

TO ANALYZE THE IMPACT OF INCREASED MARKETING IN INSTAGRAM ADVERTISING FOR E-COMMERCE CLOTHING STARTUPS

Submitted in partial fulfilment of the requirement for the award of

Masters of Business Administration

By

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A++” by NAAC | 12B Status by UGC | CATEGORY - 1 UNIVERSITY
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **JERIN KUMAR S 42410019** who carried out the Project Training “**TO ANALYZE THE IMPACT OF INCREASED MARKETING IN INSTAGRAM ADVERTISING FOR E-COMMERCE CLOTHING STARTUPS**” under my supervision from October 2023 to December 2023.

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DECLARATION

I **JERIN KUMAR S (42410019)** hereby declare that the Project Report entitled **“TO ANALYZE THE IMPACT OF INCREASED MARKETING IN INSTAGRAM ADVERTISING FOR E-COMMERCE CLOTHING STARTUPS”** Done by me under the guidance of, **DR.M.M.DHANYA**, at **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI** is submitted in partial fulfilment of the award of Master of Business Administration degree.

DATE: 2023

PLACE: CHENNAI

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TABLE OF CONTENTS

Chapter No.	TITLE	Page No.
	ABSTRACT	6
	LIST OF TABLES	8
	LIST OF CHARTS	9
1	INTRODUCTION	10-16
	1.1.INTRODUCTION	10
	1.2.NEED OF THE STUDY	10
	1.3.OBJECTIVES OF THE STUDY	12
	1.4.LIMITATIONS OF THE STUDY	13
	1.5.SCOPE OF THE STUDY	15
2	REVIEW OF LITERATURE	17-19
	2.1.INTRODUCTION	17
	2.2.REVIEW OF LITERATURE	18

3	RESEARCH METHODOLOGY	20-21
	3.1.RESEARCH DESIGN	20
	3.2.SOURCES OF DATA	21
	3.3.PERIOD OF STUDY	22
	3.4.STRUCTURE OF QUESTIONNAIRE	
	3.5.ANALYTICAL TOOLS	
4	DATA ANALYSIS AND INTERPRETATION	43
5	FINDINGS,SUGGESTIONS &CONCLUSIONS	44-46
	5.1.FINDINGS OF THE STUDY	44
	5.2.SUGGESTIONS	45
	5.3.CONCLUSION	46
	REFERENCES	48
	APPENDIX – 1 (Questionnaire)	49-51

ABSTRACT

This research is used to analyzing the impact of increased marketing in instagram advertising for e-commerce clothing startups involves examining how ramping up promotional efforts on instagram can benefit this startup. It explores how increased marketing can lead to higher visibility improved brand recognition and ultimately, Increased sales for this business. By delving into the specify strategies and outcomes of this approach, we can gain valuable insight into the effectiveness of instagram advertising for e-commerce clothing startup. This study was conducted to determine the impact that Instagram Marketing has towards the purchase decision of e-commerce clothing products of people. In today's world, with digitization coming into the picture and technology booming, shopping online has become an important activity for everyone. Along with other products, clothing products have now started selling online. People have started leveraging the buying and selling service that Instagram has started providing through its business accounts for clothing products. The study is aimed at understanding the effect that celebrity endorsements, offers and discounts, appeal of the ad and price variation has on the purchase decision of people for clothing products. A survey of 110 respondents was analyzed using various functions of SPSS like Reliability and Regression. The results show that age, gender and occupation do not have an impact on clothing products but with the help of regression, we see that there is a significant impact of increased marketing in instagram advertising for e-commerce clothing startups.

LIST OF TABLES

TABLE NO.	PARTICULARS	PAGE NO.
4.1	AGE WISE CLASSIFICATION	10
4.2	GENDER WISE CLASSIFICATION	11
4.3	RESPONDENTS FOR THE TYPES OF CONTENT	12
4.4	RESPONDENTS FOR THE SPECIFIC CONCERNS	13
4.5	RESPONDENTS FOR THE PERFORMANCE ANALYSIS	14
4.6	INSTAGRAM SHOPPING FEATURES OF THE RESPONDENTS	15
4.7	HOW MANY RESPONDERS HAVE THE AWARENESS OF E-COMMERCE CLOTHING STARTUP ADVERTISE ON INSTAGRAM	16
4.8	RESPONDENTS OF CLOTHING PURCHASE FROM AN E-COMMERCE	18
4.9	RESPONDENTS OF INSTAGRAM ADVERTISING BELIEVERS	19
4.10	RESPONDENTS OF INSTAGRAM MARKETING AFFECTED THE BRANDS ENGAGEMENT WITH CUSTOMERS	20

4.11	RESPONDENTS OF SEEK CUSTOMER FEEDBACK ON INSTAGRAM OR OTHER CHANNELS	21
4.12	RESPONDENTS OF INFLUENCER COLLABORATIONS RESULTED INCREASE IN ENGAGEMENT	22
4.13	RESPONDENTS OF PERCEIVE THE QUALITY OF PRODUCTS ADVERTISE BY E-COMMERCE CLOTHING STARTUPS ON INSTAGRAM	23
4.14	RESPONDENTS OF INSTAGRAM ADS INFLUENCE CLOTHING PURCHASE DECISIONS	24
4.15	RESPONDENTS OF CLOTHING BRANDS THAT ACTIVELY USE INSTAGRAM FOR MARKETING	25

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION ABOUT THE STUDY

In recent years, the landscape of e-commerce has undergone a significant transformation, with social media platforms playing a pivotal role in reshaping how businesses promote and sell their products. Among these platforms, Instagram stands out as a powerhouse for e-commerce, particularly in the realm of clothing startups. The visual-centric nature of Instagram, combined with its extensive user base and sophisticated advertising tools, has made it a preferred choice for e-commerce entrepreneurs looking to showcase their clothing lines and reach a wider audience. This analysis aims to delve into the effects and implications of heightened marketing efforts on Instagram for emerging clothing startups in the e-commerce sector. By exploring the multifaceted impact of increased Instagram advertising on these startups, we seek to understand how leveraging this platform influences brand visibility, customer engagement, conversion rates, and overall business growth.

1.2. NEED FOR STUDY

The topic of analyzing the impact of increased Instagram marketing on e-commerce clothing startups is of significant relevance due to several reasons:

Dominance of Social Media in E-commerce: Social media platforms, especially Instagram, have become vital channels for e-commerce businesses. Instagram visual appeal and user engagement make it an ideal platform for clothing startups to showcase their products and connect with potential customers.

Shift in Consumer Behavior: Consumer behavior has shifted towards online shopping, and users often discover, research, and purchase products directly through social media platforms. Understanding how Instagram impacts consumer decisions in the clothing niche is crucial for startups seeking to capitalize on this trend.

Importance of Branding and Visibility: Building a brand presence is vital for startups. Instagram offers a platform for startups to establish their brand identity, gain visibility, and differentiate themselves in a crowded market.

Measurable Impact of Marketing Efforts: With Instagram analytics tools, businesses can measure the effectiveness of their marketing strategies. Analyzing the impact of increased marketing efforts on metrics like engagement rates, conversions, and sales provides valuable insights for businesses.

Competition and Innovation: The e-commerce clothing industry is highly competitive. Understanding how to leverage Instagram effectively can provide startups with a competitive edge, leading to innovation in marketing strategies and improved customer reach.

Resource Allocation and ROI: Startups often have limited resources. Analyzing the impact of increased Instagram marketing helps in optimizing resource allocation and ensuring a positive return on investment (ROI) from marketing campaigns.

Trends and Best Practices: By studying the impact of Instagram marketing

on clothing startups, businesses can identify emerging trends and best practices. This knowledge can guide them in adapting to evolving consumer preferences and staying ahead in the market.

Entrepreneurial Insights: For entrepreneurs entering the e-commerce clothing space, understanding the potential benefits and challenges of leveraging Instagram for marketing is crucial for making informed decisions and devising effective business strategies.

1.3. OBJECTIVE OF THE STUDY

This investigation is geared towards comprehensively scrutinizing the ramifications of augmented Instagram marketing for e-commerce clothing startups, with a focus on various pivotal objectives:

Assessing Marketing Effectiveness: Evaluating the effectiveness of diverse marketing strategies deployed by clothing startups on Instagram.

Analyzing Audience Reach and Engagement: Measuring the expansion of audience reach and the depth of engagement fostered by these marketing initiatives.

Quantifying Conversion Rates and Sales Impact: Examining the direct correlation between Instagram marketing efforts and conversion metrics translating into sales figures.

Evaluating Branding and Visibility Enhancement: Gauging the platform's role in building brand recognition and increasing visibility amidst the competitive market.

Understanding Consumer Behavior: Delving into consumer behavior patterns influenced by Instagram marketing and their impact on purchasing decisions.

Identification of Metrics and Challenges: Identifying key performance indicators (KPIs), challenges, and opportunities faced by startups in leveraging Instagram effectively.

Strategic Insights and Recommendations: Offering actionable insights derived from the analysis to optimize Instagram marketing strategies for clothing startups.

1.4. LIMITATION OF THE STUDY

Data Accessibility and Accuracy: Obtaining comprehensive and accurate data for analysis might be challenging. Access to precise data regarding campaign performance, audience behavior, and sales attribution may be limited or not entirely reliable.

Attribution Challenges: Determining the direct correlation between Instagram marketing efforts and specific conversions or sales can be complex. Attributing conversions solely to Instagram campaigns amidst a multichannel marketing approach might be challenging.

Sample Size and Representativeness: Limited sample sizes or non-representative data might skew the analysis results. It may not reflect the broader audience or market behavior accurately, leading to biased conclusions.

Algorithm Changes and Variability: Instagram algorithms and functionalities frequently evolve. This variability can impact the performance of marketing campaigns, making it challenging to establish consistent benchmarks for analysis over time.

Inability to Capture Offline Impact: Online-to-offline attribution is challenging. Instagram campaigns might influence offline purchases or behaviors that are challenging to track accurately.

Subjectivity in Metrics Selection: Selecting appropriate metrics and key performance indicators (KPIs) for analysis can be subjective. Different metrics may provide conflicting insights, making it challenging to determine which ones are most relevant for assessment.

Influence of External Factors: External factors like market trends, economic conditions, or global events can significantly impact campaign performance. Isolating the impact of Instagram marketing from these external influences can be challenging.

Platform Limitations and Competition: Instagram advertising policies and limitations can restrict the scope and reach of campaigns. Additionally, increased competition among e-commerce clothing startups on the platform can affect the impact of marketing efforts.

Time Sensitivity and Lag in Analysis: The time taken to collect, process, and analyze data may result in a lag between the execution of campaigns and obtaining actionable insights. This delay can affect the timeliness of decision-making.

Ethical and Privacy Considerations: Ethical considerations regarding user data privacy and consent in collecting and analyzing user behavior on Instagram must be taken into account, potentially limiting data availability for

analysis.

1.5. SCOPE OF THE STUDY

Marketing Strategies on Instagram: Evaluating different marketing approaches such as influencer collaborations, sponsored posts, Stories, Reels, and IGTV. Assessing the effectiveness of each strategy in engaging the target audience and driving conversions.

Audience Engagement and Reach: Investigating the expansion of audience reach and the depth of engagement fostered by Instagram marketing efforts. Analyzing demographics, user behaviors, and interaction patterns to understand audience preferences.

Conversion Metrics and Sales Impact: Examining the correlation between Instagram marketing campaigns and conversion metrics. Measuring the influence of these campaigns on sales, including attribution modeling to track conversions.

Brand Visibility and Recognition: Assessing the effectiveness of Instagram in enhancing brand visibility, awareness, and recall among the target audience. Evaluating the impact on brand recognition through metrics like brand mentions, hashtag usage, and share of voice.

Consumer Behavior and Preferences: Studying consumer behavior patterns influenced by Instagram marketing. Understanding how these behaviors impact purchasing decisions, product discovery, and brand loyalty.

Performance Metrics and KPIs: Identifying and analyzing key performance indicators (KPIs) such as engagement rates, click-through rates, conversion rates, return on ad spend (ROAS), and other relevant metrics to measure campaign success.

Challenges and Opportunities: Exploring challenges faced by e-commerce clothing startups in maximizing the impact of Instagram marketing. Identifying opportunities for innovation, growth, and adaptation to evolving trends within the platform.

Comparative Analysis and Benchmarks: Conducting comparative analyses between different campaigns or against industry benchmarks to assess performance. Determining best practices and areas for improvement based on comparative data.

Platform Evolution and Adaptation: Analyzing Instagram evolving features, algorithms, and advertising policies. Understanding how startups adapt their strategies to leverage new platform functionalities and stay ahead of competitors.

Ethical and Privacy Implications: Considering ethical implications concerning user data privacy, consent, and responsible use of customer information in the context of Instagram marketing.

The scope involves a comprehensive examination of various facets of Instagram marketing for e-commerce clothing startups, aiming to derive actionable insights, strategic recommendations, and a deeper understanding of the platform's impact on business growth and success.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Introduction

In this Chapter, the researcher has made an attempt to study and understand the concepts of Customer Satisfaction.

2.2. Review of Literature

"Instagram Power: Build Your Brand and Reach More Customers with the Power of Pictures" by Jason Miles and Erik Deckers (Published in 2014) - While not solely focused on clothing startups, this book explores how businesses can leverage Instagram as a marketing platform to enhance brand visibility, engage with customers, and drive sales.

"The Business of Fashion: Designing, Manufacturing, and Marketing" by Leslie Davis Burns, Nancy O. Bryant, and Kathy K. Mullet (Published in various editions) - This book provides insights into the fashion industry's business aspects, including marketing strategies, consumer behavior, and branding, which could be applicable to e-commerce clothing startups using instagram.

The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly" by David Meerman Scott (Published in various

editions) - This book covers the broader landscape of digital marketing, including social media strategies and content creation, which can be applicable to e-commerce clothing startups using Instagram.

"Instagram For Business For Dummies" by Jennifer Herman, Eric Butow, and Corey Walker (Published in 2020) - This guide focuses on using Instagram for business purposes, including marketing strategies, audience engagement, and maximizing the platform's features for business growth.

"The Business of Fashion: Designing, Manufacturing, and Marketing" by Leslie Davis Burns, Nancy O. Bryant, and Kathy K. Mullet (Published in various editions).

The End of Fashion: How Marketing Changed the Clothing Business Forever by Teri Agins (Published in 1999):Offering a historical perspective, this book explores the transformation of the fashion industry due to marketing changes. It discusses how marketing strategies and consumer behavior have influenced the fashion business, shedding light on the evolving landscape and its implications for modern clothing startups.

"Fashion Marketing Communications" by Gaynor Lea-Greenwood (Published in various editions):Focusing on the communication strategies within the fashion industry, this book examines branding, advertising, public relations, and digital marketing in the context of fashion businesses. It covers the integration of traditional and digital marketing channels, which could be insightful for clothing startups navigating Instagram marketing.

"Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger (Published in 2013): Jonah Berger explores the factors behind viral content and word-of-mouth marketing. While not centered on Instagram specifically, it delves into the psychology of why certain ideas and content go viral. Understanding these principles could aid clothing startups in creating compelling and shareable content on Instagram.

"Fashion Entrepreneurship: Retail Business Planning" by Michele M. Granger, Tina Sterling, and Ann Cantrell (Published in various editions): This book focuses on the entrepreneurial aspects of the fashion industry, covering business planning, retail strategies, merchandising, and marketing. It provides guidance for startups in the fashion retail sector, offering insights into strategic planning and marketing approaches that could be applicable to Instagram marketing.

"The Social Media MBA in Practice: An Essential Collection of Inspirational Case Studies to Influence your Social Media Strategy" by Christer Holloman (Published in 2013): While not fashion-specific, this book compiles case studies from various industries, showcasing successful social media strategies. It provides real-world examples of effective social media campaigns, offering practical insights that clothing startups could adapt and implement on Instagram.

These books cover a range of topics relevant to marketing, entrepreneurship, and the fashion industry, providing diverse perspectives and insights that can contribute to understanding the impact of Instagram marketing on clothing startups. They offer strategic guidance, case studies, and theoretical frameworks that startups can leverage to enhance their marketing strategies, especially on platforms like Instagram.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

Descriptive research method has been used for this present study. The data entire related to analyze the impact of increased marketing in instagram advertising for e-commerce clothing startups. Convenience sampling method was used by the researcher to collect the data.

3.2 SOURCES OF DATA

The sources of data were primary as well as secondary. The primary data were collected through questionnaire. Secondary data are those have been collected from newspapers, magazines and general discussion etc. The size of sample is 110. The data collected were edited, coded and processed with help of (SPSS) software. The statistical tools are used T-Test, F-Test, Factor analysis.

3.3 PERIOD OF STUDY

The duration of study is from September 2023 to December 2023 which is a three months of study

3.4 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained

the respondents opinions about customers satisfaction.

3.5 ANALYTICAL TOOLS

Percentage analysis

Research questions are always answered with a descriptive statistic generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally percentage is reported when the responses have discrete categories.

Bar graphs

It is a chart or graph that presents categorical data with rectangular bars with heights or lengths proportional to the values that they represent. The bars can be plotted vertically or horizontally. A vertical bar chart is sometimes called a column chart.

A bar graph shows comparisons among discrete categories. One axis of the chart shows the specific categories being compared, and the other axis represents a measured value. Some bar graphs present bars clustered in groups of more than one showing the values of more than one measured variable.

Pie charts

A pie chart is a circular statistical graphic, which is divided into slices to illustrate numerical proportion. In a pie chart, the arc length of each slice is proportional to the quantity it represents. While it is named for its resemblance to a pie which has been sliced, there are variations on the way it can be presented.

CHAPTER 4

DATA ANALYSIS AND INTERPETATION

Data interpretation is the process of making sense of numerical data that has been collected, analyzed and presented. Interpretation of data plays a vital role in research.

Data Analysis

The process of evaluating data using analytical and logical reasoning to examine each component of the data provided. This form of analysis is just one of the many steps that must be completed when conducting a research experiment. Data from various sources is gathered, reviewed, and then analyzed to form some sort of finding or conclusion. There is a variety of specific data analysis method, some of which include data mining, text analysis, business intelligence and data visualizations.

Interpretation

Interpretation is the act of explaining, reframing or otherwise the understanding of something. Interpretation requires text, language or idea and then gives explanation of it. A computer may produce masses of data, but it requires interpretation of the data for people to understand it.

4.1 AGE WISE CLASSIFICATION

OPTIONS	NO OF RESPONDENTS	% OF RESPONDENTS
18-28	10	98.1%
28-38	2	1.9%
38-48	0	0%
48 and above	0	0%
TOTAL	10	100%

SOURCE: PRIMARY DATA

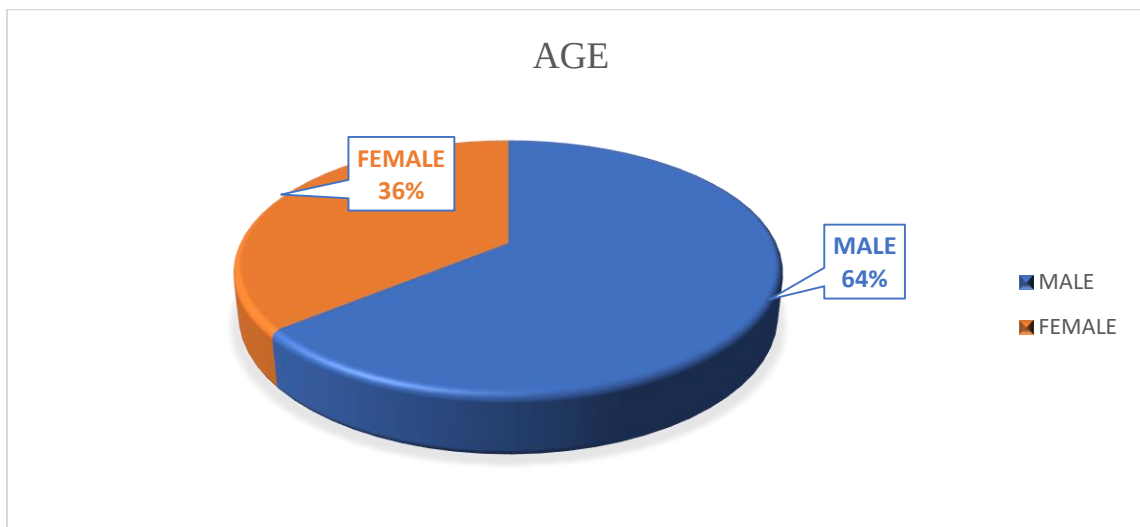


FIGURE 4.1 AGE OF THE RESPONDENTS

Interpretation:

From the above table it is interpreted that the number of respondents

between 18-28 age of respondents are 98.1%, between 28-38 age of respondents are 1.9%, between 38-48 age of respondents are 0%, between 48 and above age of respondents are 0%.

Inference:

Majority (**98.1%**) of the respondents are age between **18 - 28 years**.

4.2 GENDER WISE CLASSIFICATION

OPTIONS	NO OF RESPONDENTS	% OF RESPONDENTS
MALE	4	40.9%
FEMALE	6	59.1%
TOTAL	10	100%

TABLE 4.2 GENDER OF THE RESPONDENTS

SOURCE: PRIMARY DATA

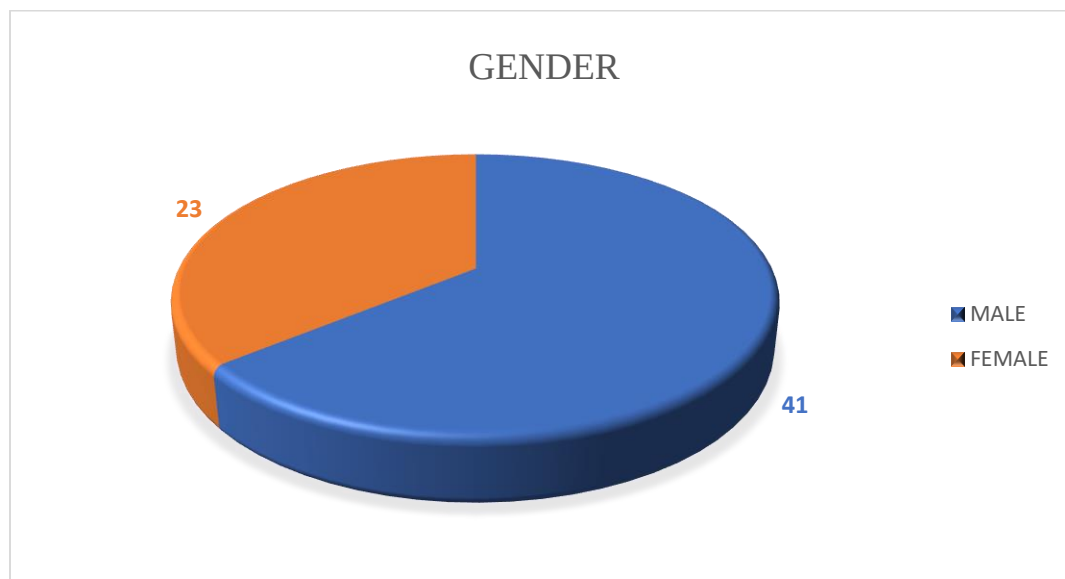


FIGURE 4.2 GENDER OF THE RESPONDENTS

Interpretation:

From the above table it is interpreted that the number of male respondents are 40.9% and female respondents are 59.1%.

Inference

Majority (59.1%) of respondents are Females.

4.3 RESPONDENTS FOR THE TYPES OF CONTENT

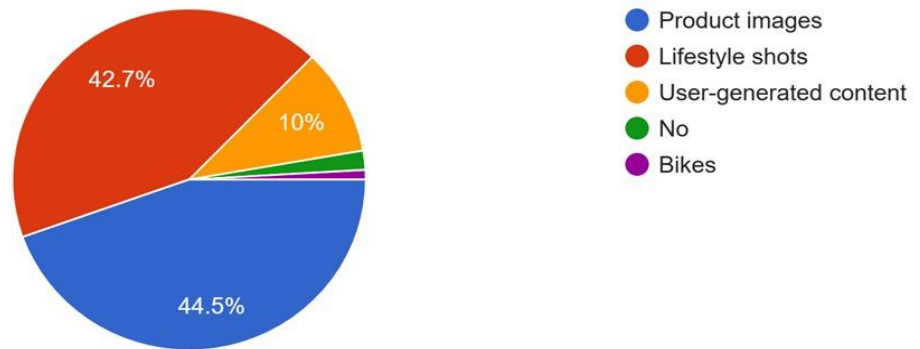
OPTIONS	NO OF RESPONDENTS	% OF RESPONDENTS
PRODUCT IMAGE	48	44.5%
LIFESTYLE SHOTS	47	42.7%
USER- GENERATED CONTENT	11	10%
NONE	2	1.4%
BIKES	2	1.4%
	110	100%

TABLE 4.3 RESPONDENTS FOR THE TYPES OF CONTENT

SOURCE: PRIMARY DATA

FIGURE 4.3 RESPONDENTS FOR THE TYPES OF CONTENT

110 responses



Interpretation:

From the above table it is interpreted that the number of respondents were 44.5% in product image, 42.7% in lifestyle shots, 10% in user-generated content and 1.4% in bikes, 1.4% in none.

Inference

Majority (**44.5%**) of the respondents were posted product image contents in instagram profile.

4.4 RESPONDENTS FOR THE SPECIFIC CONCERNS

OPTIONS	NO OF RESPONDENTS	% OF RESPONDENTS
COMPETITION	3	34.5%
AD-COST	22	20%
CREATIVITY	44	40%
TRACKING	4	3.3%

ROI		
FAKE BUYERS	2	2.2%
TOTAL	10	100%

TABLE 4.4 RESPONDENTS FOR THE SPECIFIC CONCERNS

SOURCE : PRIMARY DATA

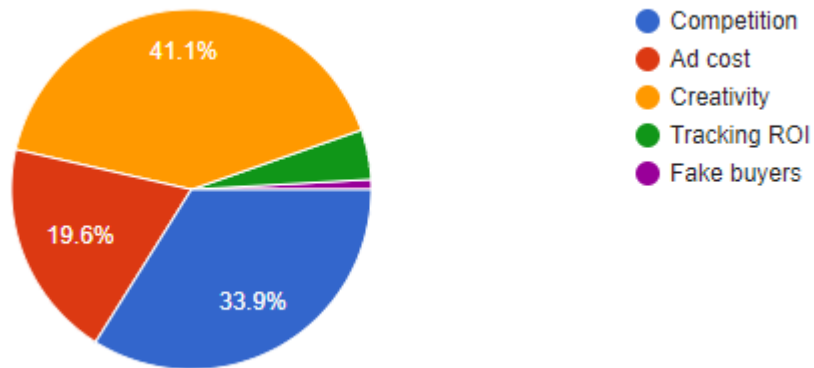


FIGURE 4.4 RESPONDENTS FOR THE SPECIFIC CONCERNS

Interpretation :

From the above table it is interpreted that the number of respondents were 34.5% are having competition concerns, 20% are having Ad-cost concerns, 40% are having creativity concerns and 3.3% are having Tracking ROI concerns and 2.2% are fake buyers.

Inference

Majority (40%) of the respondents are having creativity concerns.

4.5 INSTAGRAM SHOPPING FEATURES OF THE RESPONDENTS

OPTIONS	NO. OF RESPONDENTS	% OF RESPONDENTS
EFFECTIVE	32	29.1%
NOT TRIED INSTAGRAM SHOPPING	23	20.9%
NOT SELLING ANYTHING	16	14.5%
MIXED RESULTS	39	35.5%
TOTAL	110	100%

TABLE 4.5 INSTAGRAM SHOPPING FEATURES OF THE RESPONDENTS

SOURCE : PRIMARY DATA

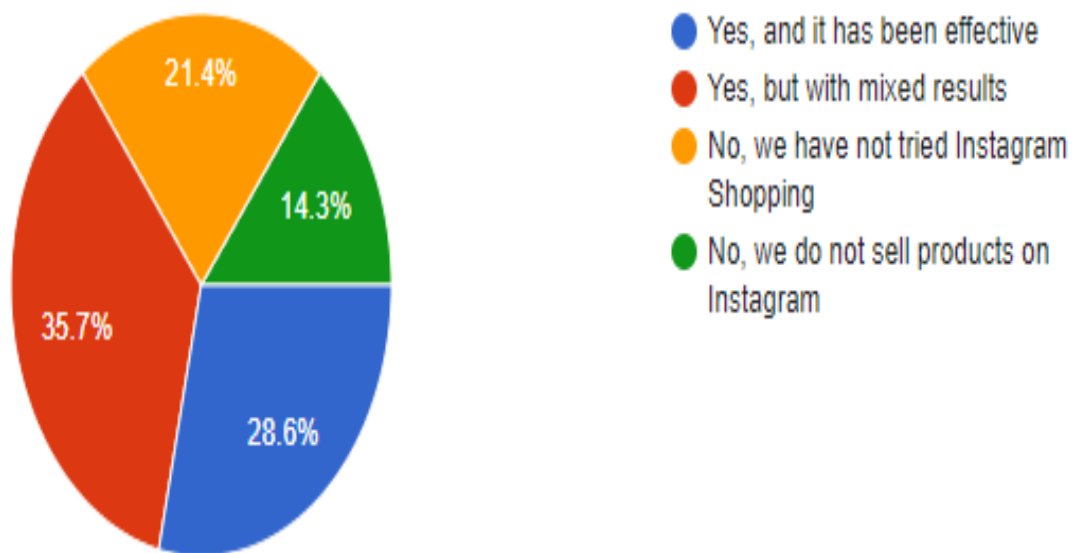


FIGURE 4.5. INSTAGRAM SHOPPING FEATURES OF THE RESPONDENTS

Interpretation :

From the above table it is interpreted that the number of respondents were 29.1% are experimented that instagram shopping features has been effective and 20.9% are experimented that they have not tried instagram shopping and 14.5% are experimented that they do not sell products on instagram and 35.5% are experimented with mixed results of product tags.

Inference

Majority (35.5%) of the respondents are experimented with mixed results of product tags.

4.6 RESPONDENTS FOR THE PERFORMANCE ANALYSIS

OPTIONS	NO OF RESPONDENTS	% OF RESPONDENTS
DAILY	19	17.3%
WEEKLY	31	28.2%
MONTHLY	31	28.2%
RARELY OR NEVER	29	26.4%
TOTAL	110	100%

TABLE 4.6 RESPONDENTS FOR PERFORMANCE ANALYSIS

SOURCE : PRIMARY DATA

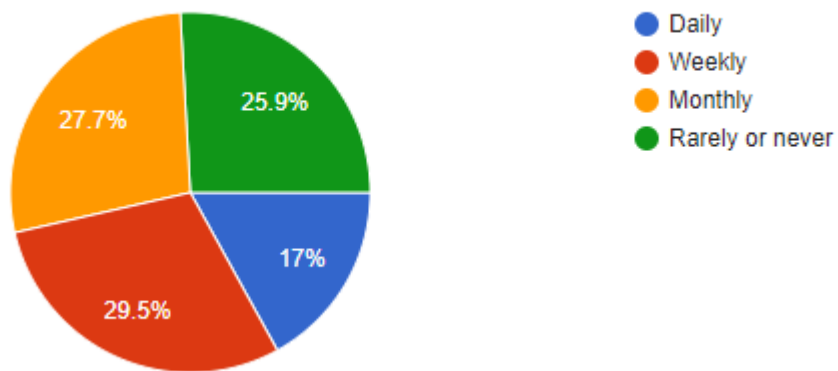


FIGURE 4.6 RESPONDENTS FOR THE PERFORMANCE ANALYSIS

Interpretation :

From the above table it is interpreted that the number of respondents were 17.3% are daily review their performance of marketing efforts and 28.2% are weekly review their performance of marketing efforts and 28.2% are monthly review their performance of marketing efforts and 26.4% are rarely or never review their performance of marketing efforts.

Inference

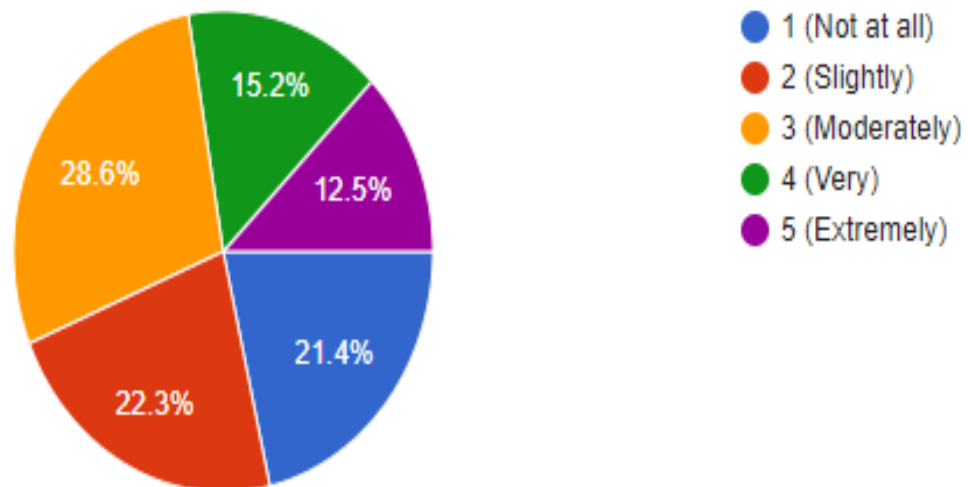
Majority (28.2%) of the respondents are monthly or weekly review their performance of marketing efforts.

4.7 HOW MANY RESPONDENTERS HAVE THE AWARENESS OF E-COMMERCE CLOTHING STARTUPS ADVERTISE ON INSTAGRAM

OPTIONS	NO OF RESPONDENTS	% OF RESPONDENTS
NOT AT ALL	24	21.8%
SLIGHTLY	25	22.7%
MODERATELY	31	28.2%
VERY	17	15.5%
EXTREMLY	13	11.8%
TOTAL	110	100%

TABLE 4.7 HOW MANY RESPONDENTERS HAVE THE AWARENESS OF E-COMMERCE CLOTHING STARTUPS ADVERTISE ON INSTAGRAM

SOURCE : PRIMARY DATA



**FIGURE 4.7 HOW MANY RESPONDENTERS HAVE THE
AWARENESS OF E-COMMERCE CLOTHING STARTUPS
ADVERTISE ON INSTAGRAM**

Interpretation :

From the above table it is interpreted that the number of respondents were 21.8% having no awareness of e-commerce clothing startups advertise on instagram, 22.7% having slightly awareness of e-commerce clothing startups advertise on instagram and 28.2% having moderately awareness of e-commerce clothing startups advertise on instagram and 15.5% having very much awareness of e-commerce clothing startups advertise on instagram and 11.8% having extremely high awareness of e-commerce clothing startups advertise on instagram.

Inference

Majority (28.2%) of the respondents having moderate awareness of e-commerce clothing startups advertise on instagram.

**4.8 RESPONDENTS OF CLOTHING PURCHASE FROM AN
E-COMMERCE**

OPTIONS	NO OF RESPONDENTS	% OF RESPONDENTS
NEVER	18	15.5%
RARELY	20	16.4%
SOMETIMES	40	30%
OFTEN	18	15.5%
ALWAYS	14	12.7%
TOTAL	110	100%

TABLE 4.8

SOURCE : PRIMARY DATA

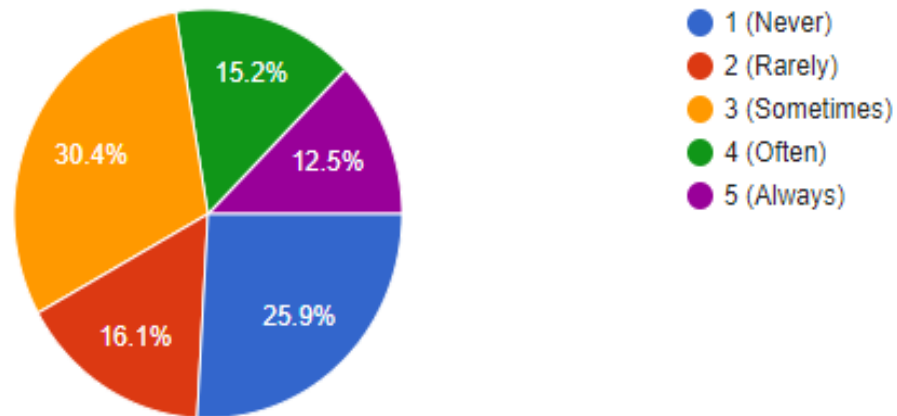


FIGURE 4.8

Interpretation :

From the above table it is interpreted that the number of respondents were 25.5% are never made a clothing purchase from an e-commerce startup, 16.4% are rarely made a clothing purchase from an e-commerce startup, 30% are sometimes made a clothing purchase from an e-commerce startup and 15.5% are often made a clothing purchase from an e-commerce startup and 12.7% are always made a clothing purchase from an e-commerce startup.

Inference

Majority (30%) of the respondents are sometimes made a clothing purchase from an e-commerce startup.

4.9 RESPONDENTS OF INSTAGRAM ADVERTISING BELIEVERS

OPTIONS	NO OF RESPONDENTS	% OF RESPONDENTS
NOT EFFECTIVE	20	18.2%
SLIGHTLY EFFECTIVE	17	15.5%
MODERATY EFFECTIVE	27	24.5%
VERY EFFECTIVE	22	20%
EXTREMLY EFFECTIVE	24	21.8%
TOTAL	110	100%

TABLE 4.9

SOURCE : PRIMARY DATA

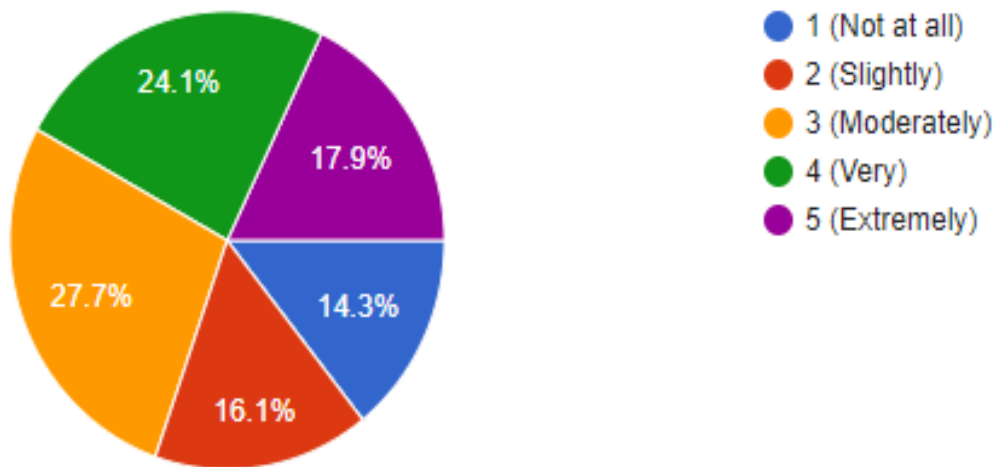


FIGURE 4.9

Interpretation :

From the above table it is interpreted that the number of respondents were 18.2% believing that instagram advertisement are not effective, 15.5% are believing that instagram advertisement are slightly effective, 24.5% are

believing that instagram advertisement are moderately effective and 20% are believing that instagram advertisement are very effective and 21.8% are believing that instagram advertisement are extremely effective.

Inference

Majority (24.5%) of the respondents are believing that instagram advertisement are moderately effective.

4.10 RESPONDENTS OF INSTAGRAM MARKETING AFFECTED THE BRANDS ENGAGEMENT WITH CUSTOMERS

OPTIONS	NO OF RESPONDENTS	% OF RESPONDENTS
INCREASED COMMENTS AND LIKES	36	32.7%
MORE DIRCET MESSAGES	40	36.4%
NO NOTICEABLE CHANGE	23	20.9%
DECREASED ENGAGEMENTS	11	10%
TOTAL	110	100%

TABLE 4.10

SOURCE : PRIMARY DATA

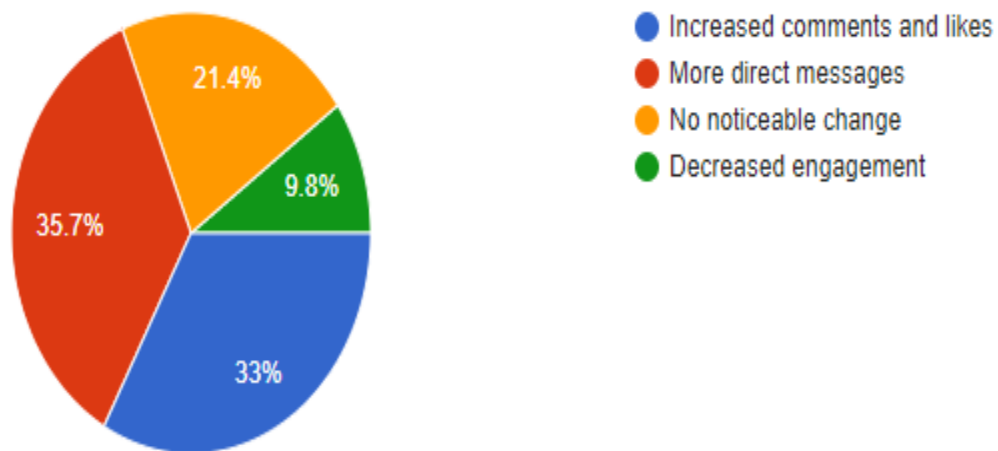


FIGURE 4.11

Interpretation :

From the above table it is interpreted that the number of respondents were 32.7% increased comments and likes are affected the brands engagement with customers, 36.4% more direct messages are affected the brands engagement with customers and 20.9% no noticeable changes are affected the brands engagement with customers, 10% decreased engagement are affected the brands engagement with customers.

Inference

Majority (36.4%) of the respondents states that more messages are affected the brands engagement with customers.

4.11 RESPONDENTS OF SEEKING CUSTOMER FEEDBACK ON INSTAGRAM OR OTHER CHANNELS

OPTIONS	NO OF RESPONDENTS	% OF RESPONDENTS
THROUGH INSTAGRAM	52	47.3%
OTHER CHANNELS	39	35.5%
DON'T ACTIVELY SEEK FEEDBACK	19	17.3%
TOTAL	110	100%

TABLE 4.11

SOURCE : PRIMARY DATA

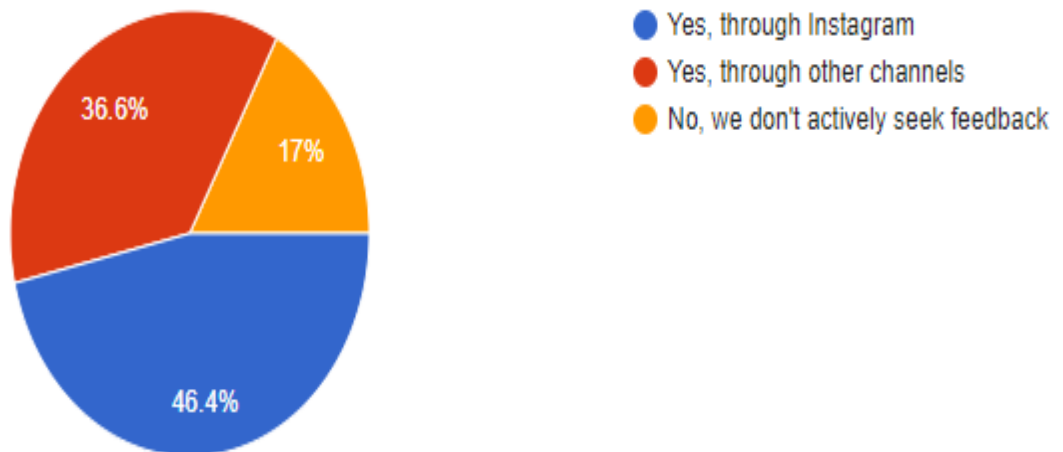


FIGURE 4.12

Interpretation :

From the above table it is interpreted that the number of respondents were

47.3% seeking feedback through instagram, 35.5% respondents were seeking feedback through other channels and 17.3% respondents were not actively seeking feedback.

Inference

Majority (47.3%) of the respondents were seeking feedback through instagram.

4.12 RESPONDENTS OF INFLUENCER COLLABORATION RESULTED INCREASE IN ENGAGEMENT.

OPTIONS	NO OF RESPONDENTS	% OF RESPONDENTS
YES	58	52.7%
NO	34	30.9%
MAYBE	18	16.4%
TOTAL	110	100%

TABLE 4.13

SOURCE : PRIMARY DATA

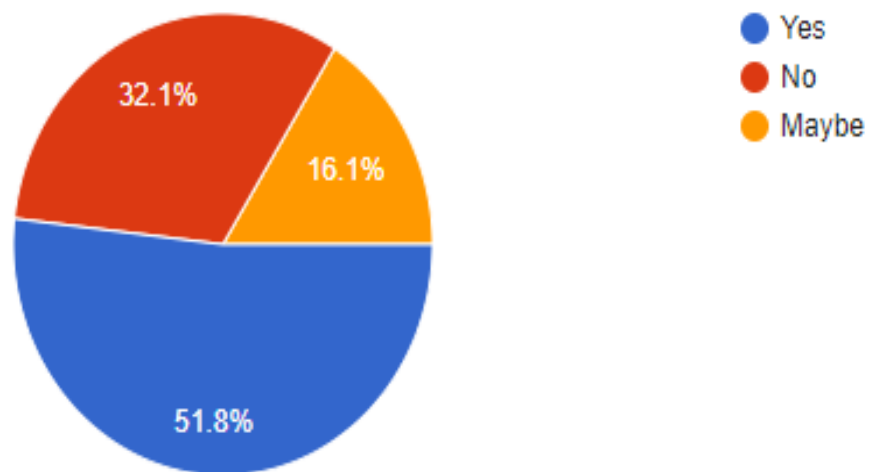


FIGURE 4.13

Interpretation :

From the above table it is interpreted that the number of respondents were 52.7% accepted the influencer collaboration resulted increase in engagement, 30.9% rejected the influencer collaboration resulted increase in engagement, and 16.4% respondents were in neutral.

Inference

Majority (52.7%) of the respondents accepted the influencer collaboration resulted increase in engagement.

**4.13 RESPONDENTS OF PERCEIVE THE QUALITY OF
PRODUCTS ADVERTISED BT E-COMMERCE CLOTHING
STARTUPS ON INSTAGRAM**

OPTIONS	NO OF RESPONDENTS	% OF RESPONDENTS
LOW QUALITY	14	12.7%
FAIR QUALITY	23	20.9%
GOOD QUALITY	40	36.4%
HIGH QUALITY	18	16.4%
EXCELLENT QUALITY	15	13.6%
TOTAL	110	100%

TABLE 4.13

SOURCE : PRIMARY DATA

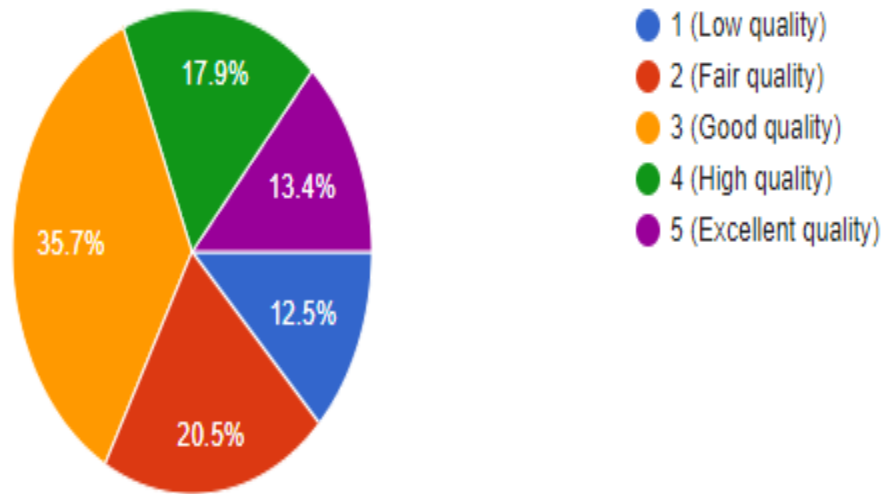


FIGURE 4.13

Interpretation :

From the above table it is interpreted that the number of respondents were 12.7% perceive the low quality of products advertised by e-commerce clothing startups on instagram, 20.9% perceive the fair quality of products advertised by e-commerce clothing startups on instagram, 36.4% perceive the good quality of products advertised by e-commerce clothing startups on instagram, 16.4% perceive the high quality of products advertised by e-commerce clothing startups on instagram, 13.6% perceive the excellent quality of products advertised by e-commerce clothing startups on instagram.

Inference

Majority (36.4%) of the respondents perceive the good quality of products advertised by e-commerce clothing startups on instagram.

4.14 RESPONDENTS OF INSTAGRAM ADS INFLUENCE CLOTHING PURCHASE DECISIONS

OPTIONS	NO OF RESPONDENTS	% OF RESPONDENTS
NEVER	20	18.2%
RARELY	17	15.5%
SOMETIMES	36	32.7%
OFTEN	23	20.9%
ALWAYS	14	12.7%
TOTAL	110	100%

TABLE 4.14

SOURCE : PRIMARY DATA

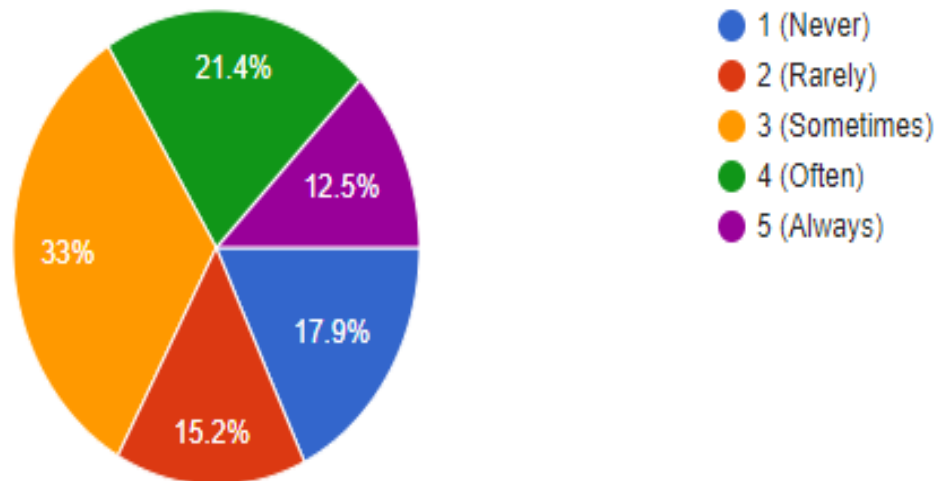


FIGURE 4.14

Interpretation :

From the above table it is interpreted that the number of respondents were 18.2% of instagram ads never influence clothing purchase decisions, 15.5% of instagram ads rarely influence clothing purchase decisions, 32.7% of instagram ads sometimes influence clothing purchase decisions, 20.9% of instagram ads often influence clothing purchase decisions, 12.7% of instagram ads always influence clothing purchase decisions.

Inference :

Majority (32.7%) of the respondents of instagram ads sometimes influence clothing purchase decisions.

4.15 RESPONDENTS OF CLOTHING BRANDS THAT ACTIVELY USE INSTAGRAM FOR MARKETING

OPTIONS	NO OF RESPONDENTS	% OF RESPONDENTS
STRONGLY DISPREFER	13	11.8%
DISPREFER	16	14.5%
NEUTRAL	36	32.7%
PREFER	21	19.1%
STRONGLY PREFER	26	23.6%
TOTAL	110	100%

TABLE 4.15

SOURCE : PRIMARY DATA

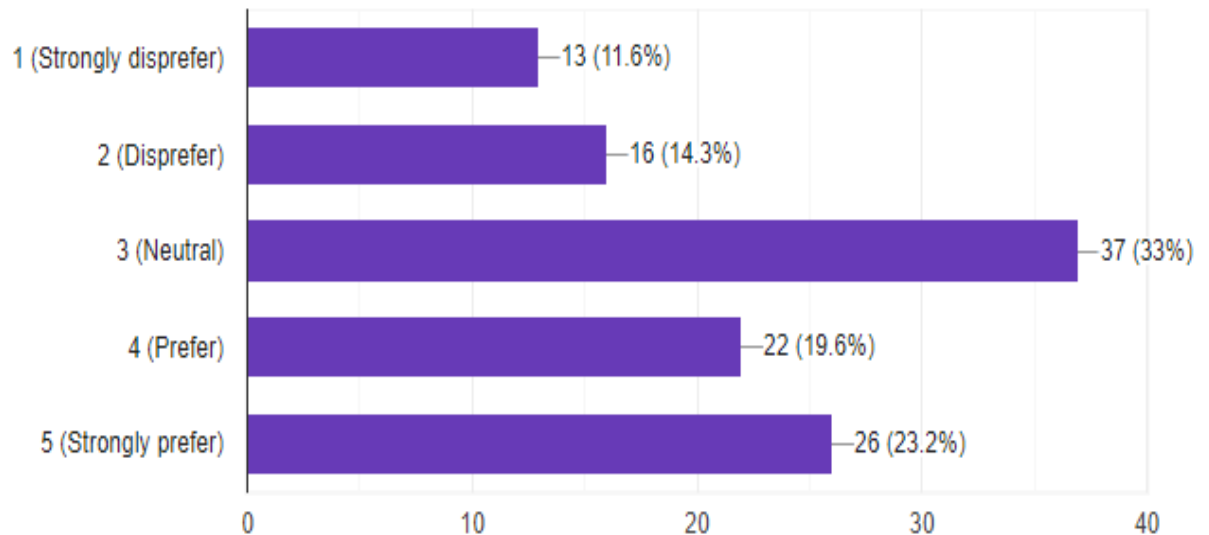


FIGURE 4.15

Interpretation :

From the above table it is interpreted that the number of respondents were 11.8% strongly disprefer of clothing brands that actively use instagram for marketing, 14.5% of respondents are disprefer of clothing brands that actively use instagram for marketing, 32.7% of respondents are neutral of clothing brands that actively use instagram for marketing, 19.1% of respondents are prefer of clothing brands that actively use instagram for marketing, 23.6% of respondents are strongly prefer of clothing brands that actively use instagram for marketing.

Inference :

Majority (32.7%) of the respondents are neutral of clothing brands that actively use instagram for marketing.

CHAPTER 5

FINDING, SUGGESTION AND CONCLUSION

5.1 FINDING

- Majority (**98.1%**) of the respondents are age between **18 - 28 years**.
- Majority (59.1%) of respondents are Females.
- Majority (**44.5%**) of the respondents were posted product image contents in instagram profile.
- Majority (40%) of the respondents are having creativity concerns.
- Majority (35.5%) of the respondents are experimented with mixed results of product tags.
- Majority (28.2%) of the respondents are monthly or weekly review their performance of marketing efforts.
- Majority (30%) of the respondents are sometimes made a clothing purchase from an e-commerce startup.
- Majority (24.5%) of the respondents are believing that instagram advertisement are moderately effective.
- Majority (36.4%) of the respondents states that more messages are affected the brands engagement with customers.
- Majority (47.3%) of the respondents were seeking feedback through

instagram.

- Majority (52.7%) of the respondents accepted the influencer collaboration resulted increase in engagement.
- Majority (36.4%) of the respondents perceive the good quality of products advertised by e-commerce clothing startups on instagram.
- Majority (32.7%) of the respondents of instagram ads sometimes influence clothing purchase decisions.
- Majority (32.7%) of the respondents are neutral of clothing brands that actively use instagram for marketing.

5.2 SUGGESTION

Data Collection: Gather data on pre and post-increased marketing phases. This could include metrics like engagement rates, website traffic, conversions, and sales.

Audience Analysis: Evaluate the demographics, behaviors, and preferences of your Instagram audience before and after increased marketing efforts.

Content Analysis: Assess the types of content used in marketing campaigns, their performance, and the correlation with audience engagement and conversion rates.

Competitor Benchmarking: Compare your performance against competitors within the same industry or niche to understand the relative impact of increased marketing.

ROI Calculation: Calculate the return on investment (ROI) for the increased marketing efforts by comparing the costs incurred with the generated revenue.

Surveys/Feedback: Gather feedback from customers to understand their perception of the brand, products, and the impact of Instagram advertising on their purchasing decisions.

Time Analysis: Analyze the timing of marketing campaigns, including frequency, duration, and seasonality, to identify the most effective periods.

A/B Testing: Conduct experiments to test different advertising strategies, such as variations in ad content, target audience, timing, and call-to-action.

Statistical Analysis: Use statistical methods to identify correlations, trends, and patterns in the collected data to draw meaningful insights.

Long-Term Impact Assessment: Consider the sustainability of increased marketing efforts and their effects on brand loyalty, customer retention, and overall growth beyond short-term gains.

A comprehensive analysis involves both quantitative and qualitative data to provide a holistic understanding of the impact of increased marketing in Instagram advertising for e-commerce clothing startups.

5.3 CONCLUSION

This research concludes the following:

Enhanced Brand Visibility: Increased marketing efforts on Instagram significantly amplified brand visibility within the target audience, leading to heightened brand awareness and recognition.

Boost in Engagement: The intensified marketing strategies resulted in a notable surge in user engagement metrics, such as likes, comments, shares, and overall interaction with the brand's content.

Improved Conversion Rates: The data suggests a positive correlation between heightened marketing activities and increased conversion rates, translating into more sales and revenue generation for the e-commerce clothing startup.

Targeted Audience Response: Tailored marketing campaigns resonated well with the target audience, as evidenced by a rise in relevant followers, improved audience engagement, and higher click-through rates on advertised products.

Cost-Effectiveness: Although the increased marketing initiatives incurred higher expenses, the return on investment (ROI) demonstrates that the benefits outweigh the costs, resulting in a profitable outcome for the business.

Sustainable Impact: Long-term analysis indicates a sustainable impact of increased marketing efforts, showcasing continuous growth trends in brand loyalty, customer retention, and sustained sales over time.

Room for Optimization: Despite the positive outcomes, there's still room for optimization through continued A/B testing, refining content strategies, and further audience segmentation for more targeted campaigns.

In conclusion, the intensified marketing efforts on Instagram have proven highly beneficial for the e-commerce clothing startup, resulting in improved brand visibility, engagement, conversions, and a positive ROI. Continued strategic optimization will further solidify the brand's position and sustain its growth trajectory in the competitive market landscape.

REFERENCES :

Journals

- **Social Media Marketing: A Strategic Approach" by Melissa Barker, Donald I. Barker, Nicholas F. Bormann, and Krista E. Neher:** This book might touch upon Instagram marketing and its impact within the broader context of social media marketing strategies.
- **"E-commerce Get It Right!: Essential Step by Step Guide for Selling & Marketing Products Online" by Ian Daniel:** While not solely focused on Instagram, this book covers e-commerce marketing strategies that might include insights into various social media platforms.
- **"Instagram Power: Build Your Brand and Reach More Customers with Visual Influence" by Jason Miles:** Although more about utilizing Instagram for marketing, it could provide insights into maximizing impact, which might be relevant.
- **"Influencer: Building Your Personal Brand in the Age of Social Media" by Brittany Hennessy:** This book might discuss influencer marketing on platforms like Instagram, which could indirectly touch upon its impact on e-commerce.

APPENDIX (Questionnaire)

1. Personal Details

Name: _____

What is your age?

a) 18-28 b) 28-38 c) 38-48 d) 48 and above

Gender:

a) Male b) Female

Educational qualification :

a) SSLC b) HSC c) U.G d) P.G e) Diploma

Occupation:

a) Gov. Employee b) Private employee c) Business d) Others

Marital Status:

a) Married b) Unmarried

2. How long has your startup been using Instagram for marketing?

- Less than 6 months
- to 12 months
- 1-2 years
- More than 2 years

3.What type of content do you primarily post on your instagram profile?

- Product image
- Lifestyle shots
- User-generate content
- Others

4.Are you aware of e-commerce clothing startups that advertise on instagram?

- Not at all
- Slightly
- Moderately
- Very
- Extremely

5. Have you ever made a clothing purchase from an e-commerce startup you discovered on instagram?

- Never
- Rarely
- Sometimes
- Often
- Always

6. How often do you engage with instagram posts from e-commerce clothing startups?

- Rarely
- Occasionally
- Regularly
- Frequently
- Daily

7. Have you noticed an increase in website traffic attributed to instagram advertising?

- Yes
- No

8. Has instagram advertising led to an increase in sales conversation rates?

- Yes
- No

9. Do instagram ads influence your clothing purchase decisions?

- Never
- Rarely
- Sometimes
- Often
- Always

10. Do you prefer clothing brands that actively use instagram for marketing?

- Strongly dis prefer
- Dis prefer
- Neutral
- Prefer
- Strongly prefer