


Chapter 26

Tactics for Influencing the Consumer Purchase Decision Process Using Instagram Stories: Examples From Around the World

Hale Fulya Yüksel

 <https://orcid.org/0000-0003-2953-5212>

Afyon Kocatepe University, Turkey

Erkan Akar

Afyon Kocatepe University, Turkey

ABSTRACT

The purpose of this study is to put forth tactics to influence the consumer purchase decision process by using Instagram Stories tools. The tactics are handled with successful examples from around the world. Analysis of the examples reveal that many powerful tools of Instagram Stories such as different camera modes, face filters, stickers, live video, “see more” links, shopping stickers, hashtags, etc. can be used to accomplish business goals like driving online and in-store sales, promoting apps, raising brand awareness, generating leads, gathering follower feedback, and retaining customers by influencing consumers at every stage of the purchase decision process.

INTRODUCTION

Traditional commerce has become electronic with the rise of the Internet, and it has transformed almost everything about consumers' lives such as the ways of communicating and gathering information about product offerings or how to make purchases (Darley, Blankson & Luethge, 2010). Because of the particular impact of the digital revolution on consumer purchase decision-making, today's consumers

DOI: 10.4018/978-1-6684-6287-4.ch026

are not limited to offline shopping; instead they now have access to product information anywhere (at home, at the workplace, or at any other place with the use of mobile devices) (Charlesworth, 2009: 16) and anytime.

According to the “Digital in 2018” report, the number of internet users is 4.021 billion, the number of social media users is 3.196 billion and the number of mobile phone users is 5.135 billion. Moreover, almost 1.8 billion people around the world are making online purchases (Kemp, 2018) and this number is expected to be over 2.14 billion in 2021 (Statista, 2019a). According to the “Social Commerce Revisited 2018” report, all social media platforms influence consumers’ shopping journeys and as the report reveals, 58% of respondents say that social media influence a purchasing decision (SUMO Heavy Industries, 2018).

Looking at the literature on this subject, Djafarova and Rushworth (2017) investigated how different types of celebrities on Instagram affect consumer buying intention. Veirman, Cauberghe and Hudders (2017) explored Instagram influencers’ impact on brand attitude. Casalo, Flavian and Ibanez-Sanchez (2020) examined influencers on Instagram, and identified some key antecedents and consequences of opinion leadership. This study theoretically contributes to the literature on both digital content marketing and online consumer behavior, by explaining the use of Instagram Stories tools in influencing the consumer purchase process. Therefore, it is one of the first studies in this field.

CONSUMER PURCHASE PROCESS IN THE DIGITAL ERA

The traditional consumer purchase process consists of five stages including problem/need recognition, information search, evaluation of alternatives, purchase decision and post purchase evaluation (Engel, Blackwell & Miniard, 1990; Butler & Peppard, 1998; Teo & Yeong, 2003; Park & Cho, 2012; Wolny & Charoensuksai, 2014). The effects of the digital revolution on these stages may be summarized as shown in Table 1.

CONTENT MARKETING IN THE DIGITAL ERA

Content marketing is not a new phenomenon, but the emergence of the Internet and digital channels including social media has facilitated companies to take advantage of content to attract current and potential customers (Lieb, 2012: 2).

Content marketing can be defined as attracting, engaging and inspiring customers to buy and share via content that relates to the interests and behaviors of the customers’ buying cycle (Odden, 2012: 99). The growth of the social and mobile Web has changed communication methods (Rose & Pulizzi, 2011) and digitalized content marketing. Rowley (2008) defines digital content marketing as:

The management process responsible for identifying, anticipating, and satisfying customer requirements profitably in the context of digital content, or bit-based objects distributed through electronic channels.

A research study by the Content Marketing Institute (2017) reveals that digital channels are highly used to distribute content as shown in Figure 1.

According to the same research, content marketing tactic usage is listed in Figure 2.

18 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/tactics-for-influencing-the-consumer-purchase-decision-process-using-instagram-stories/305350

Related Content

Reaching Consumers Through Video Marketing in Africa by Enhancing Industrial Growth and the Realization of SDGs and African Agenda 2063

Maureen Adhiambo Kangu, Alexander Katuta Kyuleand Adrian Bosire Mosoti (2022). *Research Anthology on Social Media Advertising and Building Consumer Relationships* (pp. 1228-1245).

www.irma-international.org/chapter/reaching-consumers-through-video-marketing-in-africa-by-enhancing-industrial-growth-and-the-realization-of-sdgs-and-african-agenda-2063/305391

Intended Continued Use Social Networking Sites: Effects on Job Satisfaction and Performance

Ned Kock, Murad Moqbel, Kevin Bartonand Valerie Bartelt (2016). *International Journal of Virtual Communities and Social Networking* (pp. 28-46).

www.irma-international.org/article/intended-continued-use-social-networking-sites/160083

The Impact of Social Networking Websites on the Education of Youth

Sunitha Kuppuswamyand P. B. Shankar Narayan (2010). *International Journal of Virtual Communities and Social Networking* (pp. 67-79).

www.irma-international.org/article/impact-social-networking-websites-education/43067

ICTs: Convenient, Yet Subsidiary Tools in Changing Democracy

Kerill Dunne (2015). *International Journal of E-Politics* (pp. 1-13).

www.irma-international.org/article/icts/127686

Best Practices for Social CRM

Fabiana Lorenziand Stanley Loh (2013). *Organizations and Social Networking: Utilizing Social Media to Engage Consumers* (pp. 273-284).

www.irma-international.org/chapter/best-practices-social-crm/76765