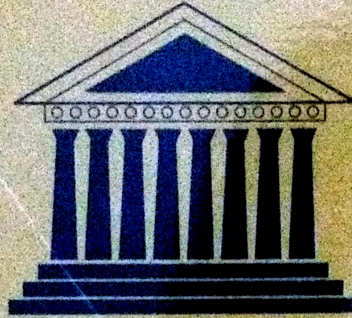


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## **A STUDY ON USAGE AND PERCEPTION TOWARDS INSTAGRAM MARKETING IN MADURAI CITY**

**SR BINDU ANTONY**

The Research Centre of Commerce  
Fatima college, Madurai.

### **ABSTRACT**

The internet emergence established information technology and social media. The fourth industrial revolution triggered by the rise of the Internet caused various media to interact with its users. Advances in information technology have become a major need for smart phone use in society. The use of smart phones in society is generally used to interact on social media. Social media applications can play a role as a mobile commerce application. Social media applications are often used by people to send instant messages; send information, photos, videos, and news; social influence social norms and the number of peers associated with good interpersonal with people who are in their social environment. Face book, Instagram, and Twitter are examples of the most popular social media on mobile devices today. The young generation now spends hours online to surf on social media.

Social commerce aims to assist companies in achieving the following purposes. Firstly, social commerce helps companies engage customers with their brands according to the customers' social behaviors. Secondly, it provides an incentive for customers to return to their website. Thirdly, it provides customers with a platform to talk about their brand on their website. Fourthly, it provides all the information customers need to research, compare, and ultimately choose you over your competitor, thus purchasing from you and not others. The range of social commerce has been expanded to include social media tools and content used in the context of e-commerce, especially in the fashion industry. Examples of social commerce include customer ratings and reviews, user recommendations and referrals, social shopping tools (sharing the act of shopping online), forums and communities, social media optimization, social applications and social advertising. Technologies such as Augmented Reality have also been integrated with social commerce, allowing shoppers to visualize apparel items on themselves and solicit feedback through social media tools. Some academics have sought to distinguish "social commerce" from "social shopping", with the former being referred to as collaborative networks of online vendors; the latter, the collaborative activity of online shoppers.

Instagram is said to be the third most popular social network among the college students in the United States (Salomon, 2013). Many companies are now commonly using social media to promote their brands and to maintain a friendly relationship with their customers (Saravanakumar & Lakshmi, 2012). Aside from having an account in Facebook and Twitter, new social media platform is coming in to provide another platform for many marketers. Lately, there are many businesses that starting to integrate their business with the Instagram experience (Tekulve & Kelly, 2013). According to an article published on BBC News (2012), study has said that a large amount of the top brands around the world are using Instagram as one of their marketing strategy. Instagram can help a company to promote their products or services (Bevins, 2014). The point that makes Instagram different from other social media is that Instagram is applying a visual based strategy (Hird, 2013). Everything about Instagram is about photograph (Linashcke, 2011). Instagram marketing is an effective way to advertise a product asit is said that a picture speaks a thousand words (Silva & de Melo & Almeida & Salles& Loureiro, 2013).

### **Statement of problem**

Instagram marketing is a type of social media marketing, which involves promoting a brand on Instagram.