

# The Impact of Advertising on Instagram Toward Consumers' Purchase Intention

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**Abstract.** This research aims to investigate the impact of advertising on Instagram on consumer purchase intentions using the Scopus database, covering the time from 2015 to 2024. Furthermore, this research provides recommendations for additional potential domains of investigation and advances in this discipline. Utilizing VOSviewer software, 50 articles underwent bibliometric analysis to visualize patterns such as keyword occurrences. The research underscores the dominance of quantitative methodologies, comprising 84% of the research approaches, while qualitative methods remain underexplored. The findings highlight that consumer purchase intentions are influenced by complex factors, including consumer behavior, brand strategy, social media, advertising, and product involvement, and several trend issues were obtained, including time risk, brand awareness, Gen Z, attitude, online advertising, brand strategy, and consumer behavior. Understanding these dynamics is crucial for marketers to design effective strategies that attract and fulfill consumer needs, ultimately driving profitable purchasing decisions. The study suggests a critical need for future research to integrate qualitative approaches and deepen exploration into the impact of Instagram advertising on consumer behavior, providing insights for more effective marketing strategies and scientific advancements in this field.

## 1 INTRODUCTION

Currently, technology is developing amazingly fast and influencing the world around us to follow current trends. Most people today are connected to the internet either through their computers or smartphones to make their daily activities easier. This causes businesses to move from offline to online, which makes it easier and faster to reach customers. The existence of social media, which the public uses increasingly, is one of the causes of its emergence. Social media is one of the platforms that encourages interactive connection between businesspeople and potential buyers as a liaison for information and communication

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in business relationships [13]. From both the advertiser and the social media user perspectives, social media is present in digital era marketing. Social media provides a wide range of content for advertising. Aside from text, advertisements are also generated in audio, visual, and audio-visual formats [14]. Advertising is a communication model that can reach the wider community [7].

Over time, many social media have emerged that are used for advertising, one of which is Instagram, which is an application based on videos and photos, attracting many people to use it. In Indonesia, active Instagram users reached 700 million users based on internal data as of April 2017 [9]. This causes Indonesia to be one of the most active Instagram users in the world. This also has an impact on the flow of trade today. Today's very tight business competition requires companies to always look for new sales strategies to compete with other companies. Consequently, they must find alternative media for product advertising. As such, many businesses are beginning to promote their products via social media platforms like Instagram [3]. There are several recent research on the effects of social media marketing [1-4]. Most of this research was conducted on a small scale with a small population. In addition, they only focus on discussing social media marketing's effects on brand equity. None of these studies investigated why Instagram was chosen as an advertising medium over other social media and how advertising on Instagram affects consumers' purchase intentions.

For that reason, this study explores the impact of advertising on Instagram on consumer purchase intentions, with the aim of understanding the effectiveness of the platform as an advertising medium. It also examines the reasons why Instagram was chosen as an advertising medium, such as the ability to reach a wide audience through engaging and interactive visual content. In addition, this study examines the impact of advertising on Instagram on consumer purchase intentions. The aim is to identify factors and trending issues related to the effectiveness of advertising on Instagram, as well as its impact on consumer purchasing decisions. These findings can be taken into consideration in designing more effective advertising strategies on Instagram, which, in the end, can increase purchase intentions and the success of marketing campaigns on social media.

## 2 METHODOLOGY

This study involved conducting a bibliometric analysis of a specific issue by extracting data from a literature database. Data collection was carried out through the widely used Scopus database, recognized for its application in multidisciplinary research and information systems [16]. Scopus also plays a role in providing insights into institutional information and paper rankings [15]. To avoid duplication with other databases, such as Web of Science [2], this study deliberately chose Scopus, acknowledging its limitations. The structure of the bibliometric analysis used in this study aligns with the established methodology employed in previous research on diverse topics, including those conducted by [6-8].

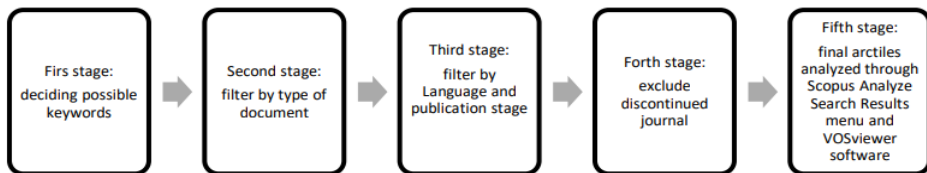
**Table 1. Exploratory search with specific keywords**

Document Type	Number of Document
Article	45
Conference Paper	5
<b>Total</b>	<b>50</b>

Source: Scopus Database (2024).

This study was conducted in four stages. Initially, 210 documents were collected, covering the period from 2015 to 2024. In the second stage, the authors refined the initial results by removing non-article materials, reducing the total number of documents. For the

analysis, the authors categorized the topic area documents into Economics, Econometrics, and Finance, resulting in a total of 50 documents. In three phases, the authors carefully examined journals that were no longer active and extracted relevant papers from them for analysis. This analysis was conducted using the Scopus Analyze Search Results menu and VOSviewer software. The analysis aimed to investigate and present the relationships between authors, citations, and occurrences.

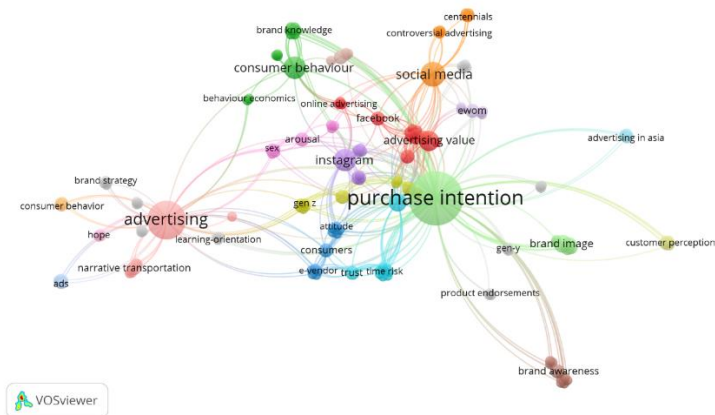


**Figure 1.** Collecting data stages

Source: [6-8].

### 3 RESULTS AND DISCUSSION

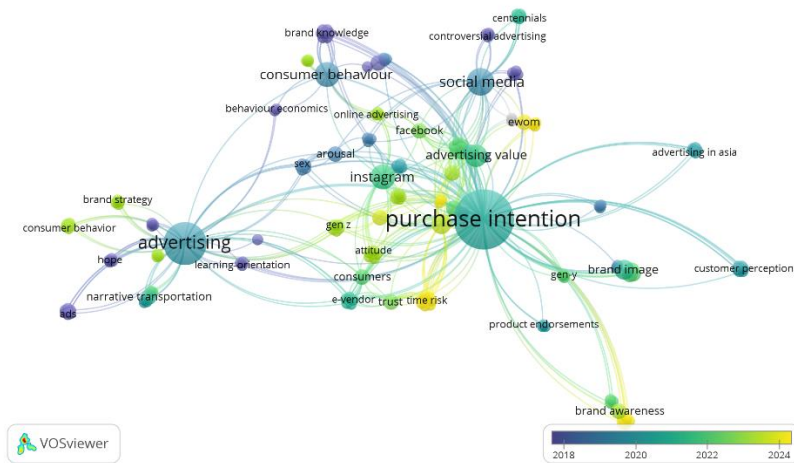
#### Result Classification Based on VOSviewer Analysis



**Figure 2.** Network visualization of keywords with minimal occurrence of four

Figure 2 depicts an article-keyword network map related to consumers' purchase intention, consisting of twenty-six (26) keywords that appeared. Meanwhile, the size of the nodes and words in the image represents the weight of each keyword, and the big ones are purchasing intention and advertising. Figure 2 also illustrates a group of eight keyword clusters, each with a distinct color representing different relationships between the clusters. Cluster 1 green consists of purchase intention, brand image, behavioral economics, and brand knowledge. Cluster 2 pink is made of advertising and transportation. Cluster 3 blue contains attitude, trust, time risk, ads, consumers, and vendors. Cluster 4 red is composed of advertising value, Facebook, and online advertising. Cluster 5 purple comprises Instagram and gender. The orange cluster consists of social media and controversial advertising. Cluster 6 gray involves

strategy brands, Gen Y, and product endorsements. Cluster 7 yellow consists of Gen Z and customer perception. The last, cluster 8 chocolates, entails brand awareness.



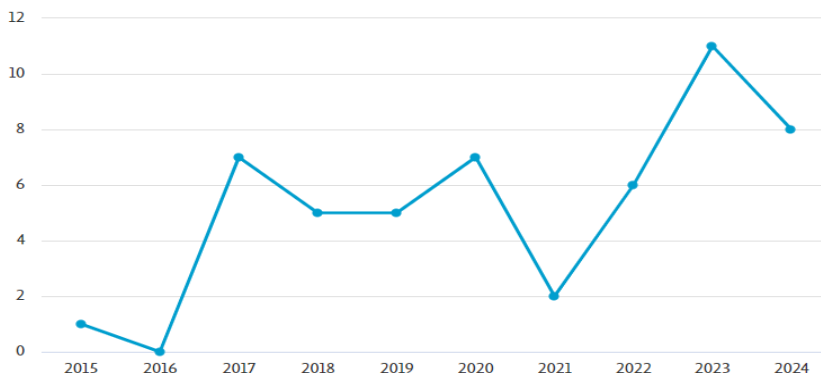
**Figure 3. Overlay visualization of the current popular topic by keywords**

Overlay visualization is useful for reviewing trends in issues discussed related to consumers' purchase intention, an assessment indicator by examining keywords that tend to have a color towards yellow. Based on the results using keywords utilizing VOSviewer software, several trend issues were obtained, including time risk, brand awareness, Gen Z, attitude, online advertising, brand strategy, and consumer behavior.

However, the connections and relationships between these concepts are depicted visually using lines and nodes. This shows that purchase intention is influenced by various complex factors, such as consumer behavior, brand strategy, social media, advertising, and product involvement. A comprehensive picture of how consumer purchase intentions are influenced by a variety of interrelated factors. Consumer behavior, brand strategy, social media, and advertising activity, as well as product characteristics and value offered, all play a role in shaping purchase intent. This complex interaction between psychological, social, and marketing aspects reflects how multidimensional the process of forming purchase intention is. Understanding these dynamics in depth is important for marketing practitioners in designing effective strategies to attract and meet consumer needs, which ultimately drives profitable purchasing decisions.

### The General Results of Bibliometric Analysis

Figure 4 illustrates the total number of articles related to the impact of advertising on Instagram on consumers' purchase intention found in the Scopus database. The earliest article identified concerns about the role and relevance of domain knowledge, perceptions of planning importance, and risk tolerance in predicting savings intentions [10]. Based on the graph, there was only one document published in 2015 regarding the topic being researched. No documents were published in 2016. However, there was an increase in the number of documents starting in 2017, with the number reaching a peak of 11 documents in 2023. The second highest number of documents was recorded in 2022, with 8 documents, and a slight decrease occurred in 2024, with 8 documents.



**Figure 4. Classification of publications based on the year of publication**

Table 2 presents research publications with the theme of advertising toward consumers' purchases. The top three most productive sources publishing research with this theme are “Innovative Marketing” with 5 papers, “Springer Proceedings in Business and Economics” with 4 papers, and “Australasian Marketing Journal” with 2 papers. This table provides an overview of the leading research outlets in this domain, which could be useful for researchers looking to identify relevant journals and conference proceedings to target for their own publications related to advertising toward consumers' purchase.

**Table 2. Research publications with the theme of financial literacy**

Rank	Source Document	No. of Papers	Additional Information
1 <sup>st</sup>	Innovative Marketing	5	Quartiles 2
2 <sup>nd</sup>	Springer Proceedings in Business and Economics	4	Quartiles 4
3 <sup>rd</sup>	Australasian Marketing Journal	2	Quartiles 1
4 <sup>th</sup>	International Journal of Economics and Business Research	2	Quartiles 3
5 <sup>th</sup>	International Journal of Market Research	2	Quartiles 1

Table 3 presents a classification of publications by country, providing insight into the comparative publication output across several nations. The country with the highest number of publications is Malaysia, with 7, followed by Indonesia, with 6 publications. The United States has 5 publications, while Germany and India each have 4 publications. This data suggests that there may be differences in research capacity, funding, or publication culture between the higher and lower publishing countries listed. Factors such as economic development, institutional investments, or language preferences may influence the global distribution of scholarly output, reflecting the disparities highlighted in the table. This information could be valuable for researchers, policymakers, and others seeking to understand the dynamics of international academic publishing.

**Table 3. Classification of publications by country**

Country	Number
Malaysia	7

Indonesia	6
United States	5
Germany	4
India	4

Table 4 lists the top five publishers of banking publications based on the number of papers published. This table includes rankings, source documents, and the number of papers published by each publisher. The three most frequently cited papers written by [10, 11, 19], which have 191, 90, and 37 citations, respectively. A study by Weismuller et al. (2020) analyzed the impact of social media influencer support on purchase intention, which revealed that the number of followers had a positive effect on source attractiveness, source trustworthiness, and purchase intention. However, its effectiveness depends on several factors. On the other hand, [11] describes advertisements with celebrities as endorsers tend to create more enjoyment and passion in consumers than advertisements that use regular endorsers. Meanwhile, [10] said that the level of harmless emotions towards less exclusive purchases tends to increase interest in purchasing similar items, while the level of more negative emotions towards highly exclusive purchases tends to increase interest in purchasing more superior or exclusive items again.

**Table 4. The most cited documents**

Authors	Title	Cited By	Journal
<a href="#">Weismueller, J., Harrigan, P., Wang, S., Soutar, G.N.</a> (2020)	<a href="#">Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media</a>	191	<a href="#">Australasian Marketing Journal</a> , 28(4), pp. 160–170
<a href="#">Kusumasondjaja, S., Tjiptono, F.</a> (2019)	<a href="#">Endorsement and visual complexity in food advertising on Instagram</a>	90	<a href="#">Internet Research</a> , 29(4), pp. 659–687
<a href="#">Lin, R.</a> (2018)	<a href="#">The silver lining of envy on social media? The relationships between post content, envy type, and purchase intentions</a>	37	<a href="#">Internet Research</a> , 28(4), pp. 1142–1164
<a href="#">Martínez-Navarro, J., Bigné, E.</a> (2017)	<a href="#">The value of marketer-generated content of social network sites: Media antecedents and behavioral responses</a>	36	<a href="#">Journal of Electronic Commerce Research</a> , 18(1), pp. 52–72
<a href="#">Sabri, O.</a> (2017)	<a href="#">Does Viral Communication Context Increase the Harmfulness of Controversial Taboo Advertising?</a>	29	<a href="#">Journal of Business Ethics</a> , 141(2), pp. 235–247

Table 5 details the global reach and collaborative nature of the research presented in this publication. The authors, representing universities from India, Malaysia, Belgium, and Saudi Arabia, demonstrate a multifaceted approach drawing upon expertise from diverse academic institutions. International collaboration, involving cross-cultural cooperation and diverse perspectives, can enhance the depth and breadth of research. Each entry in the table is linked to two papers, highlighting consistent research outcomes from the authors and their respective institutions, indicating the long-term commitment and productivity of researchers in this field of study.

**Table 5. Publication classification based on authors**

Author	Institution	Country	Number of Papers
Aggarwal, V.	Galgotias University	India	1
Ahmad, A.H.	Universiti Kuala Lumpur	Malaysia	1
Alallan, Y.K.A.	Universiti Malaysia Sarawak	Malaysia	1
Aleksandrov, L.	Universiteit Antwerpen	Belgia	1
Alghanayem, H.	Shaqra University	Saudi Arabia	1

Table 6 indicates a clear dominance of quantitative research approaches in the publications reviewed. Specifically, the table reveals that a surprising 84% of the total research utilizes quantitative methodology, heavily reliant on the collection and analysis of numerical data to investigate research questions. While quantitative approaches dominate, the table also shows that a smaller yet significant portion, approximately 12%, employs mixed methods approaches. These approaches combine qualitative and quantitative techniques, enabling researchers to leverage the strengths of various methodologies and gain a more comprehensive understanding of the phenomena under study. Conversely, the use of pure qualitative research methods is relatively minimal, accounting for only 4% of the total publications. This indicates a stronger preference within the scientific community in this field for quantitative inquiry, typically associated with generating statistical evidence and numerical insights.

**Table 6. Classification based on research method**

Research Method	Total	Percentage (%)
Qualitative Approach	6	12%
Quantitative Approach	42	84%
Mixed	2	4%
Total	50	100%

**Discussion Review**

Research on the impact of Instagram advertising on consumer purchase intentions has seen a remarkable surge in interest since 2015, reflecting the increasingly pivotal role of social media in shaping consumer behavior. This interest reached its peak in 2023, highlighting the critical importance of platforms like Instagram in the marketing strategies of brands worldwide. The significant rise in this research area underscores the evolution of consumer engagement in the digital age, where visual and interactive content plays a crucial role in influencing purchasing decisions.

Instagram, with its visually driven interface and high user engagement, has become a dominant platform for brands to connect with consumers, especially younger demographics like Gen Z. Studies have shown that advertising on Instagram not only enhances brand awareness but also reduces time risk, making it easier and faster for consumers to make purchasing decisions. This is particularly important in a fast-paced digital environment where consumers are bombarded with numerous options and need to make quick choices. The strategic use of online advertising, brand strategy, and influencer marketing on Instagram has proven to be effective in swaying consumer attitudes and driving purchase intentions.

Leading research sources in this domain, such as Innovative Marketing, have published influential studies that delve into the mechanisms by which Instagram advertising influences consumer behavior. Notable studies [10, 11, 17, 18, 19] have been instrumental in shaping



our understanding of the digital marketing landscape. These studies emphasize the profound impact of influence and celebrity endorsements on consumer purchase intentions, demonstrating how trusted figures can significantly boost a brand's credibility and appeal.

The research methodologies in this field are predominantly quantitative, with 84% of the studies employing such approaches. This preference for quantitative analysis highlights the importance of measurable and data-driven insights in understanding consumer behavior. Researchers often use statistical methods to analyze large datasets, providing robust evidence of the factors that influence purchase intentions. This approach allows for the identification of key trends and patterns, which are crucial for developing effective marketing strategies.

The complexity of consumer purchase intentions is further illustrated through keyword network visualizations and thematic maps. These tools reveal the interconnectedness of various factors, such as brand marketing, perceived value, social influences, and external economic and regulatory conditions. For instance, a well-executed Instagram campaign that aligns with a consumer's perceived value and is supported by positive social influence is more likely to result in a purchase. Additionally, external factors such as economic stability and regulatory frameworks also play a significant role in shaping consumer behavior.

Overall, the research on Instagram advertising and its impact on consumer purchase intentions underscores the need for a comprehensive approach to marketing strategy. Brands must consider a wide range of factors, from influencer endorsements to economic conditions, to effectively engage with consumers and drive purchasing decisions. As Instagram continues to evolve, so must the strategies employed by marketers to stay ahead in this dynamic and competitive landscape.

## **4 CONCLUSION**

In conclusion, issue trends based on findings using bibliometric analysis using VOSviewer software showcased that time risk, brand awareness, Gen Z, attitude, online advertising, brand strategy, consumer behavior, and consumer purchasing intentions are influenced by various complex and interrelated factors, such as the behavior of consumers, brand strategy, social media, advertising activities, and product characteristics. A deep understanding of these dynamics is critical for marketing practitioners in designing effective strategies to attract and meet consumer needs, which can ultimately drive profitable purchasing decisions. The results of these findings can be taken into consideration in designing more effective advertising strategies on Instagram, which, in the end, can increase purchase intentions and the success of marketing campaigns on social media.

## **5 RECOMMENDATIONS**

Although this research provides important insights, several shortcomings need to be addressed. The dominance of quantitative approaches at 84% indicates a lack of exploration through qualitative methods, which could offer deeper insights. Additionally, only 3.3% of the publications specifically address the impact of advertising on consumer purchase intention, highlighting a need for greater focus on this topic in academic literature. Future research is recommended to incorporate qualitative approaches and focus more on advertising and consumer purchase intention to enrich understanding and develop more effective marketing strategies.

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