

**DEMOCRATIC AND POPULAR REPUBLIC OF ALGERIA  
MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC  
RESEARCH**

**Ecole Supérieure de Commerce**



A Dissertation Submitted in Partial Fulfillment of the  
Requirements for Master's Degree in Commercial Sciences  
Specialty: Marketing and Communication

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**Analysis of Consumer's Brand Perception  
regarding Social Media Marketing: A focus on  
Instagram as marketing channel.**

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**CASE STUDY: Sarl BELLAT CVA**

**Submitted by:**

**Dida Ouedjdene**

**Supervised by:**

**Pr. Benaissa Annabi**

**Training address:** Bloc 71 n 06 16009 Tessala el merdja, Algiers, Algeria.

**Training period:** From February 20<sup>th</sup>, 2024 to 7<sup>th</sup> April, 2024.

**2023/2024**

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## ***Dedication***

*To my parents, my heroes, my eternal inspiration **Mom & Dad**, whose love and encouragement have been the source of strength throughout my journey, for believing in me when I doubted myself, for always reminding me of what I am capable of and pushing me to strive for excellence and to have fun while doing that, for offering me the friendship I needed before offering the most perfect parenthood a child could ever ask for. Without you I would never be the person*

*I am today*

*To my little sister and soulmate Sal, I love you.*

*To all my girls, **Dalia, Racha, Ines, Dahlia**, my bestie's partner **Imane** and **Chaima**, your presence always warms my heart, life is more fun with you in it.*

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## **List of Abbreviation**

**CPA:** Cost Per Acquisition

**CPC:** Cost Per Click

**CVA:** Company Voluntary Arrangement

**CTR:** Click-Through Rate

**ELM:** Elaboration Likelihood Model

**ER:** Environmental Responsibility

**E-WOM:** Electronic Word of Mouth

**HACCP:** Hazard Analysis and Critical Control Points System

**ISO 22000:** International Organization for Standardization Standard for Food Safety Management

**PMO:** Project Management Office

**GHSE:** Quality, Health, Safety and Environment

**ROI:** Return on Investment

**UGC:** User- Generated Content

**WOM:** Word of Mouth

## **Abstract**

This research explores the impact of social media marketing on consumer brand perception, with a focus on Instagram as a marketing channel. Using Sarl Bellat CVA as a case study, the research investigates how Instagram marketing strategies influence consumer engagement, perception, brand experience, and loyalty. Through a comprehensive literature review and empirical analysis, the study addresses key questions related to consumer interaction frequency, content authenticity, and brand responsiveness. Findings reveal that effective Instagram marketing significantly enhances brand perception and consumer loyalty, underscoring the importance of tailored digital strategies in the evolving landscape of social media marketing.

**Key words:** Social media marketing, Brand perception, Instagram marketing, Brand experience, Digital strategies.

## Résumé

Cette étude explore l'impact du marketing des médias sociaux sur la perception des consommateurs vis-à-vis de la marque, en se concentrant sur Instagram en tant que canal de marketing. En utilisant Sarl Bellat CVA comme étude de cas, la recherche examine comment les stratégies de marketing sur Instagram influencent l'engagement des consommateurs, la perception, l'expérience de la marque et la fidélité. À travers une revue de la littérature exhaustive et une analyse empirique, l'étude aborde des questions clés relatives à la fréquence des interactions des consommateurs, à l'authenticité du contenu et à la réactivité de la marque. Les résultats révèlent que le marketing efficace sur Instagram améliore significativement la perception de la marque et la fidélité des consommateurs, soulignant l'importance de stratégies numériques adaptées dans le paysage en évolution du marketing sur les médias sociaux.

**Mots clés :** Marketing des médias sociaux, La perception des consommateurs, Marketing sur Instagram, L'expérience de la marque, Stratégies numériques.

## ملخص

تستكشف هذه الأطروحة تأثير التسويق عبر وسائل التواصل الاجتماعي على تصور المستهلكين للعلامة التجارية، مع التركيز على إنستغرام كقناة تسويقية. باستخدام Sarl Bellat CVA كدراسة حالة، تحقق البحث في كيفية تأثير استراتيجيات التسويق على إنستغرام على تفاعل المستهلكين، وتصوراتهم، وتجربة العلامة التجارية، والولاء لها. من خلال مراجعة شاملة للأدبيات وتحليل تجريبي، تتناول الدراسة أسئلة رئيسية تتعلق بتكرار تفاعل المستهلكين، وأصالة المحتوى، واستجابة العلامة التجارية. تكشف النتائج أن التسويق الفعال على إنستغرام يعزز بشكل كبير تصور العلامة التجارية وولاء المستهلكين، مما يؤكد على أهمية الاستراتيجيات الرقمية المخصصة في المشهد المتطور للتسويق عبر وسائل التواصل الاجتماعي.

**كلمات رئيسية:** التسويق عبر وسائل التواصل الاجتماعي، تصور العلامة التجارية، التسويق عبر إنستغرام، تجربة العلامة التجارية، استراتيجيات رقمية.



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## *Introduction*

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## Introduction

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The digital revolution has significantly transformed various industries, and the marketing sector is no exception. With the advent of social media and the proliferation of digital platforms, traditional marketing practices have evolved into a more digitized landscape. The emergence of different social media marketing channels, including Instagram, Facebook, and Twitter, has revolutionized the way consumers interact with brands. This shift toward digitalization has not only changed the traditional marketing landscape but also presented new opportunities and challenges for businesses to understand and cater to evolving consumer behaviors.

However, the success of social media marketing hinges on consumer engagement and perception. Despite the growing popularity of social media platforms, not all consumers have fully embraced them for brand interactions. Several factors can impede the effectiveness of social media marketing. Therefore, understanding consumer behavior and their attitudes toward social media is paramount for businesses to design effective strategies and tailor their marketing efforts to meet customer expectations. This transformation has revolutionized the way consumers interact with brands, presenting both challenges and opportunities for businesses in understanding and catering to consumer behavior in this digital era.

According to what was stated above, this research aims to answer the following main question: **How and to what extent does Instagram as a social media marketing channel influence consumer's brand perception of Bellat CVA?**

This main research question is divided into the following sub-research questions in which an attempt will be made to answer them in this dissertation.

### Research questions

- Do perceived authenticity and quality of content on Bellat CVA's Instagram influence and brand perception?
- How do consumer perceptions of ease of interaction, Frequency of posts and brand responsiveness on Instagram influence their overall brand experience?
- Does consumer satisfaction with Bellat CVA's Instagram marketing influence their loyalty towards the brand?

Based on these research questions, the following hypotheses were proposed:

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## Hypotheses

**Hypotheses 01:** The perceived authenticity and quality of Bellat CVA's Instagram content positively influence consumer trust.

**Hypotheses 02:** Positive perceptions of ease of interaction and brand responsiveness on Instagram positively influence the overall brand experience of Bellat CVA's consumers.

**Hypotheses 03:** Higher consumer satisfaction with Bellat CVA's Instagram marketing efforts positively influences their loyalty towards the brand.

## Reasons of Choosing the Research

### Personal Reasons

- As an individual, I have always been captivated by the intersection of social media and marketing. The influence of social media marketing on brand perception represents a significant development in this field, and studying consumer behavior in this context allows me to explore my passion for both digital media and strategic communication.
- By specializing in the analysis of consumer behavior toward social media marketing, I can provide myself with opportunities for a diverse range of careers, such as market research, customer experience management, digital marketing strategy, and brand development within various industries. This specialization not only enhances my professional prospects but also positions me at the forefront of an ever-evolving digital landscape.
- The impact of social media marketing has become a prominent aspect of modern life, with nearly everyone interacting with social media platforms daily. Investigating consumer behavior in this context allows me to explore a topic that has direct relevance to people's everyday experiences, making it personally fulfilling to study and contribute to this field.

### Professional Reasons

- The field of social media marketing is rapidly evolving, and understanding consumer behavior is crucial for businesses to stay competitive. By researching and gaining insights into how consumers perceive brands on social media, I can acquire knowledge and skills that are highly sought after in various industries. This expertise will enable me to help businesses develop more effective and targeted marketing strategies.

## **Introduction**

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- By conducting research on consumer behavior and social media marketing, I can contribute to the growth and development of the marketing industry. Companies like Bellat CVA can utilize the findings and recommendations from my research to design customer-centric social media strategies, enhance user experiences, and build stronger relationships with their audiences. Being able to contribute positively to the industry's advancement is a motivating factor for pursuing this research topic.

### **Research Importance**

Despite previous research conducted in the field of consumer behavior regarding social media marketing, significant gaps are remained in understanding its impact on brand perception, particularly in the context of Algerian businesses. Bellat CVA, like many companies in Algeria, faces unique challenges and opportunities in leveraging Instagram marketing to influence consumer perceptions. This situation motivates researchers to uncover the underlying reasons that have led to the slow adoption and varying effectiveness of social media strategies in this market. Understanding these factors is essential to driving progress and ensuring that social media marketing efforts are tailored to meet the needs and preferences of Algerian consumers, thereby enhancing brand perception and loyalty.

### **Objectives of This Research**

- By analyzing Bellat CVA's customers' preferences and motivations, this research aims to provide valuable insights that will allow Bellat CVA to tailor its social media marketing strategies. Understanding the factors that drive consumer engagement with Instagram as a marketing channel will help Bellat CVA enhance its digital presence and create seamless and intuitive digital marketing experiences, ultimately fostering a positive perception of the brand.
- This research will offer critical insights for Bellat CVA's marketing team to develop more effective content strategies. By thoroughly understanding customer preferences and concerns, Bellat CVA can craft authentic and high-quality content that resonates with its audience, thereby strengthening customer trust and loyalty. This strategic approach will ensure that the content not only attracts but also retains and engages customers, leading to a more robust and loyal customer base.

# **Introduction**

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## **Research Methodology**

To answer the research questions, a quantitative research methodology will be employed following an initial documentary research phase. This preliminary phase aims to provide insights and an overview of the main subject, which is consumer brand perception regarding Bellat CVA's Instagram marketing.

The quantitative research will take place in a form of a questionnaire that will be designed, administered to a judgmental none-probabilistic sample.

To test the hypotheses of this research, multiple tests and analyses are required. To test the first hypothesis, one-way ANOVA test will be performed. To test the second and the third hypotheses a multiple regression analysis will be conducted. Finally, to test the fourth hypothesis a simple regression test will be carried out.

## **Research Structure**

This research is divided into three chapters. Two of these chapters will be dedicated to the literature review regarding social media marketing and brand perception, while the last chapter consists of empirical research that will test the hypotheses. The structure of each chapter is discussed below.

- *First chapter*, entitled “Social Media Marketing”, is structured into three sections. In the initial section, we will explore the emergence of social media, beginning with its rise and widespread adoption and how it has prompted companies to rethink their communication strategies. The second section will provide an overview of social media marketing, discussing its significance in social networking, content sharing, and online access, and how it has revolutionized modern business by introducing innovative strategies and transforming traditional marketing approaches. In the final section, we will delve into Instagram marketing, examining how businesses can effectively leverage this powerful platform to connect with their target audience, build brand recognition, and foster engagement through visually captivating and emotionally resonant content.
- *Second chapter*, entitled “Brand Perception”, is divided into three sections. The first section will provide an overview of consumer behavior, emphasizing the significance of understanding consumer needs and preferences. By investing in market research and consumer insights, companies can strategically adapt their offerings to build strong brand connections and foster customer loyalty. The second section will delve into the

## Introduction

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perception process and involvement, exploring how businesses can decode the complex web of client desires and customize their offerings effectively. Finally, the third section will examine the influence of social media on brand perception. In the digital age, where consumers are empowered with information and choices, leveraging social media platforms strategically can shape positive brand perceptions, foster loyalty, and drive long-term growth and success in the digital marketplace.

- *Third chapter*, entitled “The Influence of Instagram Marketing on Brand Perception”, includes the case study of the research which is conducted based on the main research question that aims to determine how and to what extent Instagram marketing influences consumer brand perception of Bellat CVA. This chapter contains three sections. The first section provides a general overview of Bellat CVA, its history, digital marketing strategies, social media presence, and Instagram marketing. The second section is dedicated to the research methodology, explaining the research design. The final section presents the research findings, including descriptive data analysis, statistical analyses, and the interpretation of the results. This section will detail the data analysis methods, study results, and a discussion of the finding

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## ***Chapter 01: Social Media Marketing***

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**Introduction**

The digital age has transformed the way businesses operate, connect with customers, and compete in the market. With the rise and widespread adoption of the Internet, coupled with the rapid growth in consumers' digital media usage, companies across various sectors have had to reconsider their communication strategies with customers. This shift has led to the emergence of new avenues for customer engagement, with social media being one of the most rapidly expanding platforms. Social media has become an integral part of today's digital landscape and is recognized as a cornerstone of digital transformation strategies. Its pervasive influence extends across industries, shaping how businesses interact with their target audience and driving innovation in marketing and customer relationship management.

This chapter is divided into three sections. In the first section, we will explore the emergence of social media, beginning with its rise and widespread adoption and how it has prompted companies to rethink their communication strategies. The second section will provide an overview of social media marketing, discussing its significance in social networking, content sharing, and online access, and how it has revolutionized modern business by introducing innovative strategies and transforming traditional marketing approaches. In the final section, we will delve into Instagram marketing, examining how businesses can effectively leverage this powerful platform to connect with their target audience, build brand recognition, and foster engagement through visually captivating and emotionally resonant content.

**Main concepts****1.Digital technologies**

They are the digital instruments, systems, devices and resources that give rise to, stock and approach data such as: tablets, laptops, smart phones, social media. etc (Elçi & Devran, 2020).

**2.Web 2.0**

Web 2.0 refers to a perceived second generation of web development and design that aims to facilitate communication, secure information sharing, interoperability, and collaboration on the World Wide Web...Web 2.0 concepts have led to the development and evolution of web-based communities, hosted services, and applications such as social-networking sites, video-sharing sites, wikis, blogs, and folksonomies (Murugesan, 2010).



### 3.UGC

User-generated content (UGC) refers to any form of content created and shared by consumers themselves rather than by brands or media companies. Common examples include social media posts, blog entries, online reviews, videos, photos and more (Ismail, 2020).

## Section 01: The Emergence of Social Media

The rise and widespread adoption of the Internet, coupled with the rapid growth in consumers' digital media usage, has prompted companies across various sectors to reconsider their communication strategies with customers. This shift has led to the emergence of new avenues for customer engagement, with one of the most rapidly expanding platforms being "social media." Social media has become an integral part of today's digital landscape and is recognized as a cornerstone of digital transformation strategies. Its pervasive influence extends across industries, shaping how businesses interact with their target audience and driving innovation in marketing and customer relationship management.

### 1.1 The Definition of Social Media

The term "Social Media" has been utilized in diverse contexts, resulting in multiple interpretations and definitions. Hence, its significance extends beyond a singular definition, encompassing various aspects and implications in contemporary communication and digital interaction.

We compiled the following table to present various definitions of social media by different authors.

*Table 1.1: Social Media Definitions*

<b>Author(s)</b>	<b>Definition</b>
<b>Kaplan and Haenlein (2010)</b>	"A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content."
<b>Felix <i>et al.</i> (2017)</b>	"Social media are Internet-based applications that enable the creation and exchange of user-generated content through multi-directional communication among participants."

<b>Effing et al. (2019)</b>	"Social media are digital channels that facilitate interactive communication and information sharing among participants through user-generated content."
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Source: Personal efforts, based on theoretical findings and the personal understanding of each definition.

From this table, we can conclude that while all definitions agree on social media being internet-based platforms centered around user-generated content, they each highlight distinct aspects:

- Kaplan and Haenlein (2010) focus on the ideological and technological foundations of Web 2.0 that facilitate the creation and exchange of user-generated content.
- Felix *et al.* (2017) emphasize the multi-directional communication capabilities that allow participants to create and exchange content.
- Effing *et al.* (2019) highlight the role of social media as digital channels that facilitate interactive communication and information sharing among participants through user-generated content.

## 1.2 Types of Social Media Platforms

Social media platforms are commonly classified into various types based on their unique functions. The table I propose below, drawing on the work of scholars such as Boyd & Ellison (2007) and Hauptmann & Gerlach (2010), categorizes these platforms according to their functions, providing descriptions, examples, and functionalities for each category.

**Table 1.2:** Types of Social media platforms

<b>Platform Type</b>	<b>Description</b>	<b>Examples</b>	<b>Functionality</b>
<b>Social Networking Sites</b>	Web-based services that facilitate the creation of personal profiles, connections with other users, and the sharing of content, messages, and updates within a user's network.	- Facebook - LinkedIn - Myspace	- Profile creation - Friend connections - Content sharing - Messaging

<b>Microblogging Platforms</b>	Small-scale form of blogging, made up of short, succinct messages used by consumers and businesses to share news, post status updates, and carry on conversations.	<ul style="list-style-type: none"> <li>- Twitter</li> <li>- Tumblr</li> </ul>	<ul style="list-style-type: none"> <li>- Short messaging</li> <li>- Status updates</li> <li>- Hashtag use</li> </ul>
<b>Blogs</b>	Web-based technology that enables users to deploy text and other media directly to the web, allowing individuals or groups to publish content, such as articles, opinions, or personal stories, typically in a chronological format.	<ul style="list-style-type: none"> <li>- WordPress</li> <li>- LiveJournal</li> </ul>	<ul style="list-style-type: none"> <li>- Article publishing</li> <li>- Category/tag organization</li> </ul>
<b>Social Bookmarking Sites</b>	Platforms where users can save, organize, and manage bookmarks of web pages they want to remember or share.	<ul style="list-style-type: none"> <li>- Pinterest</li> <li>- Reddit</li> </ul>	<ul style="list-style-type: none"> <li>- Bookmark saving</li> <li>- Content categorization</li> <li>- Voting/rating</li> </ul>
<b>Media Sharing Platforms</b>	Social media services that enable users to upload, share, and discover various types of multimedia content.	<ul style="list-style-type: none"> <li>- Instagram</li> <li>- YouTube</li> </ul>	<ul style="list-style-type: none"> <li>- Photo/video uploading</li> <li>- Commenting, liking</li> <li>- Channel subscription</li> </ul>
<b>Online Discussion Forums</b>	Virtual communities where users share knowledge on specific topics.	<ul style="list-style-type: none"> <li>- Moodle</li> <li>- Quora</li> </ul>	<ul style="list-style-type: none"> <li>- Threaded discussions</li> <li>- Topic Categorization</li> </ul>

			- User reputation systems
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Source: Personal efforts based of the work of Boyd & Ellison (2007), Hauptmann & Gerlach (2010).

In addition to this type of categorization, Kaplan & Haenlein (2010) proposed Table (1.3) which categorizes social media platforms based on two dimensions:

- **Social presence/Media richness:** This dimension refers to the extent to which communication channels facilitate the expression of emotions, nonverbal cues, and real-time interaction. It ranges from low to high.
- **Self-presentation/Self-disclosure:** This dimension relates to the degree to which users reveal personal information about themselves and manage their online identities. It also ranges from low to high.

This classification highlights the diverse nature of social media platforms and how they cater to different communication needs, ranging from rich, personal self-expression to more focused, content-driven interactions.

**Table 1.3:** Classification of social media by social presence/media richness and self-presentation/self-disclosure

		<b>HIGH Social Presence/Media Richness</b>	<b>MEDIUM Social presence/Media Richness</b>	<b>LOW Social Presence/Media richness</b>
<b>HIGH Self-presentation/Self-Disclosure</b>	Blogs (e.g., WordPress)	Social Networking sites (e.g., Facebook)	Virtual social worlds (Second e.g., Life)	
<b>LOW Self-Presentation/Self-Disclosure</b>	Collaborative projects (e.g., Wikipedia)	Content communities (e.g., YouTube)	Virtual game worlds (e.g., World of Warcraft)	

Source: Kaplan, A. M., & Henlein, M. (2010). *Users of the world, unite! The challenges and opportunities of social media.*

### 1.3 Key Affordances of Social Media

In the exploration of social media platforms, distinct affordances have been identified that support different modes of engagement and encourage new behaviors. Treem & Leonardi (2012) identified four key affordances that represent unique behaviors of social media which are summarized in the following table:

**Table 1.4:** Summary of social media affordances

<b>Affordance</b>	<b>Definition</b>	<b>Features</b>	<b>Behaviors</b>
<b>Visibility</b>	Social media afford users the ability to make their behaviors, knowledge, preferences, and communication network connections that were once invisible (or at least very hard to see) visible to others in the organization	<ul style="list-style-type: none"> <li>- Display of content contributions.</li> <li>- List of edits of entries.</li> <li>- Notification of content changes.</li> </ul>	<ul style="list-style-type: none"> <li>- Work Behavior.</li> <li>- Metaknowledge.</li> <li>- Organizational activity streams.</li> </ul>
<b>Editability</b>	Social media enable individuals to spend a good deal of time and effort crafting and recrafting a communicative act before it is viewed by others. They also enable the ability of an individual to modify or revise content they have already communicated.	<ul style="list-style-type: none"> <li>- Asynchronous text based entries.</li> <li>- Previous history of edits.</li> <li>- Revisions permissible.</li> </ul>	<ul style="list-style-type: none"> <li>- Regulating personal expressions.</li> <li>- Targeting content.</li> <li>- Improving information quality.</li> </ul>
<b>Persistence</b>	Social media enable conversations that persist past the time of their initial posts, communicative acts can have	<ul style="list-style-type: none"> <li>- Recorded history of discussions.</li> <li>- Entries indexed by search engines.</li> </ul>	<ul style="list-style-type: none"> <li>- Sustaining knowledge over time.</li> </ul>

	consequences long past the initial point of.		<ul style="list-style-type: none"> <li>- Creating robust forms of communications.</li> <li>- Growing content.</li> </ul>
<b>Association</b>	Social media enable established connections between individuals, between individuals and content, or between an actor and a presentation.	<ul style="list-style-type: none"> <li>- List of editors for each entry.</li> <li>- List of rights and contributions in profiles.</li> </ul>	<ul style="list-style-type: none"> <li>- Supporting social connection.</li> <li>- Access to relevant information.</li> <li>- Enabling emergent connection.</li> </ul>

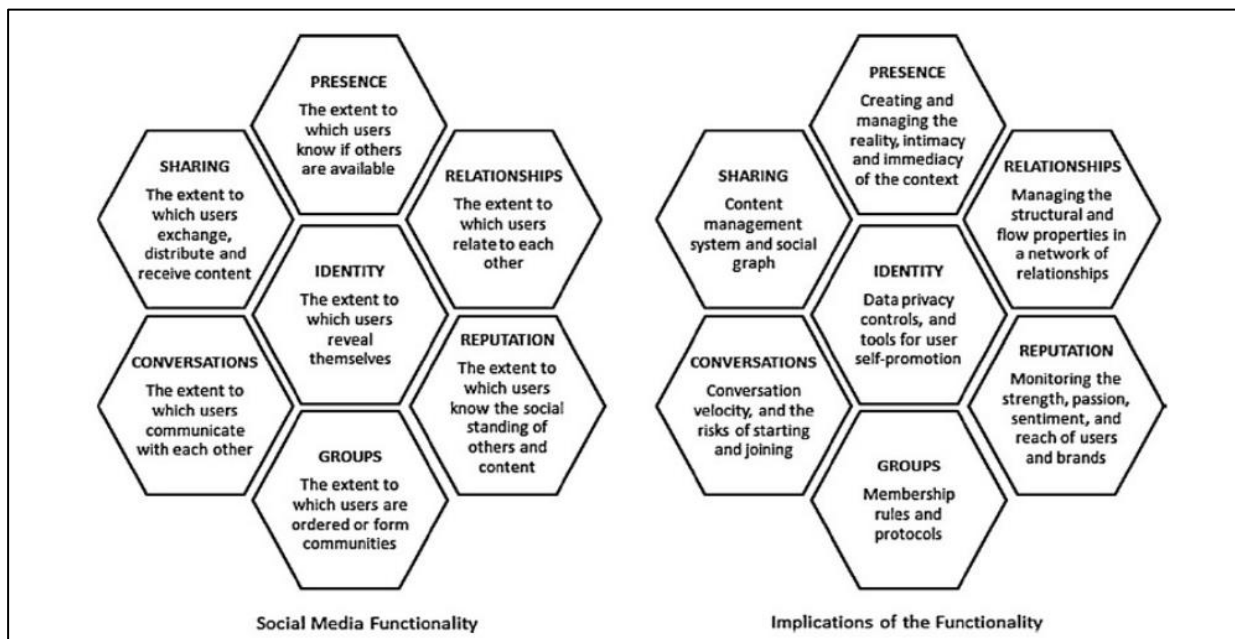
*Source: Treem & Leonardi, 2012, Social media use in organizations: Exploring the affordances of visibility, editability, persistence, and association.*

As identified by Treem & Leonardi (2012), Visibility, Persistence, and Editability serve as foundational affordances that enable individuals and organizations to make their content and connections visible, enable asynchronous communication and provide opportunities to modify shared information. Association affordances enable users to connect with others, fostering networking and collaboration.

#### **1.4 The Functionalities and Business Implications of Social Media**

When companies enter the world of social media, they could arguably profit from a certain understanding of how social media platforms work. Kietzmann *et al.* (2011) realized there was a knowledge gap among marketers concerning social media, hence they created, *the honeycomb of social media* which is represented in Figure (1.1). The model provides a comprehensive framework for understanding the various functional building blocks of social media platforms.

Figure 1.1: The Honeycomb of Social Media



Source: Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). *Social media? Get serious! Understanding the functional building blocks of social media*.

The model consists of two honeycombs, each containing seven blocks that represent different building blocks of social media platforms. The first model, to the left, explains various functionalities of social media (Identity, Relationships, Sharing, Conversations, Presence, Reputation and Groups), whereas the right-hand honeycomb explains the implications these functionalities have for firms who want to engage in social media. The model and its blocks are constructed to work as a general framework, it's important to note that not all social media platforms encompass every block within the model.

Based on this model and Kietzmann *et al.* (2011) insights, the functionalities of social media are as follow:

#### 1.4.1 Identity Management and Data Handling

Users can control their identities on social media platforms, which highlights the importance of firms handling user data sensitively to maintain trust and credibility. It's crucial for companies to respect users' privacy concerns while utilizing their data for marketing purposes.

### **1.4.2 Conversational Engagement and Narrative Control**

Social media conversations occur between users, challenging traditional brand control over messaging. Brands must adapt to this dynamic by actively participating in conversations and shaping their narratives through authentic engagement with their audience.

### **1.4.3 Content Sharing Strategies and Audience Engagement**

Users share content on social media platforms driven by intrinsic and extrinsic motivations. Understanding these motivations helps companies tailor their content strategies to encourage user engagement and enhance brand visibility.

### **1.4.4 Establishing and Maintaining Online Presence**

Building a strong online presence involves consistent engagement across social media platforms, including managing identity, fostering conversations, and sharing relevant content. Maintaining an active presence ensures brands remain visible and connected to their audience.

### **1.4.5 Nurturing User Relationships and Influencer Collaborations**

Engaging with influencers and fostering relationships with users can significantly impact brand perception and consumer behavior. Leveraging influencers' credibility and reach can enhance brand awareness and trust among their followers.

### **1.4.6 Reputation Management and Brand Perception**

Actively participating in social media conversations allows companies to manage their reputation and influence how they are perceived by their audience. Transparent communication and consistent engagement help build trust and credibility over time.

### **1.4.7 Community Building and Group Dynamics**

Social media enables the formation of communities based on shared interests, providing opportunities for brands to engage with their target audience in meaningful ways. By facilitating community interactions and providing value-added content, brands can foster loyalty and advocacy among their followers.

The table below summarizes the seven social media platforms functionalities listed in the Honeycomb model proposed by Kietzmann *et al.* (2011), as discussed above, along with their business implications.



**Table 1.5:** Summary of Social Media Functionalities and their Business Implications

<b>Functionality</b>	<b>Business Implications</b>
<b>Identity</b>	<ul style="list-style-type: none"> <li>- Handle user data with sensitivity to maintain trust and credibility.</li> <li>- Leverage shared personal information for consumer insights and targeted marketing.</li> </ul>
<b>Conversations</b>	<ul style="list-style-type: none"> <li>- Participate in brand-related conversations to maintain control over narratives.</li> <li>- Foster open communication channels with customers.</li> </ul>
<b>Sharing</b>	<ul style="list-style-type: none"> <li>- Understand customer preferences and behavior for effective content sharing.</li> <li>- Create shareable content that resonates with the target audience.</li> </ul>
<b>Presence</b>	<ul style="list-style-type: none"> <li>- Ensure consistent and engaging presence across social media platforms.</li> <li>- Align social media presence with overall marketing communication strategies.</li> </ul>
<b>Relationships</b>	<ul style="list-style-type: none"> <li>- Tailor marketing approaches based on the nature of user relationships on different platforms.</li> <li>- Collaborate with influential opinion leaders and viral mavens.</li> </ul>
<b>Reputation</b>	<ul style="list-style-type: none"> <li>- Actively participate in social media to influence brand conversations.</li> <li>- Nurture strong customer relationships and showcase company values transparently.</li> </ul>
<b>Groups</b>	<ul style="list-style-type: none"> <li>- Enable and participate in interest-based groups to extend reach and influence.</li> <li>- Facilitate group formation to enhance customer satisfaction.</li> </ul>

*Source: Self-elaborated based on theories and information discussed earlier in the document (title: 1.4)*

**Section 02: Overview of Social Media Marketing**

In recent years, social media has become important for social networking, content sharing and online accessing. Due to its reliability, consistency and features, social media opens a wide place for businesses such as online marketing. Marketing which occurs via social media is known as social media marketing. Social media marketing has revolutionized the landscape of modern business by introducing innovative strategies and transforming traditional marketing approaches. It has brought about heightened connectivity, real-time engagement, and unprecedented reach, presenting businesses with new opportunities while also posing unique challenges in navigating the dynamic digital environment.

**2.1 Definition of Social Media Marketing**

Since its emergence, there have been several definitions of the term “Social Media Marketing”, according to Kerpen (2011), Social media marketing is the process of creating content that engages current and potential consumers and provides value by addressing their specific pain points.

“Social media marketing involves creating and sharing content on social media networks to achieve your marketing and branding goals.” (Kawasaki & Fitzpatrick, 2014).

Tuten & Solomon (2018) defined social media marketing as “The use of social media platforms and websites to promote a product or service.”

We can sum up the core concept of social media marketing into the following points:

- Social media marketing involves the use of social media platforms and websites.
- The purpose is to promote a product or a service.
- It encompasses activities aimed at leveraging social media for promotional purposes.
- The goal is to achieve marketing and branding objectives.

**2.2 Social Media Marketing Research Streams**

Effective social media marketing relies on understanding how to strategically use various social media platforms. Yadav & Rahman (2022) have categorized the research on social media marketing into five distinct streams. These streams are outlined in the following table:

Table 1.6: Key characteristics of social media marketing research streams.

<b>Research stream</b>	<b>Stream 1: Social media as a promotion and selling outlet</b>	<b>Stream 2: Social media as a communication and branding channel</b>	<b>Stream 3: Social media as a monitoring and intelligence source</b>	<b>Stream 4: Social media as a CRM and value cocreation platform</b>	<b>Stream 5: Social media as a general marketing and strategic tool</b>
<b>Corresponding marketing functions</b>	Sales management	Marketing communication	Marketing information	Customer relationship	Overall marketing
<b>Fundamental market changes brought by social media</b>	<ul style="list-style-type: none"> <li>- New selling opportunity</li> <li>- Synergetic effect</li> <li>- Social dollar effect</li> </ul>	<ul style="list-style-type: none"> <li>- Increased consumer power</li> <li>- Firm communications move from one-to-many to one-to-one</li> <li>- Consumer WOM shifts from one to one to one to many</li> </ul>	<ul style="list-style-type: none"> <li>- Accessible and abundant social media data</li> <li>- UGC becomes important data source</li> <li>- Speed of information dissemination</li> </ul>	<ul style="list-style-type: none"> <li>- From dyadic to network relationship</li> <li>- From customer lifetime value to customer engagement value</li> <li>- From CRM to social CRM</li> </ul>	<ul style="list-style-type: none"> <li>- Maximize profits and competitive advantage</li> <li>- Overcome resource limitations</li> <li>- Expand geographic reach</li> </ul>
<b>Marketing emphasis</b>	Selling	Communication	Monitoring	Relationship management	Marketing strategy
<b>Social media value created</b>	Transactional value	Media value	Informational value	Relational value	Strategic value

<b>Representative firm activities in value cocreation</b>	Selling	Communication	Social monitoring	Relationship building	Strategy implementation
<b>Representative customer activities in value cocreation</b>	Online shopping	Content consuming and creation	Crowd-sourcing	UGC	WOM

*Source : Yadav, M. S., & Rahman, Z. (2022). Social media marketing: A conceptual framework and research implications.*

This table by Yadav and Rahman (2022) presents a comprehensive overview of the key characteristics of social media marketing research streams. It highlights five distinct research streams, each focusing on a specific aspect of social media's impact on marketing functions and activities.

### **2.2.1 Social Media as a Promotion and Selling Outlet**

This research stream focuses on how social media impacts customer purchase behavior and firms' financial performance. For instance, in the music industry, customer activities such as sampling and commenting on social media significantly influence brand sales.

### **2.2.2 Social Media as a Communication and Branding Channel**

Social media serves as a dual-purpose platform for communication and branding, allowing companies to engage with customers and shape brand perception. Users actively contribute to content creation, transforming traditional one-way communications into interactive dialogues.

### **2.2.3 Social Media as a Monitoring and Intelligence Source**

This research stream highlights social media's role as a valuable tool for monitoring and gathering market intelligence. By analyzing social media data, companies gain insights into customer behavior, identify trends, and spot innovation opportunities.

**2.2.4 Social Media as a CRM and Value Cocreation Platform**

Social media platforms facilitate personalized interactions with customers and enable value co-creation through activities like User-Generated Content (UGC) and crowdsourcing. This approach emphasizes the importance of fostering collaborative relationships with customers to drive engagement and loyalty.

**2.2.5 Social media as a General Strategic Marketing Tool**

Social media plays a crucial role in shaping marketing strategy by enhancing connectivity and communication channels. Additionally, social media platforms offer opportunities for resource-constrained firms, particularly SMEs, to overcome limitations and explore new strategic opportunities.

**2.3 Advantages and Disadvantages of Social Media Marketing**

In the ever-evolving digital landscape, social media marketing has emerged as a powerful tool for businesses to connect with their target audiences, promote their products and services, and establish a strong online presence. However, like any marketing strategy, it comes with its own set of advantages and disadvantages, which must be carefully evaluated and addressed by organizations.

**2.3.1 Advantages**

The following table summarizes the multifaceted benefits of leveraging social media marketing across various functional areas of an organization. Developed by Arca (2012), it highlights the advantages of integrating social media platforms into different departmental operations, such as marketing, customer support, research and development, finance, public relations, and human resources. By doing so, the table illustrates how social media can be a powerful tool for organizations to enhance their performance, outreach, and efficiency across multiple domains.

Table 1.7: The Benefits of Social Media Marketing

Functional Area	Benefits
Marketing	• Higher brand exposure
	• Increased awareness
	• Increased traffic
	• Lower marketing costs
Customer Support	• Increased customer interactions
	• Improved customer experience
	• Higher customer retention and loyalty
Research and Development	• Increased marketing insights
	• Competition monitoring
	• New idea input from community
Finance	• Overall cost effective
Public Relations	• Real time communication
	• Higher brand exposure
Human Resources	• Business networking
	• Reduced Recruiting costs

Arca, C. (2012). *Social media marketing benefits for businesses*

### 2.3.2 Disadvantages

According to Kietzmann *et al.* (2011), the disadvantages of social media marketing include:

- **Negative feedback and reputation management:** Social media platforms expose businesses to potential negative feedback, criticism, and reputation management challenges.
- **Time-consuming:** Maintaining an active and effective social media presence requires significant time and effort, which can be challenging for businesses with limited resources.
- **Security and privacy concerns:** The use of social media for marketing purposes raises concerns about data privacy, security, and the potential misuse of user information.

- **Difficulty in measuring return on investment (ROI):** Measuring the direct impact of social media marketing efforts on sales and profitability can be challenging, making it difficult to assess the return on investment.
- **Potential legal issues:** Businesses must navigate legal and regulatory issues related to advertising, intellectual property rights, and user-generated content when engaging in social media marketing.

In essence, we can compile the main advantages and disadvantages of social media marketing into the following table:

**Table 1.8:** Advantages and Disadvantages of Social Media Marketing

Advantages of Social Media Marketing	Disadvantages of Social Media Marketing
<ul style="list-style-type: none"> <li>- Cost-effective promotion and wider reach.</li> <li>- Increased brand visibility and recognition.</li> <li>- Valuable customer insights and engagement.</li> <li>- Targeted marketing options for better reach.</li> <li>- Quick adaptation to customer feedback.</li> <li>- Formation of brand communities and loyalty.</li> <li>- Necessity of staying updated for competitiveness.</li> </ul>	<ul style="list-style-type: none"> <li>- Exposure to negative feedback and reputation risks.</li> <li>- Time and resource-intensive maintenance.</li> <li>- Concerns over data privacy and security.</li> <li>- Challenges in measuring ROI effectively.</li> <li>- Legal and regulatory compliance issues.</li> <li>- Difficulty in controlling brand messaging.</li> <li>- Rapid spread of negative word-of-mouth.</li> </ul>

*Source: Self-elaborated based on information discussed earlier in the document (title: 2.3)*

## 2.4 Metrics in Social Media Marketing

While it's crucial to establish a social media presence for engaging with the audience and enhancing brand visibility, measuring the effectiveness of these initiatives is equally vital. This is where social media metrics come into play.

### 2.4.1 Definition of Social Media Metrics

The table below represents various definitions of social media metrics by different authors, highlighting the core concepts that can be gathered from each definition:

**Table 1.9:** Social Media Metrics Definitions

Author(s)	Definition	Core concept
<b>Jayson DeMers (2019)</b>	Social media metrics are the quantitative data points that allow marketers to measure the success of their social media campaigns, track their progress toward specific goals, and identify areas for improvement or optimization.	<ul style="list-style-type: none"> <li>- Assess campaign success</li> <li>- Track progress</li> <li>- Identify areas for improvement.</li> </ul>
<b>Jenn Herman (2022)</b>	"The numerical values that represent the performance of your social media activities, providing insights into engagement, reach, conversions, and overall impact on your marketing objectives"	<ul style="list-style-type: none"> <li>- Understand engagement, reach, conversions, and overall impact on marketing objectives.</li> </ul>

*Source: Self-elaborated, based on theoretical findings and the personal understanding of each definition.*

## 2.4.2 Types of Social Media Metrics

Social media metrics encompass a wide range of data points that provide insights into various aspects of a business's social media performance. According to Chaffey (2022) these metrics can be categorized into several groups based on the specific aspects of social media marketing they measure.

### 2.4.2.1 Engagement Metrics

These metrics provide insights into how well the audience is interacting with and responding to a specific content. these metrics include:

**Likes, comments, shares, retweets:** These are the core engagement actions that demonstrate audience interaction with social media content. Likes represent minimal engagement but still show appreciation. Comments indicate deeper engagement and can provide valuable feedback. Shares and retweets are highly prized as they amplify the content's reach to new audiences.



**Engagement rate:** Engagement rate is the percentage of people who saw a post that actually engaged with it through a like, comment or share. It is calculated as:

$$\text{Engagement rate} = \frac{\text{Total engagement}}{\text{Reach or Impressions}} \times 100$$

Where:

- Total Engagements include likes, comments, shares, or any other form of engagement.
- Reach refers to the unique users exposed to the content.
- Impressions represent the total views of the content.

As mentioned, this metric directly measures the level of audience interaction and engagement with the content, which is a key goal of social media marketing.

**Amplification rate:** This metric measures the likelihood that engaged users will share or amplify the content, indicating how shareable the content is and its potential to reach a wider audience through sharing networks. It is calculated as:

$$\text{Amplification rate} = \frac{\text{shares}}{\text{Total engagement}}$$

Where:

- Shares represent the number of times the content has been shared.
- Total Engagements include all forms of engagement such as likes, comments, and shares.
- A high rate means content is very shareable and can potentially reach an exponential audience through the share networks.

**Virality rate:** It quantifies the probability of a piece of content being shared upon exposure. It is computed as:

$$\text{Virality rate} = \frac{\text{Shares}}{\text{Impressions}}$$

Where:

- Shares represent the number of times the content has been shared.
- Impressions represent the total number of views or exposures of the content.

- A high virality rate signals that content is rapidly propagating through sharing networks in a viral manner

### 2.4.2.2 Reach and Visibility Metrics

These metrics provide insights into how many people have seen or been exposed to the brand's content. These include:

**Impressions:** They refer to the total number of times a piece of content is displayed, regardless of whether it was clicked on or not.

**Reach:** It is the total number of unique users who were exposed to a particular content piece or social media campaign across one or multiple platforms. It is a more meaningful metric than impressions as it counts distinct individuals rather than potential views.

While engagement rate quantifies the quality of interaction, reach and impressions provide insights into the quantity of people exposed to the content, which is also essential for maximizing the potential impact of social media efforts.

**Website traffic from social media channels:** This metric tracks the quantity of traffic being driven from social platforms to a brand's owned web properties

### 2.4.2.3 Follower and Audience Metrics

These metrics provide valuable insights into the composition, behavior, and growth of a brand's online audience. They include:

**Total followers/fans:** It is the total number of people who have subscribed to or followed your account/profile on a given social platform, it provides a baseline measure of the size of the owned audience.

**Follower growth rate:** This metric measures the pace at which new followers are being added to a brand's social media account over a specific time period. It is calculated as:

$$\text{Follower Growth Rate} = \left( \frac{(\text{New followers} - \text{Unfollowers})}{\text{Total followers at start of period}} \right)$$

**Audience demographics (age, gender, location, interests):** These allow a better audience targeting and content tailoring.

**Audience sentiment (positive, negative, neutral):** Monitoring audience sentiment provides brands valuable insights into how their content and brand messaging is being perceived.

#### 2.4.2.4 Content Performance Metrics

These metrics are used to evaluate the effectiveness of content published by a brand on social media platforms. They include:

**Click-through rate (CTR):** It is the ratio of users who click on a specific link or call-to-action after being exposed to it online. CTR indicates the effectiveness of an ad or link in capturing user interest and driving traffic to a desired destination.

$$CTR = \left( \frac{\text{Number of clicks}}{\text{Number of impressions or views}} \right) \times 100$$

Where:

- Number of Clicks represents the total number of times a link or call-to-action element was clicked.
- Number of Impressions or Views represents the total number of times the link or call-to-action element was displayed.

**Conversion rate (leads, sales, etc.):** The conversion rate measures the effectiveness of converting social media engagement into tangible outcomes that align with the business objectives.

$$\text{Conversion Rate} = \left( \frac{\text{Number of Users who Completed Desired Action}}{\text{Total Users Exposed to Conversion Opportunity}} \right) \times 100$$

Where:

- Number of Users who Completed Desired Action represents the total number of users who completed the desired action (e.g., lead generation, sign-ups, purchases, etc.).
- Total Users Exposed to Conversion Opportunity represents the total number of users exposed to the opportunity for conversion.
- A higher conversion rate indicates that a larger proportion of users are completing the desired actions, indicating the success of the marketing efforts in driving meaningful results.

Ultimately, social media marketing aims to drive tangible business outcomes, such as lead generation, sales, or other conversions. The conversion rate metric directly measures the success in achieving these objectives, making it a critical performance indicator.

#### 2.4.2.5 Campaign Performance Metrics

They are used to evaluate the effectiveness and success of a specific marketing campaign conducted on social media platforms.

**Cost per click (CPC):** CPC provides insights into the efficiency and cost-effectiveness of the campaign in driving user engagement and traffic to the advertiser's website or landing page.

$$CPC = \left( \frac{\text{Total Cost}}{\text{Total Clicks}} \right)$$

Where:

- Total cost refers to the total expenditure on the advertising campaign.
- Total clicks represent the total number of clicks generated by the campaign.
- A lower CPC indicates that the campaign is generating clicks at a lower cost.
- A higher CPC suggests the need for adjustments to targeting, ad creative, or bidding strategies to improve performance and reduce costs.

**Cost per acquisition (CPA):** CPA calculates the average cost associated with acquiring a new customer from social media paid campaigns that drove a conversion action like a purchase or a sign-up. By achieving a lower CPA, advertisers can drive more cost-effective customer acquisition and increase the overall effectiveness of their marketing efforts.

$$CPA = \left( \frac{\text{Total Cost}}{\text{Total Acquisition}} \right)$$

Where:

- Total cost refers to the total expenditure on the advertising campaign.
- Total acquisitions represent the total number of desired actions achieved that aligns with the campaign's objectives, such as a product purchase, sign-up for a service, or download of an app.

**Return on investment (ROI):** ROI measures the profit or revenue generated by campaigns relative to the investment required to execute them. For social media, it quantifies the revenue or value gained from campaigns compared to the associated costs and spend.

$$ROI = \left( \frac{\text{Net Profit}}{\text{Total Investment}} \right) \times 100$$

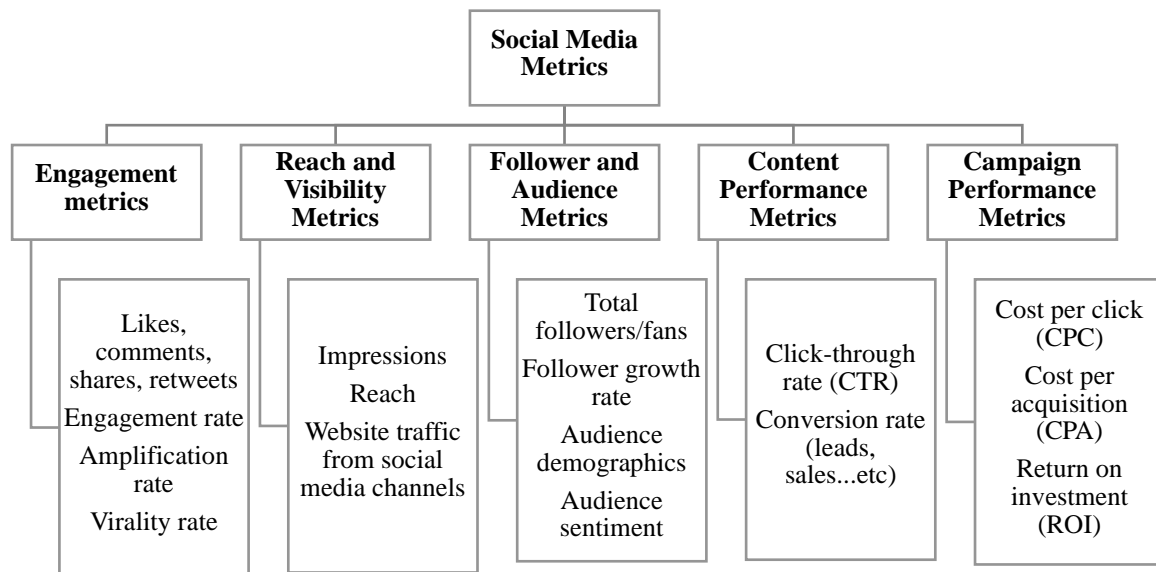
Where:

- Net profit is the total revenue generated from the campaign minus the total cost associated with the campaign.
- Total investment refers to the total cost incurred for running the campaign, including advertising spend, production costs, and any other associated expenses.
- A positive ROI indicates that the revenue generated from the campaign exceeds the costs, resulting in a profitable outcome.
- A negative ROI suggests that the campaign's costs outweigh the revenue generated, resulting in a loss.

ROI is a fundamental metric for evaluating the overall effectiveness and profitability of social media marketing campaigns. It allows businesses to assess whether the investment in social media marketing is generating a positive return and contributing to the bottom line.

We can encapsulate the key insights using the figure (1.2) below, which outlines the types of social media metrics:

Figure 1.2: Types of Social Media Metrics



Source: Personal efforts based on information discussed earlier in the document (title: 2.4.2)

## 2.5 Analytics in Social Media Marketing

As social media platforms continue to proliferate, businesses are presented with new opportunities to connect with their audience and promote their offerings. In response, there is an increasing demand for companies to utilize social media analytics tools to gain insights into their digital presence and improve their online engagement strategies.

### 2.5.1 Definition of Social Media Analytics

The following table provides various definitions of social media analytics by different authors, highlighting the core concepts associated with each definition:

Table 1.10: Social Media Analytics Definitions

Author(s)	Definition	Core Concept
Steven Struhl (2017)	Social media analytics is the practice of gathering and analyzing data from blogs and social media websites to aid in making better business decisions about communications, product marketing, and operations.	- Involves gathering and analyzing data from social media to inform business decisions.

<b>Inga Dzemyda, Violeta Sabaitytė (2020)</b>	Social media analytics is the process of gathering data from various social media platforms, blogs, and other stakeholder conversations on digital media and processing it into structured insights to make better decisions and increase the effectiveness of communication and marketing efforts.	- The process of collecting data from various platforms and converting it into structured insights for improved outcomes.
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*Source: personal efforts, based on theoretical findings and the personal understanding of each definition.*

### 2.5.2 The Purpose of Social Media Analytics

Social media analytics aims to facilitate informed decision-making by utilizing data obtained from social media platforms (Bekmamedova and Shanks, 2014). The following are examples of questions that can be addressed using social media analytics:

- What are customers using social media saying about our brand or a new product launch?
- Which content posted over social media is resonating more with my customers?
- How can I harness social media data (e.g., tweets and Facebook comments) to improve our product/services?
- Is the social media conversation about our company, product, or service positive, negative, or neutral?
- How can I leverage social media to promote brand awareness?
- Who are our influential social media followers, fans, and friends?
- Who are our influential social media nodes (e.g., people and organizations) and their position in the network?
- Which social media platforms are driving the most traffic to our corporate website?
- Where is the geographical location of our social media customers?
- Which keywords and terms are trending over social media?
- How active is social media in our business and how many people are connected with us?

- Which websites are connected to my corporate website?
- How are my competitors doing on social media?

### 2.5.3 Types of Social Media Analytics

In line with Motley (2022) these analytical processes can be categorized into several groups based on the specific areas of social media they examine:

We can encapsulate these main types of social media analytics into the table below which outlines their respective purposes and commonly used tools:

**Table 1.11:** Types of Social Media Analytics

<b>Types of Social Media Analytics</b>	<b>Purpose</b>	<b>Tools</b>
<b>Descriptive Analytics</b>	<ul style="list-style-type: none"> <li>- Gain insights into past and current performance.</li> <li>- Understand data characteristics, user sentiments, trending topics, and social connections.</li> </ul>	<ul style="list-style-type: none"> <li>- Sentiment analysis tools (e.g., Brandwatch, Hootsuite Insights)</li> <li>- Social media monitoring tools (e.g., Mention, Awario)</li> <li>- Social network analysis tools (e.g., NodeXL, Gephi)</li> </ul>
<b>Predictive Analytics</b>	<ul style="list-style-type: none"> <li>- Forecast future trends, behaviors, or outcomes related to social media.</li> <li>- Identify patterns to predict future events or customer preferences.</li> </ul>	<ul style="list-style-type: none"> <li>- Predictive modeling tools (e.g., RapidMiner, KNIME)</li> <li>- Machine learning platforms (e.g., TensorFlow, Azure ML)</li> <li>- Social media forecasting tools (e.g., Crimson Hexagon, Synthesio)</li> </ul>
<b>Prescriptive Analytics</b>	<ul style="list-style-type: none"> <li>- Provide recommendations or prescriptive actions based on insights derived from data analysis.</li> <li>- Suggest optimal decisions or strategies to handle specific scenarios or user behaviors</li> </ul>	<ul style="list-style-type: none"> <li>- Optimization and simulation tools (e.g., AIMMS, River Logic)</li> <li>- Marketing mix modeling tools (e.g., Marketing Evolution, Analytic Partners)</li> </ul>



	identified through social media data.	- AI-powered recommendation engines (e.g., DataRobot, H2O.ai)
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*Source: Personal efforts based on theoretical findings from Motley (2022), Bekmamedova, N., & Shanks, G. (2014).*

### **Section 03: Instagram Marketing**

As social media platforms have become an integral part of modern marketing strategies, businesses must understand how to leverage these channels effectively and efficiently. Among the leading social media channels, Instagram stands out as a powerful platform for companies aiming to connect with their target audience, build brand recognition, and foster engagement. With its highly visual nature and emphasis on visually stunning content, Instagram provides a unique opportunity for businesses to showcase their products, services, and brand identity in a visually captivating and emotionally resonant manner.

#### **3.1 The Dynamics of Instagram as a platform**

Since its inception in 2010, Instagram has revolutionized the digital landscape, evolving from a simple photo-sharing app to a multifaceted platform that transcends traditional social media boundaries.

##### **3.1.1 The Evolution of The Platform**

Instagram has come a long way, transforming into a global phenomenon through a series of pivotal moments and strategic choices. Here are the crucial stages that have marked Instagram's remarkable journey throughout the years since its inception:

We can gain insight into the significant events that transpired between 2010 and 2020 by referring to the accompanying figure 1.3.

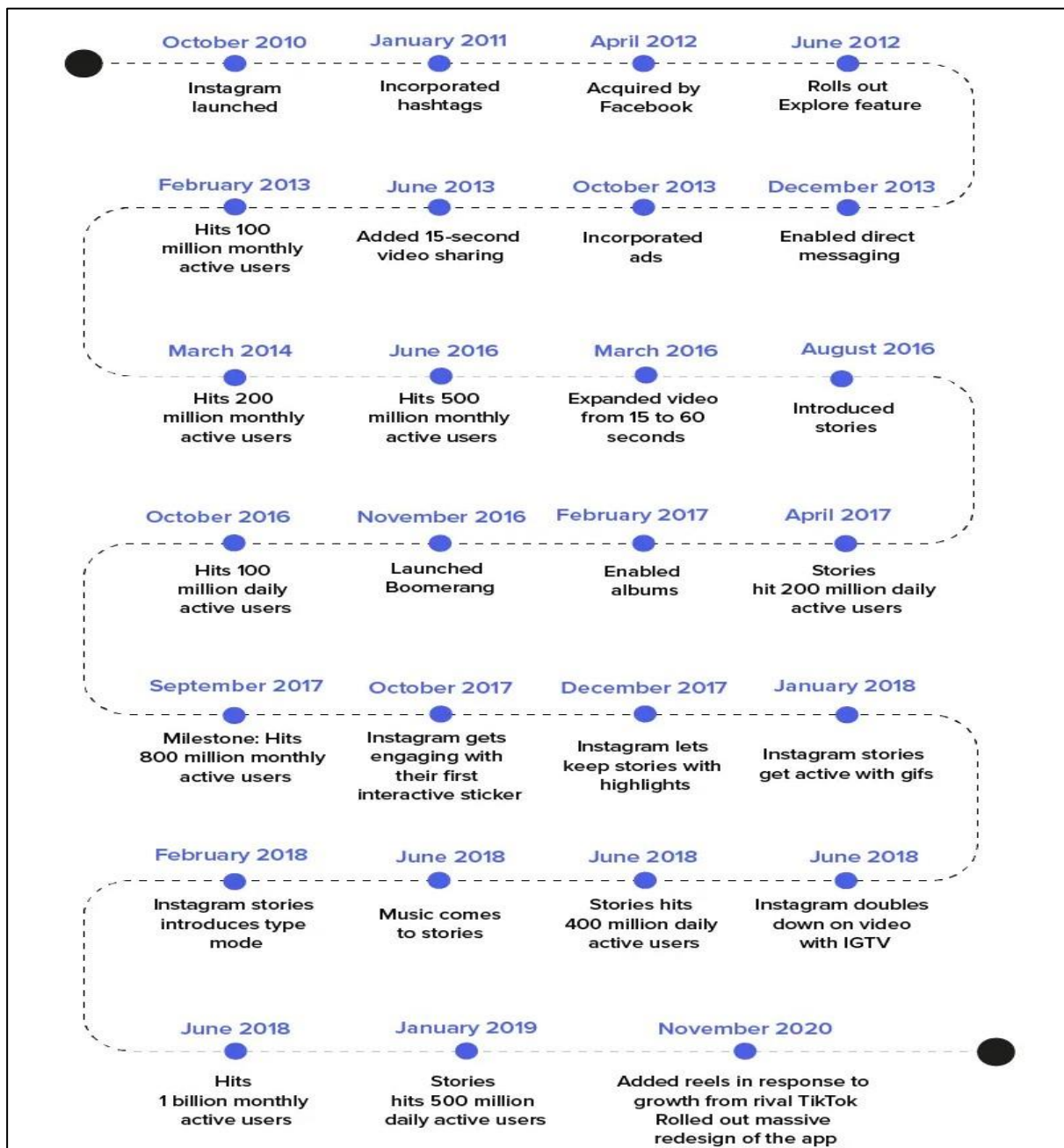
The figure titled "The Evolution of Instagram 2010 to 2020" provides an insightful timeline of the key milestones and feature additions that have shaped the growth and development of Instagram over the past decade. It highlights the platform's journey from its launch in October

2010 to its acquisition by Facebook in April 2012, and the subsequent introduction of various features such as hashtags, video sharing, advertising, and direct messaging.

The timeline also illustrates Instagram's meteoric rise in user adoption, starting with 100 million monthly active users in February 2013 and reaching 1 billion monthly active users by June 2018. It showcases the platform's continuous innovation with the introduction of features like Stories, Boomerang, and IGTV, which helped maintain user engagement and stay ahead of competitors.

Moving forward from 2020, Instagram has continued to evolve and introduce new features to keep up with the ever-changing social media landscape and user preferences. According to Sawers (2023), some notable developments since 2020 include: Instagram Shopping, Live Rooms, Instagram Subscriptions, Instagram guides .etc.

Figure 1.3: The Evolution of Instagram 2010 to 2020



Source: Prateek Saxena (2023), *How much does it Cost to Develop App Like Instagram*

### 3.1.2 The Importance of Instagram for Businesses

In today's digital age, Instagram stands out as a powerful tool for businesses to reach and engage with their target audiences. The importance of Instagram for businesses can be attributed to several key factors:

**3.1.2.1 Visually compelling storytelling**

Instagram provides businesses with a powerful platform for connecting on a personal level through visually compelling storytelling. Unlike other platforms, Instagram's focus on visual content enables businesses to narrate their brand's story in an immersive manner, showcasing products, services, and company culture effectively. By leveraging Instagram's visual nature, businesses can evoke emotions and forge meaningful connections with their audience, whether by highlighting product craftsmanship or sharing behind-the-scenes moments. This approach fosters deeper engagement and resonates with followers on a profound level (Gretry *et al.* 2017).

**3.1.2.2 Customer engagement and feedback**

Instagram's interactive features, like commenting and direct messaging, empower businesses to connect meaningfully with their audience, gather feedback, and build community. By leveraging these tools for interaction and feedback, companies can nurture customer relationships, address concerns, and enhance satisfaction. Incorporating customer feedback into improvements fosters loyalty and transforms customers into brand advocates (Vernuccio, 2014).

**3.1.2.3 Brand awareness and reach**

Vaynerchuk (2013) underscored Instagram's potency as a marketing tool, emphasizing its ability to bolster brand awareness, product showcasing, and audience engagement. With its expansive user base and precise targeting options, Instagram offers businesses a remarkable chance to amplify their brand's visibility and extend its reach. Through regular creation and sharing of visually captivating and pertinent content, companies can attract new followers, cultivate social proof, and ultimately enhance brand recognition and awareness among their intended audience.

**3.1.2.4 Showcasing products and services**

Showcasing products and services on Instagram presents a significant opportunity for businesses, Instagram's visual nature makes it an ideal platform for displaying products, services, and behind-the-scenes aspects of a business, offering a unique canvas for businesses to showcase their offerings in a visually compelling manner (Mangold and Faulds, 2009).

### 3.1.2.5 Target audience connection

Establishing a connection with the target audience on Instagram is crucial for businesses. Understanding the audience's interests, preferences, and behaviors is key to tailoring content and marketing strategies effectively. Instagram's extensive user data and insights provide valuable information about the audience, enabling businesses to craft content and marketing approaches aligned with their preferences. Leveraging this data increases the likelihood of engagement, conversion, and long-term loyalty (Weinberg and Pehlivan ,2011).

In essence, we compiled the following table in order to summarize the relationship between business requirements and Instagram's offerings:

**Table 1.12:** Business Needs vs Instagram Offerings

<b>Business Needs</b>	<b>Instagram Offerings</b>
Effective brand storytelling	- Convey brand narrative effectively. - Foster emotional connections.
Engagement and feedback	- Gather feedback and address concerns. - Build community engagement.
Brand recognition and reach	- Increase brand visibility and reach. - Connect with target audience in a highly visual and engaging way.
Product and service showcasing	- Highlight unique selling points. - Enhance brand desirability.
Audience understanding	- Tailor marketing strategies to audience preferences. - Enhance engagement and loyalty.

*Source: Personal efforts based on information discussed earlier in the document (title: 3.1.2)*

## 3.2 Instagram Marketing

Instagram has emerged as a key player in online marketing, redefining modern business strategies and transforming traditional approaches. As a subset of social media marketing, Instagram marketing offers innovative methods that cater to the dynamic digital landscape.

### **3.2.1 The Definition of Instagram Marketing**

The concept of "Instagram Marketing" has been widely discussed across diverse contexts, resulting in a range of interpretations and definitions. Its importance extends beyond a singular definition.

According to Lamberton and Stephen (2016), Instagram marketing involves leveraging the platform's unique capabilities, such as image and video sharing, hashtags, and influencer collaborations, to achieve marketing objectives like lead generation, sales, and brand building.

Stelzner (2021) defined Instagram marketing as the process of using the Instagram platform to promote and sell your products or services. It involves creating visually appealing content, building a following, engaging with your audience, and leveraging Instagram's features to drive business objectives.

We distilled the core concept of Instagram marketing into the following points:

- Instagram marketing utilizes the Instagram platform's visual and interactive features.
- The purpose is to promote products, services, and build brand awareness.
- It encompasses creating visually compelling content, leveraging hashtags, and influencer collaborations.
- The goal is to achieve marketing objectives like lead generation, sales, and brand building.
- Instagram marketing involves engaging with the audience, building a following, and driving business objectives through the platform's unique capabilities.

### **3.2.2 Marketing Approaches on Instagram**

Instagram is a flexible marketing platform that gives companies a variety of ways to engage with their target demographic. These strategies include advertising marketing, content marketing and influencer partnerships.

#### **3.2.2.1 Advertising Marketing**

Advertising marketing refers to paid promotional efforts to showcase products, services, or ideas to a specific audience (Kotler & Keller, 2016). In 2024, advertising marketing on Instagram is expected to continue its significant growth trajectory, with the platform being one

of the leading channels for businesses to reach their target audiences through paid advertising (Hootsuite & We Are Social, 2024).

- **The Characteristics of Advertising on Instagram**

According to Freberg *et al.*, 2022 the characteristics of advertising on Instagram are:

- **Native Ad Integration:** Instagram seamlessly integrates ads into feeds and stories, enhancing engagement and reducing ad avoidance.
  - **Advanced Targeting:** Advanced targeting capabilities enable precise audience segmentation based on demographics, interests, and behaviors.
  - **Visual Storytelling:** Visual storytelling on Instagram allows businesses to create compelling narratives, fostering brand affinity.
  - **Shopping and Conversion Features:** Shopping features like product tagging and seamless checkout drive conversions and sales directly from ads and content.
- **The Prerequisites and Considerations for Placing Ads on Instagram**
    - **Business Account:** Businesses need an Instagram Business account to access advertising features, insights, and analytics.
    - **Facebook Ads Manager:** While basic ad creation is possible within the app, most businesses leverage the Facebook Ads Manager for advanced ad creation, targeting, and campaign management.
    - **High-Quality Visual Content:** Instagram's foundation is built on visually captivating content. Businesses must prioritize creating high-quality visuals that align with their brand's aesthetic and storytelling.
    - **Mobile Optimization:** With the majority of Instagram users accessing the platform via mobile devices, businesses must ensure their landing pages and websites are optimized for mobile to provide a seamless user experience.

### 3.2.2.2 Content Marketing

Content marketing, defined by Kotler & Armstrong (2018), involves creating and sharing valuable content to attract and engage a specific audience for profitable customer action.

To effectively execute a content marketing strategy on Instagram, businesses should align their efforts with the Content Marketing Cycle, as illustrated in Figure 1.4 below:

**Figure 1.4:** The Content Marketing Cycle



*Source: Pulizzi, J. (2014). Epic Content Marketing: How to Tell a Different Story, break through the Clutter, and Win More Customers by Marketing Less.*

The Content Marketing Cycle provides a framework for creating, distributing, and optimizing content to attract and engage the target audience. By following this cycle, businesses can ensure a strategic and consistent approach to content marketing on Instagram, addressing the following key aspects:

- 1. Listen & Buyer Personas:** Research and analyze target audience preferences, interests, and behaviors on Instagram to tailor content effectively.
- 2. Decide on Theme & Topics:** Determine overarching themes and specific topics for content based on insights gathered and align them with brand identity and audience interests.
- 3. Create Content:** Develop high-quality, visually appealing content tailored for Instagram, including images, videos, Reels, or Stories, to engage the target audience and provide value.



4. **Promote Content:** Promote and distribute content effectively using Instagram's tools and features using hashtags, influencer partnerships, ads, or leveraging the algorithm.
5. **Measure & Evaluate:** Continuously evaluate content performance by analyzing metrics like engagement rates, reach, impressions, and conversions.
6. **Re-purpose:** Adapt successful content for different platforms or formats based on evaluation insights.

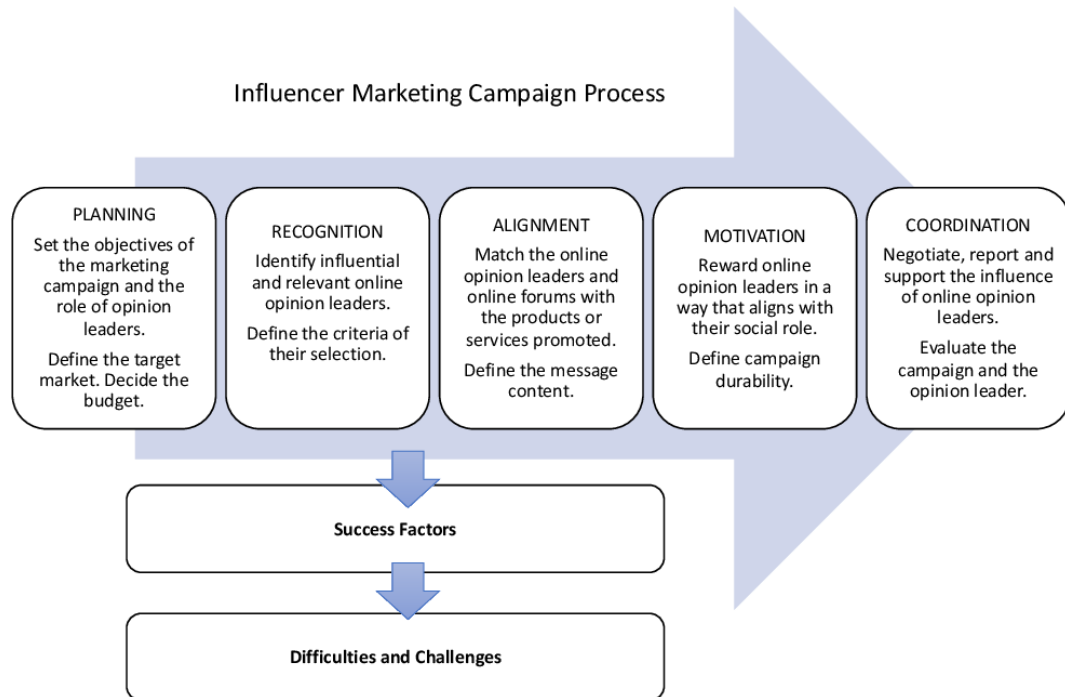
### 3.2.2.3 Influencer Marketing

Influencer marketing is defined as "a form of marketing that identifies and activates individuals who can influence the behavior or opinions of a brand's target audience" (Berger, 2021). This marketing method revolves around leveraging the authority, credibility, and reach of these influencers to effectively communicate brand messages and foster connections with the target audience.

In 2024, influencer marketing on Instagram is expected to continue its significant growth trajectory. According to the "Global Influencer Marketing Report" by Influencer Marketing Hub (2024), the industry is projected to reach \$25 billion in value, with Instagram being one of the leading platforms for influencer collaborations.

- **The Influencer Marketing Process**

To effectively implement an influencer marketing campaign on Instagram, businesses should follow a strategic process, as outlined in the following figure (1.5):

**Figure 1.5:** The Influencer Marketing Campaign Process

*Source: Krywalski Santiago, P., & Moreira Castelo, J. S. (2020). Influencer Marketing: A Literature Review.*

The Influencer Marketing Campaign Process consists of the following stages:

- 1. Planning:** Define campaign objectives, budget, and target audience.
- 2. Recognition:** Identify and research relevant influencers.
- 3. Alignment:** Select influencers based on factors like audience demographics, engagement rates, and content alignment.
- 4. Motivation:** Negotiate compensation and establish clear expectations.
- 5. Coordination:** Collaborate on content creation, provide guidelines while allowing creative freedom, and monitor campaign performance.

By following this structured process, businesses can ensure a strategic and effective approach to influencer marketing on Instagram, maximizing the potential for successful collaborations and achieving desired campaign outcomes.

- **Influencer Selection**

In 2024, businesses must consider various factors when selecting influencers for collaborations on Instagram (Seiter, 2024):

**Relevance and Alignment:** Influencers should be chosen based on their relevance to the brand's target audience, content alignment, and ability to authentically connect with their followers.

- **Engagement Rates:** While follower count is important, businesses should prioritize influencers with high engagement rates, as this indicates a genuine connection with their audience and increased likelihood of driving desired actions.
- **Influencer Types:** Businesses should consider a mix of influencer types, such as micro-influencers (niche experts with smaller but highly engaged followings), macro-influencers (with larger reach), and brand advocates (existing customers or employees who can organically promote the brand).

### 3.2.3 Limitations and Challenges of Instagram marketing

While Instagram presents numerous opportunities for businesses, it's essential to acknowledge and address the limitations and challenges associated with marketing on this platform.

#### 3.2.3.1 Algorithm Changes and Organic Reach Challenges

Instagram's algorithm frequently changes, prioritizing content from friends, family, and accounts that users interact with frequently. This can make it increasingly difficult for businesses to achieve significant organic reach without paid promotion, potentially limiting their ability to connect with their audience organically.

#### 3.2.3.2 Strict Content Policies and Censorship

Instagram's strict content guidelines, particularly concerning violence or potentially offensive material, can be problematic for businesses in certain industries. This poses challenges, especially for those with mature or controversial content.

#### 3.2.3.3 Shifting Priorities and Continuous Platform Changes

Instagram is a constantly evolving platform, introducing new features, changing algorithms, and adjusting priorities, which can pose challenges for businesses trying to maintain a consistent

marketing strategy. What works today may not work tomorrow, making it essential for businesses to stay up-to-date with platform changes and emerging trends.

### **3.2.3.4 Highly Competitive Landscape**

Instagram's immense popularity results in a saturated marketplace, making it difficult for businesses to stand out and engage their target audience amidst intense competition and a flood of content.

## **Conclusion**

Social media marketing leverages various social media platforms to enhance brand perception, engage customers, and drive business growth. There are three primary areas of focus in social media marketing: the emergence of social media, the strategies involved in social media marketing, and the specific tactics used on platforms like Instagram. The process of integrating social media into marketing involves understanding the landscape, developing strategies that align with business goals, and implementing effective techniques to reach and engage target audiences.

The emergence of social media marks a significant shift in how companies communicate with customers. The rise of the internet and the rapid growth in digital media usage have created new opportunities for customer engagement. Social media has become an essential component of digital transformation strategies, enabling businesses to connect with their audience in real time and foster meaningful interactions.

Social media marketing involves utilizing these platforms to create and distribute content that resonates with the target audience. This strategy includes understanding the characteristics of different social media channels, crafting compelling content, and engaging with users to build a community around the brand. Social media marketing has revolutionized traditional marketing approaches by offering enhanced connectivity, real-time engagement, and extensive reach.

Instagram marketing focuses on leveraging the platform's visual nature to build brand recognition and engagement. Businesses can use Instagram to showcase their products, services, and brand identity through visually appealing content. This approach helps create an emotional connection with the audience and drives higher levels of engagement. By understanding how to effectively use Instagram, businesses can tap into a powerful tool for connecting with their target audience and achieving marketing objectives.

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## ***Chapter 02: Brand Perception***

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**Introduction**

The digital age has transformed the way businesses operate, connect with customers, and compete in the market. With the rise and widespread adoption of the Internet, coupled with the rapid growth in consumers' digital media usage, understanding brand perception has become more critical than ever. Companies across various sectors have had to reconsider their strategies to comprehend and influence how consumers perceive their brands. This shift has underscored the importance of gaining deep insights into consumer behavior, as it is essential for tailoring products and services that resonate with target audiences. Brand perception now plays a pivotal role in driving customer satisfaction, loyalty, and purchasing decisions, ultimately determining the success of businesses in a highly competitive environment.

This chapter is divided into three sections. In the first section, we will provide an overview of consumer behavior, emphasizing the significance of understanding consumer needs and preferences. By investing in market research and consumer insights, companies can strategically adapt their offerings to build strong brand connections and foster customer loyalty. The second section will delve into the perception process and involvement, exploring how businesses can decode the complex web of client desires and customize their offerings effectively. Finally, the third section will examine the influence of social media on brand perception. In the digital age, where consumers are empowered with information and choices, leveraging social media platforms strategically can shape positive brand perceptions, foster loyalty, and drive long-term growth and success in the digital marketplace.

**Section 01: Overview of Consumer's Behavior**

Businesses thrive when they truly understand their target consumers, whether individual buyers or other companies. Gaining a clear grasp of client needs and preferences through studies and analysis allows companies to tailor their products and services accordingly. This understanding of the customer journey and what drives satisfaction, loyalty, and purchasing decisions is paramount. By investing in market research and consumer insights, businesses can strategically adapt their offerings to resonate with their audience, fostering a strong brand connection and customer loyalty that ultimately leads to sustained growth and success.

### 1.1 The Definition of Consumer Behavior

The term “Consumer Behavior” often interpreted and defined diversely, embodies the complex dynamics of how individuals interact with products, services, and brands. Hence, its significance extends beyond a singular definition.

We compiled the following table to present various definitions of consumer behaviour by different authors, highlighting the core concepts associated with each definition:

**Table 2.1:** Consumer Behavior Definitions

<b>Author(s)</b>	<b>Definition</b>	<b>Core Concept</b>
<b>Leon G. Schiffman and Leslie Lazar Kanuk (2010)</b>	Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.	- Studies how people fulfil needs through acquiring, using, and disposing of goods and services.
<b>Barry Babin and Eric Harris (2018)</b>	Consumer behavior is the study of how people buy, what they buy, when they buy, and why they buy.	- Explores what, when, and why people make purchasing decisions.
<b>Wayne D. Hoyer, Deborah J. MacInnis, and Rik Pieters (2018)</b>	The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs.	- Observes how individuals seek, use, and evaluate products to meet their needs.

*Source: Personal efforts, based on theoretical findings and the personal understanding of each definition.*

From the provided definitions, we gather that consumer behavior is not merely about the act of purchasing but rather a comprehensive study of why and how individuals make choices, consume, and interact with products and services to fulfill their needs, desires, and aspirations.

It encompasses the entire journey, from the initial search and evaluation phase to the post-consumption stage, where consumers form perceptions, develop loyalty, or dispose of the product or service.

## **1.2 Consumer Characteristics**

In any market, consumers are the ultimate target audience for products or services. In order to adapt the offers of the companies to their consumers' needs, they need to have a clear understanding of their clients, regardless of whether they are individual buyers or companies.

According to Wayne D. Hoyer, Deborah J. MacInnis, and Rik Pieters (2018) The main elements that characterize consumers are as follows:

### **1.2.1 Quantity**

This refers to the number of consumers within a particular market segment or target audience.

### **1.2.2 Socio-cultural attributes (age, gender, social status)**

Socio-cultural factors encompass demographic characteristics such as age, gender, income level, education, occupation, and cultural background. These attributes influence consumer preferences, buying behaviors, and decision-making processes.

### **1.2.3 Geographical location**

Geographical location refers to the physical location or region where consumers reside or conduct business.

### **1.2.4 Motivations for buying**

Motivations for buying encompass the underlying reasons or drivers that influence consumer purchase decisions. These motivations can vary widely and may include functional needs, emotional desires, social influences, or aspirational goals.

### **1.2.5 Buying behavior (who, how much, when, where, what, why, criteria)**

Buying behavior encompasses the various actions and decision-making processes that consumers undertake when making purchasing decisions. This includes identifying who the buyers are (individuals or organizations), how much they spend, when they make purchases,



where they shop, what products or services they buy, why they choose certain brands or products, and the criteria they use to evaluate options.

### **1.2.6 Consumer habits (who consumes, how much, when, where)**

Consumer habits refer to the recurring patterns of behavior that individuals exhibit when consuming products or services. This includes who consumes the products or services (target demographic), how frequently they purchase or use them, when they engage in consumption (time of day, day of week, seasonality), and where they typically engage in consumption (physical locations, online platforms).

## **1.3 The Foundations of Behavior**

Consumer behavior is a complex interplay of various forces that shape an individual's decision-making processes and actions in the marketplace. At its core, consumer behavior is rooted in fundamental psychological principles and mechanisms that underlie human thought and behavior. These foundational elements serve as the building blocks that influence how consumers perceive, process, and respond to marketing stimuli, products, services, and experiences.

The key foundations of consumer behavior are:

### **1.3.1 Perception**

According to Solomon (2018), perception is the process by which people select, organize, and interpret information to create a meaningful picture of the world. Consumers' perceptions are highly subjective and can be influenced by factors like sensation, attention, interpretation, and retention.

- **Sensation:** The immediate response of our sensory receptors (eyes, ears, nose, mouth, fingers) to basic stimuli like light, color, sound, smells, and textures.
- **Attention:** The allocation of processing capacity to incoming stimuli. Solomon cites the Exposure-Attention-Perception-Learning model to explain how consumers move through these stages.
- **Interpretation:** The process by which we assign meaning to sensory stimuli. Influenced by factors like past experiences, motives, expectations, and context.

- **Retention:** How information is encoded, stored, and retrieved from memory for later use. Allowing consumers to relate current perceptions to past experiences.

### 1.3.2 Learning and Memory

Schiffman and Kanuk (2010) define learning as the process by which individuals acquire the purchase and consumption knowledge and experience, they apply to future related behavior. Memory refers to the total accumulated knowledge and experience stored in the brain.

Schiffman and Kanuk's framework highlights how learning principles and memory structures influence consumer knowledge, skill development, preferences, and future purchase behavior based on past experiences and exposures.

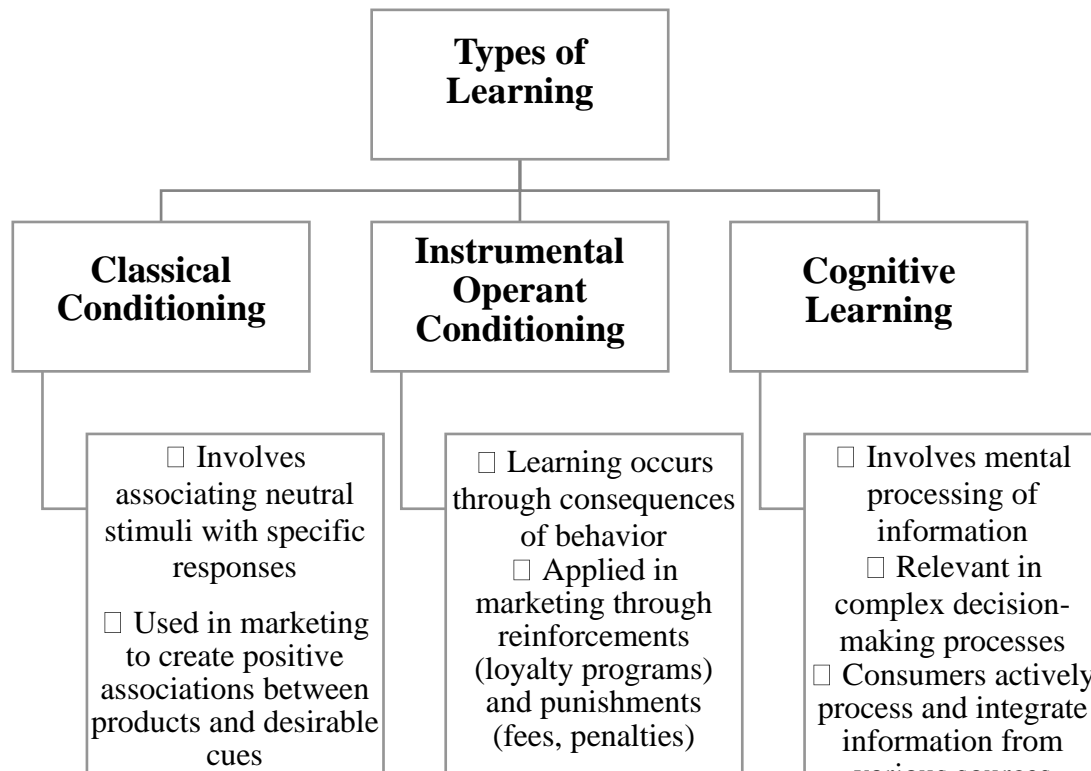
#### 1.3.2.1 Types of Learning

Learning plays a pivotal role in shaping consumer behavior, Schiffman and Kanuk (2010) outline three distinct types of learning processes:

- **Classical Conditioning:** This type of learning involves the association of stimuli, where a neutral stimulus becomes linked with a specific response through repeated pairing with another stimulus that naturally elicits that response. This principle is widely employed in marketing to create positive associations between products and desirable cues.
- **Instrumental/Operant Conditioning:** Here, learning occurs through the consequences of behavior, where desirable actions are reinforced, and undesirable actions are punished. This concept is applied in marketing strategies such as loyalty programs, which reinforce positive purchasing behavior, and fees or penalties, which discourage negative behavior.
- **Cognitive Learning:** This form of learning involves the mental processing of information, where individuals acquire knowledge and skills through observation, instruction, or problem-solving experiences. Cognitive learning is particularly relevant in complex decision-making processes, where consumers actively process and integrate information from various sources.

We can encapsulate the key insights using the figure (2.1) below, which outlines the types of learning:

Figure 2.1: Types of Learning



*Source: Personal efforts based on information discussed earlier in the document*

*(title: 1.3.2.1)*

### 1.3.2.2 Memory

The process of memorization serves as a support for the storage and use of information received by the consumer. This process goes through two phases (Bettman, 1979):

- **Acquisition:** During this phase, consumers retain perceived information in memory. This involves encoding information from the environment into memory, which can include details about products, brands, advertisements, or other stimuli encountered.
- **Updating:** The updating phase involves the retrieval and reuse of information stored in memory. Consumers access previously acquired information to make decisions, evaluate choices, and respond to stimuli encountered in their environment.

Memorization influences consumer behavior through two primary mechanisms (Krishnan and Trappey, 1999):

- **Recognition:** This occurs when an individual recognizes an object, brand, or stimulus based on its appearance or other sensory cues. For example, a consumer may recognize a product on the store shelf because it looks familiar or resembles an item previously encountered.
- **Recall:** Recall occurs when an individual retrieves information from memory, such as remembering a brand's name or product details. For instance, a consumer may recall a brand name they saw in an advertisement when considering purchase options, even if they haven't purchased the product yet.

These processes of recognition and recall demonstrate how memorization shapes consumer behavior by facilitating the retrieval and use of stored information to guide decision-making and responses to stimuli in the marketplace.

### 1.3.3 Motivation and Emotion

Hoyer, MacInnis, and Pieters (2018) state that motivation is the driving force that leads to behavior, arising from a state of tension caused by an unfulfilled need or want. Emotions also play a significant role in influencing consumer behavior and decision-making.

#### 1.3.3.1 Types of Motivation

- **Physiological Needs:** Basic needs like hunger, thirst, shelter.
- **Psychological Needs:** Needs for belonging, esteem, actualization.
- **Hedonic Motivations:** Seeking pleasure, fun, enjoyment.

#### 1.3.3.2 Role of Emotions

Emotions play a significant role in shaping consumer behavior, influencing various cognitive processes and decision-making. Hoyer, MacInnis, and Pieters (2018) have highlighted the profound impact emotions can have on consumer attitudes, preferences, and choices.

- Emotions influence attention, perception, learning, and decision-making
- Positive emotions can lead to favorable evaluations and purchase intentions
- Negative emotions can result in avoidance or switching behavior

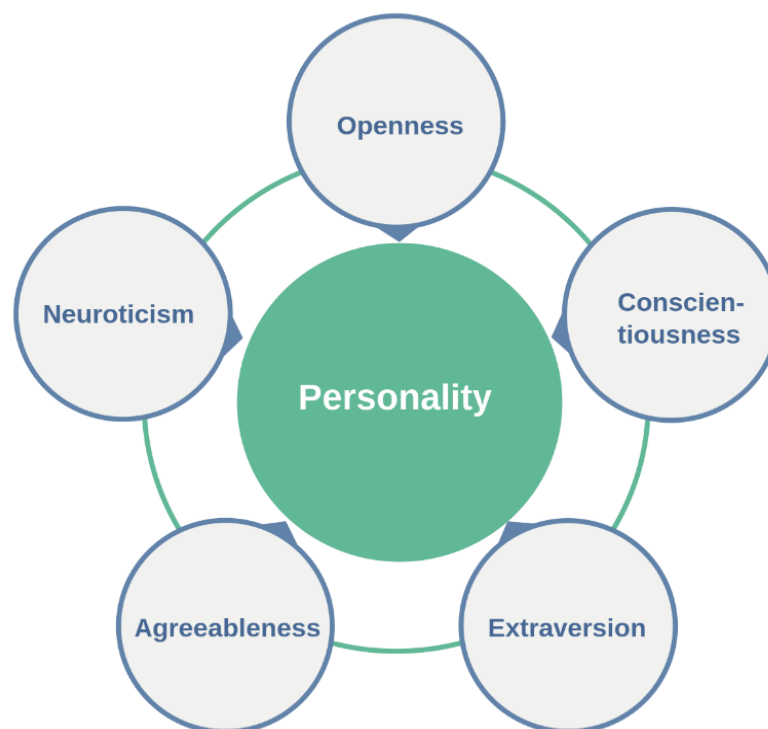
### 1.3.4 Personality

According to Solomon (2018), personality refers to the unique psychological characteristics that lead to relatively consistent and enduring patterns of behavior. These traits shape an individual's thoughts, feelings, and actions, including their consumption choices and brand preferences.

- **Personality Traits**

- **The "Big Five" Personality Traits:** which is one of the widely accepted frameworks for understanding personality is the "Big Five" model, which describes five broad dimensions:

**Figure 2.2:** The Big Five Model



*Source: McCrae, R. R., & John, O. P. (1992). An introduction to the five-factor model and its applications. Journal of personality,*

1. **Openness:** This trait reflects an individual's level of curiosity, creativity, and willingness to embrace new experiences.

2. **Conscientiousness:** Individuals high in conscientiousness are typically organized, disciplined, and strive for achievement.
3. **Extroversion:** This dimension relates to an individual's level of sociability, assertiveness, and tendency to seek stimulation from the external world.
4. **Agreeableness:** Agreeable individuals are generally cooperative, trusting, and have a concern for others.
5. **Neuroticism:** This trait encompasses emotional stability, with individuals high in neuroticism tending to experience more negative emotions such as anxiety and depression.
  - **Brand Personality:** It refers to the human characteristics associated with a brand. Just as individuals have distinct personalities, brands can also be perceived as having unique personalities that consumers can relate to and connect with on an emotional level.

### 1.3.5 Attitude

Babin and Harris (2018) define attitudes as a person's enduring favorable or unfavorable evaluations, emotional feelings, and action tendencies toward some object or idea. Attitudes guide decision-making by shaping preferences and choices.

#### 1.3.5.1 Components of Attitudes

- **Cognitive component:** also known as beliefs, they are the information that an individual has about an object, whether they are informative such as the size of a product, or evaluative such as the benefit provided by the product.
- **Affective component:** also known as feelings, they are the emotions that an individual has about a product, whether they are positive or negative, which leads to a positive or a negative orientation.
- **Conative component:** or behavioral component, it is the consumer's intention to buy a product or reject it.

### 1.3.5.2 Attitude Formation and Change

Attitudes, represent lasting evaluations and emotions toward something, strongly impact consumer actions. They're not fixed; they form and evolve through various influences.

- **Formation**

- Personal experiences with a product or service shape attitudes, both positively and negatively.
- Input from others, like friends or advertising, also molds attitudes.
- Marketing efforts, like ads and branding, significantly influence how people view products.

- **Change**

- Theories like Cognitive Dissonance proposed by Festinger (1950) explain how people adjust attitudes to match their beliefs and behaviors. For instance, if someone feels regret after buying an expensive item, they might change their attitude to feel better about their decision.

## 1.4 The Importance of Consumer Behavior Research

Consumer behavior research plays a vital role in understanding the complex factors that influence consumer decision-making processes, preferences, and consumption patterns. By studying consumer behavior, businesses, marketers, and researchers can gain valuable insights that inform various aspects of their strategies and operations (Cowley and Mitchell, 2003)

Here's an elaboration on the importance of consumer behavior research according to Cowley and Mitchell (2003):

- **Understanding Consumer Needs and Motivations:** Studying consumer behavior helps uncover the underlying needs, wants, and motivations that drive decisions. This insight enables businesses to tailor products and services to better meet consumer preferences, enhancing satisfaction and loyalty.

- **Identifying Target Markets and Segmentation:** Consumer behavior research reveals characteristics, attitudes, and behaviors of different consumer segments. This knowledge guides businesses in developing targeted marketing strategies, ensuring products, messaging, and channels resonate effectively with specific audiences.
- **Enhancing Product Development and Innovation:** Insights from consumer behavior research identify emerging trends, unmet needs, and changing preferences. This information fuels product development and innovation efforts, aligning new offerings with evolving consumer demands.
- **Optimizing Marketing Strategies and Tactics:** Consumer behavior research informs the development of impactful marketing strategies. Understanding how consumers perceive and respond to marketing stimuli, such as advertising and pricing, leads to more effective campaigns.
- **Improving Customer Experiences and Relationships:** Understanding consumer behavior helps design superior customer experiences. Anticipating consumer needs and pain points allows companies to enhance touchpoints, streamline processes, and foster stronger relationships.

## **Section 02: Perception Process & Involvement**

The success of businesses hinges on their ability to grasp the intricate nuances of consumer perception. Whether catering to individual buyers or B2B clients, a profound understanding of their needs and preferences is indispensable. Through meticulous studies and thorough analysis, companies can decode the intricate web of client desires, thereby customizing their offerings to perfection. Understanding the concept of consumer perception reveals that it's arguably the most critical factor in determining the success of a brand, product, or company as a whole.

### **2.1 Overview of Consumer Perception**

#### **2.1.1 The Concept of Consumer's Perception**

According Hawkins and Mothersbaugh (2010) consumer perception is a marketing concept that tells us what consumer think about a brand or a company or its offerings. It can be positive



or negative feelings, perceptions, inhibitions, predispositions, expectations or experiences that a customer has.

This marketing concept encompasses a customer's impression, awareness and consciousness about a company or its offerings.

### **2.1.2 Factors Deciding Customer Perception**

Understanding customer perception reveals a complex interplay of various factors that shape how individuals view and interact with brands, products, and companies. Kotler and Keller (2016) highlight that consumer perception is influenced by:

#### **2.1.2.1 Consistency of Performance**

Consistency in brand performance is crucial for building strong brand associations and perceptions in consumers' minds. A brand's track record of delivering on its promises shapes customer perceptions of its credibility and trustworthiness.

#### **2.1.2.2 Emotional Connect**

Creating strong emotional connections with customers through experiential marketing is crucial. Kotler and Keller (2016) argue that successful brands tap into consumers' emotions, aspirations, and desires, fostering a deeper bond beyond just functional benefits.

#### **2.1.2.3 Marketing Communications**

Integrated marketing communications play a vital role in shaping consumer perceptions by delivering consistent brand messages across various channels. Effective marketing communications can influence consumers' attitudes, beliefs, and ultimately, their brand perceptions.

On the other hand, Hoyer and MacInnis (2010) highlight that consumer perception is a complex process influenced by factors such as:

- Individual differences (e.g., motivation, attitudes, and personality).
- Situational factors (e.g., physical surroundings and social environment).
- Psychological processes (e.g., attention, interpretation, and memory).

### 2.1.3 The Role of Perception

Perception plays a crucial role in shaping how individuals interpret and interact with the world around them. It serves as the lens through which people make sense of their surroundings, including the products they encounter, the brands they engage with, and the experiences they undergo. In the context of business and marketing perception influences various aspects, to get a clear overview of the role of perception in various aspects of business and marketing we compiled the following table:

**Table 2.2:** The Role of Perception

<b>Aspect</b>	<b>The Role of Perception</b>
<b>Consumer Behavior</b>	- Perception influences purchasing decisions, brand loyalty, and advocacy.
<b>Brand Positioning</b>	- Perception determines brand positioning, shaping consumer perceptions of value proposition, identity, and relevance. - Effective positioning involves creating distinct associations and emotional connections.
<b>Market Competitiveness</b>	- Brands that shape consumer perceptions gain a competitive edge. - Perception influences consumer preferences, market share, and brand equity, impacting long-term success.
<b>Product Innovation</b>	- Understanding consumer perception guides decisions regarding product features, design aesthetics, and user experience. - Insights into preferences drive innovation and development.
<b>Customer Experience</b>	- Perception shapes interactions with a brand at every touchpoint. - Positive perceptions of customer service, product quality, and brand authenticity contribute to loyalty and advocacy.

*Source: Personal efforts based on theoretical findings, Schiffman and Kanuk (2007), Hawkins and Mothersbaugh (2010) and Kotler and Keller (2016).*

In essence, the table highlights that perception is a critical factor in consumer behavior and marketing. It influences various aspects, including purchasing decisions, brand positioning, market competitiveness, product innovation, and customer experience. By understanding and shaping consumer perceptions, brands can gain a competitive advantage, foster loyalty, drive innovation, and ultimately achieve long-term success in the market.

## 2.2 The Perception Process

Consumer perception is a multifaceted process that encompasses three important stages which are:

- Perceptual Inputs
- Perceptual Mechanism
- Perceptual Outputs

Each of these stages play a crucial role in shaping how individuals interpret and respond to stimuli from their environment. Understanding these stages provides valuable insights into how consumers perceive and make sense of the world around them.

### 2.2.1 Perceptual Inputs

According to Solomon *et al.* (2006) perceptual inputs refer to the various stimuli or sensory information that an individual is exposed to in their environment. These inputs serve as the starting point for the perception process.

At the initial stage of the perception process, individuals are exposed to sensory stimuli from their environment. These stimuli can include visual, auditory, tactile, olfactory, and gustatory inputs.

For example, when consumers encounter a product, they receive sensory information such as its appearance, scent, texture, and sound. These inputs serve as the raw material for perception, laying the foundation for further processing.

### 2.2.2 Perceptual Mechanism

Schiffman and Kanuk (2007) explain that the perceptual mechanism refers to the process by which individuals select, organize, and interpret the perceptual inputs they receive from their environment.

When individuals receive information from their environment, they undergo a process of perceptual selectivity, where they choose which stimuli to focus on. This selection is influenced by both external and internal factors.

#### 2.2.2.1 External Factors

Hawkins and Mothersbaugh (2010) have identified several external factors that influence the perceptual mechanism. These factors relate to the characteristics of the stimuli themselves and the environment in which they are presented.

- **Size**

The bigger the size of the stimulus, the higher is the probability that it is perceived. Size always attracts the attention, because it establishes dominance. The size may be the height or weight of an individual, sign board of a shop, or the space devoted to an advertisement in the newspaper. A very tall person will always stand out in the crowd on the other hand; a very short person will also attract attention. A full-page advertisement will always catch attention as compared to a few lines in the classified section.

- **Intensity**

Intensity attracts to increase the selective perception. A few examples of intensity are yelling or whispering, very bright colours, very bright or very dim lights. Intensity will also include behavioural intensity. If the office order says “Report to the boss immediately,” it will be more intense and effective as compared to the office order which says “Make it convenient to meet the boss today.”

- **Repetition**

The repetition principle states that a repeated external stimulus is more attention drawing than a single one. Because of this principle, supervisors make it a point to give the necessary directions again and again to the workers. Similarly, the same advertisement or different advertisement but for the same product shown, again and again on the TV will have more attention as compared to an advertisement which is shown once a day.

- **Status**

Higher-status individuals have greater influence on perception. There will always be different reactions to the orders given by the foreman, the supervisor or the production manager.

- **Contrast**

Objects that contrast with their surroundings are more likely to be noticed. For example, the Exit signs in the cinema halls which have red lettering on a black background are attention drawing or a warning sign in a factory, such as Danger, written in black against a red or yellow

background will be easily noticeable. In a room if there are twenty men and one woman, the woman will be noticed first because of the contrast.

- **Movement**

The principle of motion states that a moving object receives more attention than a stationary one. A moving car among the parked cars catches our attention faster. A flashing neon-sign is more easily noticed.

- **Novelty and Familiarity**

This principle states that either a novel or a familiar external situation can serve as an attention getter. New objects in the familiar settings or familiar objects in new settings will draw the attention of the perceiver. A familiar face on a crowded railway platform will immediately catch attention. Because of this principle, the managers change the workers' jobs from time to time, because it will increase the attention they give to their jobs.

- **Nature**

Visual stimuli, especially those involving people, animals, or motion, tend to attract more attention than auditory stimuli or static objects. It is well known that pictures attract more attention than words. Video attracts more attention than still pictures. A picture with human beings attracts more attention than a picture with animals.

### **2.2.2.2 Internal Factors**

In addition to external factors, Hoyer and MacInnis (2010) have identified several internal factors that influence the perceptual mechanism. These factors are related to the characteristics and experiences of the perceiver themselves.

- **Learning**

Past experiences and learning shape individuals' expectations of stimuli, known as perceptual set. A perceptual set is basically what a person expects from the stimuli on the basis of his learning and experience relative to same or similar stimuli. This perceptual set is also known as cognitive awareness by which the mind organizes information and forms images and compares them with previous exposures to similar stimuli. A number of illustrations have been used by psychologists to demonstrate the impact of learning on perception.

- **Personality**

Personality traits influence how individuals select perceptions. For instance, conscientious people tend to select details and external stimuli to a greater degree.

- **Motivation**

People select perceptions based on their current needs and goals. They prioritize stimuli that they believe will fulfil their needs, ignoring irrelevant information.

- **Experience**

Previous experiences and associations affect current perceptions. Individuals tend to select stimuli that align with their past experiences and knowledge.

### **2.2.3 Perceptual Outputs**

The perceptual output is the final stage of the perception process, where individuals form a coherent and meaningful understanding of the stimuli they have perceived. This stage involves the interpretation and organization of the selected and attended stimuli, resulting in a perception that guides an individual's subsequent thoughts, feelings, and behaviors. Schiffman and Kanuk (2007) emphasize that the perceptual output represents the culmination of the perception process, where individuals make sense of the world around them and develop a subjective reality that shapes their decision-making and interactions with the environment.

Nickerson (1998) indicate that these outputs are influenced by perceptual biases, which can distort perceptions and lead to inaccuracies in judgment.

#### **2.2.3.1 Perceptual Biases and Distortions**

Cognitive biases are patterns of deviation in judgment that occur in particular situations and can lead to perceptual distortions, inaccurate judgment, or irrational interpretations. These biases can have negative consequences for organizations and individuals, making it essential for managers to understand and mitigate their effects (Nickerson, 1998).

#### **2.2.3.2 Understanding Bias**

Bias arises from various processes, including information-processing shortcuts (heuristics), mental noise, limited information processing capacity, emotional and moral motivations, and social influence. These biases can manifest in perceptual distortions such as confirmation bias, self-serving bias, causality, framing, and belief bias (Tversky and Kahneman, 1974).

### 2.2.3.3 Implications for Managers

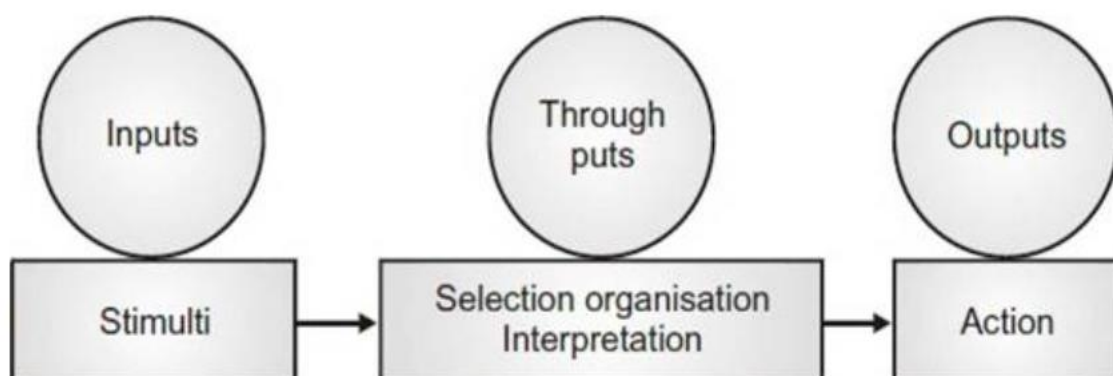
Managers, responsible for organizational outcomes, must enhance their skills to develop the right attitudes and behaviors. Recognizing and addressing perceptual biases is particularly relevant for managers, as they make numerous decisions and assessments daily, impacting organizational success (Lerner *et al.*, 2015).

- **Key Takeaway**

- Cognitive biases can lead to deviations in judgment, causing negative consequences for organizations.
- Understanding how perception can be distorted is crucial for managers, given their role in decision-making and interpersonal interactions.
- Bias arises from various processes, including heuristics, mental noise, limited information processing capacity, emotional and moral motivations, and social influence.
- Perceptual distortions, such as confirmation bias and self-serving bias, can affect decision-making and behavior.
- Managers must develop skills to recognize and mitigate perceptual biases to enhance organizational outcomes and foster a culture of informed decision-making.

This figure (2.6) below provides a simplified visual representation of the perception process, highlighting its three main stages: inputs, throughputs (or the perceptual mechanism), and outputs. and the key components involved in each stage.

**Figure 2.6:** Perceptual Process



*Source: Dr A Mustafa (2013), Organizational Behaviour.*

### **Section 03: Influencing Brand Perception through Social Media**

In the Digital Age, where consumers are empowered with information and choices, brand perception has emerged as a critical determinant of success. By leveraging digital platforms strategically, engaging authentically with their audience, and delivering consistent and compelling experiences, brands can shape positive perceptions, foster brand loyalty, and drive long-term growth and success in the digital marketplace.

#### **3.1 The Importance of Brand Perception in the Digital Age**

In this era of digital connectivity, where consumers are constantly bombarded with messages from brands across various online platforms, crafting a positive brand perception is essential for success. Keller (2009) highlights that in today's digital age, brand perceptions are formed not just by traditional marketing efforts, but also by online conversations, user-generated content, and peer interactions.

In this interconnected digital landscape, Aaker (2010) talked about several key factors which contribute to the formation and maintenance of brand perception:

- **Visibility and Reach**

Brands now have unparalleled opportunities to reach a vast audience through websites, social media platforms, search engines, and online advertising. The frequency and consistency of a brand's digital presence are crucial in shaping consumer perceptions. A strong and visible online presence increases the likelihood of capturing consumer attention and fostering positive perceptions.

- **Engagement and Interaction**

Digital platforms offer brands the opportunity to engage directly with consumers through social media interactions, email marketing, and online communities. By actively engaging with their audience and responding to feedback and inquiries promptly, brands can foster a sense of trust, credibility, and authenticity, thereby enhancing brand perception.

- **User-Generated Content and Reviews**

Consumer reliance on user-generated content, such as online reviews, ratings, and testimonials, has skyrocketed in the digital age. Positive reviews and recommendations from



satisfied customers can significantly influence brand perception, while negative feedback can tarnish a brand's reputation.

- **Brand Consistency and Authenticity**

In a crowded digital landscape, consistency and authenticity are key to building trust and credibility with consumers. Brands that deliver consistent messaging, branding, and experiences across all digital touchpoints demonstrate reliability and integrity, contributing to positive brand perceptions.

### **3.2 The Role of Social Media in Shaping Brand Perceptions**

Social media plays a pivotal role in shaping brand perceptions, acting as a dynamic and influential platform where consumers engage with brands, share experiences, and form opinions. Mangold and Faulds (2009) posit that social media has fundamentally changed the way consumers perceive brands, emphasizing three key aspects: direct interactions, co-creation of content, and peer-to-peer communication.

- **Direct interactions**

- Social media allows brands to engage in real-time conversations with consumers.
- Brands can address customer inquiries, respond to feedback, and provide personalized assistance.
- Direct interactions humanize the brand and foster trust and connection with the audience.
- Brands gain valuable insights into consumer preferences, needs, and sentiments.
- Engagement enables brands to tailor offerings and communication strategies accordingly.

- **Co-creation of content**

- Social media empowers consumers to actively create and share brand-related content.
- User-generated content, such as reviews and testimonials, influences peer perceptions.
- Involving consumers in content creation enhances authenticity and builds brand community.

- Brands can amplify reach and credibility by encouraging user-generated content.
- Co-creation fosters brand advocacy and strengthens consumer-brand relationships.
- **Peer-to-Peer Communication**
  - Social media facilitates word-of-mouth recommendations and peer interactions.
  - Consumers rely on recommendations from friends, family, and online communities.
  - Positive reviews and endorsements enhance brand credibility and trust.
  - Negative feedback can undermine brand reputation and perception.
  - Brands can leverage peer communication by fostering brand advocates and participating in online communities.

### **3.3 Shaping Brand Perception**

Studies suggest that consumers' perceptions of a brand are significantly shaped by the brand's level of engagement with them. This underscores the importance of brand engagement, consumer connection, user-generated content (UGC), community influence, and understanding consumer behavior and motivations on social media (Calder, Malthouse, & Schaedel, 2009; Tsai & Men, 2013).

- **Brand Engagement and Consumer Connection**

In today's digital realm, brand perception is closely tied to how brands interact with consumers, especially on social media platforms. Brands that actively engage with consumers through personalized communication, relevant content, and timely responses tend to foster stronger connections. Authentic interactions provide brands with the opportunity to evoke positive emotions, build trust, and shape favorable perceptions among consumers.

- **User-Generated Content and Community Influence**

The emergence of user-generated content (UGC) has become instrumental in shaping brand perception, as consumers trust peer opinions and experiences. Brands can leverage UGC by encouraging and showcasing user-generated reviews, testimonials, and social media posts that highlight positive brand interactions.

Moreover, actively participating in conversations and addressing consumer feedback within communities demonstrates a brand's commitment to customer satisfaction and strengthens community ties, ultimately bolstering brand perception.

- **Consumer Behavior and Motivations on Social Media**

Understanding consumer behavior and motivations on social media is essential for brands seeking to effectively shape brand perception (Muntinga, Moorman, & Smit, 2011). Consumers utilize social media for various purposes, such as seeking information, socializing, entertainment, and self-expression. To leverage brand perception, brands must align their social media strategies with consumer motivations. This entails delivering content that fulfills consumer needs, resonates with their interests, and encourages meaningful interactions.

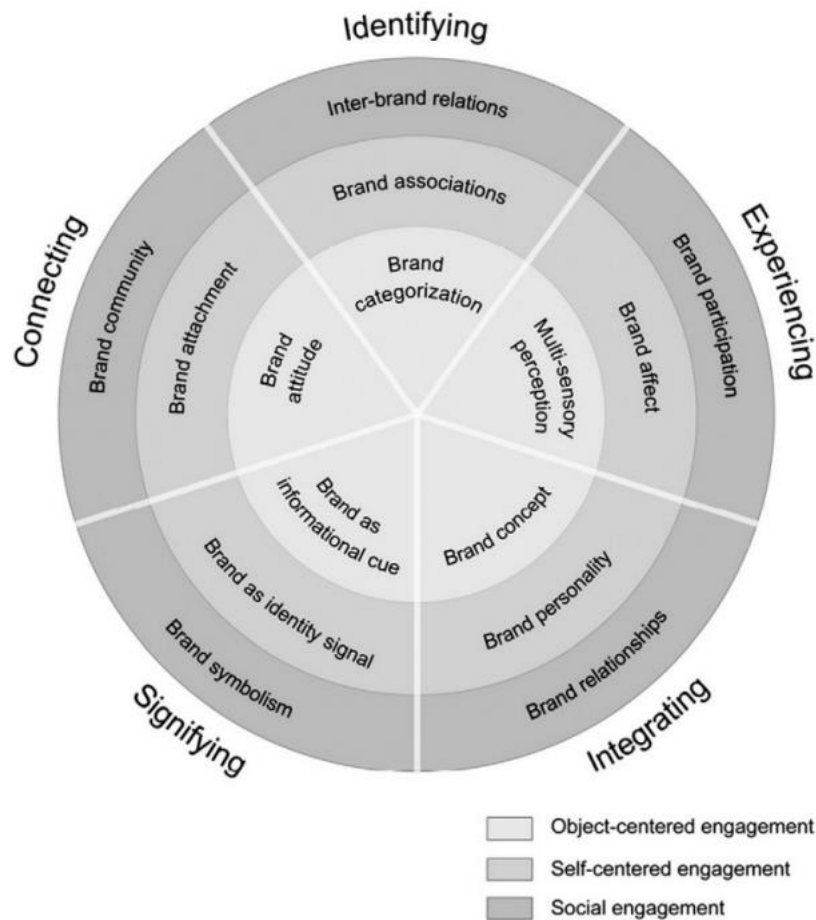
### **3.4 Visualizing Brand Perception**

The model of Schmitt (2012) in Figure (2.7) below is a good example that visualizes some of the underlying processes and their relationships to brands.

Regarding Schmitt (2012), the model does not only represent the characteristics of a brand but also visualizes the various levels of psychological engagements. In the model, we can observe a clear distinction between three different stages or layers. Most central of all, in the core, we can locate the functionality and object-based engagements, while the next layer represents the self-centred properties, followed by the outermost layer which is focusing on the social engagement.

An additional aspect that is provided by the model is the representation of five unique, brand-related processes that are all containing the three different stages of psychological engagement. These five processes are divided into identifying, connecting, signifying, integrating, and experiencing. We will have a closer look at some of the most relevant elements that can be found in the model and help us with our goal. In other words, the aspects of the model that can be engaged on the level of social media and cause an impact on brand perception.

Figure 2.7: Brand related consumer psychology



Source: (Schmitt, 2012)

### 3.4.1 Brand Categorization

Brand categorization has its focus on the linkage of a brand with a specific category. To be a bit more exact, it entails the memory and stimulus-based categorization (Alba, Hutchinson, & Lynch, 1991).

In the context of social media, brand categorization can forcefully link a brand to a target medium, such as through paid promotions or influencer communities. Influencers, especially on platforms like Instagram, play a significant role in shaping consumer perceptions of brands through sponsored content.

### 3.4.2 Brand Association

Brand association entails the attributes and images which a consumer associates with a brand, these associations can be influenced by external factors and individual cognitive responses. (Keller, 2003).

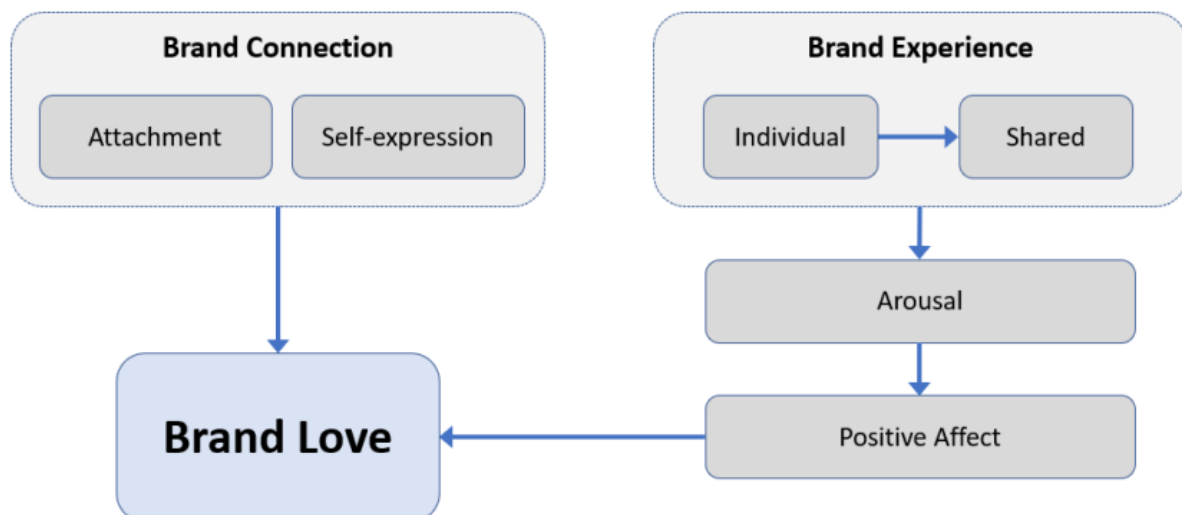
Social media platforms provide an avenue to distribute external influences, leading to unconscious cognitive associations by consumers. Given that social media revolves around sharing information, it becomes a powerful tool for shaping brand perception among target demographics.

### 3.4.3 Brand Affect and Brand Love

Brand affect is the result of positive, negative, or other feelings, which are directly linked to the perception or exposure of a brand. In contrast, brand love represents a deep and extensive relationship between a consumer and a brand (Chaudhuri & Holbrook, 2001).

Emotional branding aims to create strong bonds with consumers, leading to increased brand perception and loyalty. Social media engagements play a significant role in influencing brand affect, ultimately impacting brand perception and loyalty when utilized effectively.

**Figure 2.8:** Deep Brand Relationship Model



*Source: Loureiro (2013)*

### 3.4.4 Brand Participation

Brand participation is based on the social engagement and interaction with the consumer, merging involvement and experience (Brakus, Schmitt, & Zarantonello, 2009).

Social media plays a vital role in brand participation, primarily through sharing brand-related information, a key aspect of social media branding strategies. Consumers on the other hand enjoy considerable freedom on social media to contribute their input to brands, leading to increased satisfaction.

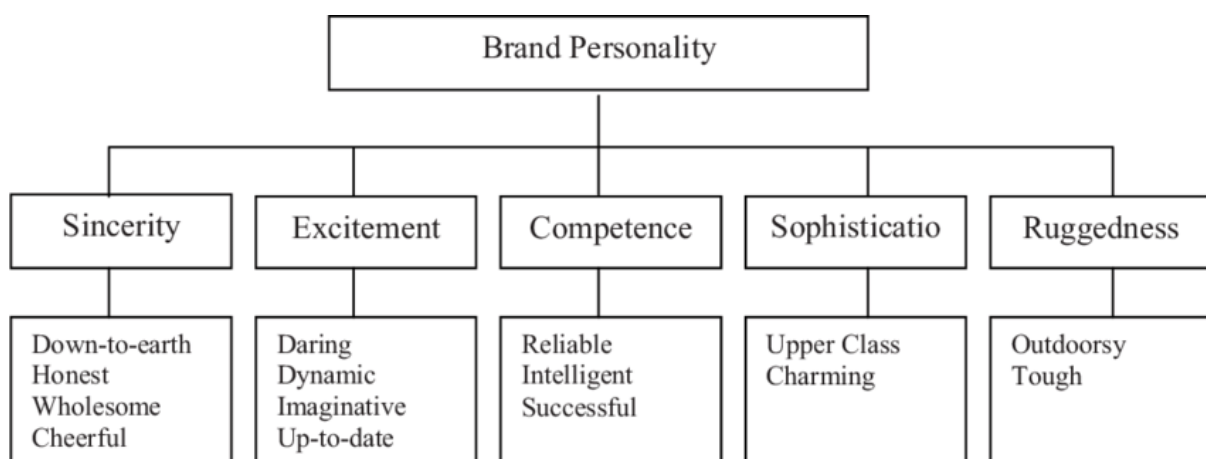
### 3.4.5 Brand Personality

Brand personality tends to emerge in situations where the consumer integrates experiences and information through the inferring of anthropomorphic properties (Aaker, 1997; Aggarwal & McGill, 2007). It is one of the main elements that is used for brand differentiation in the consumer's mind when no comparison with other attributes is possible.

Aaker (1997) developed a five-factor structure that helps the visualization of the different perceptions of brand personality which represented in Figure (2.9), although its applicability may vary across cultures.

Social media provides a platform to reinforce brand personality by creating an anthropomorphically friendly environment. However, it's essential to consider cultural differences when implementing brand personality strategies globally.

**Figure 2.9:** Brand Personality Inventory



*Source: Aaker, J. L. (1997). Dimensions of brand personality. Journal of Marketing Research, 34(3), p347.*

### **3.4.6 Brand Attitude**

Brand attitude refers to how consumers interact with and evaluate a brand. It encompasses their overall evaluation and feelings toward a brand, which can be influenced by both tangible product attributes and intangible qualities (Garvin, 1984).

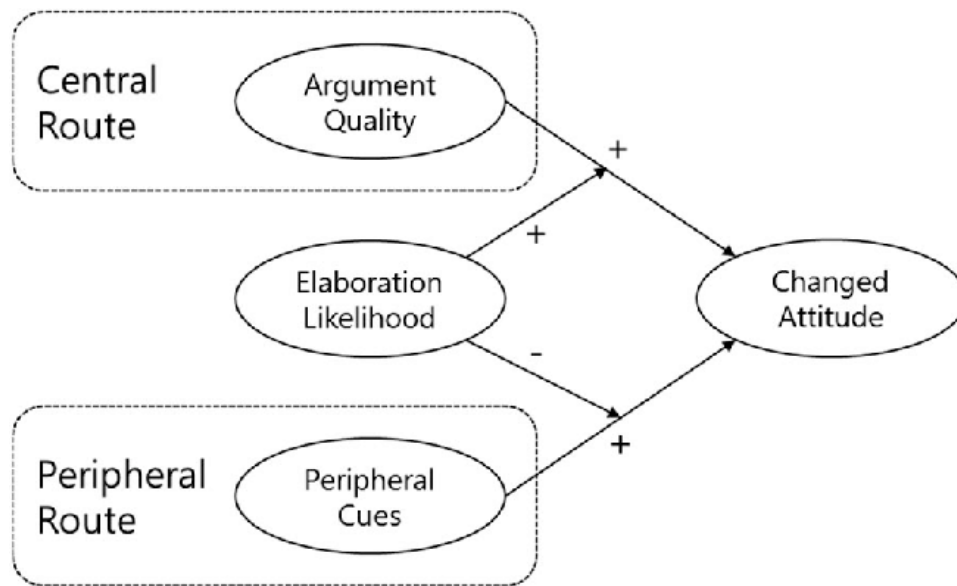
In consumer psychology, brand attitude is a crucial area of study. Techniques like conditioning, dispositional factors, and evaluative judgments are used to shape consumer attitudes toward brands. Social media platforms provide opportunities to influence brand attitudes similar to traditional advertising but with greater speed and reach.

### **3.5 Influencing Brand Perception**

The fact that almost every consumer of Generation Y, as well as other age groups, are progressively relying on social media makes it one of the main areas of concern in the leveraging of brand perception. To properly engage and influence consumers on social media platforms, it is essential to obtain an extensive understanding of the consumer itself, and the motivations that lead to brand-to-consumer interactions (Tsai & Men, 2013).

#### **3.5.1 Psychological Factors in Consumer Behavior**

To be appropriately able to influence the perception of a brand, we need to be able to influence the consumer. One of the most significant factors in this context is attitude, which offers an attractive element for the leveraging of brand perception. Based on this idea, various theories were born. One of such is the Elaboration Likelihood Model (ELM) from Petty and Cacioppo (1983) which is represented in the Figure (2.10).

**Figure 2.10:** Elaboration likelihood Model (ELM)

*Source: Petty and Cacioppo (1983)*

The Elaboration Likelihood Model (ELM) explains how consumers process brand messages through central (thoughtful) and peripheral (quick) routes. Brands can use psychological tactics like social proof, scarcity, and reciprocity to influence consumers positively.

### 3.5.2 Strategies for Effective Engagement

One of the main strengths of social media lays in the parasocial interactions, in other words, the consumer's illusion of having a personal relationship with a brand that is comparable to that between humans. The more extensive and frequent parasocial interaction with a consumer occurs, the stronger the connection with the brand becomes (Tsai & Men, 2013).

Using insights from (Papacharissi, 2007; Daugherty *et al.*, 2008) brands can establish this kind of connection through:

- **Alignment with Consumer Values:** When brands align their strategies with consumer values and preferences, they establish a connection that goes beyond mere product features. By understanding what matters to their target audience, brands can tailor their messaging and initiatives to reflect those values, creating a sense of relevance and resonance.
- **Consistent Messaging:** Consistency is key in building a strong brand identity. By maintaining a uniform tone, style, and message across all social media channels, brands reinforce their identity, making it easier for consumers to recognize and relate to them. This



consistency fosters trust and reliability, crucial elements in shaping positive brand perception.

- **Interactive Content:** Interactive content formats such as polls, quizzes, and live streams offer consumers an opportunity to engage actively with the brand. By inviting participation and interaction, brands can deepen their relationship with their audience, fostering a sense of community and ownership. This engagement not only strengthens brand loyalty but also provides valuable insights into consumer preferences and behavior.
- **Storytelling:** Humans are naturally drawn to stories, and brands can leverage this by integrating storytelling into their social media content. By weaving narratives that resonate with their audience's emotions and experiences, brands can create meaningful connections that go beyond product features. These stories evoke emotions, build empathy, and leave a lasting impression on consumers, ultimately shaping their perception of the brand in a positive light.

### Conclusion

Brand perception is the overall impression consumers form about a brand based on their experiences and interactions. Understanding consumer behavior is crucial for businesses to tailor their products and services to meet client needs and preferences. By investing in market research and consumer insights, companies can strategically adapt their offerings, fostering strong brand connections and customer loyalty. The perception process and involvement are key factors that determine the success of a brand, as they allow businesses to decode consumer desires and customize their offerings effectively.

The perception process involves how consumers interpret and make sense of information about a brand, while their level of involvement indicates the importance and personal relevance of the brand to them. High involvement leads to a more profound connection and loyalty, essential for brand success. This understanding underscores the need for companies to not only deliver quality products but also to create meaningful and engaging brand experiences.

Influencing brand perception through social media is vital in the digital age, where consumers are empowered with information and choices. By leveraging digital platforms strategically, engaging authentically with their audience, and delivering consistent and compelling experiences, brands can shape positive perceptions, foster loyalty, and drive long-term growth. Social media marketing, particularly on platforms like Instagram, provides

businesses with opportunities to connect with their target audience, build brand recognition, and foster engagement through visually captivating and emotionally resonant content.

Instagram, with its emphasis on visuals and storytelling, enables brands to showcase their identity and values effectively. By posting high-quality images, videos, and stories, brands can create a strong, emotional bond with their audience. Understanding and influencing brand perception through these channels is essential for businesses to thrive in the competitive digital marketplace, ensuring sustained growth and a solid consumer base. This chapter has demonstrated that a deep understanding of consumer behavior, the perception process, and the strategic use of social media are all critical components in shaping and enhancing brand perception in today's digital era.

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***Chapter 03: The Influence of Instagram  
Marketing on Brand Perception***

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### **Introduction**

In today's fast-paced and interconnected world, social media has transformed the way businesses operate, communicate, and engage with their audience. One area where social media has made significant strides is in the realm of marketing and brand perception. The rise of platforms like Instagram has revolutionized the way consumers interact with brands and perceive their value.

The influence of Instagram marketing on Bellat CVA has brought about a paradigm shift in consumer brand perception, redefining the ways in which individuals engage with brands and assess their value. This chapter will provide insights that will not only contribute to a deeper understanding of the influence of Instagram marketing on consumer brand perception but will also provide valuable implications for Bellat CVA. By recognizing and leveraging the transformative effects of Instagram marketing on brand perception, Bellat CVA can tailor its strategies, enhance customer engagement, and develop effective marketing campaigns to meet the evolving needs and expectations of digital-savvy consumers.

This chapter will be divided into three sections as follows:

- The first section includes a general overview of Bellat CVA, its history, digital marketing strategies, social media presence, and Instagram marketing.
- Second section that explains the way how the research will be conducted by presenting the research design.
- Third section shows the different tests and analyses performed in order to analyze the collected data, confirm or reject hypotheses and answer the research questions.

### **Section 01: General Overview of Bellat CVA**

#### **1.1 Presentation of Bellat Company**

Since its creation in 1970, SARL “Bellat” has specialized in the production and marketing of meat products (hot dogs, pâtés and smoked roast chicken), making a major contribution to the modernization of a hitherto traditional sector. With the help of government investment incentives, the group set about expanding its production base by building four other units: margarine, corned beef and ready-made meals, a poultry slaughterhouse and a poultry farm.

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Today, SARL CVA Bellat has positioned itself as a benchmark player in the national agri-food market, and aims to continue its efforts to further improve the quality of its products and win the confidence of consumers. A quality plan has been put in place to introduce a food safety management system in line with international standards (HACCP, ISO 22000, ISO 14000), as well as a self-checking laboratory.

A large plant has been set up at Tessala-El-Merdja. Equipped with modern production facilities and processes, the new plant went into operation in the first half of 2012.

To ensure greater integration, the group has also built a poultry farm to supply its units with inputs (white meats). SARL CVA Bellat processes 1,850 tonnes of meat a year, including 250 tonnes of red meat and 1,600 tonnes of poultry meat (chicken, turkey), equivalent to 2,560 tonnes of cooked meat products. As a first step, the group has set up a poultry farm in Boufarik to guarantee the supply of white meats. The ambition of the Bellat family group is to be a professional at the service of the consumer and the national economy, in strict compliance with the regulations applicable to its activities and products. It remains attentive to market developments and to the needs of its customers, to ensure their harmonious integration into society.

The company's products are distributed nationwide, offering consumers an essential nutritional complement to a balanced diet. They are used by households and public authorities alike.

**Table 3.1:** SARL Bellat tessala el mardja identification

<b>Company name</b>	SARL CVA Bellat
<b>Legal form of company</b>	SARL
<b>Share Capital</b>	781 124 000
<b>Generated jobs</b>	378
<b>Production capacities</b>	110T/day
<b>Start of activity</b>	1970
<b>Production</b>	Production of meat products
<b>Registered office</b>	Bloc 71 n 06 16009 Tessala el merdja, Algiers, Algeria.
<b>Mobile number</b>	0550488080
<b>Fax number</b>	023584091
<b>Email</b>	Bellat@bellat.net

<b>Web-Site</b>	www.bellat.net
<b>Social media</b>	Instagram: Bellat_el_djazair Facebook: Bellat YouTube : Groupe Bellat

*Source: Personal efforts using general and internal information about Bellat company*

### 1.2 The History of Bellat CVA

Bellat's history is marked by inspiration from European, mainly German, technology. The Group has established itself as an innovative pioneer and leader in the processing of meat products, enjoying recognition at both national and international level. Founded with the ambition of becoming a major global player in its field, the Group was built on a clear vision from its founder. Its success and reputation are based on a solid heritage, a remarkable track record and fundamental values, with export and self-sufficiency as key objectives.

**1991:** the former meat products manufacturing unit moved to the Eucalyptus Châteaux Rouge site, with a workforce of 36. Since then, the group has expanded with the creation of several other units.

**2004:** A meat processing unit was set up at Hai Hidouci in Les Eucalyptus, employing 165 workers.

**2010:** A poultry slaughterhouse was opened in Meftah.

The following year, in 2011, a ready-cooked meals and corned beef unit was also set up in Meftah.

**2012:** The Group built the largest meat products plant in Africa, equipped with modern production facilities and processes, at Tassala El Merdja.

**2015:** A slaughterhouse with a capacity of 6,000 subjects per hour was set up, as well as a feed plant in Boufarik, with a production capacity of 130 tons per day, guaranteeing the supply of white meats to other units. In addition, a breeding center comprising 6 buildings, with a capacity of 3 million birds per year, has been built, each equipped with state-of-the-art batteries with a capacity of 30 tons per line, as well as feeders and drinkers with an automatic dosing system for feed ratios. A hatchery with a capacity of 6,000 birds per day was also inaugurated.

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**2016:** a ground-based breeding unit at Hamam Righa, with a capacity of 80,000 subjects per day, was set up.

**2021:** a new meat products unit was established at Beni Khelil.

All units are designed to meet international hygiene and safety standards, and the Group is aiming for autonomy by investing in a traceability system.

### **1.2.1 Bellat's Major Activities**

Bellat's five main activities are:

- 1. Sourcing:** Bellat meets its needs by sourcing raw materials, cleaning products and industrial spare parts.
- 2. Production:** Bellat produces and manufactures a range of chicken and meat products, including smoked roast, luncheon delicatessen, mortadella and other ranges.
- 3. Quality and hygiene:** The company has its own in-house quality control laboratory, and maintains hygiene standards in all its workshops. The company is committed to implementing the HACCP system to improve product quality and meet customer requirements.
- 4. Marketing:** The company sells its consumer products through its own outlets or via its customers.
- 5. Operations and organization:** It coordinates its various departments and services, managing its resources optimally by organizing its tasks and missions according to its financial capacities.

### **1.3 The Organizational Structure**

The figure (3.1) represents the organizational structure chart of Bellat's CVA, providing an overview of the company's management hierarchy and various departments. At the top of the hierarchy is the General Manager, who oversees the entire organization. Directly reporting to the General Manager are the Executive Assistant and the Head of Management Control Department.

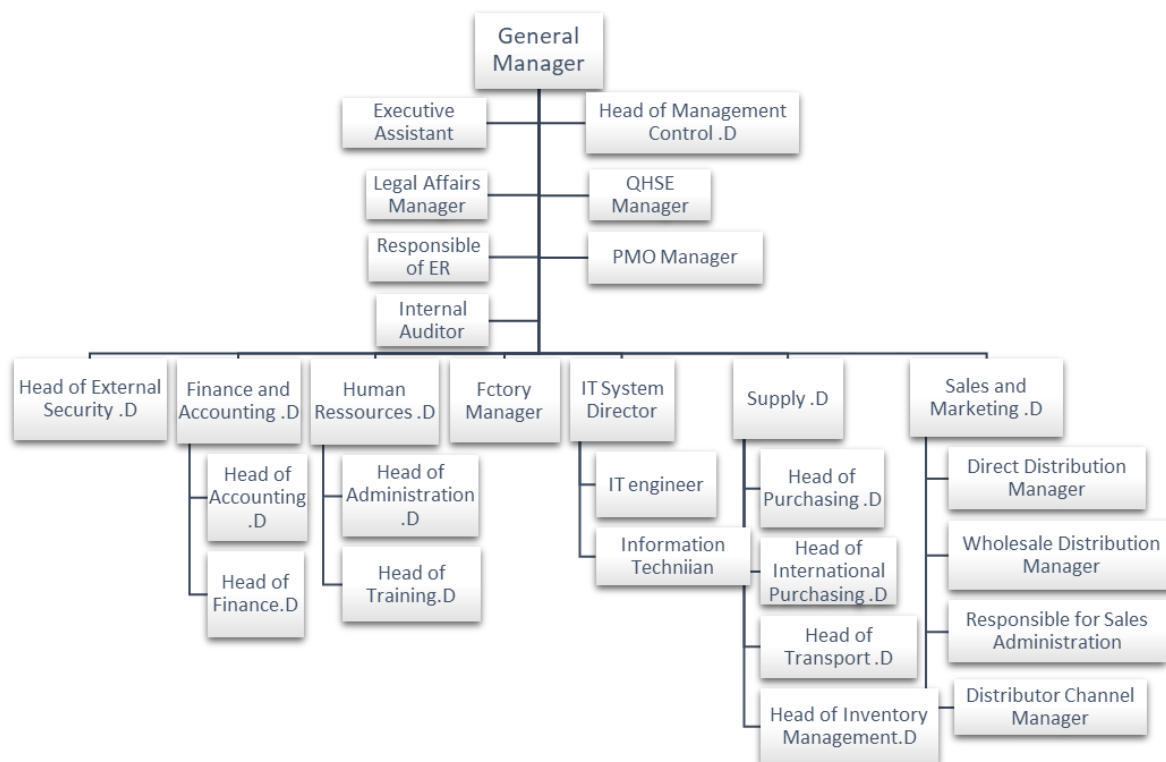
Under the Head of Management Control Department, there are several key positions, including the Legal Affairs Manager, QHSE (Quality, Health, Safety, and Environment) Manager, PMO (Project Management Office) Manager, Responsible of ER (Environmental Responsibility), and Internal Auditor.

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The chart then branches out into different functional departments, each led by a respective head or director. These departments include External Security, Finance and Accounting, Human Resources, Factory, IT System, Supply, and Sales and Marketing.

The Finance and Accounting Department is further divided into Accounting, Administration, Training, and Finance sub-departments, each with its respective head. The IT System Department has an IT Engineer and an Information Technician. The Supply Department consists of the Head of Purchasing, Head of International Purchasing, Head of Transport, and Head of Inventory Management. The Sales and Marketing Department is divided into Direct Distribution Manager, Wholesale Distribution Manager, Responsible for Sales Administration, and Distributor Channel Manager.

**Figure 3.1:** Bellat's Organisation Structure Chart



*Source: Bellat internal document, January 2024*

### 1.4 The Company's Sales Department

The Bellat CVA sales department is responsible for a number of crucial activities. Here are some typical activities:



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- **Prospecting and developing new markets:** Identifying new sales and distribution opportunities, exploring new geographical territories or market segments.
- **Management of existing customers:** Maintain relationships with existing customers, respond to their needs, process their orders and complaints, and ensure their satisfaction.
- **Sales and negotiation:** Present the company's products to potential customers, negotiate sales conditions, draw up commercial offers and conclude contracts.
- **Develop pricing strategies:** Determine product prices based on production costs, market prices and profitability targets.
- **Competitive intelligence:** Monitor competitors' actions, analyze their sales and marketing strategies, and adjust sales tactics accordingly.
- **Marketing and promotion:** Design and implement advertising campaigns, promotions and marketing actions to stimulate sales and build brand awareness.
- **Monitoring market trends:** Analyze trends in the agri-food market, anticipate changes in consumer demand and adjust the company's offering accordingly.
- **Distribution channel management:** Collaborate with distributors and retailers to ensure effective distribution of the company's products in the marketplace.
- **Sales team training and support:** Train sales teams on the company's products, sales techniques, and provide ongoing support to help them achieve their objectives.
- **Performance analysis and reporting:** Monitor sales performance, analyze sales data, evaluate the results of marketing actions, and present regular reports to management to assess the profitability and effectiveness of sales activities.

### **1.5 Bellat's Digital Marketing Approach**

Today, online presence is a fundamental pillar for any company. Indeed, in an increasingly connected world, having a presence on the Internet enables you to reach a wider audience, interact with customers, promote your products or services and remain competitive in a constantly evolving market. So, whether through social networks, websites or other online platforms, a strong digital presence is essential to ensure a company's visibility and growth.

#### **1.5.1 The Digital Channels Used by the Company**

##### **1.5.1.1 The Website**

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www.Bellat.net is the Bellat company's website where it presents its various products. Their web developer is currently working on improving this site to update it and make it more effective.

The website exists currently under the name 'Bellat' on the following link:

[https://www.bellat.net/home\\_page](https://www.bellat.net/home_page).

The website is illustrated in the figure (3.2):

**Figure 3.2:** The home page of Bellat website



*Source: [https://www.bellat.net/home\\_page](https://www.bellat.net/home_page) (visited on May 30th, 2024 at 19h.22)*

### 1.5.1.2 Social Media

Bellat's CVA social media presence plays a crucial role in their overall marketing strategy. The company has established a strong foothold across multiple social networking platforms, including Facebook, Instagram, and YouTube, allowing them to connect with their customer base effectively.

- **Facebook**

Bellat Facebook account exists since 2015 under the name of 'BELLAT' at the following address: <https://web.facebook.com/bellatalgerie/about>

Regarding their Facebook presence, Bellat's page (@bellatalgerie) has amassed an impressive following of 145k likes and 170k followers. However, to fully leverage the potential of

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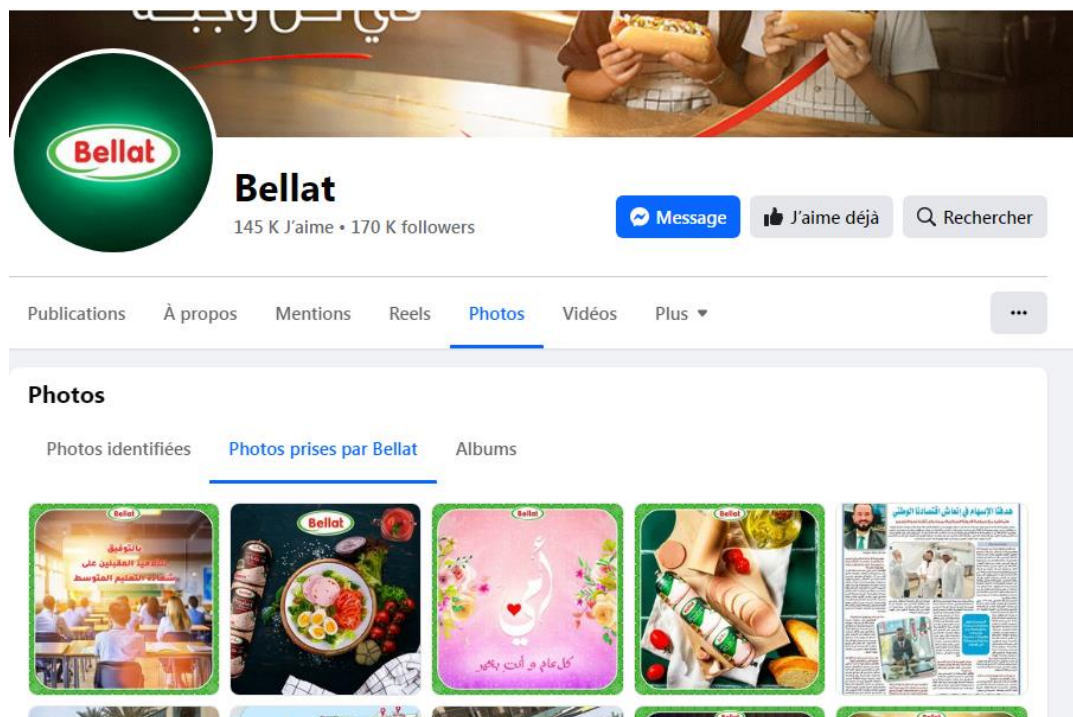
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this platform, Bellat should consider increasing the frequency and diversity of their content uploads. While the page currently serves as a space for exchanging ideas, listening to customer feedback, and sharing news and competitions, a more dynamic content strategy could further enhance engagement and foster a stronger sense of community around their brand.

Potential areas for improvement on Facebook could include:

- Sharing behind-the-scenes glimpses into their operations, product development processes, or corporate social responsibility initiatives, allowing customers to connect with the brand on a deeper level.
- Encouraging user-generated content by running campaigns or contests that incentivize customers to share their experiences with Bellat's products, thereby amplifying brand advocacy and social proof.
- Leveraging live streaming capabilities to host Q&A sessions, product launches, or exclusive events, fostering real-time interactions with their audience.
- Incorporating more interactive elements, such as polls, quizzes, or surveys, to gather valuable customer insights and foster engagement.

Figure 3.3: Bellat's Facebook page



Source: <https://web.facebook.com/bellatalgerie/about> (visited on May 30th, 2024 at 19h.29)

- Instagram

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The company's Instagram account exists under the name 'bellat\_el\_djazair' on the following link: [https://www.instagram.com/bellat\\_el\\_djazair/](https://www.instagram.com/bellat_el_djazair/). Their page is demonstrated in the figure (3.4).

Giving the fact that our study is focusing on Instagram marketing, Bellat's account (@bellat\_el\_djazair) has garnered significant attention, boasting 389 publications and 55.9k followers. The platform's analytics reveal that Bellat's Instagram audience comprises 40.7% women and 59.3% men, with the highest engagement coming from major cities like Algiers (18.16%), Oran (4.95%), and Constantine (3.17%).

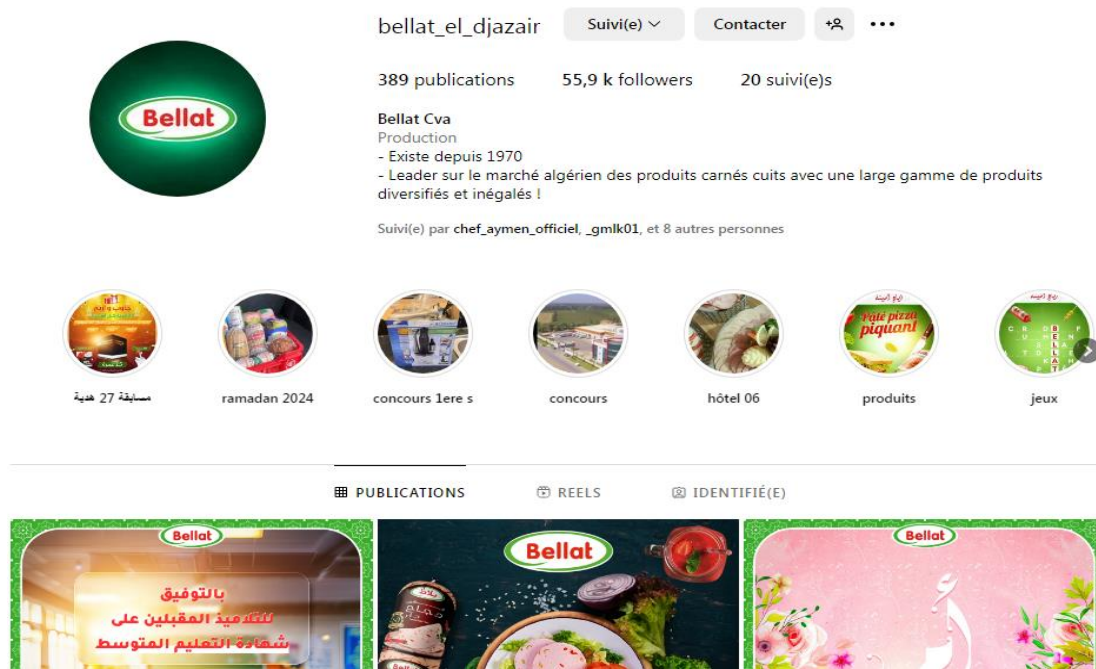
Bellat's Instagram content strategy revolves around showcasing their product range through visually appealing advertising images, alongside updates on social events and contests organized by the company. Interestingly, the company experienced a notable surge in followers and profile visits during the month of Ramadan, which can be attributed to their active participation in organizing various contests and promotional campaigns during this period, as evidenced by the figure (3.7).

One of Bellat's strategic moves on Instagram involved collaborating with influencers during the Ramadan season, leveraging influencer marketing to promote their brand effectively. By partnering with influential figures, Bellat tapped into their established audiences and leveraged their endorsements to increase brand awareness and engagement.

In addition to influencer collaborations, Bellat's Instagram content during Ramadan included sharing recipes, hosting giveaways, and highlighting charitable initiatives. This diverse content approach not only showcased their products but also fostered a sense of community and established an emotional connection with their audience.

Prior to the Ramadan campaign, Bellat's Instagram account had a relatively modest following of around 15k. However, their strategic efforts during the holy month, including influencer collaborations, contests, giveaways, and charitable initiatives, contributed significantly to the growth of their follower base, propelling it to the current 55.9k mark.

**Figure 3.4: Bellat’s Instagram page**



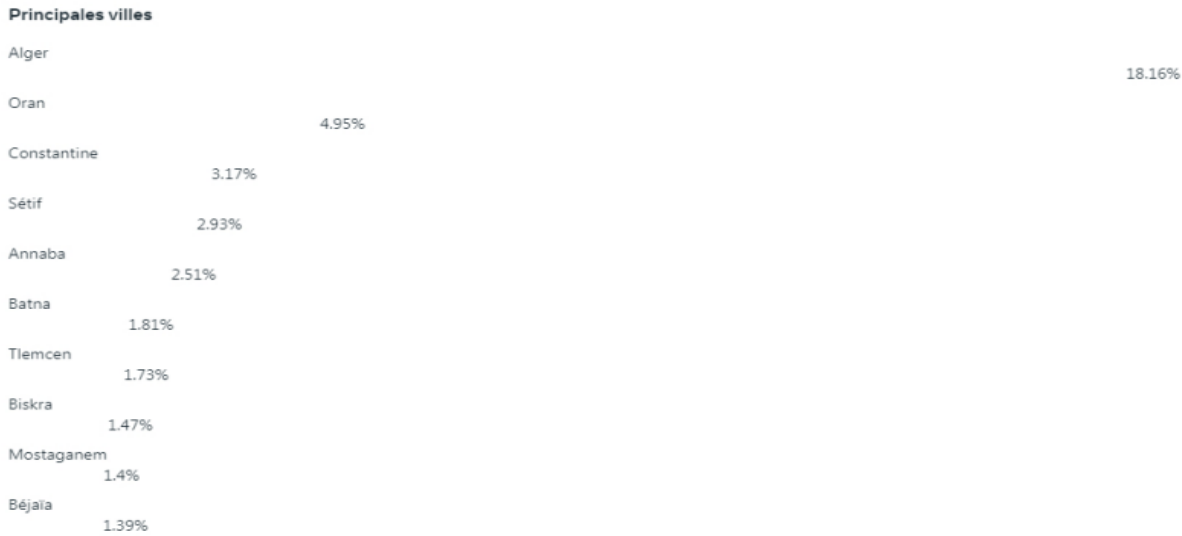
Source: [https://www.instagram.com/bellat\\_el\\_djazair/](https://www.instagram.com/bellat_el_djazair/) (visited on May 30th, 2024 at 19h.34)

**Figure 3.5: Bellat Instagram audience gender**



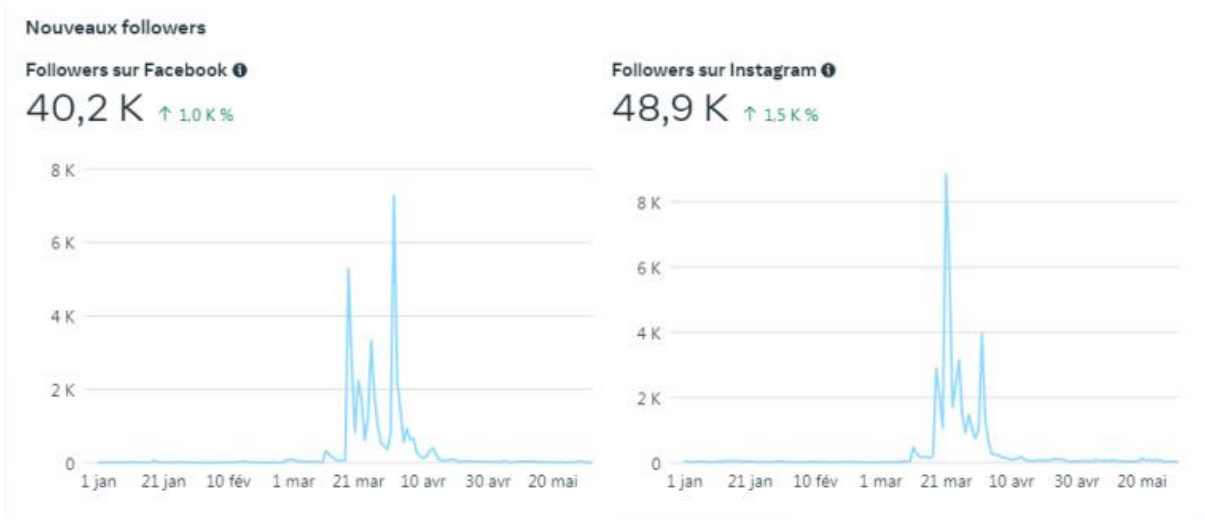
Source: Internal Instagram page information (visited on May 29th, 2024 at 10h.12)

**Figure 3.6:** Bellat’s audience principle cities



Source: Internal Instagram page information (visited on May 29th, 2024 at 10h.14)

**Figure 3.7:** Bellat’s new followers



Source: Internal Instagram page information (visited on May 29th, 2024 at 10h.17)

- YouTube**

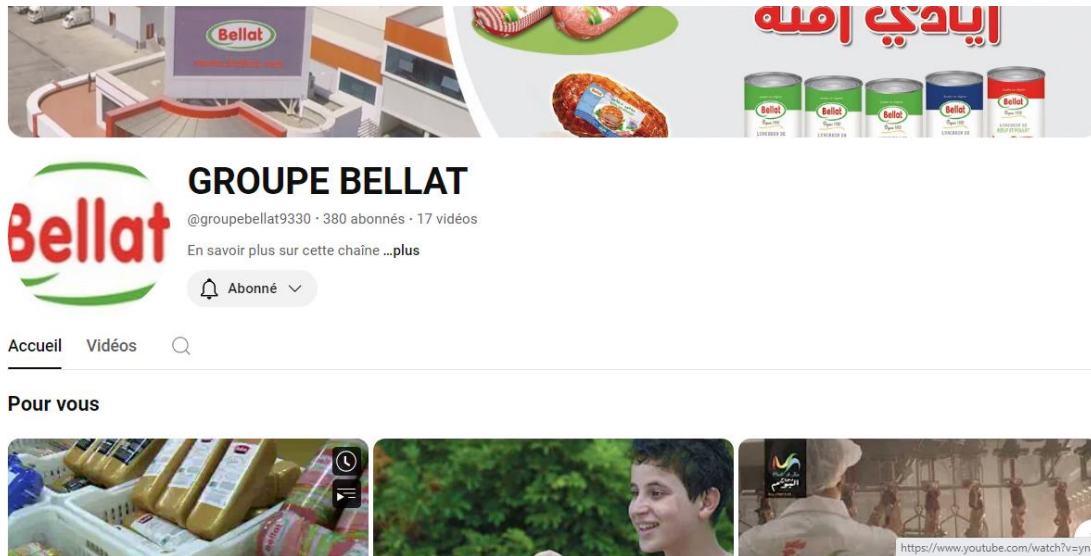
Bellat’s YouTube channel has only 17 videos, and a total number of views corresponds to 97360 Views which has the following name: GROUPE BELLAT on the following link: <https://www.youtube.com/@groupebellat9330>



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Considering the vast potential of YouTube as a video marketing platform, Bellat's activity on this channel seems relatively low. A more consistent and strategic approach to creating and promoting engaging video content could significantly enhance their reach and brand visibility on YouTube.

**Figure 3.8:** The home page of the Bellat YouTube channel



Source: <https://www.youtube.com/@groupebellat9330> (visited on May 30th, 2024 at 19h.37)

While Bellat's efforts on Instagram and Facebook have yielded significant success, particularly during the Ramadan season, a more balanced and consistent approach across all their social media channels could further amplify their brand presence and customer engagement. By capitalizing on the unique strengths of each platform and tailoring their content strategy accordingly, Bellat can maximize the impact of their social media marketing efforts and solidify their position as a leader in their industry.

### 1.5.2 Bellat's Digital Marketing Strategy

Bellat's digital marketing strategy is a well-rounded and comprehensive approach that leverages various digital tools and channels to effectively achieve their marketing and sales objectives. Here's an elaborated analysis of their digital marketing strategy:

- **Online Presence:** Bellat has invested in creating an attractive and user-friendly website that serves as the digital face of the company. The website presents their product range, company history, values, and commitment to quality and sustainability. Importantly, the website is optimized for search engines (SEO), enhancing their online visibility and ensuring that potential customers can easily find them through relevant searches.



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- **Social Media Presence:** Recognizing the power of social media platforms, Bellat maintains an active presence on Facebook, Instagram, and YouTube. Their social media strategy involves sharing engaging content such as recipes, culinary tips, customer testimonials, and promoting interactive campaigns. This approach not only fosters a sense of community but also enables targeted promotion of their products to specific audiences based on demographic and interest data.
- **Influencer Marketing:** Bellat has embraced the influential power of social media personalities by collaborating with influencers specialized in food and cooking. These influencers, with their dedicated and engaged audiences, promote Bellat's products through authentic recommendations and sponsored content. This strategy reinforces the brand's credibility and can directly impact sales by leveraging the trust and influence these personalities have over their followers.
- **Video Content:** Understanding the growing popularity of video consumption, Bellat has invested in creating compelling video content. This includes cooking tutorials, product demonstrations, behind-the-scenes glimpses of manufacturing processes, and interviews with industry experts. By providing engaging and informative video content, Bellat aims to capture the attention of consumers, foster brand loyalty, and boost online engagement.
- **Online Advertising:** Bellat utilizes paid search engine advertising (SEA) and social media advertising to target consumers interested in their products. This targeted approach allows them to promote special offers, new product launches, events, and corporate branding directly to their desired audience. By leveraging the advanced targeting capabilities of these platforms, Bellat can optimize their advertising spend and reach potential customers at the right time and place.
- **Analysis and Performance Monitoring:** Bellat recognizes the importance of data-driven decision-making by employing web analysis tools to monitor the performance of their various digital marketing actions. This enables them to measure return on investment (ROI), identify emerging trends and opportunities, and adjust their strategy accordingly. By continuously analyzing and optimizing their digital marketing efforts, Bellat can ensure that their resources are being utilized effectively and that their campaigns are delivering the desired results.

Overall, Bellat's digital marketing strategy demonstrates a comprehensive understanding of the digital landscape and consumer behavior. By combining a strong online presence, social

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media engagement, influencer collaborations, video content creation, targeted advertising, and data-driven analysis, Bellat has positioned itself to effectively reach and engage with its target audience, promote its products, and drive sales growth in the digital age.

### **1.6 Bellat's Goals and Visions**

Bellat's mission is to meet consumer expectations by offering superior quality products that combine nutrition and indulgence. Since its inception, the company has worked tirelessly to expand its product range to cater to consumer needs. Bellat is committed to guaranteeing the availability of its products on the national market, maintaining long-term product quality, and actively listening to consumer needs through all available communication channels. The company is determined to constantly innovate by developing new products and offering a wide variety of options to its customers.

#### **1.6.1 Goals**

- **Short-term:** Preserving product quality and availability is Bellat's top priority. The company takes all necessary measures to guarantee business continuity and ensure that its products are accessible to all consumers. Bellat works closely with its partners to maintain a stable and reliable supply chain.
- **Medium-term:** By investing in cutting-edge technologies, Bellat constantly strives to improve the quality of its products while preserving their authenticity.
- **Long-term:** Bellat's long-term goal is to take its business international, expanding its reach beyond the domestic market.

#### **1.6.2 Visions**

- **Bellat, an Active Member of Society**

As a food company, Bellat recognizes the importance of its civic commitment. The company places great importance on working with local producers to guarantee quality production while supporting local agriculture. Bellat is committed to minimizing its impact on the environment by adopting environmentally-friendly farming practices and investing in clean technologies to reduce energy consumption. As a responsible corporate citizen, Bellat takes pride in contributing to the economic and social development of the local communities in which it operates. The company actively participates in social programs and collaborates with local organizations to improve the quality of life for its neighbors. Furthermore, Bellat prides itself on delivering superior quality products to its customers while respecting high ethical and social

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standards. The company is committed to offering increasingly healthy products, thus contributing to the well-being of the planet and society as a whole.

- **A Bright Future with the Best Partners**

Bellat works with multinational partners, exchanging knowledge, expertise, and technology to maintain its competitive edge and innovative spirit. This collaboration also provides advantages in terms of cost control, strengthening the company's market position. Additionally, this collaboration strengthens Bellat's credibility and reputation by establishing solid relationships with internationally renowned partners. This underlines Bellat's commitment to a global presence and consolidates its position as a major player in its field.

### **Section 02: Research Methodology**

This section provides a detailed overview of the research methodology employed in this study. It begins with a brief definition of the research design, distinguishing between exploratory and conclusive research. Exploratory research utilizes secondary data and qualitative methods, whereas conclusive research includes both descriptive and causal designs. Following this, the section describes the primary scales of measurement and the main scaling techniques used. It then explains the questionnaire design and the sampling process. Finally, it outlines a preliminary plan for data analysis. Overall, this section thoroughly details the research methodology used to address the research sub-questions and test the hypotheses.

#### **Main Question: How and to what extent does Instagram as a social media marketing channel influence consumer's brand perception of Bellat CVA?**

This main research question is divided into the following sub-research questions in which an attempt will be made to answer them in this dissertation.

#### **Sub-Research Questions**

- Do perceived authenticity and quality of content on Bellat CVA's Instagram influence consumer brand perception?
- How do consumer perceptions of ease of interaction and brand responsiveness on Instagram influence their overall brand experience?
- Does consumer satisfaction with Bellat CVA's Instagram marketing influence their loyalty towards the brand?

Based on these research questions, the following hypotheses were proposed:

### **Hypotheses**

**Hypothesis 01:** The perceived authenticity and quality of Bellat CVA's Instagram content positively influence consumer brand perception.

**Hypothesis 02:** Positive perceptions of ease of interaction and brand responsiveness on Instagram positively influence the overall brand experience of Bellat CVA's consumers.

**Hypothesis 03:** Higher consumer satisfaction with Bellat CVA's Instagram marketing efforts positively influences their loyalty towards the brand.

### **2.1 Research Design**

In alignment with the research questions, this study employs both exploratory and conclusive approaches.

#### **2.1.1 Exploratory Research**

In this study, exploratory research is crucial to define the research problem more accurately and to gain a deeper understanding of the influence of Instagram as a marketing channel on consumer's brand perception of Bellat CVA. By using exploratory research, we can identify the key variables and phenomena that need to be examined. This approach helps in developing a reliable theoretical framework specific to social media marketing and online consumer behavior, which is essential for our study. The main methods used in explanatory research are qualitative research and secondary data.

##### **2.1.1.1 Secondary data**

Secondary data can be sourced from books, personal contacts, journals, newspapers, websites, and government records, among others. The accessibility and availability of secondary data, especially through electronic media and the internet, make it a valuable resource that requires relatively minimal effort compared to primary data collection.

Our research utilizes secondary data analysis extensively. Both internal and external secondary data have been collected and reviewed to gather comprehensive insights into the topic. Internal secondary data, such as company reports and past marketing campaigns, provide an in-depth look at Bellat CVA's existing engagement and performance on Instagram. External secondary data, including academic studies and relevant online content, offer broader

perspectives and contextual understanding of social media marketing trends and consumer behavior.

### **2.1.1.2 Qualitative research**

Qualitative research in this study employs direct methods such as interviews and open-ended questions posted on Bellat CVA's Instagram stories to gather in-depth information from consumers.

- **Methods**

1. **Interviews:** Conducted in-depth interviews with a sample of 10 followers of Bellat CVA on Instagram. These interviews were unstructured, allowing respondents to freely discuss their perceptions and interactions with the brand. This approach provided rich, qualitative data about consumer attitudes and behaviors.
2. **Instagram Story Questions:** Utilized Instagram's question box feature to collect spontaneous feedback from followers. Questions were designed to be open-ended to elicit detailed responses about their engagement with Bellat CVA's content.

- **Sample and Recruitment**

1. **Target Population:** Followers of Bellat CVA on Instagram.
2. **Sampling Technique:** Purposive sampling was used to select participants who are active and engaged followers of the brand. This ensured that the insights gathered were from individuals who regularly interact with Bellat CVA's Instagram content.
3. **Sample Size:** A total of 50 responses were collected from Instagram story questions, and 10 in-depth interviews were conducted.

### **2.1.2 Conclusive Research**

Conclusive research is fundamental in this study as it aims to describe specific phenomena, test specific hypotheses, and examine specific relationships regarding Instagram's influence on consumer brand perception of Bellat CVA. The research designs employed can be either descriptive or causal, depending on the specific objectives of the study.

#### **2.1.2.1 Descriptive research**

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Descriptive research is employed in this study to systematically describe the characteristics of consumers' interactions with Bellat CVA on Instagram. It helps us understand how consumers engage with the brand, perceive its authenticity, and evaluate the quality of its content. This type of research is particularly relevant as it allows us to quantify behaviors and perceptions, providing a clear picture of the frequency and nature of consumer interactions with the brand on Instagram.

### **2.1.2.2 Causal Research**

Causal research is essential in this study to establish evidence of cause-and-effect relationships between Bellat CVA's Instagram marketing efforts and consumer outcomes such as trust, brand perception, and loyalty. Given the hypotheses proposed, causal research allows us to determine whether specific factors, such as the perceived authenticity and quality of Instagram content or the ease of interaction and brand responsiveness, directly influence the overall brand experience and consumer loyalty. This approach enables us to examine the relationships between variables and test our hypotheses effectively, providing robust evidence to support or refute our theoretical framework.

## **2.2 Questionnaire design**

### **2.2.1 Mode of Administration**

An online, self-administered survey is initiated, with a questionnaire designed to include different types of questions based on the specific information needed.

### **2.2.2 Measurement Scaling**

The questionnaire for this study is composed of seven sections, each tailored to measure the variables identified in the research hypotheses. The design includes a variety of question types to comprehensively capture the data needed.

The first section starts with a dichotomous qualifying question to determine if the respondent is part of the target population, specifically asking if they follow Bellat CVA on Instagram. Only responses from followers are considered, ensuring relevant data for the study.

The second section focuses on consumer interaction frequency with Bellat CVA's Instagram. It includes dichotomous, multiple-choice, and scale questions to measure how often and in what ways consumers engage with the brand's posts. For instance, respondents are asked

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how often they interact with posts (daily, weekly, etc.) and rate their frequency of likes, comments, and shares on a 7-point Likert scale.

The third section examines consumer perception of Bellat CVA's Instagram content. It features multiple-choice questions about preferred content types (images, videos, stories, reels) and scale questions that rate the authenticity and quality of the content on a 7-point Likert scale.

The fourth section assesses the ease of interaction and brand responsiveness. This includes scale questions measuring the ease of interacting with the brand and the responsiveness to comments and messages, as well as a multiple-choice question about the typical response time from the brand.

The fifth section evaluates consumer trust and brand perception. It includes a series of 7-point Likert scale questions to measure trust in Bellat CVA based on their Instagram presence, transparency in communications, and the likelihood of recommending the brand to others. A multiple-choice question identifies the primary factor influencing trust (authenticity, quality of content, responsiveness, frequency of posts).

The sixth section measures consumer satisfaction and loyalty. It includes multiple 7-point Likert scale questions to assess satisfaction with Bellat CVA's Instagram marketing, loyalty to the brand, likelihood of purchasing from Bellat CVA, and agreement that Instagram content positively influences brand perception and reflects the brand's values.

The seventh section gathers demographic information to profile the respondents. It includes questions on gender, age, and occupation, ensuring a comprehensive understanding of the sample population.

By utilizing a structured approach with a mix of question types, the questionnaire effectively captures detailed insights into the influence of Instagram marketing on consumer brand perception and behavior, aligned with the study's research hypotheses.

### **2.2.3 Types of questions**

The questionnaire includes various types of questions selected based on the specific information needed. It consists of 26 questions divided into 7 sections, and includes the following question forms:

#### **1. Dichotomous Questions**

#### **2. Multiple Choice Questions**

### **3. Single Choice Questions**

### **4. Scale Questions**

They go as follows:

The questionnaire starts with a dichotomous qualifying question which allows us to check whether the respondent belongs to the target population. (Questions from non-Bellat CVA followers are excluded.)

- Questions from 2 to 5 measure the frequency and nature of consumer interactions with Bellat CVA's Instagram.
- Questions from 6 to 9 examine consumer perception of Bellat CVA's Instagram content.
- Questions from 10 to 12 assess the ease of interaction and perceived responsiveness of the brand.
- Questions from 13 to 16 measure consumer trust and brand perception.
- Questions from 17 to 22 assess consumer satisfaction and loyalty.

The seventh section is the basic demographic survey, which consists of questions measuring respondent's profile, such as gender, age, and occupation.

The data collection process of the research was carried out between 15/05/2024 to 25/05/2024. The sample comprised Bellat CVA's customers. During this period, respondents were reached via social media, specifically through Bellat CVA's official Instagram and Facebook accounts, as well as through the Instagram account of a well-known influencer they had previously collaborated with. Participants accessed and completed the questionnaire via a Google Forms link. Initially, 393 responses were received, but after editing, only 112 were retained for analysis.

### **2.3 Sampling Design**

The process of sampling design for this study begins by identifying the target population, which includes all individuals who follow Bellat CVA on Instagram. This population encompasses the necessary information to understand how Instagram influences consumer brand perception of Bellat CVA.



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Once the target population is defined, the next step is to identify and access the elements within it. This is typically done through a sampling frame, which is a comprehensive list of all the elements in the target population. However, in this case, due to the absence of a readily available sampling frame, we employ a non-probability sampling technique, in particular, a judgmental sampling technique.

### **2.3.1 Non-Probability Sampling**

Non-probability sampling relies on the researcher's judgment rather than random selection. This study uses a judgmental sampling technique, which allows us to purposefully select respondents who are most likely to provide relevant and insightful data regarding Bellat CVA's Instagram marketing efforts. This approach is particularly useful given the specific nature of our target population which is Instagram followers of Bellat CVA who actively engage with the brand's content.

### **2.3.2 Sample Size**

The sample size for this study is determined based on the requirements for one-way ANOVA and linear regression analysis, which are the statistical tests used for data analysis in this research. These tests necessitate an adequate sample size to ensure reliable and valid results. Given the focus on non-probability sampling, the sample size is also designed to capture a sufficient number of responses to explore the hypotheses effectively and draw meaningful conclusions.

## **2.4 Preliminary Plan for Data Analysis**

In this study, the data analysis plan is designed to comprehensively address the research questions and test the hypotheses related to the impact of Instagram marketing on consumer brand perception of Bellat CVA. The analysis employs both ANOVA one-way analysis and linear regression analysis, which are suitable for different types of research questions within the study.

### **2.4.1 Linear Regression Analysis**

Linear regression analysis is used to examine the nature and degree of association between dependent and independent variables. This approach is suitable for the three research questions that explore the relationships between variables such as content quality, perceived authenticity, and consumer satisfaction.

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From this perspective, multiple regression analysis was conducted to test the research hypotheses using SPSS software for data analysis. The multiple linear regression model aids in understanding the extent to which the dependent variable changes in response to changes in the independent variables. This model describes the relationship between variables by fitting a line to the observed data. Linear regression models utilize a straight line, whereas logistic and nonlinear regression models employ a curved line.

To ensure the validity of the multiple regression analysis, several preliminary assumptions must be tested and approved:

### **2.4.1.1 Sample Size**

The sample size should meet the formula  $N \geq 15n$ , where  $n$  is the number of independent variables.

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### **2.4.2.2 Outliers**

Outliers are identified using Mahalanobis distance, with a significance level of 0,001. Mahalanobis values should be lower than the chi-square value for the given degrees of freedom.

### **2.4.2.3 Normality**

Normality is assessed through normality plots and standardized residuals, which should fall between -3 and +3.

### **2.4.3.4 Multicollinearity and Singularity**

- Multicollinearity refers to the high correlation among independent variables ( $\geq 90$ ). It is checked using tolerance statistics (should be above 0,1) and the correlation matrix (should be lower than 70%).
- Singularity refers to redundancy among variables, where one variable is a combination of others.

### **2.4.2.5 Independence of Residuals**

This can be assessed using the Durbin-Watson (DW) test, where the DW value ranges between 0 and 4. A value of 2 indicates no autocorrelation and independent residuals. Each DW test has two critical values: DL (lower) and DU (upper). If the calculated DW value is lower than DL, the residuals are not independent. If it is higher than DU, the residuals are independent. If the DW value falls between DU and DL, the result is inconclusive.

- **In Case of Outliers:** Mahalanobis values exceeding the chi-square, threshold are removed to ensure accurate analysis.
- **Addressing Multicollinearity:** Factor analysis is conducted to group correlated variables and eliminate multicollinearity, ensuring a more robust regression model.

## **Section 03: Hypotheses Tests**

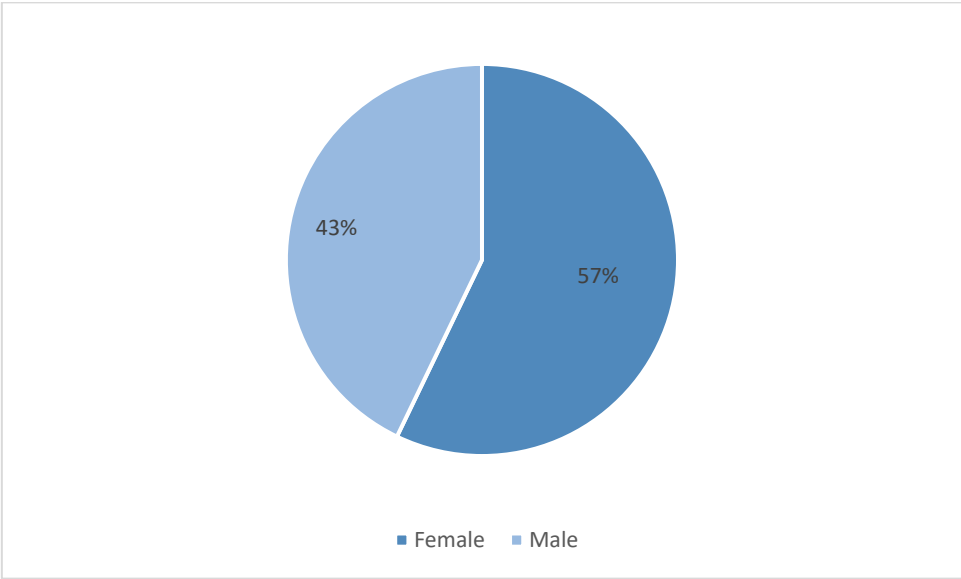
This section presents the analysis of the collected data from the online questionnaire distributed to Bellat CVA's social media followers, utilizing SPSS version 26. It begins with an analysis of the demographic characteristics of the respondents. Subsequently, it delves into a deeper examination of the data employing various statistical techniques.

**3.1 Descriptive Analysis**

To analyze the characteristics of the respondents, a descriptive analysis was conducted based on various socio-demographic criteria, such as gender, age, and occupation. The objective was to profile the respondents and summarize the information collected from the studied sample.

**3.1.1 Respondent’s Gender**

**Figure 3.9:** Respondent’s Gender

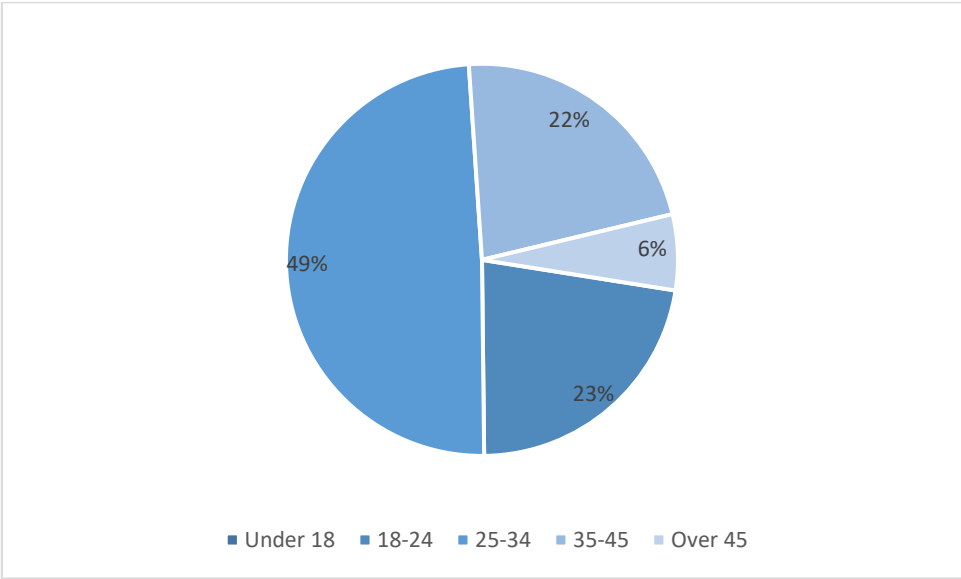


*Source: Personal effort using Excel*

Respondents were asked to indicate their gender by placing a tick next to the relevant option provided (male or female). Of the 393 respondents, (43%) were male, and (57%) were female.

**3.1.2 Respondent's age**

**Figure 3.10: Respondent's Age**

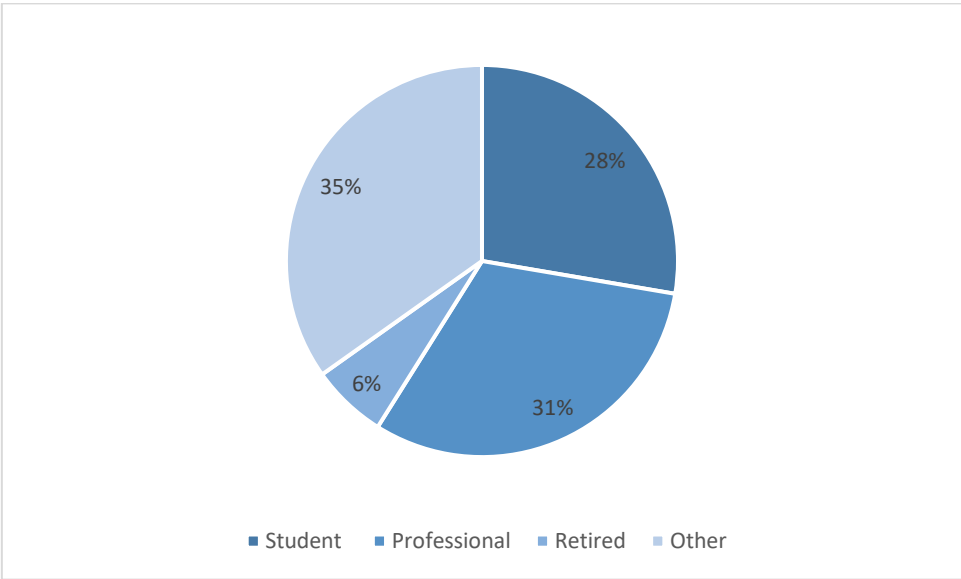


*Source: Personal effort using Excel*

Participants were asked to insert their age in years, 0% were under 18 years, 23% were between 18 and 24 years, 49% were between 25 and 34 years, 22% were between 35 and 45 years and 6% were over 45 years.

**3.1.3 Respondent's Occupation**

**Figure 3.11 : Respondent's Occupation**



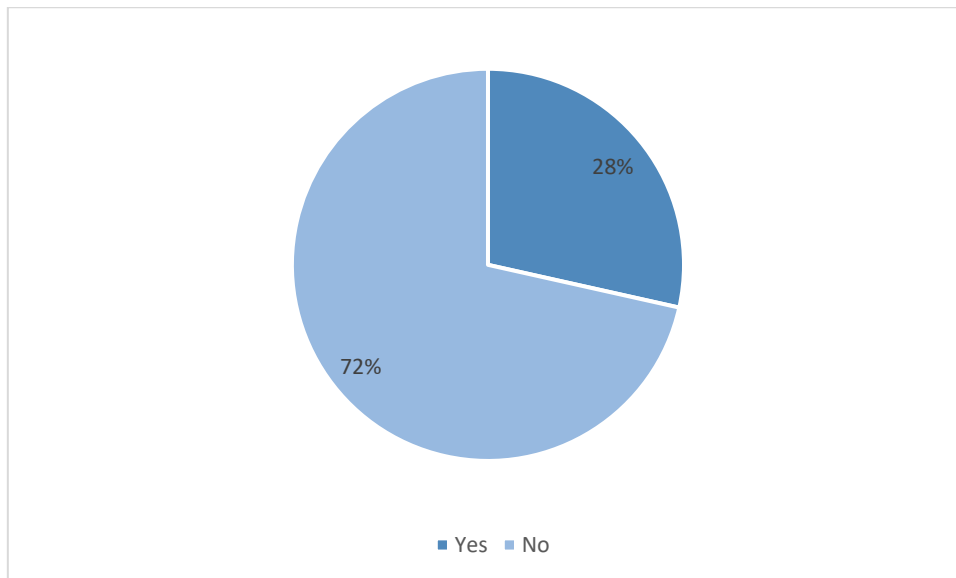
*Source: Personal effort using Excel*

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Respondents were asked to indicate their occupation by placing a tick next to the relevant option provided (Student, Professional, Retired, Other). Of the 393 respondents 28% were students, 31% were professionals, 6% were retired, 35% have other occupations.

### **3.1.4 Eliminary Question**

**Figure 3.12:** Eliminary Question



*Source: Personal effort using Excel*

At the beginning of the questionnaire, the respondents were asked to indicate whether they follow Bellat CVA on Instagram or not. Of the 393 respondents 28% (112) follow Bellat CVA on Instagram and 78% (281) don't follow their Instagram account.

### **3.3 Testing Hypothesis 01**

The first hypothesis claims that the perceived authenticity and quality of Bellat CVA's Instagram content positively influence brand perception. A multiple regression analysis is used to test this hypothesis.

#### **3.3.1 Screening Data for Regression**

Before conducting multiple regression analysis, a set of preliminary assumptions must be validated. Therefore, we will first verify that the collected data are appropriate for regression analysis.

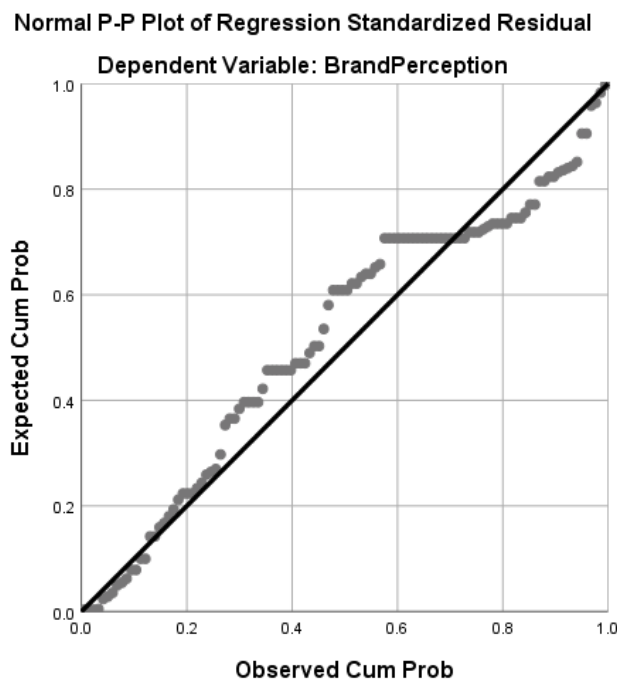
### 3.3.1.1 Sample Size

A reliable regression equation necessitates a sample size of 15 respondents for each explanatory variable (predictor) in other words the sample size should meet the formula  $N \geq 15n$ , where  $n$  is the number of independent variables.

In our study, there are two independent variables, necessitating a minimum sample size of 30 respondents. We used a sample size of 112 respondents, which is sufficient for conducting regression analysis.

### 3.3.1.2 Normality of Residuals

**Figure 3.13:** Normal P.P Plot-H01

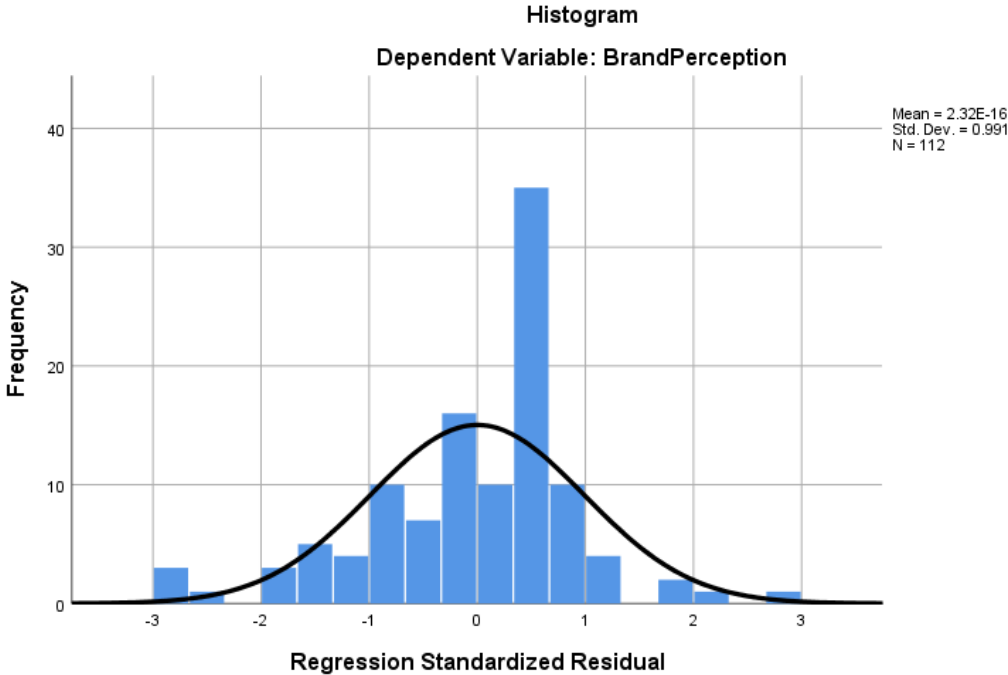


*Source: Personal effort using SPSS*

- The figure (3.13) above show that the residuals are aligned diagonally. Thus, the distribution of residuals follows the normal distribution.

Normality can also be tested through a second method which depends on the standardized residuals values, which must be neither above +3, nor below -3. Hence, regression standardized residual's histogram is used.

**Figure 3.14:** Regression Standardized Residual’s Histogram-H01



*Source: Personal effort using SPSS*

- The figure (3.14) demonstrates that mostly all standardized residuals are included in the interval [-3,3] which means that residuals are normally distributed.

**3.3.1.3 Outliers**

Outliers are extreme values that can significantly influence the results of regression analysis. They can be identified using the Mahalanobis distance, which is compared to a chi-square distribution with degrees of freedom equal to the number of independent variables and a significance level of 0.001. In our analysis, all Mahalanobis distance values must be lower than the chi-square critical value  $\{(X^2_{2,0.001}) = 13.82\}$  to confirm the absence of outliers.



**Table 3.4:** Descriptive Statistics-H01

<b>Descriptive Statistics</b>					
	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>Standardized Residual</b>	112	-2.71912	2.74899	0.0000000	0.99095004
<b>Valid N (listwise)</b>	112				

*Source: Personal effort using SPSS*

- From the table (3.4) we observe that the standardized residuals range from -2.71912 to 2.74899, with a mean of 0 and a standard deviation close to 1, which indicates a roughly normal distribution of residuals.
- Given that all the Mahalanobis distance values in our analysis are below 13.82, we can conclude that there are no outliers present in the data. This absence of outliers ensures that the regression analysis results are reliable and not unduly influenced by extreme values.

### 3.3.1.4 Multicollinearity

Multicollinearity refers to the high correlation among independent variables ( $\geq 0.90$ ). This condition can be assessed by examining the correlation between independent variables. The results obtained from SPSS are as follows:

**Table 3.5:** Correlation Matrix-H01

<b>Correlations</b>				
		<b>Brand Perception</b>	<b>Perceived Quality</b>	<b>Perceived Authenticity</b>
<b>Pearson Correlation</b>	<b>Brand Perception</b>	1.000	0.403	0.534
	<b>Perceived Quality</b>	0.403	1.000	0.714
	<b>Perceived Authenticity</b>	0.534	0.714	1.000

*Source: Personal effort using SPSS*

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- According to the correlation table, all the correlations between independent variables are less than 0.90. Therefore, we can infer that multicollinearity does not pose any problem in this dataset.

### 3.3.1.5 Independence of Residuals (Autocorrelation)

The absence of autocorrelation indicates that respondents answered the questionnaire independently. This can be assessed using the Durbin-Watson test. The results obtained from SPSS are as follows:

**Table 3.6:** Model Summary-H01

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	0.534 <sup>a</sup>	0.286	0.273	1.53168	0.286	21.792	2	109	0.000	1.614

*Source: Personal effort using SPSS*

- Durbin-Watson = 1.614 which is greater than the maximum critical value, this indicates that there is no autocorrelation among the residuals. Thus, we accept the alternative hypothesis H1, which stipulates the absence of autocorrelation.

### 3.3.2 Evaluation of The Model

#### 3.3.2.1 Significance of the model

To assess the significance of the model, we refer to the ANOVA table. The results obtained from SPSS are as follows:

Table 3.7: ANOVA-H01

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	102.247	2	51.124	21.792	.000 <sup>b</sup>
	Residual	255.717	109	2.346		
	Total	357.964	111			

Source: Personal effort using SPSS

- The overall model is significant with  $p < 0.000$ , indicating that the variation in brand perception can be explained by perceived quality and perceived authenticity

### 3.3.2.2 Usefulness of The Model

From ANOVA table, this model is statistically significant for alpha 5%, the F-value of 21.792 is much greater than the critical value at 5% significance level, making the model statistically significant. Therefore, Bellat CVA can base its decisions on this model, as it is useful and statistically significant.

**3.3.2.3 Parametric Evaluation**

**Table 3.8: Coefficients-H01**

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.052	.533		3.848	.000		
	Perceived Quality	.050	.128	.045	.391	.697	.490	2.042
	Perceived Authenticity	.538	.124	.501	4.332	.000	.490	2.042

*Source: Personal effort using SPSS*

The model is statistically significant, but only Perceived Authenticity is the variable that can individually contribute to the variation of the dependent variable, Brand Perception.

The sign of the coefficients indicates the direction of the relationship:

➤ **Perceived Quality**

- Beta= 0.045
- t-value= 0.391 ( $p = 0.697$ , not significant)

Perceived Quality is not significantly related to Brand Perception. An increase in Perceived Quality does not result in a significant change in Brand Perception.

➤ **Perceived Authenticity:**

- Beta= 0.501
- t-value= 4.332 ( $p < 0.001$ , significant)

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Perceived Authenticity is positively related to Brand Perception. An increase in Perceived Authenticity will result in a significant increase in Brand Perception. We can also notice that when Perceived Authenticity decreases, Brand Perception decreases as well (from the standardized beta, Perceived Authenticity is positively related to Brand Perception).

By comparing the standardized coefficients obtained in the table, we conclude that Perceived Authenticity is the most important predictor of Brand Perception and has the biggest impact with a standardized beta of 0.501. While Perceived Quality does not contribute to the variation of Brand Perception significantly.

### **3.3.2.4 Strength of Association**

Based on the model summary table and the adjusted R square value ( $Adjusted R^2 = 0.273$ ), indicates that the model explains 27.3% of the variation in Brand Perception. This suggests that perceived authenticity and quality of content on Bellat CVA's Instagram account collectively explain a significant portion of the variability in brand perception.

### **3.3.2.5 Regression Equation**

The regression equation based on the coefficients is:

$$\mathbf{Brand\ Perception} = 2.052 + 0.050X_1 + 0.538X_2$$

Where:

- $X_1$ : Perceived Quality
- $X_2$ : Perceived Authenticity

### **➤ Summary of the results**

To summarize, the first hypothesis posits that perceived authenticity and quality of content on Bellat CVA's Instagram influence brand perception.

Based on the multiple regression analysis results, it can be concluded that there is a significant relationship between perceived authenticity and brand perception. Specifically, an increase in perceived authenticity leads to a significant increase in brand perception. However, the hypothesis that perceived quality significantly influences brand perception was not supported by the data.

The analysis revealed that perceived authenticity has a statistically significant positive effect on brand perception. This finding suggests that when customers perceive the authenticity

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of Bellat CVA's Instagram content, they are more likely to have a favorable perception of the brand.

On the other hand, perceived quality did not show a significant relationship with brand perception. This result implies that while perceived quality may be important, it does not significantly contribute to brand perception in this specific context.

### **3.4 Testing Hypothesis 02**

The second hypothesis specifies that consumer perceptions of ease of interaction and brand responsiveness on Instagram influence their overall brand experience. Similarly, to previous hypothesis a multiple regression analysis is conducted.

#### **3.4.1 Screening Data for Regression**

As mentioned earlier, regression analysis cannot be implemented unless its preliminary conditions are approved.

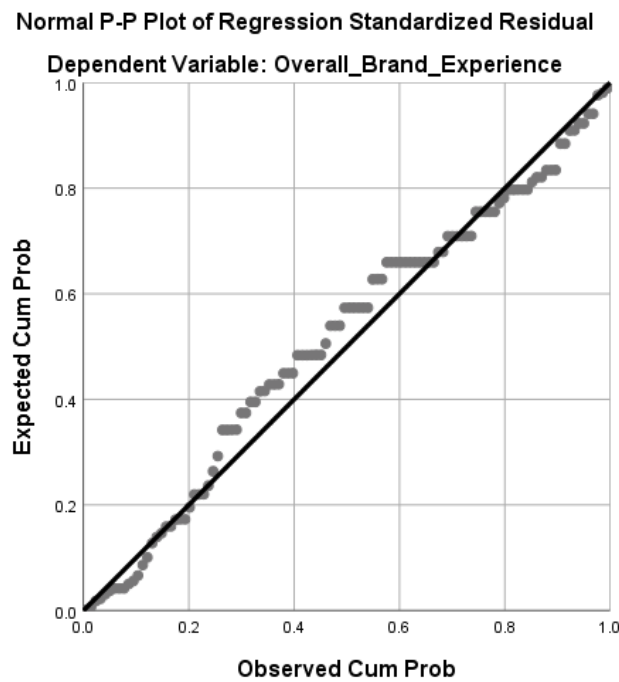
##### **3.4.1.1 Sample Size**

In this case, the number of independent variables is 2, which imposes a minimum sample size of 30 respondents ( $2 \times 15$ ). A sample size of 112 respondents is used, which means that the sample size is sufficient for the use of multiple regression analysis.

##### **3.4.1.2 Normality of Residuals**

As stated earlier, residuals are aligned diagonally in the Normal P.P Plot, and also normality depends on the standardized residuals values, which must be neither above +3, nor below -3. This can be verified using the Normal P P Plot and the histogram of regression standardized residual.

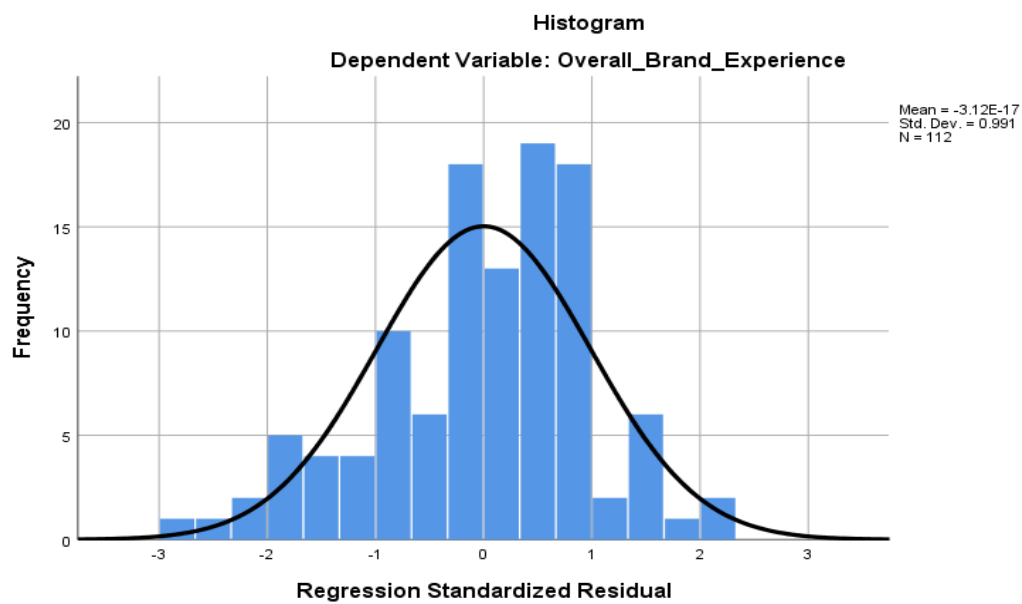
**Figure 3.15:** Normal P.P Plot-H02



*Source: Personal effort using SPSS*

- The figure (3.15) above show that the residuals are aligned diagonally. Thus, the distribution of residuals follows the normal distribution.

**Figure 3.16:** Standardized Residual's Histogram-H03



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*Source: Personal effort using SPSS*

- The figure (3.16) above demonstrates that mostly all standardized residuals are included in the interval  $[-3,3]$  which means that residuals are normally distributed. Therefore, the t normality condition is verified.

### 3.4.1.3 Outliers

**Table 3.9:** Descriptive Statistics-H03

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
<b>Standardized Residual</b>	112	-2.96764	2.29554	.00000 00	.99095004
<b>Valid N (listwise)</b>	112				

*Source: Personal effort using SPSS*

- Given the standardized residuals' range from -2.96764 to 2.29554, with a mean of 0 and a standard deviation close to 1, the residuals are approximately normally distributed. This indicates that there are no extreme outliers that could significantly influence the regression results.
- Additionally, since all Mahalanobis distance values in our analysis are below 13.82, we can conclude that there are no outliers present in the data.



**3.4.1.4 Multicollinearity**

The results obtained from SPSS are as follows:

**Table 3.10:** Correlation Matrix-H03

<b>Correlations</b>				
		<b>Overall Brand Experience</b>	<b>Ease of Interaction</b>	<b>Brand Responsiveness</b>
<b>Pearson Correlation</b>	<b>Overall Brand Experience</b>	1.000	0.580	0.454
	<b>Ease of Interaction</b>	0.580	1.000	0.571
	<b>Brand Responsiveness</b>	0.454	0.571	1.000

*Source: Personal effort using SPSS*

- According to the correlation table, all the correlations between independent variables are less than 0.90. Therefore, we can infer that multicollinearity does not pose any problem in this dataset. The independent variables, Ease of Interaction and Brand Responsiveness, do not exhibit high inter-correlation, thus allowing for a reliable multiple regression analysis.

**3.4.1.5 Autocorrelation**

**Table 3.11:** Model Summary-H03

<b>Model Summary</b>					
<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>	<b>Durbin-Watson</b>
1	.599 <sup>a</sup>	.359	.347	1.36661	1.560

*Source: Personal effort using SPSS*

- Based on the model summary table, Durbin-Watson value= 1.560, To interpret the Durbin-Watson value, we need the critical values for DL (Lower critical value) and DU (Upper

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critical value). These values depend on the number of observations (112) and the number of predictors (2).

- Since the calculated Durbin-Watson value of 1.560 is lower than the lower critical value (DL) of 1.598, this indicates that the residuals are not independent. Therefore, we reject the alternative hypothesis H1 that stipulates the absence of autocorrelation, and we conclude that there is evidence of positive autocorrelation in the residuals.

### 3.4.2 Evaluation of The Model

#### 3.4.2.1 Significance of The Model

To assess the significance of the model, we refer to the ANOVA table. The results obtained from SPSS are as follows:

**Table 3.12:** ANOVA-H03

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	113.850	2	56.925	30.480	.000 <sup>b</sup>
	Residual	203.570	109	1.868		
	Total	317.420	111			

*Source: Personal effort using SPSS*

- The overall model is significant with  $p < 0.000$ , indicating that the variation in brand perception can be explained by perceived ease of interaction and brand responsiveness.

#### 3.4.2.2. Usefulness of The Model

From the ANOVA table, this model is statistically significant for alpha 5%, as the F-value of 30.480 is much greater than the critical value at the 5% significance level, making the model statistically significant. Therefore, Bellat CVA can base its decisions on this model, as it is useful and statistically significant.

**3.4.2.3 Parametric Evaluation**

**Table 3.13: Coefficients-H03**

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.598	.475		3.361	.001		
	Ease of Interaction	.501	.098	.475	5.088	.000	.674	1.483
	Brand Responsiveness	.191	.097	.183	1.960	.053	.674	1.483

*Source: Personal effort using SPSS*

The model is statistically significant, with Ease of Interaction being the primary variable that can individually contribute to the variation of the dependent variable, Overall Brand Experience. Below is a detailed interpretation of the results:

➤ **Ease of Interaction**

- Beta= 0.475
- t-value= 5.088 ( $p < 0.001$ , significant)

Ease of Interaction is significantly related to Overall Brand Experience. An increase in Ease of Interaction results in a significant increase in Overall Brand Experience. The positive sign of the coefficient indicates a direct relationship, meaning that as the ease of interaction improves, so does the overall brand experience. This is reflected by the high t-value and the very low p-value, which indicates a strong statistical significance.

➤ **Brand Responsiveness**

- Beta= 0.183

- t-value= 1.960 ( $p = 0.053$ , marginally significant)

Brand Responsiveness is marginally significantly related to Overall Brand Experience. An increase in Brand Responsiveness results in an increase in Overall Brand Experience, though the significance level is just above the common threshold of 0.05.

By comparing the standardized coefficients obtained in the table, we conclude that Ease of Interaction is the most important predictor of Overall Brand Experience and has the biggest impact with a standardized beta of 0.475. While Brand Responsiveness also contributes to the variation in Overall Brand Experience, its impact is less significant, as indicated by the lower beta value of 0.183 and a marginal significance level.

### **3.4.2.4 Strength of Association**

Based on the model summary table and the adjusted R square value is 0.347 ( $Adjusted R^2 = 0.347$ ), This indicates that the model explains 34.7% of the variation in Overall Brand Experience. This suggests that Ease of Interaction and Brand Responsiveness on Bellat CVA's Instagram collectively explain a significant portion of the variability in the overall brand experience.

### **3.4.2.5 Regression Equation**

The regression equation based on the coefficients is:

$$\mathbf{Brand\ Experience} = 1.598 + 0.501X_1 + 0,0191X_2$$

Where:

- $X_1$ : Ease of Interaction
- $X_2$ : Brand Responsiveness

### **➤ Summary of the results**

To summarize, the hypothesis posits that consumer perceptions of ease of interaction and brand responsiveness on Instagram influence their overall brand experience.

Based on the multiple regression analysis results, it can be concluded that there is a significant relationship between ease of interaction and overall brand experience. Specifically, an increase in ease of interaction leads to a significant increase in overall brand experience. Brand responsiveness also shows a positive relationship with overall brand experience, but the

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significance is marginal. This finding suggests that while brand responsiveness is important, its impact on overall brand experience is not as strong as ease of interaction.

The analysis revealed that ease of interaction has a statistically significant positive effect on overall brand experience. This finding implies that when customers find it easy to interact with Bellat CVA's Instagram, they are more likely to have a favorable overall brand experience.

On the other hand, brand responsiveness, although positively related, does not show a strong significant relationship with overall brand experience in this specific context. This result suggests that while responsiveness is valued by customers, ease of interaction plays a more crucial role in shaping their overall brand experience.

### 3.5 Testing Hypothesis 04

The fourth hypothesis states that a higher consumer satisfaction with Bellat CVA's Instagram marketing efforts positively influences their loyalty towards the brand. A simple regression analysis is conducted to test this hypothesis.

#### 3.5.1 Model Evaluation

##### 3.5.1.1 Significance of The Model

Table 3.14: ANOVA-H04

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	235.634	1	235.634	241.435	0.000 <sup>b</sup>
	Residual	107.357	110	0.976		
	Total	342.991	111			

Source: Personal effort using SPSS

- The overall model is significant with a  $p$  – value of 0.000, indicating that the variation in consumer loyalty can be explained by their satisfaction with Bellat CVA's Instagram marketing efforts. The  $F$  – value of 241.435 is much greater than the critical value at a 5% significance level, making the model statistically significant. Therefore, Bellat CVA can base its decisions on this model, as it is useful and statistically significant.

**3.5.1.2 Evaluation of Parameters**

**Table 3.15: Coefficients-H04**

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	<b>(Constant)</b>	.313	.308		1.018	.311		
	<b>Satisfaction</b>	.881	.057	.829	15.538	.000	1.000	1.000

*Source: Personal effort using SPSS*

The model is statistically significant, and consumer satisfaction is the variable that can individually contribute to the variation in the dependent variable which is consumer loyalty.

The sign of the coefficients indicates the direction of the relationship:

➤ **Satisfaction**

- **Beta**= 0.829
- **t-value**= 15.538 ( $p = 0.000, significant$ )

Consumer satisfaction is significantly related to consumer loyalty. An increase in satisfaction results in a significant increase in loyalty.

**3.5.1.3 Strength of Association**

**Table 3.16: Model Summary-H04**

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.829 <sup>a</sup>	.687	.684	.98791	1.811

*Source: Personal effort using SPSS*

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- Based on the model summary table, the adjusted R square value is 0.684, indicating that the model explains 68.4% of the variation in consumer loyalty. This suggests that consumer satisfaction with Bellat CVA's Instagram marketing efforts explains a significant portion of the variability in consumer loyalty.

### **3.5.1.4 Regression Equation**

$$\textit{Consumer Loyalty} = 0.313 + 0.881X$$

Where:

- **X**: Satisfaction

### ➤ **Summary of the results**

To summarize, the fourth hypothesis posits that higher consumer satisfaction with Bellat CVA's Instagram marketing efforts positively influences their loyalty towards the brand.

Based on the simple regression analysis results, it can be concluded that there is a significant relationship between consumer satisfaction and consumer loyalty. Specifically, an increase in satisfaction leads to a significant increase in loyalty.

The analysis revealed that satisfaction has a statistically significant positive effect on loyalty. This finding suggests that when customers are more satisfied with Bellat CVA's Instagram marketing efforts, they are more likely to remain loyal to the brand. The strength of this relationship is substantial, with satisfaction explaining 68.4% of the variation in loyalty.

In conclusion, the hypothesis is supported by the data, indicating that enhancing consumer satisfaction with Instagram marketing efforts can effectively increase brand loyalty for Bellat CVA.

## **3.6 Summary of Findings**

The primary objective of this study is to gain a deeper understanding of how and to what extent Instagram as a social media marketing channel influences consumer's brand perception of Bellat CVA. The aim is to identify the key psychological, behavioral, and content-related variables that have the most significant impact on brand perception, consumer interaction, overall brand experience, and consumer loyalty towards Bellat CVA.

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To collect empirical data and examine the proposed hypotheses, a self-administered survey was designed and distributed online. The survey consisted of seven sections, each comprising various types of questions tailored to gather specific information.

To validate or refute the study hypotheses, different statistical analyses were conducted. A one-way ANOVA test was performed to assess the impact of an independent non-metric variable on the dependent metric variable, examining the first hypothesis. For the subsequent hypotheses, multiple regression analyses were utilized to explore the relationships, nature, and degree of associations between dependent and independent metric variables. Additionally, a simple regression analysis was employed to investigate the relationship between two variables for another hypothesis.

The findings of this research confirm the influence of content-related and psychological factors on Bellat CVA's Instagram followers' perception. The study reveals that Bellat CVA customers' engagement on Instagram is significantly influenced by their level of interaction with the brand, perceived authenticity of the content, ease of interaction, brand responsiveness, and overall satisfaction with the brand's Instagram marketing efforts. These factors play a crucial role in shaping customers' brand perception in the context of Bellat CVA's digital marketing.

These results have important implications for Bellat CVA in Algeria. Bellat CVA can capitalize on the findings by enhancing its Instagram marketing strategies and investing in authentic and engaging content that aligns with consumer preferences. By fostering higher engagement levels on Instagram, Bellat CVA can increase consumer interaction frequency, thereby strengthening its online presence and consumer relationships.

However, it is essential to note that further research is required to explore the underlying factors contributing to the relationships identified and to consider other potential variables that may influence consumer behavior on Instagram. Nonetheless, the significant findings of the ANOVA test provide valuable insights into the evolving landscape of social media marketing for Bellat CVA in Algeria.

It is crucial for Bellat CVA to prioritize creating authentic content to foster consumer trust. This can be achieved by consistently producing genuine and relatable content, engaging with followers authentically, and transparently communicating the brand's values. For example, Bellat CVA can share behind-the-scenes videos of their production processes, feature real customer stories, and maintain a consistent and personable brand voice across all posts.



## **Chapter 03      The Influence of Instagram Marketing on Brand Perception**

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Additionally, collaborating with influencers or customers who genuinely enjoy and use their products can add another layer of authenticity and trust.

The results of the second multiple regression test highlight the significance of perceived authenticity in positively shaping brand perception. These findings provide valuable insights for Bellat CVA to focus its efforts on improving content authenticity to further enhance brand perception and strengthen its digital presence in the market.

Additionally, the results of the third multiple regression test highlight the importance of ease of interaction on Instagram in shaping the overall brand experience. While brand responsiveness is also positively related, its impact is not as strong. Therefore, Bellat CVA should prioritize making interactions on Instagram easy and seamless to improve the overall brand experience. This can involve optimizing the user interface, providing clear and accessible interaction options, and ensuring prompt responses to consumer inquiries.

The results of the simple regression test underscore the vital role played by Bellat CVA's Instagram marketing efforts in nurturing customer loyalty by ensuring a high level of satisfaction. It is crucial for Bellat CVA to prioritize and improve its Instagram marketing strategies to not only maintain but also strengthen customer loyalty. By doing so, Bellat CVA can ensure long-term success and sustainable growth for the organization, as satisfied and loyal customers are more likely to engage with the company's offerings and promote positive word-of-mouth recommendations.

In conclusion, this study underscores the significance of various factors in shaping consumer perception towards Bellat CVA's Instagram marketing efforts. By focusing on enhancing brand engagement, authenticity, ease of interaction, and consumer satisfaction, Bellat CVA can effectively influence consumer behavior and foster greater loyalty among its Instagram followers. These insights can guide the company in refining its digital marketing strategies and achieving long-term success in the competitive market of AI

### **Conclusion**

In this chapter, a comprehensive overview of Bellat CVA's marketing efforts on Instagram is provided. Bellat CVA is a key player in the Algerian agro-food sector, specializing in the production and commercialization of cooked meat products such as sausages, pâtés, and smoked roasts. The company's transition to Instagram marketing marks a significant milestone in its strategy to modernize and expand its market presence. This chapter addresses the following research question:

**How and to what extent does Instagram as a social media marketing channel influence consumer brand perception of Bellat CVA?**

In the latter part of this chapter, the methods of data analysis, study results, and a discussion of the findings are presented. Some findings from this study align with previous research on social media marketing and consumer behavior, while other findings contrast with them. These discrepancies can be attributed to the unique context in which this study was conducted. The study aimed to test four hypotheses, with the following results:

- **H1:** The increase in consumer interaction frequency with Bellat CVA on Instagram is related to the brand's engagement on the platform. **Accepted.**
- **H2:** The perceived authenticity and quality of Bellat CVA's Instagram content positively influence consumer trust. **Partially accepted.**
- **H3:** Positive perceptions of ease of interaction and brand responsiveness on Instagram positively influence the overall brand experience of Bellat CVA's consumers. **Partially accepted.**
- **H4:** Higher consumer satisfaction with Bellat CVA's Instagram marketing efforts positively influences their loyalty towards the brand. **Accepted.**

To test these hypotheses, a self-administered survey was designed and distributed online to respondents chosen through a non-probabilistic, judgmental sampling technique. The process of data analysis was completed using both SPSS and Excel, which enabled the confirmation or rejection of the hypotheses through one-way ANOVA, simple regression, and multiple regression analyses.

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## *Conclusion*

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## Conclusion

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**W**hile Instagram as a social media marketing channel for Bellat CVA has made significant strides, there are still challenges to overcome. Furthermore, there is a need for continuous investment in content quality and engagement strategies to keep pace with evolving customer expectations and global trends.

The basic research question is formulated as follows:

**“How and to what extent does Instagram as a social media marketing channel influence consumer’s brand perception of Bellat CVA?”**. Attempting to answer the main research question, four sub-questions posed:

- Does Bellat CVA’s engagement with Instagram influence the frequency of consumer interaction with the brand?
- Do perceived authenticity and quality of content on Bellat CVA’s Instagram influence brand perception?
- How do consumer perceptions of ease of interaction, frequency of posts, and brand responsiveness on Instagram influence their overall brand experience?
- Does consumer satisfaction with Bellat CVA’s Instagram marketing influence their loyalty towards the brand?

**This research is conducted in order to:**

- Gain insights into consumer behavior and perceptions towards brands on social media platforms. By studying how consumers interact with and perceive brands online, valuable knowledge can be acquired to help businesses develop more effective and targeted social media marketing strategies.
- Contribute to the growth and advancement of the marketing industry as a whole. The research aims to provide recommendations and findings that companies like Bellat CVA can utilize to design customer-centric social media strategies, build stronger relationships with their audiences, and stay competitive in the ever-changing digital landscape.

The present research is divided into three major chapters, the first and second are theoretical and the third is empirical in nature:

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- The first chapter, entitled " Social Media Marketing," is structured into three sections. The initial section explores the emergence of social media, tracing its rise and widespread adoption, and how this prompted companies to rethink their communication strategies. The second section provides an overview of social media marketing, discussing its significance in social networking, content sharing, and online accessibility, and how it has revolutionized modern business through innovative strategies and transforming traditional marketing approaches. The final section delves into Instagram marketing, examining how companies can effectively leverage this powerful visual platform to connect with their target audience, build brand recognition, and foster engagement through captivating and emotionally resonant content.
- The second chapter, "Brand Perception," is divided into three sections. The first section provides an overview of consumer behavior, emphasizing the importance of understanding consumer needs and preferences through market research and consumer insights, enabling companies to build strong brand connections and foster customer loyalty. The second section explores the perception process and involvement, examining how businesses can decode the complex web of consumer desires and customize their offerings effectively. The third section examines the influence of social media on brand perception, discussing how strategic use of these platforms can shape positive brand perceptions, foster loyalty, and drive long-term growth and success in the digital marketplace.
- The third chapter, " The Influence of Instagram Marketing on Brand Perception," includes the case study research and is structured into three sections. The first section provides a general overview of Bellat CVA, including its history, digital marketing strategies, social media presence, and Instagram marketing efforts. The second section is dedicated to the research methodology, explaining the research design employed in the study. The final section presents the research findings, including descriptive data analysis, statistical analyses, and the interpretation of the results, detailing the data analysis methods, study outcomes, and a discussion of the findings.

### Major Findings:

To carry out this study, a quantitative approach was used, employing a judgmental sampling method (non-probabilistic sampling technique). The questionnaire was distributed online via Bellat CVA official Instagram and Facebook pages and answered by 393 participants, of which

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112 responses were deemed appropriate. The test of the research's initial hypotheses reveals the following results:

- **The first hypothesis posits that there is a connection between Bellat CVA's engagement on Instagram and the frequency of consumer interaction with the brand.** This hypothesis is **accepted** because one-way ANOVA analysis revealed that there is a statistically significant relationship between Bellat CVA's engagement on Instagram and the frequency of consumer interaction.
- **The second hypothesis states that perceived authenticity and quality of Bellat CVA's Instagram content enhance consumer trust towards the brand.** This hypothesis is **partially accepted**. The results of the multiple regression test indicate a significant relationship between the perceived authenticity of the content and consumer trust. However, the quality of the content did not show a significant increase in consumer trust.
- **The third hypothesis specifies that factors such as perceived ease of interaction, frequency of posts, and brand responsiveness on Instagram positively influence the overall brand experience of Bellat CVA's consumers.** This hypothesis is **partially accepted**. Multiple regression tests indicate that perceived ease of interaction and brand responsiveness have a significant positive impact on the overall brand experience, while the frequency of posts does not have a significant positive influence.
- **The fourth hypothesis suggests a positive correlation between consumer satisfaction with Bellat CVA's Instagram marketing efforts and their loyalty towards the brand.** This hypothesis is **accepted**. The simple regression test statistical analysis revealed a significant positive relationship between overall satisfaction and loyalty, indicating that as overall satisfaction increases, customer loyalty also increases.

At this stage, the sub-questions of this research can be answered as the followings:

- Bellat CVA's engagement with Instagram influences the frequency of consumer interaction with the brand.
- The perceived authenticity of Bellat CVA's Instagram content mediates a positive relationship between consumer trust and brand perception, while content quality does not significantly enhance consumer trust.

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- Perceived ease of interaction and brand responsiveness on Instagram positively influence the overall brand experience, while the frequency of posts does not significantly influence the overall brand experience.
- Overall satisfaction of Bellat CVA's consumers with its Instagram marketing efforts positively influences their loyalty towards the brand.

### Future Research Directions:

Future studies should aim for a broader scope to facilitate generalization. To complement this study and provide avenues for future researchers, several themes can be considered. For example:

- **The Impact of Social Media Engagement on Customer Loyalty:** Investigate how Bellat CVA's social media strategies affect customer loyalty and retention. Analyze the factors that contribute to increased customer loyalty and explore strategies that Bellat CVA can implement to enhance customer loyalty through social media.
- **Trust and Perceived Authenticity in Social Media Marketing:** Examine the role of trust and perceived authenticity in shaping consumer behavior towards Bellat CVA's social media presence. Assess consumers' perceptions of trustworthiness and authenticity in Bellat CVA's content and identify strategies to build and maintain trust among followers.
- **User Experience and Interface Design:** Explore the influence of user experience (UX) and interface design on consumer behavior in Bellat CVA's online platforms. Investigate how factors such as ease of use, navigation, responsiveness, and aesthetics impact customer satisfaction, engagement, and adoption of digital interactions with Bellat CVA.
- **Personalization and Customization in Social Media Marketing:** Analyze the effectiveness of personalized and customized offerings in Bellat CVA's social media marketing. Investigate how personalized content, targeted marketing, and customized experiences influence consumer behavior and satisfaction.
- **Adoption of Emerging Technologies in Social Media Marketing:** Study the impact of emerging technologies, such as artificial intelligence (AI), chatbots, augmented reality (AR), and analytics, on consumer behavior in Bellat CVA's social

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media strategies. Assess consumers' perceptions, attitudes, and adoption levels of these technologies and their influence on the overall experience.

- **Cultural and Socioeconomic Factors in Social Media Engagement:** Explore the influence of cultural and socioeconomic factors on consumer behavior towards Bellat CVA's social media content. Investigate how cultural norms, beliefs, and socioeconomic disparities impact the engagement and interaction patterns across different demographic groups.
- **Omni-channel Marketing Experience:** Examine the consumer behavior aspects of an omni-channel marketing experience where customers interact with Bellat CVA through multiple channels (e.g., social media, website, in-store). Analyze the preferences, motivations, and challenges associated with utilizing different channels and their impact on customer satisfaction and loyalty.
- **Digital Financial Literacy and Consumer Behavior:** Investigate the relationship between digital financial literacy and consumer behavior in the context of Bellat CVA's digital marketing. Assess how consumers' knowledge, skills, and understanding of digital marketing influence their perception, engagement, usage, and decision-making processes.
- **Ethical Considerations in Social Media Marketing:** Examine the ethical implications of Bellat CVA's social media strategies on consumer behavior. Investigate consumers' awareness, concerns, and decision-making processes regarding privacy, data security, and ethical practices in the social media environment.
- **Comparative Analysis of Consumer Behavior in Traditional vs. Digital Marketing:** Conduct a comparative study to analyze consumer perception and preferences in traditional marketing versus social media marketing. Investigate the factors that drive consumers to choose one marketing channel over the other and explore the implications for Bellat CVA's future marketing strategies.



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### Recommendations:

Implementing the following recommendations should help Bellat CVA enhance its digital marketing strategies and better cater to consumer behavior, ultimately leading to increased customer satisfaction, engagement, and loyalty:

- **Improve User Experience:** Focus on enhancing the overall user experience of Bellat CVA's online platforms by ensuring a user-friendly interface, intuitive navigation, and seamless interactions. Conduct user testing and gather feedback to identify pain points and make necessary improvements.
- **Personalization:** Implement personalization strategies to cater to individual customer preferences and needs. Utilize data analytics to gather customer insights and offer personalized recommendations, product suggestions, and targeted promotions.
- **Real-Time Customer Support:** Offer real-time customer support through various channels such as live chat, chatbots, or instant messaging. Promptly address customer queries and concerns to provide a high level of customer service and support.
- **Gamification and Rewards:** Implement gamification elements and loyalty programs to incentivize customer engagement and encourage active use of the digital services. Offer rewards, discounts, or exclusive benefits for using specific features or achieving certain milestones.
- **Continuous Improvement:** Regularly collect customer feedback through surveys, ratings, and reviews to identify areas for improvement. Actively seek customer suggestions and implement necessary enhancements to meet evolving consumer expectations.

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### Research Limitations:

- **Sample Limitation:** The sample for this study was limited to a small portion of Bellat CVA's customer base, focusing on a specific demographic segment.
- **Sampling Method:** The sampling method used in this research is not suitable for generalizing the study's findings. A simple random sampling method would be more appropriate for broader generalization.
- **Participant Range:** To enhance the value of this research, it would be beneficial to include a broader range of participants, not solely focusing on those who are current customers of Bellat CVA.
- **Scope of Online Behavior:** This research does not focus on the study of specific digital marketing strategies but rather examines the overall engagement with Bellat CVA's online presence on Instagram.
- **Representation of Online Behavior:** The online behavior of Bellat CVA's customers is represented in this study by engagement metrics, perceived ease of use, perceived authenticity, and overall satisfaction with the online experience, while customer behavior encompasses all possible interactions.

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