Instagram and its influence on impulse purchases amongst the youth of Mumbai, India.

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MSc Marketing 2019-2020

National College of Ireland Submitted to the National College of Ireland, August 2020

Submission of Thesis and Dissertation

National College of Ireland
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(Thesis/Author Declaration Form)

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Degree for which thesis is submitted: MSc in marketing

Title of Thesis: Instagram and its influence on impulses purchases amongst the youth of Mumbai, India

Date: 17-08-2020

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Acknowledgements

Writing this thesis has by far been one of the most challenging tasks I've ever undertaken and thus would like to take a moment to thank people without whom this thesis wouldn't be possible.

My supervisor, who was always available throughout the course of this thesis despite the distance.

My family, who supported me throughout my master's journey and never doubted my potential.

My friends and peers for always motivating me to do the best.

& finally, the entire MSc Marketing faculty at NCI, who encouraged me to always ask questions and to never stop learning.

Index

Introduction

There has been a phenomenal increase in the use of social media, be it Twitter, Instagram, Facebook, YouTube or Pinterest in the past few years and has become an important channel of communication for marketers. (WARC,2020). Even though everyone has different opinions on it, it is very difficult to ignore the impact it has. Social media in layman terms are online channels which communities create in order to communicate ideas, content and messages. It also includes networking websites like micro-blogging websites and other video and photo sharing websites like mentioned above (Warc,2020).

However, social media today is not only about sharing pictures and thoughts. Today, social media is all about validating yourself with the number of likes and comments on your pictures but it doesn't stop with one's self. Marketers and businesses have also started participating. People now turn to social media to check out their favorite brand and what they're up to. They check out the brand's page, how many followers it has, how many influencers have recommended it, etc. It's like the final validation before a purchase decision (Roses,2019). Today, most brands are aware of the influence social media channels have on the audience despite the difference in demographics. Because of this influence, marketers have started using all kinds of social media platforms to market their product or service to leverage the platforms ability to reach to wider range of audience and at the same time make it targeted based on their consumer's preferences and interest (WARC,2020).

However, in the social media channel race, one platform that clearly is a hit among every business and demographic is Instagram. There are over 1 billion active users on the app and still growing (Forbes,2019). They also reported that even though Instagram is third in the list of number of users, after Facebook and YouTube, its reach is unmatched and is something that shouldn't be ignored by business users. It is also the second most downloaded application in the Apple App Store. Instagram is also reported to be a crucial part of business' social media strategy keeping in mind its growth from 2019 in terms of users and is predicted only to grow more. Instagram was also predicted to account for quarter of Facebook's revenue in 2019 by Forbes (2019).

One of the main characteristic of Instagram is the appeal it has towards the younger generation, mainly millennials (1981-1996) and generation Z (1997-2010) and is much more than any other social media channel (Forbes,2019). One of the major reason for the traction from these generations is solely because of the vast population of both the generation with 2.34 billion and 2.56 billion respectively (Bergh, 2018). Thus, making it crucial for marketers to reach this huge pool of audience. Another aspect of Instagram as recognized by previous researches is that it has tendencies to influence impulse purchases like Handayani et al., (2018), Kumar et al., (2018) , Mittal et al., (2016), Ali and Sudan (2018). However, these researches lack study in terms of the participants' subjective behaviour and perspective to their impulse buying behaviour on Instagram.

Thus, due to the youth's buying power and their tendency to impulse purchase on Instagram, this research aims to explore subjective behavior and perspectives of the participants that influences the impulse behavior which current literature lacks.

Another gap this research aims to fulfil in the existing literature is the methodology. In this research, thematic analysis will be used to study the participants' behaviour and opinions on Instagram's influence on impulse purchases. Thematic analysis will help us identify patterns into participant's behaviour on Instagram (Braun and Clarke,2006).

Thus, this research is divided into 6 sections starting with an introduction to the topic and relevant insights on the field that will act as a foundation to the rest of the research. It will also provide the excepted structure. The second section provides with a review of the existing literature and the current state of affairs in the field of social media and consumer behavior on it. It also identifies more gaps in the existing literature that this research aims to fulfill. The third section covers the methodology that was used to undertake this research and the justification to choose that particular methodology. Following with section 4 that sets out the results that our methodology provided us with and then section 5 presents a comprehensive and detailed discussion about the finding in section 4 and its comparison to previous literature and concluding with section 6, where a conclusion is made which summaries the research and its finding. It also outlines limitations that occurred during the research process and sets out recommendations for future research.

Literature review

Since this research aims to find out Instagram's influence on impulse purchases among the youth of Mumbai, this literature aims to study the various layers and underlying factors and functions that go into each aspect of this research topic, i.e. impulse buying behavior and Instagram's role, worldwide and how different it is in Mumbai, India.

A term all consumers are guilty of using; 'impulse buying'. But what is impulse buying? The term Impulse Buying was first coined in the 1950s and is studied even today. According to microeconomic theory, buying is a process which includes stages i.e. identifying a need, setting a budget and then ultimately making the purchase. Impulse buying can be defined as the opposite of this ideal process. (Wood, 1998) Beatty and Ferrell (1998) define impulse buying as a sudden purchase which does not include any prior intention or fulfil a specific need. It is also referred to as hedonic behaviour which is connected to feelings and physiological motivation instead of rational thinking. But on the contrary, Rook and Fisher (1995) do not agree that impulse is just stimuli, in fact, according to them, there are various other factors that are related to impulse and action, for example, normative encouragement or discouragement, (Financial problems, etc.) (Cakanlar & Nguyen 2019). And they might not be wrong. As easy as an impulse purchase is and sounds, there are several layers to this behaviour and what causes it. In fact, there have been researches about the incredible rise in impulse purchases as a result of social and economic improvements in the entire world, such as the internet. (Cakanlar & Nguyen 2019). Thus, this research is undertaken keeping in mind social and cultural changes which have increased impulse purchases and aim to study how online social media channel, specifically Instagram affects impulse purchases amongst the youth in Mumbai, India.

Talking about social improvements, one cannot ignore, the biggest social improvement and the disruptor introduction yet, i.e. the internet and the growth of e-commerce. Customers suddenly could shop online, on their computers, smartphone for 24 hours a day, 7 days a week. This burst of online shopping boosted sales of sites like amazon, and went on to become the largest bookseller in the U.S and practically threw all physical book stores out of business (Bellman et al,1999). Shopping at an arm's length disposal had started inducing more impulse purchases as people did not have to remove time from their schedules and go out to the store. Shopping on the internet became unplanned. One can shop on the bus on their way to work or do it in the comfort of their couch. There was no stopping at all. This growth of "shopping anytime anywhere" made a way for a few other types of research that outlined the increase of impulse buying due to the growth of disruptor marketing. The evolution of the internet and disruptor techniques has widely impacted people's buying behaviour (Aragoncillo & Orus 2018). The growth of impulse purchase behaviour in the world at the same time as the growth of social media, might not be as coincidental as we would like to believe. In the last few years, the importance of impulse buying in consumers has been very clear and all the previous researches in this field have shown all the impulse

buying represents 40 to 80 per cent of all the purchases made (Aragoncillio & Orus 2018). They also mention that a lot of organisations and researches have tried to understand the psychological and underlying behaviour when it comes to impulse buying to boost sales. But due to overload of information search on the internet and being used as a purchased channel has made the phenomenon a more planned and an informed process and thus, making it challenging to study the psychological behaviour involved in the process (Aragoncillio & Orus 2018). A lot of researchers are right in believing that there are several factors and dimensions that influence impulse buying behaviour, but the focus of these researches has mainly been offline or has been subjected to the whole online shopping industry (Cakanlar & Nguyen 2019).

Usually, people think that online purchases are smart purchases because consumer research's all the information before making the call. However, according to Jeffrey and Hodge (2017) and Verhagen and Dolen (2011), most of their buys are not rational at all and has a lot of room for impulse buys. E-Commerce sites like Amazon, eBay soon had to face major competition with a new disruptor introduction, which combined retail with social networking, i.e. social media channels. Research by (Sharma, et al., 2018) also states and reiterate the fact that there is a significant relationship between impulse purchases and influence of social mediums. According to Aragoncillio & Orus (2018) findings, the ratio of offline and online impulse buyers is 30% and 25% respectively, which shows that offline market has the high when it comes to impulse buying; but that's the online market as a whole. Taking one online medium may yield different results. Another research carried out by Dawson and Kim (2009) also, reiterates the fact that the growth of online shopping has influenced the growth of impulse buying behaviour. They both also talk about the need for more research in the same field. They also found a close connection between a person's cognitive and affective state to their online impulse buys. To support their research, there is recent research by (Chan et al., 2017), stating that there is a direct relationship between Impulse purchases with the online market but there are also underlying factors which influence the same. Taking these findings into account, it would be justifiable to investigate more about the impulse purchase decisions of consumers in relation to only one online social medium, which would be Instagram. Therefore, calling the need for further research that would include other factors which are mainly online and related to social media. Addressing this gap of not having only one medium to measure consumer's online impulse purchase behaviour, there is a need created to study and dig deeper into this by concentrating only on one online social medium, i.e. Instagram.

The reason for choosing Instagram as the only medium is because of its rapid growth and development and marketer's high interest. As of December 2016, the application has a total of 600 million active users (Balan,2017). Instagram is more relevant than it's ever been and has grown to become a popular online shopping platform among young people. In 2015, Instagram overtook Facebook with the average order value by being 65 US dollars while Facebook only had 55 US dollars per order. Furthermore, more than 25% of brand engagement comes from Instagram when compared to other social media sites (Che et al.,2017). The growth of Instagram shopping lies in the simplicity of the application itself. Anyone with a product to sell can start an account, post pictures of their product with a description and users can place an order by commenting on the posts or directly messaging

and thereby encouraging people to shop more. Even though Pinterest, another social media application is based on a similar idea of photo sharing like Instagram, it still does not penetrate the market like Instagram because Pinterest got stuck with the reputation of a site only meant for sharing interests and nothing beyond (Wally & Koshy, 2014). In their study of the use of Instagram as a marketing tool by Emirati businesswomen, they found 7 key reasons that make Instagram the most powerful tool and that it helps these businesswomen to reach more people. Two of the major reasons were that it's completely user friendly and easy to use and that it is free to use and there are no "start-up costs" and is not restricted by rules and regulations. According to them, the entire process of sharing pictures on the account is an interesting type of online catalogue which people can scroll through. In another study similar to this, found that women entrepreneurs used Instagram to grow their business because the application helps them sell their products while maintaining their privacy and confidentiality. Thus, proving that there is no doubt that Instagram has created a multi-million dollar careers for people from all over the world, which not only lets them collaborate on a global scale with different brands but also launch their businesses (Jin and Ryu, 2020).

These are just 2 examples out of probably many underground and small businesses on Instagram and there is no stopping these entrepreneurs and already big brands from selling more products on Instagram. Talking about businesses and entrepreneurs on Instagram and how more options to users and consumers will affect their purchase behaviour. Another important aspect for these businesses are endorsements and promoting their products and business. Endorsements have always plaid a crucial role in marketing and still is for marketers and businesses and now these endorsing roles have been taken up by influencers on Instagram (Lim et al.,2017). An influencer is defined as a person who has more than average reach or impact through online word of mouth. They are said to be an expert in a particular field of their choice, which is usually, fashion, food, lifestyle, beauty (WARC, 2020).

These influencers recommend a plethora of products and provide information on a daily basis making the users exposed to a million "#Ads", which makes a lot of room for impulse purchases. It's not only the influencers on the medium that may be opening gates to impulse purchases, but it's also the newly introduced feature on the application in March 2019, the shop now, feature. Because of this feature, Instagram enabled in-app checkout on shop-able posts. By streamlining the entire shopping process on your phone, Instagram is all set to become your one of a kind, personalized digital mall (Pardes,2019). Instagram says that over 130 million users tap on the shop tag each month while browsing through posts, be it big brands or small business, but the actual purchase process is where it gets annoying. Thus making it even easier for users to indulge now by the introduction of this feature. According to BigCommerce, a lot of American companies were able to increase their sales by making their products available on Instagram to buy. Ken Natori from The Natori Company, mentions that there has been a 100 per cent increase in revenue, a few weeks after the launch of the check-out feature (Berndl, 2018). All of this opens a lot of space to investigate the number of impulse purchases that happen on the application daily. This makes Instagram the perfect and the most suited channel to study consumer's impulse buying behaviour in terms with only one social media site.

However, this area of research is still scattered and broad and needs to be narrowed down to specific demographics mainly including, the location of the research and the age of the participants. Keeping this in mind, further research was done onto which country and city would help fill a gap in the existing literature.

In India, there are more than 570 million internet users, making it second behind China in internet usage, making it a buzzing hotspot to study its online behaviour when it comes to shopping patterns (Thakraney,2019).

Wadera and Sharma (2018) in their paper studies about impulse buying behaviour online in Indian crowd divides the "stimuli" of impulse buying into different factors which accommodates the phenomena of impulse buying on the internet, starting with individual characteristics, which are individual impulse buying tendency & shopping enjoyment. Then, with environmental characteristics, there is content and variety, design and navigation, and finally pricing and promotion. Both, of these characteristics, individual and environmental play a huge group in the online impulse buying behaviour among the crowd in India. However, a major gap in their research papers about online consumer behaviour among Indian audience is the absence of 1 particular channel or medium, which this research aims to fill by focusing the research on only one medium, which will be a social media application.

However, even after all these insights, there is limited research done on the Indian audience when it comes to their impulse buying behaviour on Instagram. Very few research work is carried out in this field from the perspective of an Indian crowd, like, the work of Ali and Sudan (2018) that studies about the influence of culture in Indian audience when it comes to impulse buying and their quantitative study recognised that 5 variables of culture had a significant relation with impulse buying behaviour namely, power, uncertainty avoidance, collectivism, masculinity and long term orientation. However, all of these characteristics are only culture related and do not take other aspects into account. On the other hand, Kumar et al., (2018) studies show the influence of social media, mainly, advertisements on impulse buying through SEM (Structural Equation Modelling), which concludes positively, which also has a gap, which is the absence of a specific social media, that this research aims to fulfil. Mittal et al., (2016) also studies the different tendencies in Indian consumers to shop impulsively with their sample participants being from Delhi, India. Even though all of these studies are based in India, they are quantitative in nature and do not focus on one single social media platform.

Thus, keeping all of this literature in mind, this research aims to fill the gap in the existing research in regards with the impulse buying behaviour of young audiences from Mumbai, which is the absence of a specific social medium, i.e. Instagram and also fill the gap in the methodology as not many researches have performed thematic analysis. However, the main gap in the literature is that it does not study the subjective behaviour and perspectives of the

consumers that is influencing impulse buying, which this research aims to fulfil. This information will also be helpful to marketers who are looking to target consumers based on Mumbai or even any other metropolitan city with similar lifestyle pattern to Mumbai and what do they need to do on the application that will attract the audience.

Therefore, it's also important to know more about the growth of the internet in India, crowd's behaviour and where are they most active. There has been a rapid growth when it comes to online shopping in India and there are various factors responsible for this growth. With a yearly rising GDP rate of 6.8%, India is one of the fastest emerging economies in the world and are the third-largest economy in terms of purchasing power parity in the world, according to World Bank,2016 (Raman, 2017). Along with this, even electronic payments have started trending due to the growing youth population and rising disposable incomes. All of this came about through the government's 'Digital India' mission which has brought in various investments in the telecommunication that has incredibly supported the internet penetration in India, and it is predicted that in the next 5 years, the number of internet users will double from 300 million in 2015 to 600 million in 2020. Interestingly, it is also predicting that half of this 600 million will transact through digital mediums and the total transactions through digital mediums is estimated to be around $500 million by 2020 (Raman, 2017).
Raman (2017) also added that the e-commerce market in India is one of the fastest-growing markets to ever exist and continues to be churned by various factors, like, a growing number of smartphone users across the country, effortless and easy payment methods, competitive pricing and discounts. As mentioned above, online shopping and impulse shopping go hand in hand and there might be something more to it than what meets the eye.

And because of this easily available internet and its growth, lines are blurring between small towns and metros. Marketers are empowering and encouraging consumers even in the remotest parts (Gosain and Rawat, 2018). Despite this, even with a population of 1.3 billion and 450 million internet users, it is easy to assume that India might have strong traffic on social media. However, that is not the case, general penetration and traffic on social media in India is lower than expected. According to Statisca, social media penetration in India will gradually increase and is predicted to reach 371 million by 2022 (Thorsdottir,2019). Currently, it is the huge rural population who is not very inclined to social media and that reflects in the 14% score of active users in 2017. However, two-third of the active users belong to the urban areas of India, with Delhi and Mumbai being the hottest spots. Users are mostly young in age and more than 60% of this population are college-going students. Thus, giving birth to a specific age demographic to focus on & to understand the changes and current trends in their consumption and buying behaviour due to Instagram. Interestingly, according to Bisen (2018), 71% of consumers in India are likely to purchase something based on something they've seen on social media thus making the research question even more relevant. The increasing investment from marketers in India is what is increasing the power of these social media channels (Thorsdottir,2019) and especially Instagram which brings in traffic from 78 million people from all over the country. (Gosain and Rawat, 2018).

According to the reports of the Indian Affiliate Summit, Singhal (2018) mentioned how consumers in India don't care if the brand is talking to them. It is consumers together who ultimately decide what they want to buy and whom they should be engaging with. Singhal also added how the growth of digital platforms have played a huge role in this massive change in consumer behaviour, from how they think and how different categories are evolving like influencer marketing, etc. (Thakraney,2018). In another research by Thakraney (2019), he points out how the country's evolution has depended on 2 things throughout and they are, technological transformation because of digital trends and the other transformation is because of its young demographic. When it comes to the digital lead transformation, it comes down to the number of internet users in the country which is predicted to hit 800 million by 2020. Thus, digital is catching up faster than expected in India and more and more people are opening up to the idea of e-wallets and shopping. In fact, in addition to this, India is also growing to be one of the largest countries to consume highest mobile data in a month, with an average usage of 8 GB per month beating the average of other countries which is 4 GB per month.

On the demographic front too, India is overtaking china with having the biggest youth population in the world and thus, satisfying this research's age demographic, which includes everyone 30 & out of the 1.3 billion population of India, 472 million people are under the age of 30 and are part of the Generation Z, who are born between 1997-2010 (Forbes,2019). Even when considering their media consumption pattern, they are categorized as digital customers as they've never experienced life offline. The preferred choice of social media among the youth starts with Instagram, YouTube, Tik Tok and Twitter. Facebook did not make the cut because after the Cambridge Analytica scandal came to life 24% of the audience left the channel, making Instagram the next hotspot for businesses and brand to target their consumers in this demographic, also making it the most relevant channel to research on.
However, even though the demographics are in their favour, it is still a major challenge for Indian brands and businesses to connect with them. Another limitation faced by businesses and brands trying to reach this youth on social media is their attention span, which is lowest than it's ever been at 8 seconds and also how impatient and demanding they are. Almost 53% of the youth drops off a website if it takes more than 3 seconds to load. All of these limitations have slowly pushed and forced businesses and brands to get out of their comfort zone and raise the bar on mobile functionality and experience (Thakraney, 2019).
Based on the India influencer report of 2018, 92% of the marketers have experimented with some kind of influencer marketing in 2018 and 62% of marketers planned to increase their budget on influencer marketing (Thorsdottir, 2019). All of this constitutes a major part of shopping on and because of Instagram did by the youth.

Since this research seeks out to understand one's shopping behaviour on a social media application it's important to explore in-depth about their social and cultural behaviour as that will help us get a richer understanding on their experiences and personal opinions. Thus, the research design that is adopted in this research is essentially a qualitative one.

Qualitative research, in a nutshell, is an umbrella term used to cover a variety of techniques and beliefs. All in all, qualitative research is an approach that lets us examine people's experience and thoughts in details through interviews, focus groups or from general observation (Hennink et al., 2010). In recent years, qualitative research has been reintroduced in social science to help understand social phenomena better. With this outlook, the main goal of conducting a qualitative data is to collect these phenomena from the views of different participants, which is usually neglected in quantitative findings (Chitsaz et al., 2011).

However with this specific research topic its necessary to identify behaviours patterns and with this, it is important to know volunteered participants' behaviour pattern when it comes to shopping on Instagram. Having said that, there are various layers to get through to get the results. To get through the layers, a broad outlook to qualitative research will not help us. To completely understand the participants' point of views and opinions, a thematic analysis will be carried out.

Thematic analysis as explained by scholars is a method used mostly in qualitative researches that lets the researcher identify, analyze and report themes found in their data. Thematic analysis can be referred to as a foundational method in a qualitative research. It is one of the most commonly used method by researches all over the world as it builds the core for further methods of qualitative research (Braun and Clarke, 2006). It is mostly recommended for researches that seek results by interpreting participants' answers. It also allows the researcher to connect one analysis of a theme or a code with that of the whole question (Alhojailan and Ibrahim, 2012). One of the most major advantage thematic analysis gives to this research is the flexibility. The flexibility of choosing how the data collected will be analyzed and interpreted. Thus, one of the best approach to a qualitative research is thematic analysis because it lets us interpreter data in different ways according to our research. This interpretation in a thematic analysis yields us insights into factors and reasons that influence the answers given by the participants (Alhojailan and Ibrahim, 2012).

With a research question based on a popular social channel which involves knowing about participants shopping behavior it is almost crucial to have flexibility in identifying and analyzing and interpreting their opinions and views. This is specifically relevant to this research question as thematic analysis specifically helps in analyzing participants' real life everyday phenomenon and Instagram as literature suggests is the new everyday reality that this demographic of participants live which will hopefully help us identify intricate themes that will bring us closer to our desired results. Thus, thematic analysis proves to be one of the most recommended approach to take for this particular research question. Additionally, similar researches done previously like Eriksson & Jarkemyr (2018), Djafarova and Rushworth (2017) , Jeffe (2019) and Nash (2019) on their specific demographic have also taken a qualitative approach by using thematic analysis and most of them were about social media and its effect on shopping behavior. Thus, adding credit to this research methodology.

Methodology

Since the primary aim of this research is to understand Instagram's influence in impulse purchases among the youth of Mumbai, and in process also investigate in what ways does it influences it. The under lying objective of this research is to understand participant's behaviour and feelings regarding impulse buying on Instagram and the influence of the medium. Since, the success of influencers and bloggers, the effect on the users and the young audience on the application specifically has been very prominent in the last few years, be it in terms of lifestyle choices or fashion choices, thus, making this a critical field to study and investigate further in.

Since the main objective of this research is to explore into the minds of the young participants from Mumbai and analyze Instagram influence on impulse purchases, this research will do so by developing an understanding about their attitudes, behavior and general opinions of their shopping journey on the social media channel and will done through a thematic analysis. A thematic analysis will yield us themes into factors and reasons that influence the answers given by the participants (Alhojailan and Ibrahim, 2012).

However, there is not one size fits all when it comes to thematic analysis. There are 2 types of thematic analysis, namely inductive and deductive (Braun and Clarke,2006). According to them, these are the 2 primary ways in which data can be analyzed and interpreted, which they refer to as "bottom up way" i.e. inductive and "bottom down way" i.e. deductive. When taking an inductive approach, the themes found are strongly linked back to the data itself, i.e. the results will have found similarity to already mentioned theory. Inductive analysis can therefore be referred to as a process of creating codes and themes without having it to fit into researcher's pre conceived notions. However, on the other hand, a deductive thematic analysis is more theoretical in nature and is leveraged by researcher's theoretical interest in that particular area. Thus, this form of deductive thematic analysis helps in providing a richer and detailed analysis of some parts of the collected data (Braun and Clarke,2006). However, when it comes down to choosing one method over the other, the research question comes into play and the researcher has to ask themselves the question why and how are they going to code for their research question. If your research is asking a specific question and requires a specific code to answer it, a theoretical approach can do just that. And if your research question has the ability to evolve through the coding process, it can map into a inductive thematic analysis (Braun and Clarke,2006). In the case of this research, the study requires to explore multiple codes and themes as the research evolves through the process. Thus, making it an inductive thematic analysis. Even Saunders et al., (2009) recommend using inductive approach when a research is about understanding why things happen the way they do and not

about just describing what is happening.

Another layer to a thematic analysis involves 'levels' at which the themes would be interpreted and analyzed. They are mainly semantic (Explicit level) or latent themes (Interpretative level) (Braun and Clarke,2008). They further differentiate the two by explaining how a semantic analysis of a theme only involves one layer or a level. This means the themes are interpreted by only by their surface level and is limited to that particular theme's field. In a semantic analysis, the researcher does not investigate more than what a participant has said or written.

However, on the other side, a latent level in a thematic analysis is the complete opposite of a semantic theme. Taking a latent approach on a thematic analysis involves going over and above the surface level. This involves interpreting the data beyond the replies of the participants and analyze and identify new ideas and concepts beyond the initial layer. Braun and Clarke (2006) differentiate the both by using a metaphor of a blob of a jelly. If we imagine our data to be a blob of jelly, semantic analysis of it would be about its form and meaning and a latent analysis would study where the jelly got its form from and its meaning. All though, for the purpose of this research, a semantic approach to the themes would be best suited as the participants are already sharing their "beyond the surface" thoughts and opinions about Instagram and their consumer behavior on it. Thus, a semantic theme would let this research organize the data collected from the participants and summarize it with related and significant theory where ever required to identify the broader meaning of a theme and even the implications, if any, of previous literature.

In order to collect data to undertake thematic analysis, structed interviews were carried out with 11 participants who were recruited from Mumbai and who met the demographics needed in the research according to the supporting literature, which is the younger population, i.e. a mix of millennials and Generation Z. Generation Z refers to the people born between 1995-2010 and are known for growing up with the internet and social media and millennials are people who were born after mid-nineties. This means, most of the research participants in this project were born in an era where internet was already readily accessible. (Forbes,2017). Thus, making them the most ideal demographic for this particular research topic as they've grown up alongside Instagram and lived through many of its new features and are old enough to understand and share their thoughts and behavior on Instagram. However, to get the discipline of a survey and set number of questions, the interview conducted was a structed one.

Participants	Age	Gender
1	21	Female
2	22	Female
3	23	Male

4	22	Male
5	22	Female
6	23	Female
7	26	Male
8	27	Female
9	25	Male
10	25	Male
11	22	Female

These interviews lasted for 5-10 minutes where they were asked 6 questions which included questions around the participant's interaction on the application, number of people and brands they follow, why the follow them, how do the people they follow have an influence on their shopping history, and also about their personal lifestyle choices which would give us a little background on their general lifestyle and shopping habits and relate them back to the question.

Interviews were carried out on Zoom, Version: 5.0.4 (25694.0524) and transcribed by using an online application called Otter.ai which helps in transcribing the recorded calls (Otter.ai,2020). on a MacBook Air 2017 model. Conducting interviews are one of the commonly used methods for data collecting in a qualitative research. However, it is a strong competitor to online surveys as surveys has the advantage to reach to more number of people in less time whereas, interviews are more time consuming when compared to online surveys (Rowley, 2012). This also works both ways, because due to the changes in lifestyles the response rate for surveys is not always good. People tend to get lazy and leave the survey half way or worse, don't fill the survey accurately, which ultimately hampers the results of the research (Coughlan et al., 2009).

Thus, in an interview, if the questions designed by the researcher are relevant and fits well with the purpose of the research and the participants recruited fit the criteria of the research, it has a lot of potential to gain insights and understanding that have not been identified before and would not be possible in an online survey (Rowley, 2012). Thus, interviews for this specific research is useful as the participants are more responsive to an interview about a topic that seeks to understand their attitudes, behaviors, process and reasoning for all of this, which a survey wouldn't be able to cover.

A major limitation that came into play with taking interviews is the refusal rate. A lot of people don't have time or if they do have time, they don't feel comfortable taking part in a research. Thus, to fix this limitation, all the participants' identity remain anonymous. Being anonymous motivated them to be more candid and open when talking about their views and behaviors.

Another major limitation that occurred before starting the data collection process was the coronavirus pandemic. The interviews were ideally supposed to be conducted face to face but

to adapt to the circumstances, the interview was made over zoom, an online calling application. However, it did not affect the quality of the data collected as the participants had gotten used to the new normal of online calls.

Even in the commercial world, marketers will have to adapt to safe ways to undertake qualitative research that will go through and even beyond the pandemic. No one knows when life will go back to normal, but when it does, marketers should have what they need from the get go to hit the ground running (Djourov,2020). Djrourov (2020) also recommends to have structure and processes in place before conducting an online interview as it helps when the interview is conducted and one isn't left off guard during it. These insights have been adapted to this research interview as well.

Results

These results have come from personal views and opinions of 11 local participants from Mumbai, India, based on their consumer behavior on Instagram. All of them were asked 6 questions which covered different aspects and steps of their shopping journey on the application. Most of the participants spoke at length about how Instagram has changed their consumer behavior personally while the remaining few did not have much to add. However, the codes and the patterns of the participant's insights overlapped each other and revealed 6 main themes which are – 1. Visuals. 2. Price 3. Reviews and Research 4. Influencers 5. Authenticity 6. Abundance

1. Visuals – One of the most sought after answer that came out of the majority of the participants was visuals and graphics of the product on the post. 8 out 11 participants considered visuals the most important element when asked about what initially attracts them to products on Instagram. Across the board, there was a passionate view towards the colors of the post/ad and "how visually appealing the product is". The emphasis on creatives and graphics suggests that even though other factors matter in their consumption and attraction, it is, ultimately "the visual appeal factor that is really strong for me, otherwise I wouldn't even look at it." Another participant added to this view by saying "visualization is what gets me deeper into the brand." For all of the 8 out of 11 participants, visuals have to be "eye catching", "have bright colors", "have a good design to get them interested" in the product that is displayed on the post. The visual factor wasn't limited to just colors of the post but also "how the product was presented" and "the picture of the product" in the posts or ads and if the post does justice to product and its features, it then encourages the participants to move further in their buying journey on Instagram.
This reemphasis Gosin and Rawat's (2018) work, which states that the visual appeal in younger demographics like the demographic in this research, is stronger when it comes to mediums like Instagram, which are more visual in nature.
Another aspect where visuals and aesthetics are important according to one of the participant, is the "packaging of the product." Packaging and what product looks like is what encourages the participant to buy a product. This participants also added that, when to comes to products that are used for "decoration" it was the packaging of the product and how the brand has shown the product on Instagram would matter to them and if it was up to their standard, it would make the participant buy the product on the spot.

2. Price – Another very influential factor when it comes to participant's buying behavior on Instagram was the price of the product. On asking the participants what factors make them buy products on the spot when they see them on Instagram, the price of

the product was the most popular answer from 5 participants. The most common responses regarding the price included, "If it's cheap and looks nice, I'm game for it." and "It's definitely all about the price for me." These replies clearly suggest if it's cheap, "fits the budget" and "worth it" they will buy it on the spot. 1 out of the 5 participants also added that "even though the product will only last 2-3 months or will be used only 2-3 times", they would still buy it because of its low price. However, 1 participant did not directly say the price would matter but added "will always compare it with cheaper alternatives before buying." This only makes it more clear that directly or indirectly it is indeed the price that makes them buy products impulsively that they've on Instagram.

However, for 2 particular participants, the price did not matter. They would only buy a product on the spot if it was "going out of stock" or "be limited edition". Thus, making scarcity of a product also a crucial factor to weighs in on this research but however, it is not a popular thought amongst the recruited participants.

3. Reviews and research – When participants were asked to comment on their customer journey on Instagram in more detail and look beyond the visual and the price, right off the bat, the participants addressed that the reviews of the products they come across are the next thing they see after the initial attraction to a product and how "testimonials" on those products are an important aspect of their buying behavior. For 7 out of 11 participants, it is crucial for them to research about the product they're attracted to on Instagram before they decide to buy it.

"Whenever I see something I like on Instagram, I'll go the website to check it out and always read the comments." It's also not just any review for them, the participants specifically look and follow "good reviews" which look real and "legit" and are given by "real people" like them. It is clear from their responses that there is a heavy emphasis on reviews and testimonial. One of the participant also mentioned why reading the reviews or researching a little more before finally buying the product that they've seen on Instagram is important for them and it is mostly because "when you buy something online, it is not exactly what is shown online". Thus, the participants time and again have mentioned the importance of them to know how the product was received and liked by other users from the application. For one of the participant, reviews of fellow users was buy all end all for them.

"if people have said it works very well… and it's going to convince me in the first go I will definitely buy it and not think twice." Thus, reemphasizes the fact that reviews are also a crucial element of consumer's shopping behavior on Instagram.

Another element to the reviews, was about who the reviewer is. 1 out of the 7 participants added an interesting insight about who they want the reviewer to be and that they want to see if "real people" have reviewed the product they liked. This was one of main thing for the participant that they look for in reviews of the product and most of the emphasis was on "real people" and "people like me"

One of the other participant also added into this insight by saying how "Instagram has a lot of people who review stuff" so they "like to go through the reviews a lot more now". This signifies that, the new behavior pattern of looking for reviews and

researching deeper into the product on Instagram is a significantly new change because of the increase in "reviewers" on the application and the participant too accounts the application for this new change. In their journey of looking for reviews, they also tend to do a fair bit of "research" which thereby helps to "get better knowledge…" about what each product does or what it is really looks like in a natural or a real setting. Going back to the participant's insight on how there are so many people who review products on Instagram. This lead the way to for another very important theme in this research which are "Influencers"

4. Influencers – An influencer is defined as a person who has more than average reach or impact through online word of mouth. They are said to be an expert in a particular field of their choice, which is usually, fashion, food, lifestyle, beauty (WARC, 2020). When participants were asked about motivating factors in their shopping journey, 8 out of 11 participants said, "influencers", "celebrities" and even "bloggers" as a big motivator for them when it comes to their buying behavior on Instagram. One of the participant also mentioned that influencers and bloggers are the first step in their shopping journey on the application.

1 of the participant also mentioned her entire process of how influencers are a part of her shopping journey, "So I first follow all the pages that interest me…and when it looks attractive is when I go out of my way to buy it." The participant also mentioned how the product looks on the blogger matters when they're looking to buy something. "Even how so when bloggers, they wear some particular clothes that really looked good. So then I'll at least go and see the thing on their website. I may not always buy it, but at least I'll go and see it and check it out."

The participant went ahead and gave an example of Kylie Jenner, the mega influencer on Instagram influences them. The participant mentions how Kylie Jenner owns and posts pictures of things are " obviously super expensive" including the clothes she wears on Instagram, which influences them to check out the dupes and look alike of her clothes on cheaper websites. This signifies the impact that the influencer has on one's shopping journey and choices.

The participants also mention how it is also not always about one influencer in particular, it is the influence about a group of influencers on the application.

 "If I see a lot of people wear/use it and not just one person" & "something everyone had" &"if its popular"

This also gives birth to underlying codes such as popularity among peers. However, this popularity among peers is also coming from influencers and celebrities on Instagram. Participants are even aware of this influence and agree to it.

"Influencers advertise it consciously or unconsciously" and "I may not have wanted to buy it but looking at them, I definitely start checking it out."

Others mentioned the term "endorsing" & "people I find cool" which again relates to celebrities and influencers on the application.

"If someone I find cool is wearing, then I will think of buying it."

"Products attract me when it has a celebrity I like & follow & if they've advertised the product."

Also, as one of the main changes in participants shopping journey because of Instagram is being "influenced very easily to buy products." & how instead of looking at magazines, they've started looking at influencers on Instagram and what they're wearing to take inspiration. 1 of the participant also referred to influencer's suggestion and reviews as "word of mouth". According to one of the participants, one of the frequent cited reason for this pattern of behaviour was sponsored posts or posts that are tagged as "#ads". Another participant even said that influencers "manipulate" them since they see the products so often as a pool of influencers are endorsing the same product. After these insights, there is no doubt that Instagram influencers play a big role in participants shopping journey.

5. Authenticity - It is inevitable to talk about social media, and not mention authenticity. Authenticity seemed to be an important theme among 4 out of 11 participants when asked about what type of information do they want to know before buying products on Instagram. Reason being that the participants don't know who the person is and if the product will match up to what is shown, "because many times, what happens is if you buy something online, it is not exactly what is show online…although it looks good and everything, it might be uncomfortable or might not look good on me." Other participants mention how they only rely on brands for authenticity & how they "wouldn't buy anything that is not branded." & "want to go for a brand which they know, so the quality is good.
 Participant justified this theme by adding, "you can't touch or feel anything on Instagram, so you want a trusted vendor sending it to you." Along with the authenticity, participants also questioned its followings and reputation.
"What the brand is? Is it trustworthy? Do they have a decent number of followings? … & they won't cheat me and won't drop a random product at my doorstep." Thus, making brand authenticity a major step in their consumer behaviour and shopping journey on Instagram, which also includes its social standing such as followers and likes.

6. Abundance – Another major change in participants' shopping journey because of Instagram has been abundance in general. Abundance when it comes to more shopping options and more expenditure. 8 out of 11 participants agree with this. "Yes, definitely my needs…so oh, this cream clears your acne, maybe it'll help me too let me just try it out. So this is how it all plays out. So even though I may not have wanted to buy it or something but looking at that, hence…" Meanwhile, other participants describe it as place where one "can even sell pebbles" if they wanted and people would buy it, reemphasising the fact that Instagram makes people buy things they do not need. Browsing on Instagram for one of the participant is "a constant feed of inspiration and mood board of what you want or like in life." The participant also recognized that because of this abundance, what they shop for has even changed. The abundance has introduced them to "bigger and better brands" , "art magazines" and "thrift stores"

"Instead of buying clothes has become, I look for cutleries and whatever I like."
A lot of options is thereby increasing participants' purchases thereby also increasing their expenses.
" I've bought things I don't need" "I also spend a little more than I used to before, because of Instagram."
Another participant also thinks that Instagram "manipulates" them into buying things, by first having the influencers promote it and then tempt the users with a great deal which makes them go , "fine, let me just get it."
All of these themes, along with abundance of choices and information, make the buyers think less and less before buying a product and take decisions just because they "feel like it" or are "in the mood" to buy it.

Discussion

According to previous literature and researches, we are now aware that people, especially the younger demographic now shops online and are getting influenced on a daily basis to buy more and more impulsively. Thus, offering a great opportunity to marketers who want to capture this market by using features of social media, like, word of mouth, etc. (Killian and McManus,2015). Most of the participants signify the same through their results. 8 out of 11 participants agreed that Instagram makes them shop more than they would usually do and it's for things they never thought they even needed, thus, signifying unplanned impulse buying as identified by Wadera and Sharma (2018). There is already a lot of research on how consumers are not rational buyers and on the internet even more so as also pointed out by our participants, who buy things just because they "feel like buying it" and marketers need to evaluate this critically because of the sheer buying power Generation Z's population has (Forbes, 2018). which is also aggravated by getting easily influenced by different factors on the app like mentioned above. Thus, this thematic analysis on Instagram's influence on impulse purchases yielded us a framework that features five motivators that is influencing them to shop impulsively on Instagram.

After conducting a thematic analysis on 11 participants from Mumbai to examine their behavior and perspectives on impulse shopping on Instagram (Braun and Clarke,2006). The first theme that was identified was visuals, which was the first touch for all participants when they first see a product or get initially attracted to a product on Instagram. There are almost 80 million photos being uploaded on Instagram every single day, which makes the saying "a picture is worth a thousand words" truer that ever (Pugh,2017). Pugh (2017) also emphasizes the fact that one of the main essence of the digital world is that it is majorly a visual medium, similar to the traditional ones but on steroids. The visuals include lives and experiences of people which were once only kept to themselves and scribbles in their diaries. Marketers and brands have now taken these visuals and pushed it to another level. It is now a very important task of their job to use these small square boxes on Instagram to spread their brand message and tap into this world of endless opportunity (Pugh,2017).
8 out of 11 participants said they notice how the product looks in the picture and if bright colors are used and if it does justice to the product. This for the brands mean they cannot only rely on the sponsored logo tag or the hashtag 'ad'. They've to invest in attractive visuals if they want to attract people to their product. These results indeed supports previous research that states that image quality is king on Instagram and every visual put out by the brand's handle has to be aesthetic if they want to create an attractive visual appeal that captures the audience (Warc, 2020). This is especially true in the case of younger demographics like the one in the research, which is also supported by Gosin & Rawat (2018). A very prominent industry where the aesthetics and visuals have played an important role has been the alcohol industry. The research shows that pictures of vibrant colored drinks are shared more and marketers are now creating products which will get them more 'likes' and 'followers'. This theme can be perfectly captured by a quote by Squires from the Ad age digital conference in

2014, "As you're scrolling through your feed, it leads with imagery. The copy is an afterthought." This also stands true for the participants. A few of them mentioned that they come to Instagram for inspiration and new ideas and how the different things are around the world.

Even previous researches which were carried out, like Xiang et al. (2015) yielded a positive relation between visuals online and consumer's response to impulse buying products. However, the research carried out was quantitative in nature and only signifies the positive effect visuals have on impulse buying among consumers online. However, with conducting a thematic analysis for this research, has yielded us with the reasons behind this positive relation, which according to the participants are 'bright colored' and ' eye catching' visuals. In another research as well by Kujur and Singh (2019) have identified that there are different types of visual content that influence consumers online, however, their finding were only limited to consumers reaction to likes, shares and comments.

Another place where visuals matter according to the results, is packaging.
For one of the participant, packaging was the one and the only factor that mattered that would make them buy something on the spot when seen on Instagram. There's no doubt that packaging plays an important role This also stands true as according to Bullen (2020), the youngest demographic on Instagram, spends 5 days a year in the search for the "perfect picture" on Instagram as they spend most of the time sharing every part of their lives on Instagram. Thus, brands need to incorporate these insights into their Instagram activity because at the end of the day, it's all about how the product looks and if it looks good and attractive, the volunteered participants would buy it in a jiffy.

When the visuals are not able to cut through the clutter while browsing on Instagram the next thing the participants see is the price. However, there is not enough qualitative research done to support how price mentioned on Instagram post influences impulse purchase decisions, however according to a quantitative research done impulse buying behavior in online fashion shopping among Indian consumers, there is a significant correlation between the price, discounts on products and offers and the buying behavior of Indian audiences (Wadera and Sharma, 2018). Other studies done by Lynch & Ariely (2000), Earl and Potts (2000) and Kim and Fairhurst (2009) also state the positive co relation between the price, discounts and offers with consumer's buying pattern online (Wadera and Sharma, 2018).
According to the participants of this research too, it clearly does affect them but not only for fashion related products but others too and the same goes for the online medium, which is Instagram in this case. For most of them, if the price of the product is low, they are more likely to buy that product. This is also the case, if the product is on sale. The price started playing a crucial role in Instagram's shopping industry when Instagram introduced the shopping feature in 2016 (O'Reilly, 2016). The shopping feature, in a nutshell, lets users tap on the products that were in the post and allowed them to see the prices. It also, let them see a little description about the product and if the user was interested in buying it, it would lead them to the seller's website to check out. Thus, breaking a big barrier when it comes to shopping online in general. Users do not have to get off the application anymore and visit the

website to know the price and additional information, they could do all of that in a few taps and without leaving Instagram. Interestingly, this feature was launched in India just a year ago in 2019 (Bhattacharjee, 2019). Thus, the participants who've recently come across this feature have started making their decisions based on price because the price tag is always on the post. This also reduces a lot of time in their decision making. Thus, having price as a motivator to impulse buy stands accurate.

The next identified theme when participants were asked about their motivators when it comes to their impulse buying behaviour on Instagram, are reviews of the product. One of the most basic yet important characteristic of the middle-class in this growing market is the sense of community (Sinha,2016) and almost more than half of the Indian population come under the middle-class strata (Biswas,2017). Thus, this community is also present on Instagram and it is the reviews of this community that these participants depend on. They want to see reviews from 'real people' and 'people like them' which comes from a community they're also a part of . Consumers follow reviews only if they seem truthful, logical and believable (Chakraborty and Bhat,2017) & same stands true for the participants in this research too. They time and again reemphasize how important it is for them to have a real review about the product and how normal people like them think about the product. Only when this criteria is fulfilled is when they feel confident to buy a product they've seen on Instagram. This has also been identified in previous researches like Motyka et al., (2018), which states that certain type of online reviews effect impulsive buys however, not enough research has been done solely about reviews on Instagram and how it affects impulse buying behaviour. Thus, the results by our participants fulfil this gap.

Thus, slowly all social media channels are became a platform for everybody to publicize their views and experience for any products they bought (Chen et al., 2011). This is especially prominent on Instagram, which then slowly gave birth to the influencer mania, which is also an identified theme among the participants when it comes to their impulse shopping behaviour on Instagram.

Influencers, like mentioned in the literature review are people who have an influence on others on what they should buy or not buy. They in a way endorse the product for brands on social media. Just like Lim et al. (2017) have mentioned, it is more important than ever for brands to now leverage influencers to endorse their brands on social media. This is even more clear by the results. Influencers are opinion leaders on Instagram and their verdict on a product is final, thus, all of the participants depend on them and their opinion to buy a product. . This is also pointed out in a similar qualitative research conducted by Wang and Gao (2020) among Chinese millennials about influencers effect on consumer's buying behaviour, similar codes were developed about influencer's effect, namely, credibility, attractiveness and knowledge about the product.

If an influencer of their choice, like Kylie Jenner as mentioned by a participant, endorses a product of wears something, they most definitely check the item out and if they can't afford it, they opt for the fake or the 'dupe' but they still without fail try and buy something similar

to what the mega influencer endorses, which brings in the attractiveness theme from previous research by Wang and Gao (2020). Having said this, participants don't just stop at the likes of Kylie Jenner, they want to see real influencers who have genuine feedback or reviews to give and are keeping it real because as mentioned by Slow (2019), influencer marketing, at its worse is all about photoshopped pictures and fake lifestyles, which now is wearing off audiences and they are on their way to switch to more genuine influencer marketing where influencers have their own personalities and offer a genuine connection to their followers, which has become increasingly popular internationally. This new sub section of influencers are called micro influencers and they usually have 10k or less than 10k followings, thus bringing in the credibility factor as recognised by Wang and Gao (2020). However, the influencer having enough knowledge of the product wasn't as important among participants from Mumbai.

It is evident from the results of this research too, that participants crave for the reviews or posts of influencers and they've started to trend in Mumbai, India as well. It's when they vouch for a product or wear something that looks good on them, is when the participants buy it without thinking twice. Thus, for marketers now the only limitation that stands is the selection of the right influencer in a pool full of mega and micro influencers.

However, sometimes for a few participants, it takes more than one influencer for them to buy something that they're endorsing. Its only when they see the same thing on a bunch of influencers is when they're convinced that the product is good and they want to buy it. This, goes back to the concept of community in India as pointed out by Chakraborty and Bhat (2017). Participants will only want to buy it, when it comes from a community of influencers. This also provides an interesting insight for marketers as, Mumbai as a city, is widely known for its film industry i.e. Bollywood, and the younger crowd, like the demographic of this research who are also residents of Mumbai are now moving away from celebrities who were once the only influencers/endorsers marketers used (WARC,2019) and switching to influencers on Instagram instead.

Thus, the butterfly effect of having influencers review and endorse products all the time according to the participants is that they shop more frequently than they used to. Butterfly effect according to Dizikes (2011) can be described as something that is highly sensitive in nature and reacts to small change and is relevant in all disciplines like this. Growth of influencers lead to the growth of more sponsored posts from brands which lead to more impulse purchases among the participants.
Thus, they agree to the fact that they get influenced by what they see on an influencer and what they sell to them. If the influencer likes it and it looks good on them, the participants more often than not buy the product on the spot. Even though some of them don't always buy it on the spot, they mention that they check it out on other websites and then make a decision.

However, an underlying factor that comes to play with these participants is that they never had the need for it before. According to them, it is only after seeing influencers on Instagram use or wear a product is when they develop the need to buy it. Participants call out Instagram by saying it "manipulates" them into buying products they don't really need. Some participants addressed the same thing in a different way. According to the other half of the participants, Instagram has helped me to know more about bigger and better brands than they already knew and used. It has allowed them to try more products that they wouldn't have if they had not seen it on Instagram. Another element on Instagram that has helped the participants to access more products are the independent sellers who run their own business on Instagram. Jin and Ryu (2020) and many other scholars have time and again mentioned how important these small independent businesses are and how they generate millions of dollars of employment all around the world. The same is happening in India right now as this research points out and our participants are a part of it. These purchases may not always be impulsive but is definitely under the scope of increasing soon.

Having said this, it is also possible, that consumers, because of their extremely low attention span, get bored of this constant noise of products and endorsements on Instagram and slowly start cutting off from branded content on Instagram. If this does happen, marketers will have to find new and subtle ways to reach the consumer.

Conclusion

The main aim of this research was to identify participants subjective behavior and perspective on impulse purchases on Instagram. After collecting all the data from 11 participants from Mumbai, 5 main themes were developed that were identified as common behavior patterns among all the participants that were influenced by Instagram to impulse purchase. The results of the research has yielded a number of interesting insights into consumer behavior on Instagram when it comes to impulse shopping on the application. A few of these insights have been touched upon in previous researches in the literature however, a number of new findings also came into play with respect to the audience in Mumbai. Some of the factors involved in impulse buying like influencers, reviews and price are stronger with the audience in Mumbai as compared to other research in the literature like in the US or Europe. Thus, with this, the aim of the research question was fulfilled and the factors that influenced impulse purchases was recognized which were, visuals, price, reviews, influencers, authenticity and abundance.

Limitations –

Even though the objective of the research is fulfilled, there are things that could have been different and have the potential to make improvements in the research. One of the biggest limitation that this research came across was the limited number of participants in the sample size. According to Fugard and Potts (2015) the suggested sample size for a small to a medium size research is around 12-17. This research falls short of 1 participant to obey the suggested sample. However, due to the pandemic, a lot of people were not available for an interview because of various personal reasons which hampered the original proposal of this research's sample size. Having only 11 volunteers to participate in this research, limited our investigation into the buying behavior of people of Mumbai on Instagram. This also lead to the generalization of the audience in Mumbai. A wider sample size would help us identify more themes or would help build on our existing themes. A larger sample size would also bring a lot of weightage to this research, but unfortunately was limited. Another limitation that this research had was a communication gap. The proposed way of communication and data collection was proposed to be face to face interviews, which because of the pandemic and the lockdown did not happen. Thus, the data collection method was switched to telephonic interviews over Zoom, an online video calling application. The only drawback that came with telephonic interviews was connectivity issues from both the sides. Sometimes due to bad network, the application was not able to catch the participant's words which made them repeat their words, which is not always good for the research. There are chances that the words the used in their first reply would not be the same in the second, which hampers the possibility of a different answer, a better one. The last limitation that was faced during this research was the small amount of literature about Indian population, specifically city wise, on Instagram.

Future research recommendations –

A lot of fundamental data was discovered during this research which can be useful to marketers and researchers looking to explore more in the field of Instagram and consumer behavior on it, in Mumbai, India. Following are a few areas that future researchers can investigate further in or improve from this research :-

1. In order to solve the limitation of a smaller sample size, future researchers can recruit a larger sample size. This will defend the generalization of this research on Mumbai residents. It will also help gather more information and hence develop more codes and themes. Along with the sample size, future researchers can also broaden their demographic to other cities and not just Mumbai. This will also help in knowing how similar or different the youth is in different cities despite the application being the same.

2. Since all the researches done previously in the same field have also been mostly qualitative in nature; it is worth for a future research to carry out a quantitative research in order to develop a numerical representation of consumers who get influenced by Instagram to impulse shop. In a quantitative approach, the research collects data in a numerical form and then analyzed statistically (Sukamolson, 2007). It would answer questions that were not possible to answer in a qualitative research. Whereas a quantitative research would explore questions on how many people tend to impulse buy due to Instagram and how much percentage of sponsored content is responsible for this impulse shopping behavior and examine quantitatively about how much each theme constitutes to impulse buying behavior.
And out of all the themes that were recognized, one of the most popular one was visuals. It is one of the first touch points that any user comes across on Instagram. Thus, it is a strong topic to research on further, which can be done quantitatively by conducting visual psychological experiments.

3. The research should not only be restricted to just one social media application but to others as well. Every social media has different influences on different people and its worthwhile for a marketer to know the difference in behavior on different social media channels as well. Along with the social media channel, researchers can also narrow it down to different demographics, in terms of age, and how it affects them and how different are they from the ones in the research. Even though the majority of users are from the younger generation, like pointed out by the literature, there is still a pool of users from the older generation whose behaviors and opinions are not researched upon and can be of use to marketers and researches to target them and also to compare how different the two generations are.

In conclusion, this research project examined 11 participants by using thematic analysis in Mumbai, India in Summer 2020. These finding yielded us 5 main themes namely, visuals, price, research and reviews, influencers and abundance, which mainly influence the participants to impulse purchases on Instagram. These finding suggest that future studies in the same field and topic should be examined further as Instagram removes timely updates and introduces new features every now and then. Thus, it's important to know if and how the new features or updates cause any change in participants behavior or opinions.

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