

A Study on the Influence of Instagram Marketing on the Buying Behaviour of College Students

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Abstract: *In today's digitally connected world, social media platforms have become essential tools for marketing, especially among younger demographics. Among these platforms, Instagram has emerged as a highly influential medium due to its visual appeal, interactive features, and widespread popularity among college students. This research paper explores the growing impact of Instagram marketing on the buying behaviour of college students, a segment that is not only highly active online but also responsive to digital trends and visual content. As marketing strategies evolve to suit modern consumer habits, Instagram's features—such as influencer collaborations, sponsored posts, reels, and story advertisements—are playing a critical role in shaping purchasing decisions.*

The objective of this study is to examine how Instagram advertisements, promotional content, and influencer endorsements affect the attitudes and buying intentions of college students. A structured questionnaire was used to collect primary data from a sample of college students across different courses and backgrounds. The study analyzes the correlation between time spent on Instagram, engagement with marketing content, and actual buying behaviour. Results of the survey aim to provide valuable insights into the effectiveness of Instagram as a marketing platform and how it influences decision-making processes among the youth. The findings are intended to guide brands, marketers, and entrepreneurs in designing more impactful digital marketing strategies tailored to the preferences of this age group.

Keywords: Instagram Marketing, College Students, Buying Behaviour, Influencer Marketing, Social Media Advertising, Youth Consumer Trends, Digital Marketing Strategy

