The Impact of Social Media Advertising Content Formats on Consumer Engagement: A Study on Instagram

MAYURI TALREJA*[1] AND VANYA CHATURVEDI[2]
[1]Research Scholar and [2]Associate Professor & HOD
[1&2]School of Journalism and Mass Communication, Sanjeev Agrawal Global Educational University
Bhopal (M.P.) India

ABSTRACT

Social media platforms have revolutionized the landscape of advertising, offering brands unprecedented opportunities to engage with consumers. Social media advertising is a powerful tool for businesses to reach and engage their target audience on popular platforms. It involves creating and deploying paid advertisements tailored to specific demographics, interests, and behaviors of users on these platforms. Among all platforms, Instagram stands out as a prominent venue for brand promotion, characterized by its visually rich content and extensive user base. The impact of social media advertising formats on consumer engagement in promoting cosmetic brands is significant, as different formats offer unique ways to capture attention, convey messages, and interact with audiences. This study aims to investigate the impact of different social media advertising formats on consumer engagement with brands on Instagram. The research explores the effectiveness of various advertising formats, including image posts, video ads, carousel ads, reels, and stories, in driving consumer engagement metrics such as likes, comments, shares, and brand mentions. Data will be collected through a combination of quantitative analysis of engagement metrics and qualitative analysis of consumer perceptions and responses to different advertising formats. The findings of this study will contribute to a deeper understanding of how social media advertising formats influence consumer engagement with brands on Instagram. By identifying the most effective formats for fostering consumer interaction and brand advocacy, brands and marketers can optimize their social media advertising strategies to maximize engagement and achieve their marketing objectives in the dynamic digital landscape.

Keywords: Social media advertising, Social media advertising formats, Brand advertising, Advertising formats, Consumer engagement, Social media conten

INTRODUCTION

Social media advertising:

Social media advertising refers to the practice of using social media platforms to promote products, services, or brands through paid advertisements. These platforms include popular networks such as Facebook, Instagram, Twitter, LinkedIn, Pinterest, Snapchat, and TikTok, among others.

Social media advertising refers to the practice of using social media platforms to promote products, services, or brands through paid advertisements. These platforms, such as Facebook, Instagram, Twitter, LinkedIn, Pinterest, Snapchat, and TikTok, offer businesses the opportunity to reach a targeted audience and achieve specific marketing objectives by strategically promoting content to users.

Social media advertising typically involves creating ad campaigns that target specific demographics, interests, behaviors, and locations. Advertisers can choose from various ad formats, including image ads, video ads, carousel ads, story ads, sponsored content, and more, depending on the platform and their marketing goals.

Key components of social media advertising include

targeting options, ad creative, budgeting and bidding strategies, tracking and analytics, and optimization techniques (Bansal *et al.,* 2014). By leveraging these components effectively, businesses can drive brand awareness, increase website traffic, generate leads, boost sales, and ultimately, achieve a positive return on investment (ROI) from their social media advertising efforts.

Social media advertising offers businesses a powerful tool to connect with their target audience, engage users, and achieve their marketing objectives through paid advertisements on social media platforms.

Social media advertising allows businesses to target specific demographics, interests, behaviors, and locations, ensuring that their ads are seen by the most relevant audience for their campaign objectives. Advertisers can choose from various ad formats, including image ads, video ads, carousel ads, story ads, and sponsored content, depending on the platform and their marketing goals.

The main benefits of social media advertising include:

1. *Targeted Reach:* Advertisers can target their ads to specific audiences based on demographic and psychographic characteristics, ensuring that their messages reach the right people.
2. *Engagement:* Social media platforms offer interactive features such as likes, comments, shares, and clicks, allowing users to engage with ads and brands directly.
3. *Measurable Results:* Advertisers can track key metrics such as impressions, clicks, conversions, engagement rates, and return on ad spend (ROAS) to measure the effectiveness of their campaigns and make data-driven optimizations.
4. *Cost-Effectiveness:* Social media advertising can be relatively cost-effective compared to traditional advertising channels, allowing businesses of all sizes to reach their target audience without breaking the bank.

Social media advertising is a powerful tool for businesses to increase brand awareness, drive website traffic, generate leads, and ultimately, drive sales and revenue through targeted and engaging advertisements on social media platform.

Social media advertising key components:

Social media advertising is a powerful tool for businesses to reach and engage their target audience on popular platforms such as Facebook, Instagram, Twitter, LinkedIn, and TikTok. It involves creating and deploying paid advertisements tailored to specific demographics, interests, and behaviors of users on these platforms.

Key components of social media advertising include:

1. *Targeting:* Advertisers can target their ads based on various criteria such as age, gender, location, interests, behaviors, and more. This allows for highly precise targeting to reach the most relevant audience for a particular campaign.
2. *Ad Formats:* Different social media platforms offer a variety of ad formats, including image ads, video ads, carousel ads, story ads, and more. Each format has its unique strengths and can be utilized based on campaign objectives and audience preferences.
3. *Budgeting and Bidding:* Advertisers can set budgets and bidding strategies to control how much they spend on their campaigns and how they want to optimize their ad delivery (e.g., maximizing reach, clicks, conversions).
4. *Ad Creative:* Compelling ad creative is essential for capturing users' attention and driving engagement. This includes eye-catching visuals, persuasive copywriting, and clear calls-to-action (CTAs) that encourage users to take desired actions.
5. *Tracking and Analytics:* Social media platforms provide robust analytics and tracking tools to monitor the performance of ad campaigns in real-time. Advertisers can track metrics such as impressions, clicks, conversions, engagement rates, and return on ad spend (ROAS) to evaluate the effectiveness of their campaigns and make data-driven optimizations.
6. *A/B Testing*: Advertisers can conduct A/B tests to experiment with different ad creatives, targeting options, and messaging variations to identify the most effective combinations for achieving campaign objectives.

Social media advertising offers businesses a cost-effective and highly targeted way to reach their audience, increase brand awareness, drive website traffic, generate leads, and ultimately, drive sales and revenue (Khandare and Suryawanshi, 2016). With the right strategy and execution, social media advertising can be a valuable asset in any company's marketing toolkit.

Instagram Advertising:

Instagram advertising involves the strategic

promotion of content, products, or services on the Instagram platform through paid advertisements (Meena and Mamta, 2017). These advertisements are designed to reach a targeted audience and achieve specific marketing objectives, such as increasing brand awareness, driving website traffic, generating leads, or boosting sales.

Instagram offers various ad formats, including photo ads, video ads, carousel ads, stories ads, and explore ads, each tailored to suit different campaign goals and audience preferences. Advertisers can customize their targeting options based on factors like demographics, interests, behaviors, and connections, ensuring that their ads are seen by the most relevant audience.

Key features of Instagram advertising include call-to-action buttons that prompt users to take specific actions, such as "Shop Now" or "Learn More," and comprehensive analytics tools that provide insights into ad performance metrics like impressions, reach, engagement, clicks, conversions, and return on investment (Kalia and Mishra, 2016).

Instagram advertising provides businesses with a powerful platform to engage with their target audience, drive meaningful interactions, and achieve their marketing objectives through visually compelling and highly targeted advertisements.

Instagram Advertising Benefits:

Instagram advertising offers numerous benefits for brands:

1. *Wide Reach:* With over a billion monthly active users, Instagram provides brands with access to a vast audience worldwide.
2. *Visual Appeal:* Instagram is a highly visual platform, allowing brands to showcase their products or services creatively through photos and videos, which can effectively capture audience attention and evoke emotions.
3. *Targeting Options:* Instagram's advertising platform offers advanced targeting options based on demographics, interests, behaviors, and more. This enables brands to reach their desired audience segments effectively.
4. *Engagement:* Instagram boasts high engagement rates compared to other social media platforms. Users on Instagram are more likely to like, comment, and share content, providing brands with opportunities for increased interaction with their audience.
5. *Storytelling:* Instagram's features such as Stories, IGTV, and Carousel allow brands to tell compelling stories and share longer-form content, providing deeper insights into their brand values and offerings.
6. *Influencer Collaborations:* Instagram is a hub for influencer marketing, where brands can collaborate with popular influencers to reach their followers authentically and leverage their influence to promote products or services.
7. *Analytics and Insights:* Instagram's advertising platform provides robust analytics and insights, allowing brands to track the performance of their campaigns in real-time, measure engagement metrics, and optimize their strategies accordingly.
8. *Shopping Features:* Instagram offers shopping features such as shoppable posts and Instagram Checkout, enabling brands to drive direct sales by allowing users to purchase products without leaving the app.
9. *Brand Awareness and Recognition:* Consistent presence and engaging content on Instagram can help build brand awareness and recognition among the audience, leading to increased brand recall and loyalty.
10. *Cost-Effective:* Instagram advertising can be cost-effective, especially considering its targeting capabilities and potential for high engagement, allowing brands to achieve their marketing objectives within their budget constraints.

Instagram advertising provides brands with a powerful platform to reach, engage, and convert their target audience effectively, driving business growth and brand success.

Background Study:

Social media advertising formats:

The impact of social media advertising formats on consumer engagement in promoting cosmetic brands is significant, as different formats offer unique ways to capture attention, convey messages, and interact with audiences. Here's an exploration of how various advertising formats can influence consumer engagement:

1. *Video Ads:* Video ads are highly engaging and allow cosmetic brands to showcase their products

in action, demonstrate makeup application techniques, and tell compelling stories. With the popularity of platforms like YouTube, Instagram Reels, and TikTok, short-form video ads have become especially effective in capturing viewers' attention and driving engagement through visually appealing content.

2. **Carousel Ads:** Carousel ads allow cosmetic brands to feature multiple images or videos within a single ad unit, providing a dynamic and interactive experience for viewers. This format is effective for showcasing product collections, demonstrating different shades or variations, and telling a cohesive brand story through sequential visuals.

3. **Interactive Ads:** Interactive ads encourage consumer engagement by inviting viewers to participate in quizzes, polls, games, or interactive experiences. For cosmetic brands, interactive ads can offer personalized recommendations based on skin type, makeup preferences, or beauty goals, creating a more immersive and memorable advertising experience.

4. **User-Generated Content (UGC):** Incorporating user-generated content, such as customer reviews, testimonials, and user-generated images or videos, into social media advertising campaigns can enhance authenticity and credibility. UGC resonates with audiences as it showcases real people using and endorsing products, fostering trust and encouraging engagement through likes, comments, and shares.

5. **Influencer Collaborations:** Partnering with influencers or beauty content creators on social media platforms allows cosmetic brands to leverage their existing audience and credibility to reach and engage target consumers. Influencer collaborations enable brands to tap into niche communities, drive conversations, and generate buzz around new product launches or promotions, fostering meaningful engagement and social proof.

6. **Augmented Reality (AR) Experiences:** AR filters and virtual try-on experiences offer interactive ways for consumers to visualize how cosmetic products will look on themselves in real-time. By integrating AR technology into social media advertising campaigns, cosmetic brands

can provide immersive and personalized experiences that drive engagement, encourage social sharing, and facilitate informed purchase decisions.

7. **Shoppable Posts:** Shoppable posts enable consumers to discover and purchase products directly within social media platforms, streamlining the path to purchase and reducing friction. Cosmetic brands can create shoppable posts featuring product tags, links, or swipe-up actions, allowing consumers to explore product details, view user-generated content, and make seamless purchases without leaving the platform.

The choice of social media advertising format can significantly impact consumer engagement for cosmetic brands, with each format offering unique opportunities to capture attention, foster interaction, and drive conversion. By leveraging a combination of engaging formats tailored to their target audience and marketing objectives, cosmetic brands can effectively connect with consumers, build brand loyalty, and drive business growth through social media advertising.

Instagram Advertising Formats:

Instagram offers various advertising formats that can have a significant impact on consumer engagement for promoting cosmetic brands. Here's how some of these formats influence engagement:

1. **Instagram Feed Ads**: These are traditional photo or video ads that appear in users' Instagram feeds alongside organic content. Cosmetic brands can use visually appealing images or videos to showcase their products in action, highlight key features, and convey brand messaging. By blending seamlessly with users' feeds, these ads have the potential to capture attention and drive engagement through likes, comments, and shares.

2. **Instagram Story Ads**: Story ads are full-screen, immersive ads that appear between users' Stories on Instagram. They offer a highly engaging and ephemeral format that encourages users to swipe up for more information, visit a website, or shop directly within the app. Cosmetic brands can use Story ads to showcase new product launches, behind-the-scenes footage, tutorials, or user-generated content, fostering direct interaction and engagement with their target audience.

3. **Carousel Ads**: Carousel ads allow brands to

showcase multiple images or videos within a single ad unit, which users can swipe through horizontally. Cosmetic brands can use carousel ads to feature product collections, demonstrate different shades or variations, share customer testimonials, or tell a cohesive brand story in a visually compelling and interactive format. This format encourages users to engage with multiple pieces of content within the same ad, increasing dwell time and engagement.

4. *Instagram Shopping*: Instagram Shopping enables brands to tag products in their organic posts, Stories, and ads, allowing users to explore product details, view pricing, and make purchases directly within the app. For cosmetic brands, this feature provides a seamless and frictionless shopping experience, enabling users to discover new products, learn more about ingredients or benefits, and make informed purchase decisions without leaving the platform. By streamlining the path to purchase, Instagram Shopping can drive higher engagement and conversion rates.

5. *Instagram Live*: Instagram Live allows brands to broadcast real-time video content to their followers, fostering direct interaction and engagement. Cosmetic brands can host live makeup tutorials, Q&A sessions with beauty experts, product demonstrations, or behind-the-scenes glimpses into their creative process. Live videos encourage viewers to actively participate by asking questions, leaving comments, and reacting in real-time, creating a sense of community and authenticity that drives engagement and loyalty.

6. *Instagram Reels*: Reels are short-form video content similar to TikTok, allowing brands to create entertaining and engaging content in vertical format. Cosmetic brands can leverage Reels to showcase quick makeup tutorials, product demonstrations, before-and-after transformations, or user-generated content challenges. With their creative editing tools and music features, Reels offer a playful and interactive format that resonates with younger audiences and drives engagement through likes, comments, and share.

Instagram advertising formats offer cosmetic brands a range of opportunities to drive consumer engagement through visually compelling content, interactive experiences, and seamless shopping features. By leveraging these formats strategically and creatively, brands can effectively connect with their target audience, build brand affinity, and drive business growth on the platform.

Forms of Content used by cosmetic brands on Instagram:

Cosmetic brands often create diverse content on Instagram to engage their audience and showcase their products in creative ways. Here are some types of content commonly seen on cosmetic brand Instagram accounts:

1. *Product Shots*: High-quality images showcasing individual products or product lines are a staple of cosmetic brand content on Instagram. These photos often feature close-ups of the packaging, textures, and swatches to highlight the product's features.

2. *Tutorial Videos*: Video content demonstrating how to use products, create makeup looks, or achieve specific beauty techniques is popular among cosmetic brands. These tutorials can range from quick tips to in-depth step-by-step guides.

3. *Before-and-After Transformations*: Before-and-after photos or videos showcasing the transformative power of cosmetics are compelling content for cosmetic brands. They demonstrate the effectiveness of products in enhancing beauty and boosting confidence.

4. *User-Generated Content (UGC)*: Sharing photos and videos created by satisfied customers using the brand's products is a powerful way to build community and social proof. Cosmetic brands often encourage customers to tag them in their posts for a chance to be featured on the brand's official account.

5. *Behind-the-Scenes Sneak Peeks*: Providing glimpses into the brand's creative process, product development, photo shoots, and events gives followers an insider look and helps humanize the brand.

6. *Influencer Collaborations*: Featuring content created by influencers or celebrities who endorse the brand's products helps expand reach and credibility. These collaborations can include sponsored posts, reviews, and tutorials.

7. **Interactive Content**: Polls, quizzes, challenges, and interactive stories engage followers and encourage participation. This type of content fosters interaction and strengthens the brand's relationship with its audience.

8. **Educational Content**: Informative posts about skincare ingredients, makeup techniques, beauty trends, and industry news position the brand as a trusted source of beauty knowledge. Educational content adds value to followers beyond just promoting products.

9. **User Reviews and Testimonials**: Sharing positive reviews, testimonials, and customer feedback reinforces the brand's credibility and encourages trust among potential customers.

10. **Seasonal and Trend-driven Content**: Creating content around seasonal holidays, special events, and current beauty trends keeps the brand's content relevant and timely. It also helps tap into conversations and interests that are top of mind for followers.

11. **Contests and Giveaways**: Hosting contests, giveaways, and sweepstakes on Instagram is a fun way to engage followers, generate excitement, and reward customer loyalty.

By diversifying their content and staying attuned to their audience's interests and preferences, cosmetic brands can maintain a strong presence on Instagram and effectively promote their products while fostering a loyal and engaged community.

Objectives:

1. To analyze the effectiveness of different social media advertising content formats (images, videos, stories, carousel posts) in eliciting consumer engagement on Instagram.

2. To identify the consumer engagement metrics influenced by various content formats, including likes, comments, shares, and brand interactions.

3. To explore demographic factors (e.g., age, gender, location) as potential moderators in the relationship between content format and consumer engagement.

4. To provide empirical insights into how marketers can optimize their social media advertising strategies on Instagram based on content format preferences and engagement outcomes.

Literature Review:

Literature review on the impact of social media advertising formats on consumer interaction, including some notable scholars in this field:

1. Deng, X. and Qi, Y. (2018). Research Topic: "Effects of Visual Content in Social Media Advertising on Consumer Interaction" In their study, Deng and Qi explore the effectiveness of different social media advertising formats on consumer engagement. They investigate how visual content, interactive ads, and personalized advertising formats influence consumer interaction and brand engagement on social media platforms.

2. Huang, Y. and Wang, Y. (2019). Research Topic: "Role of Social Media Influencers in Shaping Consumer Interaction with Branded Content." The study examines the role of social media influencers in shaping consumer interaction with branded content. Their research investigates how influencer marketing campaigns impact consumer engagement, trust, and authenticity, particularly in the context of Instagram advertising.

3. Kumar, V. and Mirchandani, R. (2020). Research Topic: "Impact of User-Generated Content (UGC) on Consumer Interaction with Social Media Advertising." The study explores the impact of user-generated content (UGC) on consumer interaction with social media advertising. Their study investigates how UGC, including customer reviews, testimonials, and user-generated images or videos, influences consumer engagement and participation in brand-related conversations.

4. Lee, J. and Ahn, J. (2017). Research Topic: "Effectiveness of Platform-Specific Advertising Features on Consumer Interaction." The study examines the effectiveness of platform-specific advertising features on consumer interaction and engagement. Their research explores how features such as Instagram Stories ads, Facebook Canvas ads, and Twitter Polls impact consumer interaction with branded content on different social media platforms.

5. Wang, X. and Zhang, M. (2019). Research Topic: "Role of Video Content in Social Media Advertising on Consumer Interaction." The study

investigates the role of video content in social media advertising and its impact on consumer interaction. Their study explores how video ads, particularly those with compelling storytelling and emotional appeal, influence consumer engagement, brand recall, and purchase intent on platforms like YouTube and Instagram.

6. Xie, J. and Bagozzi, R. P. (2021). Research Topic: "Influence of Personalized Advertising Formats on Consumer Interaction on Social Media Platforms." The study examines the influence of personalized advertising formats on consumer interaction and engagement on social media platforms. Their research investigates how targeted ads, tailored to individual consumer interests, preferences, and behaviors, impact consumer engagement, brand perception, and purchase behavior.

7. Zhang, Y. and Li, X. (2018). Research Topic: "Impact of Social Media Advertising Formats on Consumer Interaction: A Cross-Cultural Perspective." The study explores the impact of social media advertising formats on consumer interaction and engagement in the context of cross-cultural marketing. Their study compares consumer responses to different advertising formats across diverse cultural contexts, highlighting the importance of cultural factors in shaping consumer behavior on social media platforms.

8. Li, H. and Leckenby, J.D. (2017). Research Topic: "Effects of ad format and brand prominence on responses to social media advertising. The study Investigates the impact of different ad formats (e.g., video, image, text) and brand prominence (e.g., prominent vs. subtle branding) on consumer responses to social media advertising. It showcases the different types of content used by advertisers to run promotions on social media and procures the responses of consumers on each ad format.

9. Verhellen, Y. *et al.* (2018). Research Topic: The power of visuals in social media marketing. The research Investigates the role of visual content in social media advertising. It discusses how different visual formats (e.g., images, infographics, videos) impact consumer engagement and brand recall. It identifies that

the visual content connects people to the brand more as compared to non-visual content. The visual content is appealing and helps to promote the brands in an effective manner.

These scholars have made significant contributions to understanding how social media advertising formats influence consumer interaction and engagement, providing valuable insights for marketers and advertisers seeking to optimize their advertising strategies on social media platforms.

Findings from the Literature Study:

A literature review on the impact of social media advertising formats on consumer interaction reveals several key findings and trends in academic research:

1. *Effectiveness of Visual Content*: Studies have consistently shown that visual content formats, such as image ads and video ads, tend to generate higher levels of consumer interaction compared to text-based formats. Visual content is more engaging and attention-grabbing, leading to increased likes, comments, shares, and click-through rates (CTR).

2. *Preference for Video Content*: Research indicates a growing preference among consumers for video content on social media platforms. Video ads, particularly those with compelling storytelling and emotional appeal, have been found to elicit stronger emotional responses and higher levels of engagement from viewers (Brown and Logic, 2008).

3. *Interactive Ad Formats*: Interactive ad formats, such as carousel ads and interactive stories ads, have been shown to enhance consumer interaction by offering users a more immersive and engaging experience. These formats allow consumers to swipe, tap, or engage with multiple pieces of content within the same ad unit, resulting in higher levels of engagement and longer dwell times.

4. *Personalization and Targeting*: Personalized and targeted advertising formats, which are tailored to the specific interests, preferences, and behaviors of individual consumers, tend to yield higher levels of interaction compared to generic ads. Research suggests that consumers are more likely to engage with ads that resonate with their personal interests and preferences.

5. ***Influence of Influencers***: Collaborations with social media influencers have been found to significantly impact consumer interaction with branded content. Influencer marketing campaigns, which leverage the credibility and influence of popular social media personalities, often result in higher levels of engagement, trust, and authenticity among consumers.

6. ***Role of User-Generated Content (UGC)***: Incorporating user-generated content, such as customer reviews, testimonials, and user-generated images or videos, into social media advertising campaigns can enhance consumer interaction and engagement. UGC is perceived as more authentic and trustworthy by consumers, leading to higher levels of engagement and participation.

7. ***Impact of Platform-Specific Features***: Different social media platforms offer unique advertising features and formats that can influence consumer interaction. For example, Instagram's Stories ads and Facebook's Canvas ads provide immersive and interactive experiences that encourage users to engage with branded content in novel ways (Bhargava and Ravi Shanka).

The literature suggests that social media advertising formats play a crucial role in shaping consumer interaction and engagement with branded content. Visual content, interactive ad formats, personalization, influencer collaborations, user-generated content, and platform-specific features are all key factors that can influence the effectiveness of social media advertising campaigns in driving consumer interaction and ultimately, achieving marketing objectives.

METHODOLOGY

Research Design:

This study adopts a quantitative approach utilizing a questionnaire survey method to investigate the impact of social media advertising content formats on consumer engagement on Instagram.

Sampling Strategy:
– ***Population***: The target population consists of Instagram users who engage with social media advertising content particularly females.
– ***Sampling Technique***: A purposive sampling technique will be employed to select participants who regularly interact with Instagram advertisements.
– ***Sample Size***: Approximately 65 responses are elicited using the google forms.

Questionnaire Development:
Content: The questionnaire will be designed to gather data on demographic characteristics (e.g., age, gender, location) and engagement behaviors (likes, comments, shares) related to different content formats (images, videos, stories, carousel posts).

Data Collection:
– ***Procedure***: Participants will be invited via WhatsApp and Email to complete the questionnaire online, ensuring anonymity and confidentiality of responses.
– ***Duration***: Data collection will span for 10 days to achieve the desired sample size and ensure data representativeness.

Ethical Considerations:
– ***Anonymity and Confidentiality***: Responses will be anonymized and kept confidential to ensure participant privacy.
– ***Ethical Approval***: Ethical approval will be obtained from respondents prior to data collection.

Limitations:

Possible limitations include response bias, sample representativeness, and the inherent subjectivity in self-reported engagement metrics.

Significance and Implications:

The findings will contribute to understanding how different social media advertising content formats influence consumer engagement on Instagram, offering insights for marketers to enhance their digital advertising strategies effectively.

Findings :
– Total Respondents: 65
– Geographical Area: Bhopal and Indore
– Responses through Google Form Questionnaire
1. The maximum respondents are from age group 18-24 followed by 25-34 that shows that all youngsters and middle-aged people responded efficiently (Fig. 1).

Fig. 1 :   Age wise data chart
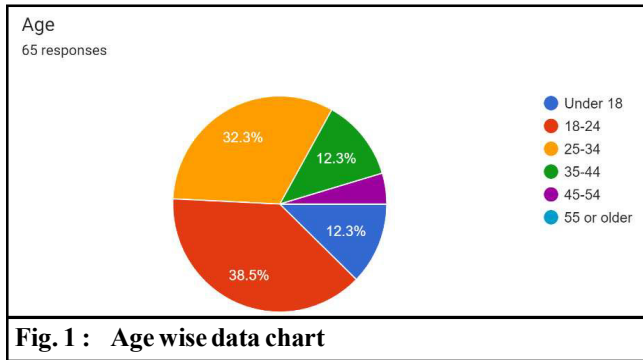
2. 93.8% of the respondents are females that fulfills the selected target audience criteria for the research conducted (Fig. 2).

Fig. 2 :   Gender wise data chart
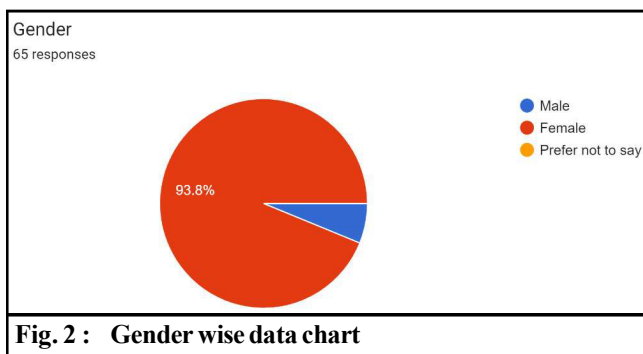
3. 32.3% of the audience are students followed by respondents with full time job (Fig. 3).


Fig. 3 :   Status wise data chart
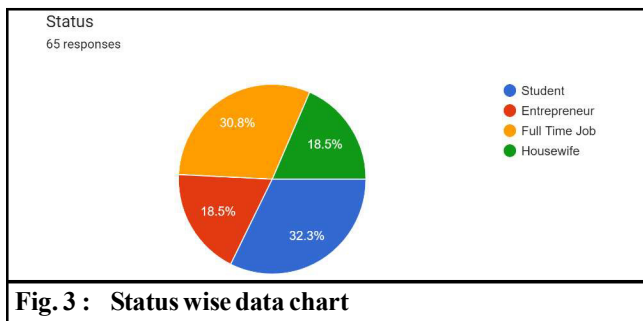
4. 73.8% of the audience uses Instagram on a regular basis with a huge comparison to other social media platforms (Fig. 4).

**Fig. 4 :   Usage of Social media platform by respondents**
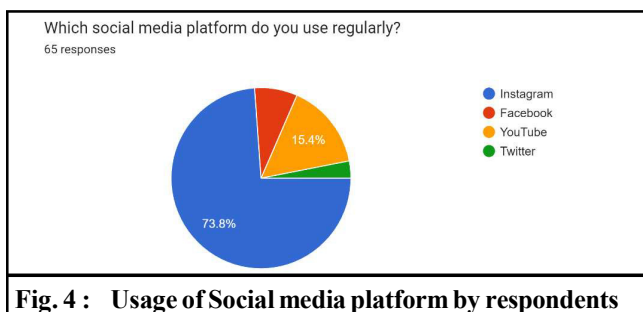
5. Maximum that is 49.2% of the audience uses Instagram for 2 hours followed by 32.3% of the audience that uses Instagram for 3-5 hours daily.

**Fig. 5 :   Time wise data chart of Instagram usage by respondents**
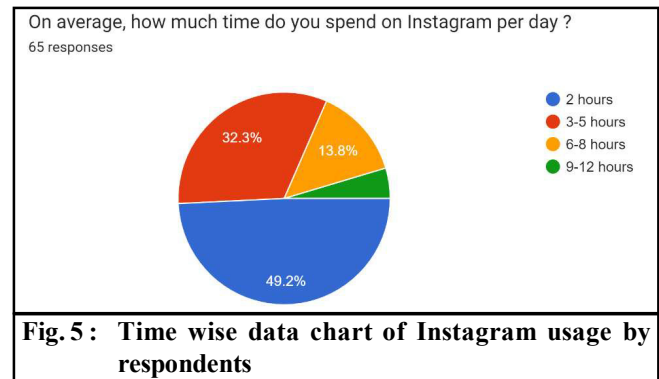
6. 66.2% of the audience interacts with the advertisements that are shown on Instagram which means that consumer interaction with the ads on Instagram is frequent (Fig. 6).


Fig. 6 :   Interaction with advertisements on Instagram
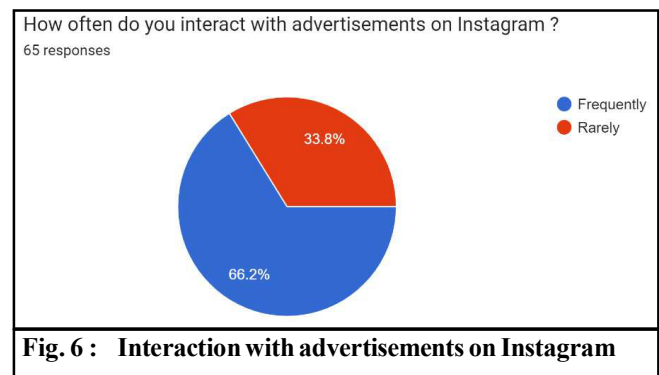
7. 58.5% of the respondents frequently engage with the Instagram ads in terms of like/comment and share while 41.5% of the audience rarely engage with the ads (Fig. 7).


Fig. 7 :   Type of Interaction with advertisements on Instagram
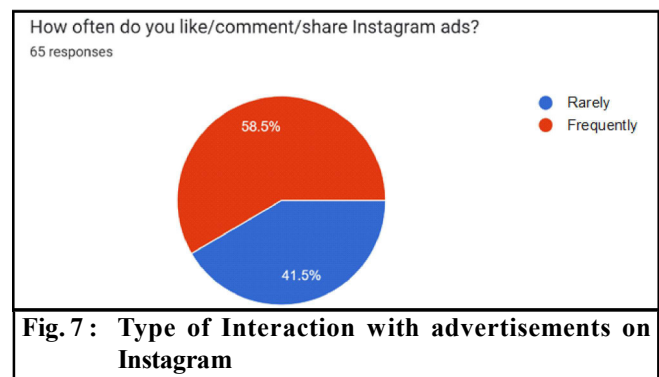
8. 69.2% of the audience have purchased a product or service directly as a result of seeing an advertisement on Instagram (Fig. 8).

Fig. 8 : Purchase Intention after seeing an Instagram Advertisement
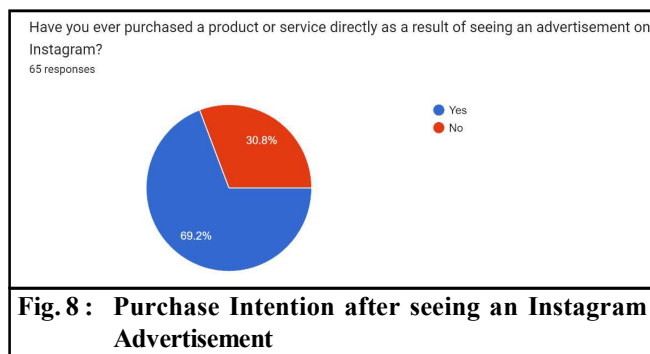
9. The audience finds reels and videos the most engaging content formats as compared to other content forms. And also, Stories is another content format that almost 46.2% of the audience engages with (Fig. 9).

**Fig. 9 : Most engaging social media advertising content formats**
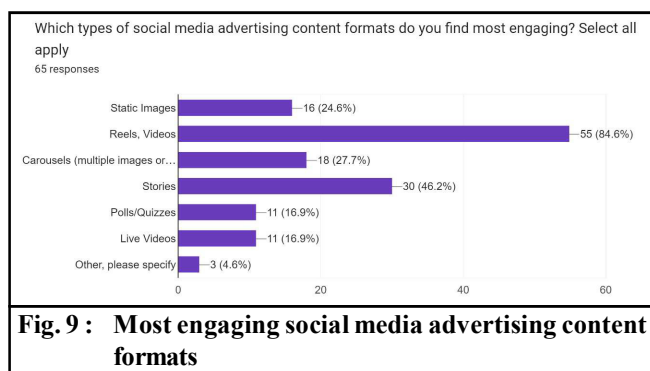
10. 72.3% of the respondents find Reels and videos the most effective instagram content format in influencing their purchase decision. Followed by Stories that is effective with 38.5% to attract their purchases (Fig. 10).


Fig. 10 : Most effective Content format
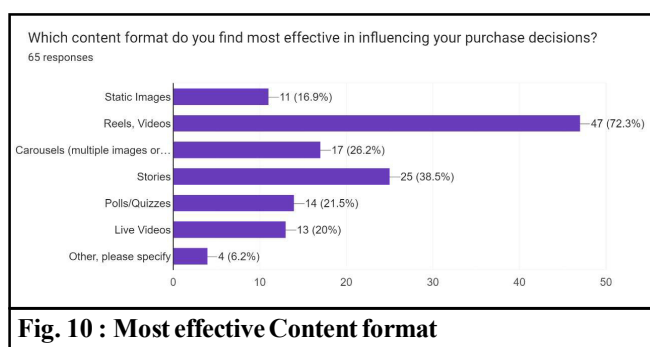
11. 50.5% of the audience perceives that social media advertising content formats that is reels, stories, videos, live videos, static photo post affect their purchase decision (Fig. 11).

Fig. 11 : Effectiveness of social media advertising content formats
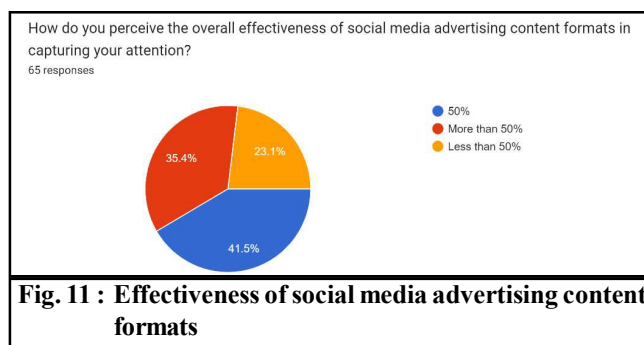
12. 61.5% of the audience gets affected by customer interaction that is like, comment and share when they have totake a decision to purchase from an Instagram advertisement shown to them (Fig. 12).

Fig. 12 : Effectiveness of social media advertising content formats
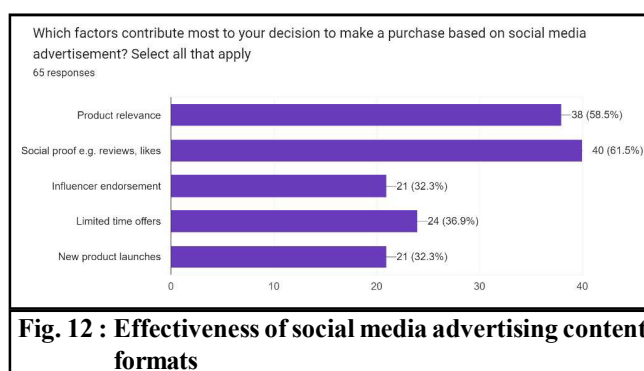
13. 70.8% of the audience finds influencer reel ads credible as compared to other forms of advertising on Instagram (Fig. 13).

Fig. 13 : Credibility of Influencer Reel Ads on Instagram
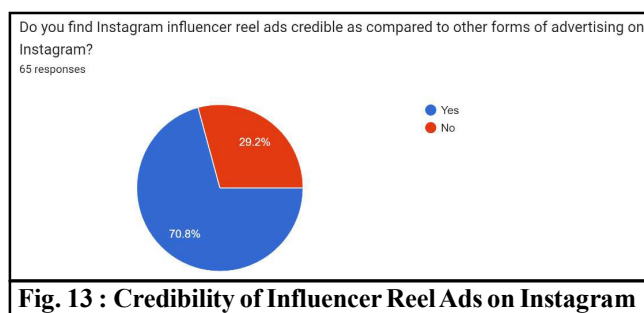
RESULTS

Engagement Rates by Format:

– *Reels/Videos:* Found to have the highest average

engagement rate, particularly in terms of likes and comments. Their visual appeal and simplicity are likely contributing factors.This makes them stand out in users' feeds compared to static images or text-based posts. Reel content tends to resonate more deeply with audiences, prompting likes, comments, and shares.

– *Reels/Videos:* Showed strong engagement, especially with longer viewing times indicating higher user interest. Compelling reels/videos are more likely to be shared by users with their followers or through Instagram's direct messaging feature, expanding reach and potentially increasing engagement.

– *Static Photo Post:* Has an average engagement, Instagram is a platform dominated by visual content. Static photos can easily get lost among the plethora of other visually compelling posts, making it challenging to stand out.

– *Carousels:* Demonstrated varied engagement, depending on the number of slides and content relevance. Engagement tended to peak towards the end of the carousel.

– *Stories:* Generated quick but transient engagement, with high interaction rates due to their ephemeral nature.Stories allow for direct interaction with followers through features like DM replies, sticker reactions, and resharing content. This interactive nature fosters a sense of community and encourages ongoing engagement.

– *Live Videos:* Generally had lower engagement compared to other formats, attributed to their longer format which demands more commitment from viewers.

– *Polls, Quizzes:* Generally had lower engagement compared to other formats,attributed to Instagram users typically have short attention spans. Polls and quizzes require users to make quick decisions, which may not always align with their browsing behavior or interest at that moment.

Content Preferences Across Demographics:
– *Age Groups:* Younger users (18-30 years) showed a preference for videos and stories, while older demographics (30+) engaged more with images and carousels.

– *Gender:* Gender differences were minimal in terms of engagement rates across different content formats.

Impact of Instagram vs. Other Platforms:
– Instagram's visual appeal, influencer partnerships, e-commerce functionalities, and algorithmic feed contribute significantly to enhanced consumer interaction, making it a preferred platform for brands looking to foster meaningful connections and drive engagement.

Conclusion:
Based on the research conducted on "The Impact of Social Media Advertising Content Formats of Brands on Consumer Engagement: A Study on Instagram," several key conclusions emerge:

1. *Visual Content Dominance:* Visual content formats, such as images and videos, significantly influence consumer engagement on Instagram. These formats attract higher interaction rates compared to text-based posts.

2. *Video Content Effectiveness*: Videos are particularly effective in capturing and maintaining consumer attention. They contribute positively to likes, comments, and shares, indicating higher engagement levels.

3. *Storytelling through Imagery*: Brands that effectively use visual storytelling through their advertising content elicit stronger emotional responses and engagement from consumers.

4. *Influence of User-Generated Content (UGC):* UGC plays a crucial role in fostering trust and authenticity. Posts featuring UGC tend to generate higher engagement as they resonate more with the audience.

5. *Interactive Elements*: Features like polls, quizzes, and interactive stories enhance engagement by encouraging direct interaction from consumers.

6. *Brand Personality and Voice:* Consistency in brand voice and personality across different content formats helps in building a stronger brand-consumer relationship and enhances engagement.

7. *Timing and Frequency:* Posting frequency and timing also impact engagement. Consistent and well-timed posts receive higher interaction rates.

8. ***Call to Actions (CTAs)***: Clear and compelling CTAs prompt users to engage more actively with the brand's content, driving higher engagement metrics.

9. ***Platform-Specific Strategies***: Tailoring content formats to fit Instagram's visual-centric nature and audience expectations leads to more effective consumer engagement strategies.

10. ***Metrics of Success***: Engagement metrics (likes, comments, shares) serve as valuable indicators of content effectiveness, providing insights for refining future advertising strategies.

In conclusion, understanding how different content formats on Instagram impact consumer engagement is crucial for brands aiming to maximize their social media marketing efforts. By leveraging visual storytelling, interactive elements, and aligning with platform-specific behaviors, brands can effectively enhance consumer engagement and build stronger relationships with their target audience.

Future Scope and Discussion:

Future research on "The Impact of Social Media Advertising Content Formats of Brands on Consumer Engagement: A Study on Instagram" could explore several avenues to deepen our understanding and provide more nuanced insights:Conducting longitudinal studies to track changes in consumer engagement over time could reveal trends and patterns in how content formats influence audience behavior on Instagram. Extending the study to compare the effectiveness of different content formats across various social media platforms (e.g., Facebook, Twitter, TikTok) could uncover platform-specific strategies for maximizing consumer engagement. Investigating how changes in Instagram's algorithm impact the visibility and engagement of different content formats could provide insights into optimizing content strategies amid platform updates. Exploring how collaborations with influencers who create sponsored content affect consumer engagement compared to brand-generated content could highlight the role of influencers in social media advertising.Incorporating qualitative methods such as interviews or focus groups with Instagram users could provide deeper insights into the emotional and psychological factors influencing engagement with different content format. Conducting cross-cultural studies to examine how cultural differences influence consumer responses to various content formats

on Instagram could inform global social media marketing strategies.Investigating emerging content trends (e.g., augmented reality filters, interactive storytelling) and their impact on consumer engagement could identify innovative approaches for future advertising campaigns. Examining how increasing privacy concerns and regulatory changes (e.g., GDPR, CCPA) influence consumer engagement with social media advertising content could guide brands in maintaining consumer trust.Studying the relationship between consumer engagement with social media advertising content formats and subsequent purchase intent or brand loyalty could provide valuable insights into the ROI of social media marketing efforts.

Utilizing AI and predictive analytics to forecast consumer engagement based on content format attributes (e.g., visual complexity, emotional appeal) could enable proactive content optimization strategies.

By exploring these future research directions, scholars and marketers can continue to advance our understanding of how social media advertising content formats influence consumer engagement on Instagram and beyond, ultimately enhancing the effectiveness of digital marketing strategies.

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