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THE CONTENT CHARACTERISTICS IMPACTING CONSUMER BEHAVIOUR ON INSTAGRAM

Abstract.

The increasing prevalence of digital advertising and content consumption on Instagram poses a challenge for marketers. The aim of the research is to analyse the effect of different content characteristics in Instagram to consumer engagement expressed by different interactive responses. The paper analyses which specific content characteristics influence consumer behaviour the most. The results of this research may provide Instagram marketers with actionable insights and help to optimise their content strategy for enhanced consumer engagement. A survey questionnaire was built for exploring the types of content and format respondents resonated the most with, as well as, to find which social media platforms respondents tend to use, in addition to Instagram. Survey results revealed that 85% of respondents prioritise Story as the most important content presentation type, while 50.7% identify “Funny content” as the most significant content type. It should be noted that Instagram users often use both “YouTube” and “TikTok”.

Key words: *content marketing, consumer behaviour, consumer perception, live, post, Instagram, content characteristics.*

POSTERS

THE IMPACT OF INSTAGRAM CONTENT ON CONSUMER BEHAVIOR



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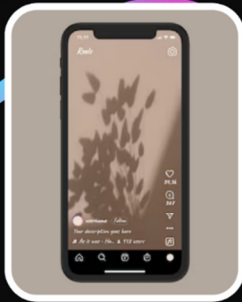
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RESEARCH OVERVIEW

The rise of digital ads and content on Instagram creates a challenge for marketers. Our goal with this research was to offer practical insights to Instagram marketers, aiding them in refining their content strategy for superior consumer engagement. A survey was created to understand respondents' preferred content types, formats, and additional social media platforms used beyond Instagram.



VISUALS

Visuals are the mainstream right now for everyday Instagram users. According to research, people nowadays have a lower attention span for text, and rather prefer pictures/videos, which not only keeps them entertained, but provides good easily understood informational content. Another big thing is visualizing infographics for easier readability and more simple understanding of what information is presented. The less text - the more visuals = the better.

RESULTS

Survey findings indicate that 85% of respondents find „Stories” as the top content presentation, with 50.7% find “Funny Content.” as the most impactful content type. Instagram users often interact with both YouTube and TikTok.