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## STUDY OF BRAND PREFERENCE ON CONSUMER ELECTRONIC GOODS THROUGH SOCIAL ALCHEMY ON INSTAGRAM

Rakshitha BM<sup>1</sup>, Dr Sri Ranjini S<sup>2</sup>

PG Research scholars, Department of Commerce & Management, Amrita Vishwa Vidyapeetham, deemed University of Mysuru campus. (Email: [rakshitha80887@gmail.com](mailto:rakshitha80887@gmail.com))

Associate professor, Department of Commerce & Management, Amrita Vishwa Vidyapeetham, deemed University of Mysuru campus. (Email: [s\\_sirranjini@my.amrita.edu](mailto:s_sirranjini@my.amrita.edu))

### **Abstract:**

A study on the concept of social allay through the help of brand preferences on Instagram by changing customer nature. Because Instagram has a high-level influence compared to any other social media for the consumer, marketers, and businesses should understand the value of brand preference for built and maintained in online environment. Trough the research provides valuable information about the consumer choices that influence consumer-relating brands by the Instagram electronic content and the effect of social alchemy, the study brought together surveys and data analytics, qualitative analysis, and other mixed methods that can be used to display the correlation between social media dynamics and consumer behavior in the digital era.

### **Keywords:**

Instagram, consumer electronics, social alchemy brand preference of consumer behavior.

## **1. Introduction:**

In today's living world among the many channels online marketing can be most trusted by this generation, Instagram is a significant and consumer-trusted one in the electronic market. Instagram has millions of users and an endless variety of material, this is a perfect platform for a marketer to interact with their following.

Using a social media platform to promote consumer needs by marketing to reassess their approach to customer modification on their platform, a term called "social alchemy" which refers to how marketers influence consumers in this new economy has gained more popularity. A company without social alchemy procedures will lose its target audience on those platforms because they are influenced by its image. It's very important to understand consumer behavior on Instagram for increasing the social interactions into marketing opportunities through social media. By using social alchemy users internally build brand quality and loyalty and drive sales by using an advertisement and content of users, however, in the case of electronic device uses, the amount to which social chemistry impacts preferences is still under investigation.

The study is to investigate brand preference-specific characters for customer electronic items on Instagram in the context of social alchemy, this study will look into users' behaviors and consumption patterns as the impact of various promotional strategies. Thus, the purpose of the study is to determine why individuals choose particular brands or products in the virtual market by evaluating consumer behavior and qualitative assessment using empirical analysis.

The study uses factual data and provides a suggestion for marketers and advertisers for a business to improve their aim presence and visibility on Instagram. The study more and understanding the brand preference in the digital relation to consumer electric items within the context of social media sites such as Instagram. This result contributes to growing both as marketing and customer behavior. As a result, using both actual evidence and conceptual concepts, a study intends to demonstrate that social alchemy changes business ideas, which leads to improving consumer participation in the digital domain.

## 2. Literature Review:

1. Hanny apriyani and Isddayanti (2019) research paper named “Influence of Promotion through Social Media Instagram Marketing”. This Indonesian study looks at how Instagram marketing brand knowledge, quality, and loyalty influence purchase decisions. The output reveals that Instagram marketing has a significant effect on decisions.
2. Elsevier B.V(2019) in their research paper named “Review of Digital Brand Position Strategies of Internet Entrepreneurship the context of Virtual Organization: Facebook, Instagram, and YouTube Samples”. Maintains how information technology influences marketing practices, notably via virtual businesses' electronic positioning of their brands. Like YouTube, Instagram, and Facebook demonstrate tactics. Upcoming field research is expected to validate the findings.
3. Akhila Challa And Nilesh Annute(2021) in their research paper titled as “Effectiveness Of Instagram Content Marketing On The Brand Building Of The Company”. Challa and Annute are made a strategy for reaching a consumer by attracting videos and photos of the brand for building awareness using a social media among top Indian company.
4. Rika Utari, Arifundin, And Roza Yulida (2023) in their research paper named “The influence of brand image and social media Instagram on consumer buying interesting”. Area investigates the influence of the image of the brand and Instagram showing an interest to buy in the age of digitalization. The result indicates a consideration effect of both elements, emphasizing social media have a critical role in determining customer behavior.
5. Amit Sharma And Sanjiv Mittal (2019) in their research paper named as “On the influence of social media marketing activities on consumer response in the consumer electronic industry”. By the response of consumers about social marketing on brand quality in the consumer electronic industry. Finding a positive significance on both and highlighting the electronic industry on social media.
6. “Lijo P. Thomas, Ritesh Chaudhary, Jubey Thomas, and Vishu Achutha Menon (2023)”. According to the research paper “Assessing Instagram additional and social media dependency among young adults in Karnataka.” Finding the significant level of addiction in various based on gender, region, and locality, targeting an adult's intervention on social media action among an adult.

7. Ismail Erkan (2015) as per the research paper “electronic word of mouth on Instagram, consumer ‘engagement with brands in different sector”. A study investigates consumers engaged with a different type of brand according to a customer outperforming and as significant variation and apparel and luxury brands in engagements.
8. Anand Narsimha, V Moovendhan, And Manoharan (2021) according to a research paper “Instagram and effective brand conversation platform? A study among young Instagram users in India.” This investigation of brand quality by showing brand loyalty on social media Instagram builds awareness about brand loyalty and association.
9. Basudev Datta And Pritam Kaushik's (2020) their research named “Brand awareness through Instagram advertising”. This study to explore effective strategies and engage visual brand communication on Instagram among an influx to information which consumer purpose,
10. Simran Kaur Madan And Payal S Kapoor (2021) according to the research paper “Study of consumer brand following intention on Instagram: applying the uses and gratification theory”. This study, using an application and gratification theory the consumer motivation and variables that influence brand following on Instagram. it identifies both impacts which helps marketers create a compelling index for consumer brand relations.
11. Joe Phua (2018) as per the research paper “Understanding consumer engagement with Celebrity-endorsed E-cigarette Advertising on Instagram”. This study explores finding light on factors influencing and intention through celebrity congruence, social identification on consumer engagement in E-cigarette ads on social media platforms.
12. Muhammed S Alnsour (2019) as research named as “Impact of Social Media Use on Brand Awareness an Applied Study on Jordanian Brank that uses Facebook”. This study investigates its uses for finding a positive impact on brand awareness aspects which need for interactive marketing strategies and social media users on brands.
13. Yayuk Sriyudha (2022) accounting their research paper “Consumer Attitude Towards Advertising on Instagram the role of ads personalization and consumer experience”. As pare the study of consumer experience influencing the consumer significance of personalized messages and advertisements on social media of brands impact of underscore the experience and attitude of consumers.

14. Jihyeong Son, Npge AR Joseph And Vicki Mccarcken (2019) accounting to their research paper “Instagram caption matter. how regulatory fit relates to consumer interaction and brand evaluation on social media”. The fashion brands on social media affect their brand evaluations the suggestion that enhances, the importance of posting messages with consumer regulatory orientation.
15. Theresia Gunawan And Wina Sungiani Sugana (2022) as research named “Effect Instagram on purchase intention by brand awareness during pandemic”. This study explores suggestions for maintaining and enhancing Instagram presence to boost brand awareness and purchase intent for coffee toffee Bandung and this explores how the brand meditates the influence of social media.
16. Dr Daryl D. Green, and Dr Richard Martinez (2018) as research paper named as “in a World of Social Media Using Case Study Analysis of Instagram”. For enhancing understanding and survival prospects for emerging social media platforms to users’ behavior, the platform compares and offers strategic improvements. So, this proved valuable insights into leveraging Instagram for business among evolving trends of social media.
17. Muhammad Ainur Ridho (2020)as research paper named as “Desingning brand activation through Instagram for sematic”. This study guides semantic unrefined and strategy, offering valuable insights for a business’s navigating thou Instagram’s dynamic landscape and presence of Instagram, analyzing user response through both quantitative and qualitative methods, maintaining key content factors, and communication channels.
18. Simona Vinerean And Alin Opreana (2019) their research paper named as “Social media marketing efforts of luxury Brands on Instagram”. The study evaluates the effects of influencers on words unraveling effective marketing strategies and celebrity for a brand on social media, real of luxury fashion brands informative and insightful.
19. Saphie C. Berman And Celine M Muller (2019) research paper named “Understanding which case people use to identify influencer marketing on Instagram”. The study of the content of identification of influencer marketing highlights blurred distinction. the user understanding of influencer marketing.
20. Isdayanti , Hanny Apriyani and Osly Usman (2018) their research paper named as “influence of promotion through social Media Instagram brand awareness, equity, loyalty to purchase decisions”. the most impactful factor and offering valuable for

marketer's navigation to consumer behavior to make decisions by influencing on Instagram to purchasing decisions, brand awareness, equity, and loyalty of brands.

21. U Abirami and Jayasree Krishnan (2018) research paper named as "Attitude Towards Celebrity Endorsement A Case Study of Adolescent Students Using Personal Care Products" on this study students are influenced by their celebrities and purchase personal care products, impact more positive attitudes and relationships with celebrity, in various factored also play significant role.
22. Timothy Cawsey, Jennifer Rowley (2016) their research paper named as "Social Media Brand Building Strategies in B2B Companies". Both explore B2B companies' social media make strategies. In understanding this field, there are many engaging levels and frameworks for B2B social media strategy.
23. Basudev Datta, and Pritam Kaushik (2019) their research paper named as "Brand Awareness through Instagram Advertising". The aim of social media platforms significantly grow on brand awareness by using brand communication strategies for consumer engagement.
24. Manishkumare Varma, Nikhil Dhakane, and Avinash Pawar (2020) their research paper named "Evaluation of the Impact of Instagram on Customer Preference: The Significance of Online Marketing". In this study, the Significance of online marketing for Consumer Preference is explored and its role in modern marketing both discusses features of Instagram and assesses consumer attitudes.
25. Daniel Augustinus, Agnes (2020) their research paper named "The impact of Instagram marketing adoption towards consumer purchase decision on fashion". As per the above research, the most suggested sector that influences social media by brand posting reveals a variations sector that high liking rated, when it comes to electronic sectors garners more comments.

### **3. Research gap:**

Even though Instagram's essential role in digital marketing is extensively acknowledged, there's a significant void in our understanding of the intricate dynamics involving brand preference and affinity specifically within Instagram marketing scenarios. Earlier research has probed various dimensions of user behavior, brand acclaim, and social media promotion efficiency; however, only a minor fraction has ventured deeply into the singular processes steering brand inclination on Instagram.

Consumer selection process: on the investing how the buyer decides on Instagram influences select brands while looking for adds or images intended forced ecosystem offered by the shopping platform.

#### **4. Theoretical background:**

- Social identity theory: When the assembly of certain manufacturers explores their individual align themselves and preserve their identification with the specific social organization.
- Consumer behavior theory: In being off social media makes strategies, and decisions with manufacturers on Instagram, along with attitudes, and motivation for the consumer by observing the consumer behaviors and attitudes.
- Brand equity theory: in this study logos presence institution and interaction on Instagram contribute more, the general emblem of fairness, preferences and loyalty, apply on brand equity theory.

#### **5. Objectives:**

- Understanding factors that influence brand preference among people concerning social media platforms in shaping consumer choices, and exploring the effectiveness of social alchemy on Instagram.
- To study the factors influencing consumer choice towards brand on Instagram such as product features, price, and brand image.

#### **6. Research methodology:**

This particular research methodology involves distributing surveys to Instagram users to collect primary data, with the target of getting not less the 350 responses. The variables that will be measured by these questionnaires include brand preference, frequency of engagement with consumer electronics content, and perceived brand image. Hypotheses will then be formulated based on these variables where they will investigate relationships such as how brand engagement affects brand preference thematic analysis is going to be used for interpreting qualitative data for user-generated content alongside quantitative analysis carried out on survey responses. Ethical considerations here are;

informed consent as well as confidentiality. This approach gives one an all-around understanding of brands that people like most when it comes to consumer electronic goods within the context of social alchemy found on Instagram.

## 7. Analysis:

### 7.1 Instagram followers based on the demographic.

Variables	Options	%
Age	• Less than 25	37%
	• 25-35	30.3%
	• 35-45	24.2%
	• More than 45	8.6%
Gender	• Male	45.8%
	• Female	54.3%
Occupation	• Student	34.6%
	• Employed	46%
	• Unemployed	9.9%
	• Homemaker	9%
	• Others	3%
Monthly income	• Less than 10000	17.8%
	• 10000-30000	26.2%
	• 30000-50000	16.6%
	• More than 50000	10.3%
	• Not earning	3101%
Education background	• High school	19.5%
	• Bachelor's degree	38.4%
	• Master's degree	33.2%
	• Doctorate or professional degree	8.5%
	• Other	2%

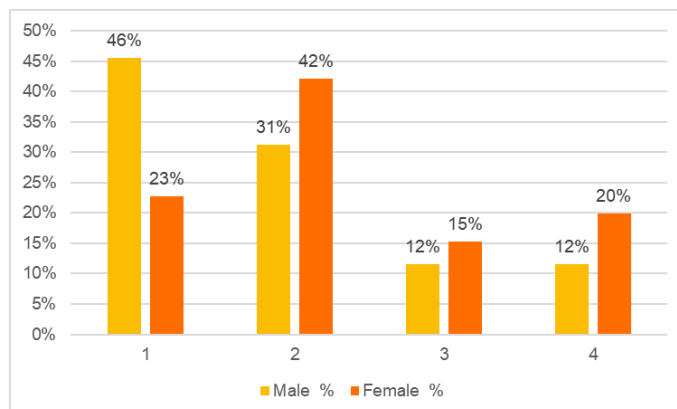


### Interpretation:

Details that have been collected indicate that a great percentage of individuals following Instagram are below 35 years old, where 37% are below 25 while 30.3% fall between 25 and 35 years old. The majority of them are female (54.3%) and employed (46%). Students constitute 34.6% whereas unemployed persons and housewives are 9.9% and 9% respectively. Income-wise, 26.2% earn between 10,000-30,000 while 17.8% earn less than 10,000. Surprisingly, 31.1% do not earn at all. Regarding education level; 38.4% have a bachelor's degree, 33.2% possess master's degrees and 19.5% completed high school only. Doctorate holders are 8.5% while 2% have other qualifications apart from those mentioned.

## 7.2 An average daily usage of Instagram;

Options	Male		Female		Total	
	Frequency	%	Frequency	%	Frequency	%
Less than 1 hours	67	46%	40	23%	107	33%
1-2 hours	46	31%	74	42%	120	37%
2-3 hours	17	12%	27	15%	44	14%
More than 3 hours	17	12%	35	20%	52	16%
	147	100%	176	100%	323	100%

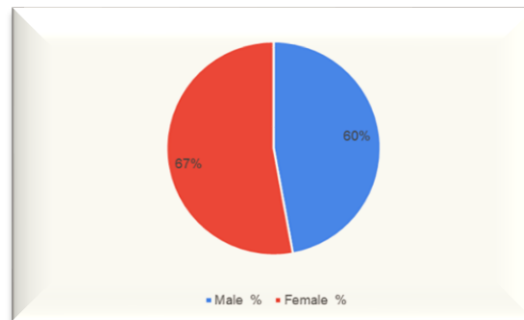


### Interpretation:

The output shows the difference in Instagram use. Young, girls use it more. Girls use it a lot, over 3 hours a day. People 25-35 use it less, under and hour. Around 35-45 age people use it for 1-2 hours. This study shows girls use Instagram more than boys. This impacts ads. Ads could be made different for each to get more interaction.

### 7.3. Frequency of Instagram usage;

Options	Male		Female		Total	
	Frequency	%	Frequency	%	Frequency	%
Once a day	84	60%	121	67%	205	63%
Weekly	22	16%	32	18%	54	17%
Monthly	16	11%	22	12%	39	12%
Rarely	19	13%	6	3%	25	8%
total	141	100%	181	100%	323	100%



#### Interpretation

Analysis of how often people use Instagram shows that 60% of people use the app daily, and some 17% use it weekly. Fewer 12% of people use it once a month, and a small group 8% of people use it rarely. This pattern is similar for both men and women, using it more often. It seems that both men and women mostly use Instagram every day or every week

### 7.4 The most recognized consumer electronics brand:

#### One-Way ANOVA

	the sum of square	df	Mean square	f	Sig
B/W-group	123.456	3	41.152	2.817	.042
W/I group	245.678	319	0.771		
Total	369.134	322			

B/W between – group, W/I within – group ) sig- significant.

Apple is a top brand at 54%, Thean Sumsung at 27%, Sony at 11%, and over 45 like the most, but Samsungs appeal varies with age

- The ANOVA table shows a big difference in brand recognition age group sing 0.042
- F- statistic is 2.817, showing a big difference in brand appeal across age groups.
- P-value sing of 0.042 is less than 0.05 significance level, meaning a big stat difference in brand recognition across age
- Analysis shows key differences in brand recognition among groups.

## 7.5 Differences in brand associations with high-quality products

### one way ANOVA

	the sum of square	df	Mean square	f	Sig
B/w- group	123.456	1	123.456	2.817	.042
W/I - group	245.678	328	0.749		
Total	369.134	329			

(B/W between – group, W/I within – group ) sig- significant.

Apple is known for good stuff at 56%, followed by Samsung 24%. Sony also gets credit for good stuff at 11%.

- The ANOVA chart says there's a mark in brand links with good stuff b/w genders sing of 0.042.
- The F-numbers are 2.817, saying there's a mark in brand links b/w genders.
- The 0.042 mark is less than the 0.05 mark, meaning there's a big change in brand links b/w genders

This output says there are differences in how males and females relate to brand

### 7.6. The factors influencing purchasing decisions:

options/scales	Total analysis	
	Frequencies	%
Price	115	36%
Quality	100	31%
Brand reputation	56	17%
Social media presence	17	5%
Discount	205	57%

#### Interpretation:

The above info shows that 57% of people like discounts when buying electronic goods. After that, they care about price at 36% and quality at 31%. Brands and social media don't sway them much. Females care more about discounts at 36% and prices at 26%, while men want quality at 16% and discounts at 33%. This study helps to understand the buying choices.

### 7.7 Type of consumer electronics goods are you interested in purchasing

#### One-Way ANOVA

	the sum of square	df	Mean square	f	Sig
B/w- group	123.456	4	30.864	3.276	.021
W/I - group	567.890	320	1.775		
Total	691.346	324			

B/W between – group, W/I within – group ) sig- significant.

### Interpretation:

The 56% of people like smartphones. Then, 25% of people like laptops/compute. Other things like audio gear and smart TVs have less interest. Men like audio gear more than female

The ANOVA table suggests a difference in how many people like to purchase different things at the sing' level of .021. Since the p-value is less than the.05, we can say there is a big difference across various consumer electronics.

## 9. Conclusion:

The research investigated Instagram user's impressions of brands throughout the customer electronics industry. A detailed investigation created by users' content and interaction analytics via this network revealed important information about how consumers perceive and communicate with electronic companies (like Apple Samsung etc.) on Instagram.

Results show that Instagram is an effective tool for altering brand impression, with users generation judgments through many criteria including pictures, feedback from others, and even celebrity recommendations. Furthermore, any degree of social perception of the brand, alongside firms that consistently connect with consumers obtains increased favorable responses.

Additionally, this investigation emphasizes the overall value of originality while openness driving advertising interactions over Instagram customers respect real relationships and trust the brands present themselves authentically rather than those that rely solely on promotional content.

This study emphasizes Instagram's role in determining the views of consumers for organizations via their market for the consumer electronics sector. Recognizing the nuances of consumer behavior and interaction on the site allows marketers that appropriately adjust their tactics to interact alongside their particular group to improve their brand image

By recognizing the dynamics of user behavior and interaction on the platform, brands can better tailor their strategies to effective connect or interact with the target audience and improve their brand image. Overall, this study emphasizes the role of Instagram in determining the key player in shaping consumer perceptions of brands in consumer electronics goods through social alchemy.

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