

A STUDY ON THE USE OF PICTURES IN BUILDING A JEWELRY BUSINESS THROUGH INSTAGRAM IN CHENNAI.

Suchithra Gopinath

Student

MA. Journalism and Mass Communication

SRM Institute of Science and Technology

Chennai, India

R. K. Shiva Shankaran

Faculty of Science and Humanities

Journalism and Mass Communication

SRM Institute of Science and Technology

Chennai, India.

ABSTRACT

Instagram is the popular social media platform where pictures play an important role. There are a lot of small business and brand pages in Instagram. Instagram has grown to be one of the examples for social media marketing. A business profile in Instagram needs to update pictures to stay in business and to attract buyers. This study mainly aims to find out how pictures affect in trusting a business page in Instagram and to find out the reach of a business page through the number of followers. A quantitative method is used to check if the required objectives can be found, this method is limited to the people who use Instagram and also to the people who are aware of jewelry business pages in Instagram. Questionnaire is circulated around to the users of Instagram, so that they could give proper answers for the asked questions. The finding offers a result that pictures do play an important role to attract the buyers and to stay in business consistently, posting pictures on a daily bases increase the engagement of business. Most of the people have seen antique jewelry business pages in Instagram, more of pictures are preferred than contents. One of the findings from this research found out that pictures and its qualities are important and expected from a business profile. People prefer seeing pictures of models of jewelry in a jewelry business page. As in the case of finding out the reach of business pages through the number of followers, the result was not as expected. People suggested that they don't follow a business Instagram page looking at the number of followers rather they expect more quality pictures and pictures of models of jewelry but they do follow a business page in Instagram looking at the mutual followers list.

Keywords: Instagram as a marketing tool, Social Media marketing, Building Business, Instagram, Pictures.

INTRODUCTION

1. Background of the study

The topic of study is about building a business through Instagram using pictures. Instagram is a social media platform where people can create an account and post pictures they like, Instagram is also a platform for

business and many products/brands have been using this as a promotion by attracting users with good quality image which is very much appealing to the eye as well as attractive to the general users, since customers get attracted they have a tendency to buy products from such business profiles/ start-ups in Instagram. These pictures that are being posted by these business profiles, contain good background and colour which is actually the outcome of a well edited picture. Instagram gives users such add on like editing and sharpening features before posting a picture to the profile. These techniques are well used for marketing their products and also for their promotion.

Youngsters are the actually users of social media like Facebook, Twitter, Pinterest and Instagram, they are all up to date with every information about products and services that these business profiles offer through various social media platforms.

1.1. Social Media:

Social media facilitates creation, sharing of information, pictures and video as well as other forms of expression using the internet via a virtual community. Social media can be accessed through desktop, laptop and mobile phones which has an active internet connection, Websites and Applications are created as a platform for expressing one's own opinions or to share other information's that one feels necessary for the society. Social media platforms such as Facebook, Twitter, Pinterest, Instagram, Google+ are used as a communication platform and also used to connect with anyone who's far away through these platforms.

Facebook – Is a social media application where one has to register to start an account and create a profile for themselves, people can share contents, photos and videos in Facebook. This application helps people to be connected with their friends, family and also make new friends from in and around the place they reside. Audience who see these shared posts can like and share them as well as comment their options. Facebook provides a lot of protective features to protect one's profile, photos and personal details from unwanted people.

Twitter – Is a social media application where one has to create a profile and can start sharing contents as Tweets. People can follow other profiles and be updated on latest news; it is a microblogging service. Tweets posted by others can be share to multiple other platforms.

1.2. Social media marketing:

Social media marketing is done by creating useful contents for business through social media networks like Facebook, Instagram, Twitter, Pinterest, LinkedIn, Snapchat, YouTube to achieve good results for business or brand. All business uses this powerful tool, it is one way of internet marketing. Customers generally try

to interact with business profiles to know information about products and price etc. Posting text, images increase attraction towards the business profiles, more the interaction between the followers and the business pages there would be more of business happening. To make use of social media marketing these business profiles have to analyze how many responds they receive and how much advertisements have to be done to increase their reach between the users of Instagram. Social media conversations and responds to certain hashtags and mentioning will be looked at if the business wants to know the response of their business. Analyzing the reach, the sales percentage and the percentage of engagement of followers result in the finding of the performance of the business in social media. Social media advertising is the main key to reach targeted audience for the business, people tend to notice products or services when they are highly advertised. There are 5 main levels that has to be done to achieve social media marketing to the fullest,

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- The logo for JETIR (Journal of Emerging Technologies and Innovative Research) is a watermark in the background. It features a shield-like shape with a laurel wreath border. Inside the shield, the word 'JETIR' is written in a large, serif font. Below the text is a colorful, multi-petaled flower or starburst design with petals in shades of red, orange, yellow, green, and blue.
- **Strategy**
 - Setting Goals
 - Selecting social media platform
 - Deciding the content for sharing
 - **Planning and Publishing**
 - Buffer publishes
 - **Listening and engagement**
 - Buffer Replies
 - **Analytics and Reporting**
 - Buffer Analyzing
 - **Advertising**

Platforms like Instagram and Facebook have built-in analysis tool which helps the business profile holder to analyze their growth but checking the reach of each picture and comments for those pictures. All these analysis makes it helpful for all the business profile holders, they can plan their promotions and plan what more to do to increase their reach.

1.3. Instagram:

Instagram is a platform for photo and video sharing which is owned by Facebook, it was created by Kevin Systrom and Mike Krieger, firstly launched on IOS in October 2010. An android version was released in April 2012, followed by a feature- limited website interface in November 2012, apps for windows 10 mobile was released in April 2016. This application allows user to upload photos, videos and services like editing pictures using various filters and color correction modes, plus other people can be tagged as well as locations can be shared on top of the picture posted to indicate where it was taken from.

More than 25 million companies worldwide use Instagram for their business and more than 200 million users visit at least one business profile everyday as per other studies. Anyone who has an account in Instagram can make their account as a business profile, using this feature many brands have come up to use Instagram as their main promotional tool. A business account is always public and it helps everyone to view the products and decide if they want to follow those brands or not. After Instagram had brought in the option of converting an account as a business profile many brands as well as small startups have started to use these features more to promote their own brand through pictures, they provide the pictures of the product they are having for sale in any attractive way to gain more followers and customers. There are options to enable notification for each post these business profiled brands share if the users are interested so that they can be fully up to date about the products available and also the offers that come along season by season.

2.Objectives

1. To assess how pictures, play an important role in trusting an Instagram business page.
2. To find out the reach of a business page through the number of followers.

3.Research Gap

As in the case of “Branding in pictures: using Instagram as a brand management tool in professional team sports organizations research by Christos Anagnostopoulos (2018), and Petros paraganas (2018)”, this research differs in the business way. In Christos and Petros (2018) research they have done is a quantitative study on the importance of likes and comments the sports organization get in Instagram. Even in the research paper “What we Instagram: A first analysis of Instagram photo content and user types by Yuheng Hu, Ludia Manikonda, Subbarao Kambhampati (2014)” have done a quantitative study on photos used in Instagram, the result for this paper was finding 8 popular photo categories and a user’s audience i.e. followers is according to individuals shared photos on Instagram. Apart from these what the research “A study on the effectiveness in the use of pictures in building a jewelry business through Instagram” studies about how pictures play an important role in building business in Instagram and on the reach of the business through the number of followers of a business profile through a quantitative survey method by asking random people in the age group of 18 to 30 their option on how important pictures are in building trust on business and if they follow an business page in Instagram looking at the number of followers (also mutual followers).

4. Research Design

In this study the Quantitative research design is implemented so that a statistical data on how pictures play an important role in trusting an Instagram business page and to find the reach of a business through the number of followers.

Quantitative – to get statistical data out of the collected insights quantitative research design is used.

5. Research Method

The methodology used in this study is the Survey method which would help to find out answers from the group of Instagram users. Survey from the age group of 18 to 30 will be done in order to find out the result of the two objectives specified. These general users of Instagram can give us their option on how pictures play an important role in trusting a business and to find the reach of an Instagram business page through the number of followers. The tool used for this study is the Questionnaire, it will help in getting the relative data on this study. 20 questions will be present in the Questionnaire which would have different related options which the desired set of people will choose from. 70 forms of Questionnaire will be circulated around the target group in Chennai. Non probabilistic sampling has an advantage of convenience and of cost. This study uses non probabilistic sampling and under that snow ball sampling was used which is a chain referral sampling.

6. Analysis and Interpretation

This study aims at finding how pictures play an important role in trusting a business page for which a Quantitative study was done using the survey method, a questionnaire containing 20 questions were asked using the snowball sampling method.

People who use Instagram and who are between the age of 18 to 30 were used as samples for this study. 70 responses were recorded and the data were collected. Out of the 70 responses 51.4% were female responders and 48.6% were male responders.

Only users of Instagram can properly answer the given questions because it is basically related to Instagram a social networking platform where anyone can create an account and post Pictures and promote their businesses. Second question asked was if they are an Instagram user and 97.1% said Yes and 2.9% said No. To confirm that they use Instagram or was an old user, the third question was at which age did you start an Instagram account, there were response as from the age of 15 to 45.

To know if they are aware of jewelry business through Instagram the fourth question on how frequently they come across a business page selling jewelry was answered as 40% very rarely, 32.9% sometimes, 27.1% everyday respectively.

There are lot of types of jewelry that are being advertised in Instagram among which are Antiques, Oxidized, Gold, and Silver jewelry. The response to frequently seeing Antique type jewelry was 47.1%, for Oxidized the response were 14.3%, for Gold it was recorded as 21.4% and silver as 17.1%.

In order to know if the users respond to pictures or content, they were asked a question about what they look for in the business page in Instagram, pictures or content for which 68.6% chose pictures and 31.4% chose content. This shows that pictures are preferred more than the content.

The next question to confirm that pictures are a main expectation from the users point of view, they were asked if the pictures posted are the main category for them to follow the jewelry business page in Instagram, 91.4% said that Pictures are important according to them to follow a jewelry business page and 8.6% said the opposite. This gives an idea that pictures play an important role in trusting a business page.

A majority of 50% of people like pictures posted by a jewelry business page in Instagram “Sometimes”, 34.3% people said that they “Rarely” like pictures posted by a jewelry business page in Instagram and 15.7% like pictures posted on a Daily basis.

88.6% people said agreed that Instagram is a good platform for business and 11.4% said it is not a good platform for business.

60% people said that they look for model of jewel in a picture posted by jewelry business page in Instagram, 30% says that they look for only jewelry in the pictures posted by jewelry business page in Instagram and 5.7% said they look for colour and the rest 4.3% recorded their own options which are type and quality and model, colour and quality. Therefor this proves that Pictures are more effective in attracting the followers which make them trust the business more.

When asked if the Quality of the picture is important 95.7% people agreed that they prefer good quality pictures from jewelry business pages in Instagram and 4.3% don't prefer good quality pictures from jewelry business pages in Instagram. Higher number of users out of 70 responders have said that good picture quality is expected to trust a business page in Instagram.

The users of Instagram do expect Pictures and of good quality to trust a jewelry business page, these data confirm that pictures play an important role in trusting a business page in Instagram.

Even though pictures make users trust the brand other factors stop them from buying the product 52.9% do not buy jewelry from jewelry business pages in Instagram and 47.1% do buy jewelry products from jewelry business pages in Instagram.

An 58% people say they follow 5-15 jewelry business pages in Instagram, 8.7% people say they follow 15-25 jewelry business pages in Instagram and 4.3% people said that they follow more than 30 jewelry business pages in Instagram.

The second objective was put in for study and the question asked was if the users of Instagram follow a jewelry business page in Instagram looking at the number of followers, 52.9% say that they don't look at the number of followers to follow a jewelry business page in Instagram and 47.1% said they do look at the number of followers. Here the objective that was put for study determined to be wrong.

But 61.4% look for more than 1000 followers to follow a jewelry business page, 30% look for more than 5000 followers and the rest 8.6% recorded different options. The users of Instagram do look for a percentage of followers to follow a jewelry business page accordingly.

When asked if a jewelry page has to post regularly to gain followers, 84.3% said Yes and 15.7% said No. This makes us understand that to follow a business page in Instagram users want these business pages to keep them updated, if they do that there is a possibility of users to follow a jewelry business page looking at the number of followers.

Mutual followers are one category by which they decide to follow or not follow a jewelry business page, 60% users say Yes, they do check for mutual followers before following a jewelry business page in Instagram and 40% users say No, they don't look for mutual followers to follow a jewelry business page in Instagram.

7. Conclusion

This study on pictures play an important role in trusting a business page in Instagram has been proven right by the data's that are collected using the quantitative study under which the survey method was used, a questionnaire was circulated among friends containing 20 questions that would help to find the objectives of the study. After the questionnaire was circulated by the snow ball technic an approx. of 70 responses were received from the age group of 18 to 30 Instagram users in Chennai. For the objective how pictures play an important role in trusting a business page in Instagram users responded that they see business page selling jewelry very rarely and sometimes. Users said among the types of jewelry business pages the business pages selling antique jewelry are seen more often. There are two ways to attract buyers in Instagram, one is to post good quality pictures and second is the content, among these two users prefer good quality picture this shows that users do trust a business page looking at the pictures they post. Users like pictures posted by these jewelry business pages sometimes than rarely and the users like to see more of the jewelry models than just one same picture of a jewel. Many users do prefer good quality pictures and thus the first objective is positively found by the means of a survey.

Second objective of this study was to find out if users do follow business pages looking at the number of followers, many users recorded that they follow or had followed at least 5 jewelry business pages in Instagram. These pages they follow or followed were recommended by random source and by friends but when asked if they follow a jewelry business page looking at the number of followers they responded as no. The second objective was not correct but few factors like posting pictures regularly will help gain followers and users check for mutual followers before following a business page in Instagram shows that there is a 50% chance that people do follow jewelry business page looking at the number of follower's present.

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