisements
- The results proposed a model where entertainment has shown direct positive and significant influence on consumer attitude toward Instagram advertisements
- The results proposed a model where has shown direct positive and significant influence on consumer attitude toward Instagram advertisements
- The study investigated that consumers are having positive attitude towards Instagram advertisements.

VIII. SUGGESTIONS & CONCLUSION

This study can be taken as a base for future references. This study only covers advertising through Instagram whereas new researchers can form part of advertising in other social media platforms. The factors such as credibility, lack of irritation, entertainment, informativeness and personalization are only taken for study. Researchers can be done using other variables like pleasure, good for economy, hedonism and their influence on attitude towards consumers about advertising on Instagram. The advertising agencies will be able to assess factors

that affect consumers attitude towards advertisements on Instagram and the develop various strategies to compete in the market in order to gain competitive advantage and remain profitable. Future trials should be evaluated with larger samples, random sampling as the data collection strategy, and more sophisticated analytical methods. The study is limited to Ernakulam district more researches should be done to increase the scope of study.

This study had its objectives to check the credibility, informativeness, lack of irritation, entertainment and personalization of Instagram advertisements. The objective of the study was to investigate the effect of credibility, lack of irritation, informativeness, entertainment and personalization that logically and theoretically should influence the attitude of consumers toward Instagram advertisements in Ernakulam district. The study provides some guidelines for marketers. With the high levels of advertising avoidance that many consumers have developed towards traditional advertising media, social networking websites like Instagram provide better ways for connecting with customers.

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