

Social Media and Fashion Consumption: Examining the Role of Instagram on Pakistani Consumers' Buying Decisions

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The rise of social media channels has been evident in this new age. Various social media channels are utilised where the consumers interact with one another. The most popular social media channel in this new age is Instagram. It is a social media platform where users have access to share, view, and post photos, videos, and reels. Users also use Instagram for the buying and selling of the products. Businesses use this platform for selling of the products. One of the prominent examples is of the fashion brands who sell their products on their Instagram pages. However, limited research has been conducted from the perspective of fashion brands in Pakistan and consumers' buying behaviour. This research provides insights into how Instagram influences the buying behaviour of Pakistani consumers within the fashion industry of Pakistan. It examines the specific ways in which Instagram influences the buying behaviour of Pakistani consumers. It also determines the impact of Instagram activities on the perceptions of consumers and purchasing decisions. The methodological approach used in this research is quantitative in which data was collected from 50 respondents from Lahore, Pakistan. Descriptive statistics and frequencies were determined by using SPSS. The findings of the research suggested that there is a significant influence of Instagram on the buying behaviour of consumers. Limitations and recommendations are also highlighted within the research.

1. Introduction

Digital technologies continue to evolve, and researchers have explored the wealth of research related to online communities, consumer behaviour, and even digital journalism. However, what has grabbed the attention of the researchers is how digital media influence buying patterns (Voramontri & Klieb, 2019). Social media has provided a new identity in the landscape of marketing. It has taken centre stage due to its origin in technology for engaging customers with content daily. The study of Bajaj & Meghani (2022) looked into buying patterns of Pakistani people in the industry that manufactures clothes. The research area focusing on the social media impact on consumer behaviour is highly relevant and compelling in contemporary mass communication. The area of research delves into how media has transformed the consumer landscape while becoming an important part of advertising strategies.

The fashion industry is one of the ever-evolving industries in not only Pakistan but across the globe. On the online platforms, fashion products are sold and consumers specifically the female consumers can find a large number of products on these online platforms (Baig & Shahzad, 2022). Therefore, consumers are found to be buying products online rather than visiting the stores physically. The buying behaviour of consumers has been studied extensively in previously conducted studies. However, in terms of Pakistan, there is little evidence available, which makes it significant for the researcher to conduct this study.

The rapid evolution of social media platforms has transformed the way individuals tend to interact with one another. It has profoundly affected consumer behaviour within the digital era. Among all these prominent platforms, Instagram has emerged as one of the dominant social media platforms, specifically in the realm of fashion and branding (Alves, Fernandes & Raposo, 2016). The current study delves into Instagram and how it influences buying behaviour of consumers, specifically in Pakistan. The purchasing decisions have been targeted in this study, within the dynamic of the fashion industry of Pakistan.

For the fashion brands to remain competitive in the market, they need to understand the changing behaviour of the consumers. The adoption of social media needs to be understood by the fashion brands of Pakistan. One of the main reasons is that Instagram has a captivating interface that allows it to grab the attention of the customers who tend to visit it (Nash, 2019). It also allows to building of a brand experience and helps to create a visually compelling narrative. Fashion brands are allowed to engage with the target audience directly where they can showcase their products. Also, it cultivates a sense of exclusivity and desirability.

Furthermore, this study delves into the features of Instagram involving the use of hashtags and user-generated content which influences the decision-making of the consumers in Pakistan. The research is valuable due to varying reasons. The first one is that the researcher explores the relationship between Instagram and consumer behaviour (Ramanathan, Subramanian & Parrott, 2017). The second one is that marketers will also be able to understand the ways of refining strategies that could affect consumer decision-making. The third one is that a contribution will be made to the existing research as there is a dearth of studies in the context of Pakistan that still needs to be conducted.

The rise of social media, specifically Instagram, has altered consumer-company interactions. New opportunities have been presented for the fashion brands to engage with the consumers. The existing studies have emphasized the impact of consumer behaviour, source credibility, and brand equity. However, there is an obvious gap present in the literature concerned with the influence of Instagram on consumers' buying behaviour in the context of Pakistani fashion brands. Thus, the present study seeks to examine the impact of Instagram on the buying behaviour of Pakistani consumers within the fashion industry.

Social media are digital channels that allow user interaction and also originate value for user-generated content. It, however, resides within the internet, and the users need to access it to enjoy the experience. Contextually, fashion brands have been urged to investigate new tactics of advertisement on these new channels of mass communication (Chan, 2022). Marketers are now found to be paying close attention to consumer buying behaviour on social media platforms.

Instagram is currently having more than a million active users and it is found to be one of the most downloadable applications. Various brands have made their accounts on Instagram in order to take advantage of potential customers. Though almost every brand of different industries has made their accounts on social media, the fashion industry has been found to have its prevalence above all the other industries (Saleem, 2022). It can be justified by the fact that Instagram offers strong customer engagement and helps customers develop an association with the brand. Customers are likely to be exposed to advertisements on social media which motivates them to buy the products. This study fills the gap in the literature by studying the context of Pakistan and the buying behaviour of consumers, specifically in the fashion industry.

In today's age, digital and social media platforms are pervasive in the lives of individuals. Advertisers and marketers must look forward to how social media places an influence on consumers. Not only this but over time, there has been a shift in consumer behaviour (Chopra et al., 2020). Consumers are also now found to be turning towards information that is available on social media. Due to this, a prominent disruption in the traditional media has been found. This necessitates a deeper understanding of how to engage and influence consumers within these new digital spaces.

1.1 Research Question

The following research question and hypothesis of the study are under investigation:

- How does Instagram influence the buying behaviour of Pakistani consumers in the Pakistani fashion industry?

1.2 Objectives of the Research

- The research will explore the particular methods by which Instagram impacts the purchasing habits of Pakistani consumers within the fashion sector
- To assess the impact of Instagram activities on consumer perceptions and purchasing decisions in the context of Pakistani fashion brands
- To analyse the role of Instagram in shaping consumers' attitudes towards fashion brands with a focus on brand awareness and brand image

2. Literature Review

Social media has altered the way companies communicate with customers. Through social media, it has become possible for companies to create new marketing opportunities. These digital platforms also allow for dialog to engage with the customers. The study of Tzavara et al. (2019) determined that social media has opened new avenues for building communication between the buyer and the seller. Fashion is found to be well-suited for the collaboration with the social media. Among social media, it has been found that Instagram is one of the most popular and ever-growing online photo social web services. The research by Djafarova & Rushworth (2017) identified the impact of Instagram on social identification, source credibility, and the intention of consumer buying among different types of celebrities. 18 female Instagram users were interviewed for this study. The limitation of the study was that only bloggers, YouTube personalities, and Instafamous profiles are more powerful. Delimitations of the study include a specific target audience where the target is made on young female users. Similarly, another study by Koay et al. (2021) investigated the impact of social media marketing activities.

The study used the mediating effect of source credibility that included factors such as attractiveness, trustworthiness, and expertise. This was predicted by the S-O-R (Stimulus Organism Response) theory. The delimitations of the study include that it had targeted Instagram as a social media platform. Also, it has assessed the perceived activities of influencers only. However, the study is found to be valuable in the sense that it tends to provide new insights into the importance of Instagram influencers. Another study by Park & Namkung (2022) Assessed the effectiveness of Instagram marketing campaigns in driving brand awareness, brand image, and perceived quality. Results suggested that the marketing activities of Instagram influence customer-based brand equity. As per the previously conducted studies, it has been found that brands have now re-invented the marketing strategies to place an impact on the consumers. The study of Topalova (2021) focused on the fashion industry and how it has led to the changing buying preferences of consumers. Not only this, but the study has also offered valuable insights into how the fashion industry was affected due to the advent of the pandemic.

It also led to a change in the online buying behaviour of consumers. Similar to this study, it has been found that the online buying behaviour of consumers has changed in times of the pandemic. The study by Mahmoud et al. (2022) considerably found the effects of COVID-19 perceptions on the behavioural patterns towards fashion brands on Instagram. The findings of the study suggested that enjoyment and satisfaction are the main contributing elements for placing an influence on the perceptions of customers. Keeping in view all these studies, studying the impact of Instagram on the buying behaviour of consumers, specifically in the context of fashion brands in Pakistan, is one of the interesting topics to be studied. It should be kept in view that Instagram is one of the powerful platforms for influencing the choices of consumers. However, there is a dearth of studies available, specifically in the context of Pakistani fashion brands and their influence on the buying behaviour of consumers.

Null Hypothesis (H0): There is no substantial influence of Instagram on the buying behaviour of consumers in the fashion industry of Pakistan.

Alternate Hypothesis (H1): Pakistani fashion consumers' buying behavior is heavily influenced by what they see on Instagram.

The null hypothesis and alternate hypothesis have been developed based on the previously conducted studies (Woodside, 2017). However, the research question is found to be vital as it addresses the evolving dynamic of consumer behaviour in the context of social media, specifically Instagram, and its impact on the Pakistani fashion industry. It is important to understand the influence of Instagram which can provide insights for marketers. Also, it can considerably contribute by filling in the existing gap in the literature, specifically in the context of Pakistani fashion brands.

2.1 Variables and Measurement

In research, it is important to note that there are two types of variables. These include the independent variable (IV) and dependent variable (DV) (Taylor et al., 2016). In the present research, the IV is the usage of Instagram and the DV is the buying behaviour of Pakistani consumers in the fashion industry.

2.2 Independent Variable: The usage of Instagram

2.2 Dependent Variable: Buying behaviour of Pakistani consumers in the fashion industry

3. Methodology

3.1 Measurement Scales

Instagram is measured by using an ordinal scale while buying behaviour is measured on a ratio scale. The validity is ensured through construct validity and content validity. The reliability of the research is maintained through the consistent procedures of data collection and the use of validated measurement instruments.

4. Results

The section on results presents quantitative data collected from the responders. A total of 50 respondents were sent with an online questionnaire. These respondents resided in Lahore where users of Pakistani fashion brands. However, the questions in the questionnaire were structured in a way that was aligned with the research questions. For instance, it addressed the specific ways in which Instagram influences the buying behaviour of Pakistani consumers within the fashion industry. It also assessed the impact of Instagram activities on consumer perceptions and purchasing decisions in the context of Pakistani fashion brands. It also assessed the role of Instagram in shaping the attitudes of consumers towards fashion brands.



4.1 Descriptive Statistics

Table No 1: 4.1 Descriptive Analysis

		Your Age?	Gender?	Are you an Instagram user?	Which brand do you prefer to buy from Instagram?	The contents spotted on Brand's Instagram seem to be fascinating.
N	Valid	50	50	50	50	50
	Missing	0	0	0	0	0
Mean		1.72	1.48	1.00	3.92	1.92
Median		2.00	1.00	1.00	4.00	2.00
Mode		2	1	1	4	2
Std. Deviation		.573	.505	.000	1.589	.566

Statistics

		It's fun to use Brand's Instagram.	It's exciting to gather information about brands or fashion products from the Brand's Instagram.	It's easy to pass the time on fashion from the Brand's Instagram.	It's a leading brand to use Brand's Instagram.	The content on Brand's Instagram is up-to-date.
N	Valid	50	50	50	50	50
	Missing	0	0	0	0	0
Mean		2.34	2.10	2.36	2.18	1.96
Median		2.00	2.00	2.00	2.00	2.00
Mode		2	2	2	2	2
Std. Deviation		.895	.814	.663	.748	.605

Statistics

		On Instagram, you can find anything trendy from Brand.	Once I find a product that I like, I buy it regularly.	I usually buy well-known brands.	It is funny to buy something new and exciting.	I should spend more time deciding on the products and brands I buy.
N	Valid	50	50	50	50	50
	Missing	0	0	0	0	0
Mean		2.10	2.90	2.32	2.74	2.16
Median		2.00	3.00	2.00	3.00	2.00
Mode		2	2	2	3	2
Std. Deviation		.909	.886	1.019	.986	.889

Statistics

I normally shop quickly,
 buying the first product or The more I learn about
 brand I find that seems products, the harder it I carefully watch how
 good enough. seems to choose the best. much I spend.

N	Valid	50	50	50
	Missing	0	0	0
Mean		2.66	1.96	1.92
Median		3.00	2.00	2.00
Mode		2	2	2
Std. Deviation		1.189	.925	.778

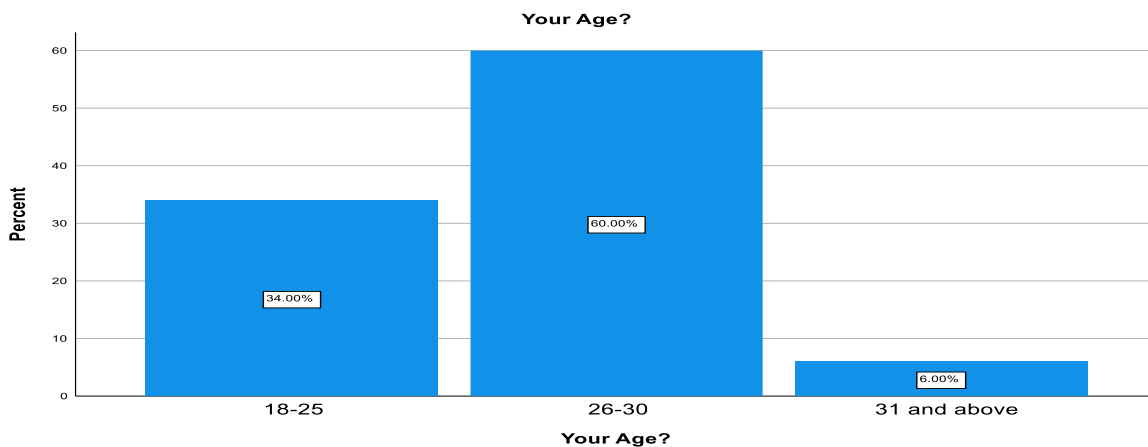
Table 1

The means in Table 1 indicate that there are average responses, which indicates a general tendency. The median also determines the middle value, which shows the central tendency. Also, the mode determines the most common answer that is found within the responses.

Table No 2 (a): Frequency Table (age)

Your Age?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	17	34.0	34.0	34.0
	26-30	30	60.0	60.0	94.0
	31 and above	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

Graph No 1: Age

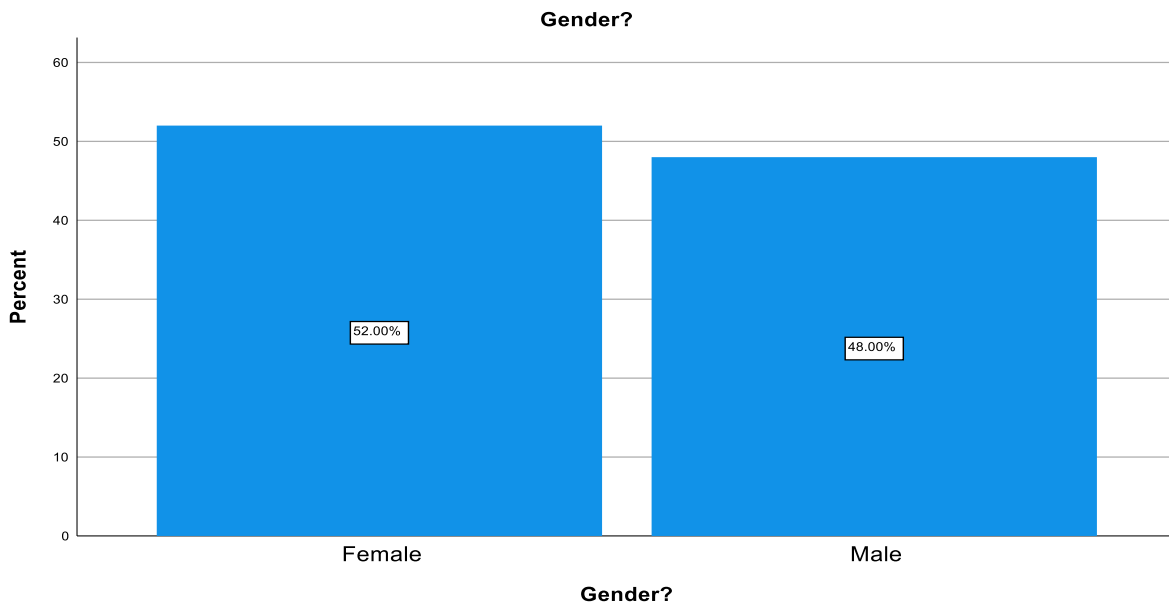


The majority of the respondents are aged between 26-30 (60%). The sample determines that most of the respondents are young and are more likely to be active on social media.

Table No 2 (b): Frequency Table (Gender)

Gender?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	26	52.0	52.0	52.0
	Male	24	48.0	48.0	100.0
	Total	50	100.0	100.0	

Graph No 2: Gender

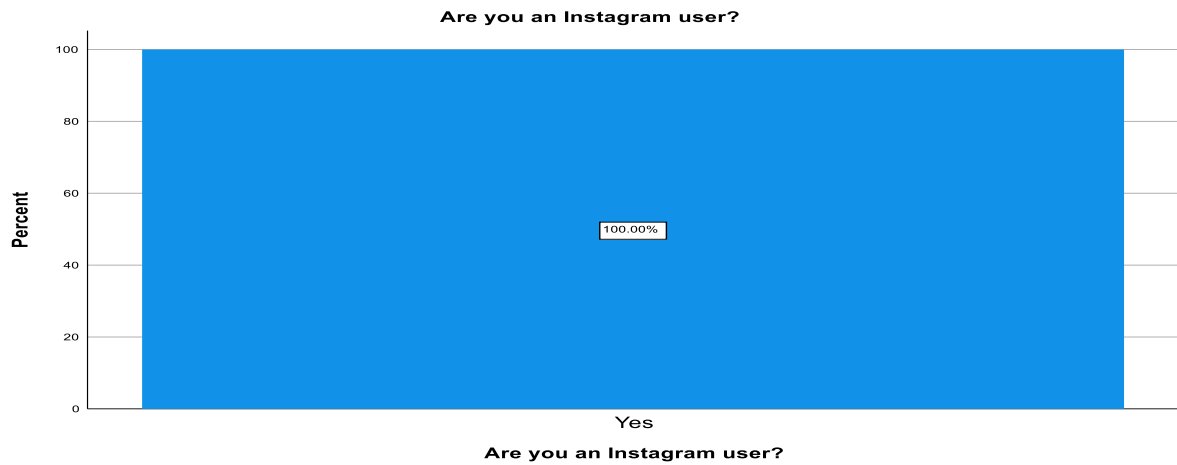


The two genders participated in the study that were males and females. 52% of the respondents were females and 48% were males.

Table No 2 (c): Frequency Table (User Rate)

Are you an Instagram user?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	50	100.0	100.0	100.0

Graph No 3: Instagram User

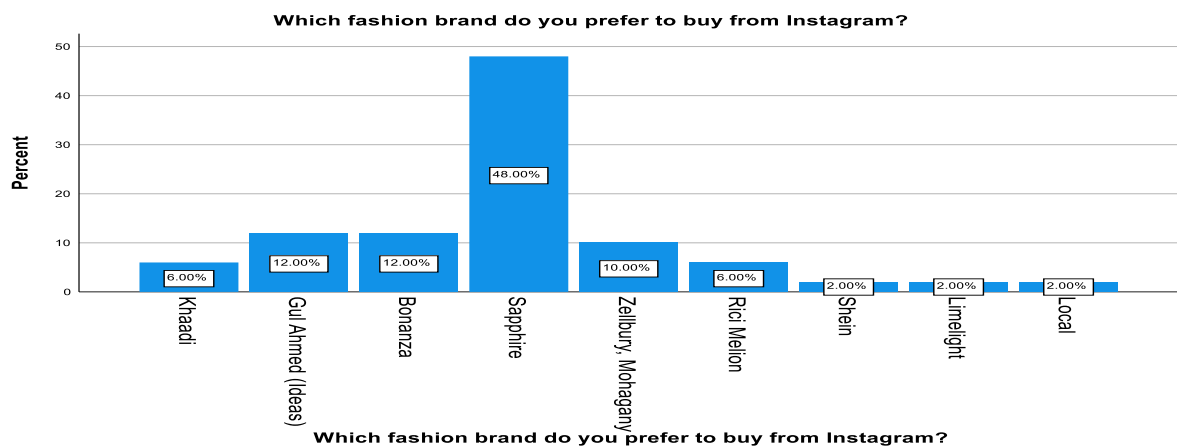


All the respondents were found to be users of Instagram, which is consistent and aligned with the current focus of the research.

Table No 3: Brand Preference

Which fashion brand do you prefer to buy from Instagram?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Khaadi	3	6.0	6.0	6.0
	Gul Ahmed (Ideas)	6	12.0	12.0	18.0
	Bonanza	6	12.0	12.0	30.0
	Sapphire	24	48.0	48.0	78.0
	Zellbury, Mohagany	5	10.0	10.0	88.0
	Rici Melion	3	6.0	6.0	94.0
	Shein	1	2.0	2.0	96.0
	Limelight	1	2.0	2.0	98.0
	Local	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

Graph No 4: Brand Preference



The majority of the respondents preferred Sapphire (48%) when they were found to be shopping on Instagram. This was followed by other brands including Gul Ahmed (12%) and Bonanza (12%).

Table No 4: Contents spotted on Brand’s Instagram

The contents spotted on Brand’s Instagram seem to be fascinating.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	10	20.0	20.0	20.0
	Agreed	34	68.0	68.0	88.0
	Neutral	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

The findings from Table 6 show that there is a higher percentage of individuals who found the posted content on Instagram fascinating. 20% of the respondents strongly agreed on the asked question, 68% agreed and 12% remained neutral on it.

Graph No 5: Fascinating

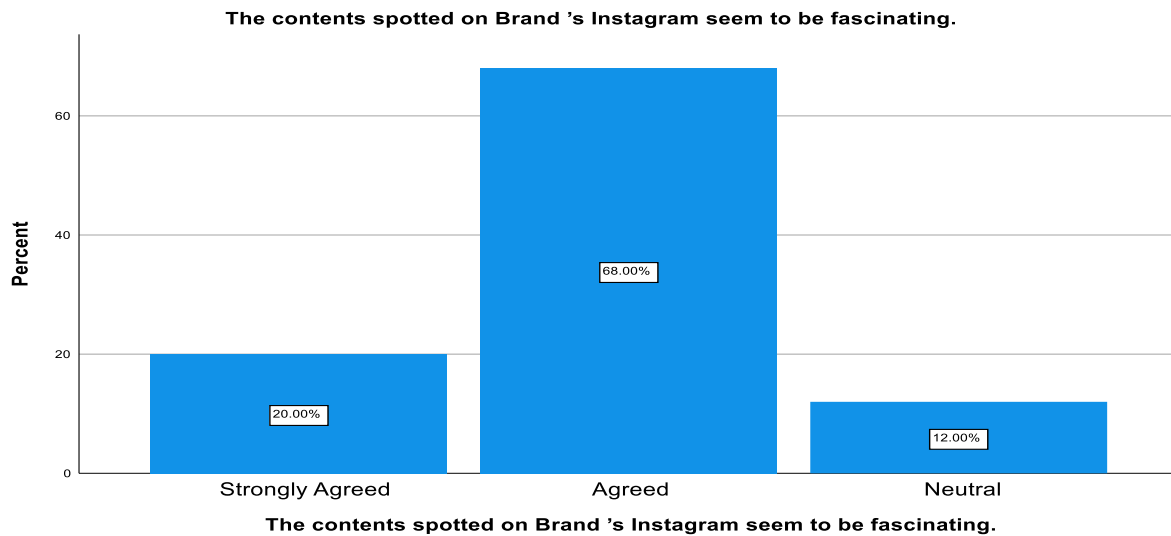
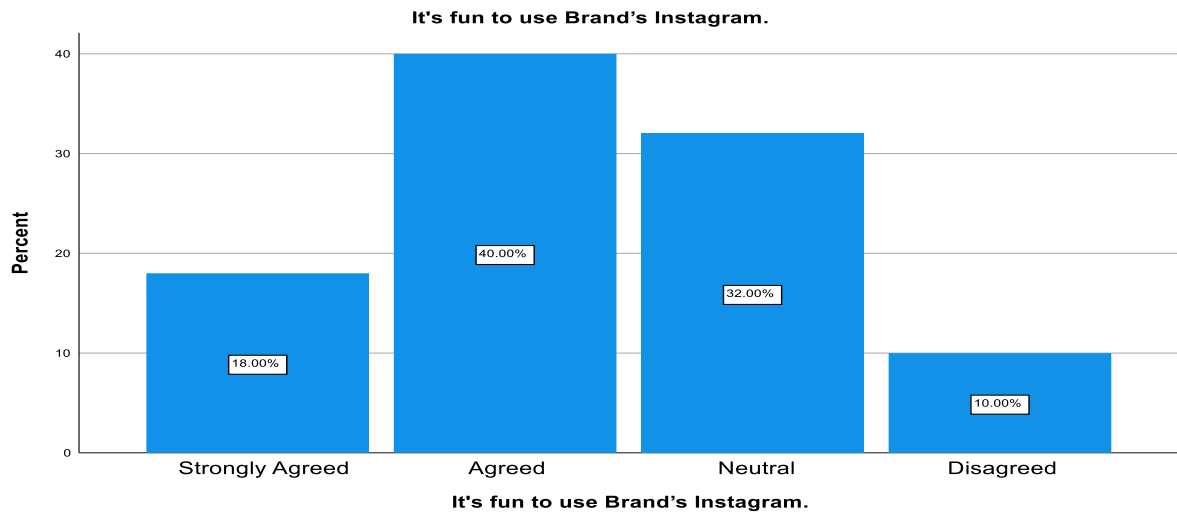


Table No 4: Percentage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	9	18.0	18.0	18.0
	Agreed	20	40.0	40.0	58.0
	Neutral	16	32.0	32.0	90.0
	Disagreed	5	10.0	10.0	100.0
	Total	50	100.0	100.0	

Graph No 6: Fun



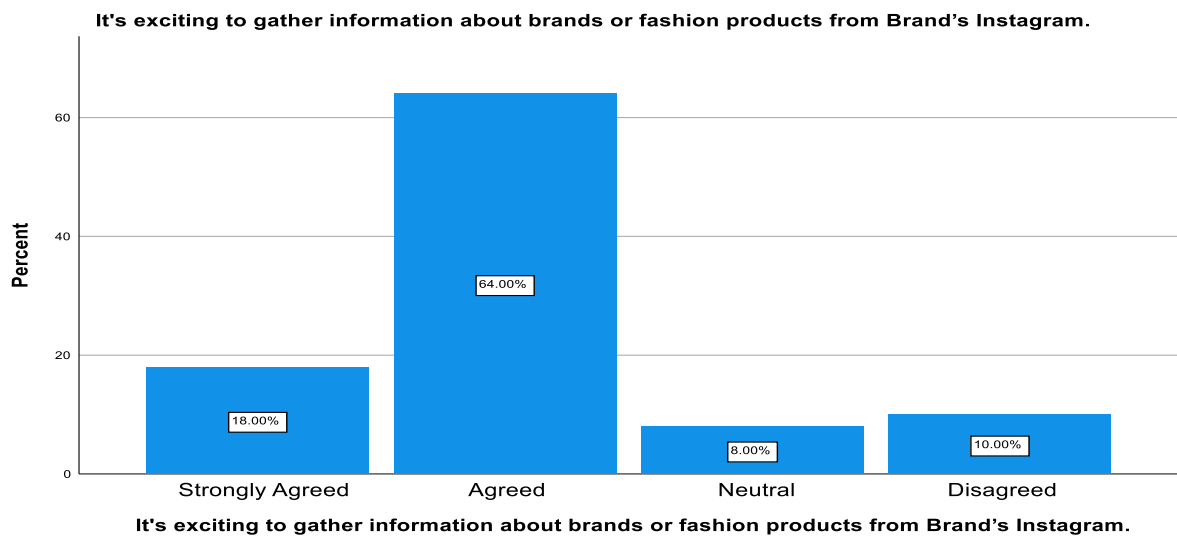
Another question that was asked by the respondent was about the usage of the Instagram page of the brand that they buy. It was asked if it is fun for them to use the Instagram page of the brand. Upon asking this question, 18% strongly agreed on the statement, 40% agreed on the statement and 10% disagreed on the question.

Table No 5: Excitement

It's exciting to gather information about brands or fashion products from Brand's Instagram

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	9	18.0	18.0	18.0
	Agreed	32	64.0	64.0	82.0
	Neutral	4	8.0	8.0	90.0
	Disagreed	5	10.0	10.0	100.0
Total		50	100.0	100.0	

Graph No 7: Excitement



Another question that was asked by the respondent was about the excitement of gathering information about the brands or fashion products from Instagram’s brand. Upon asking this question, 18% of the respondents strongly agreed on the statement while 64% of the respondents agreed on the statement only. 10% showed a disagreement as they believed that it is not exciting to gather information about the fashion products or the brands from the Instagram page.

Table No 6: Easy to Pass Time

It's easy to pass the time on Brand's Instagram.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	3	6.0	6.0	6.0
	Agreed	28	56.0	56.0	62.0
	Neutral	17	34.0	34.0	96.0
	Disagreed	2	4.0	4.0	100.0
Total		50	100.0	100.0	

Upon asking this question, 56% agreed on the statement while 2% of the respondents disagreed on the statement.

Graph No 8: Easy to Pass Time

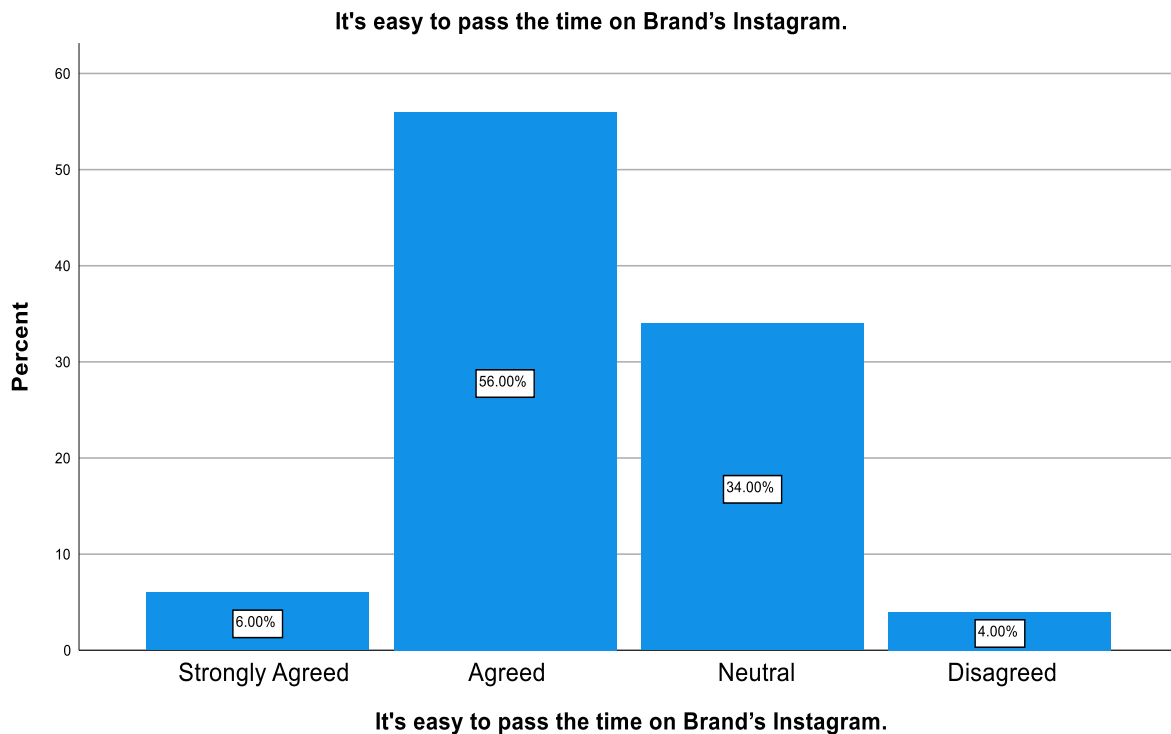
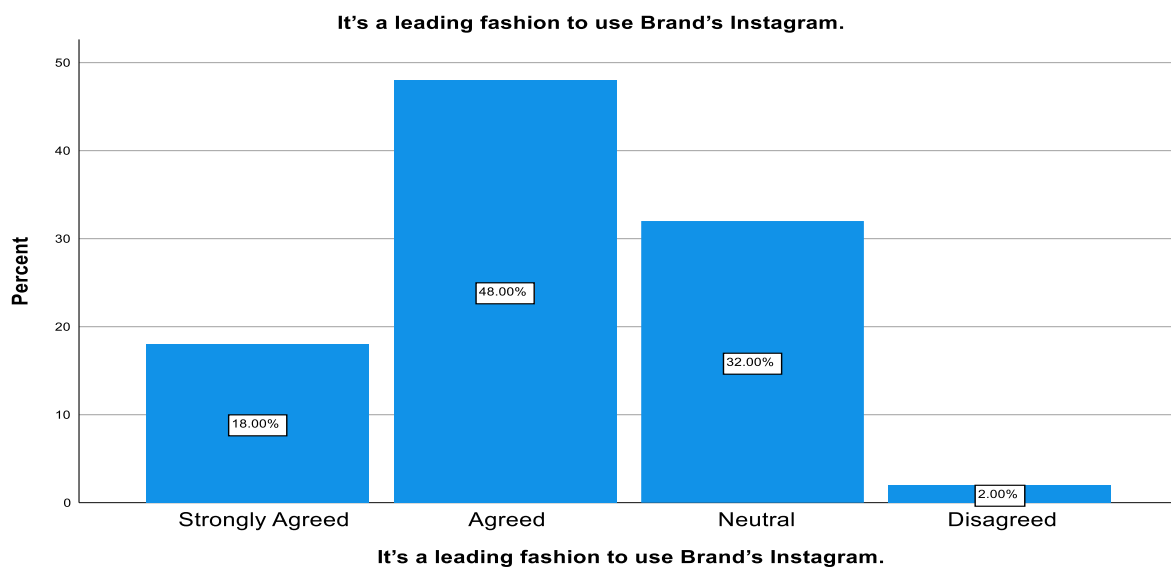


Table No 6: Leading Fashion Brand

It's a leading fashion to use Brand's Instagram.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	9	18.0	18.0	18.0
	Agreed	24	48.0	48.0	66.0
	Neutral	16	32.0	32.0	98.0
	Disagreed	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

Graph No 9: Leading Fashion Brand



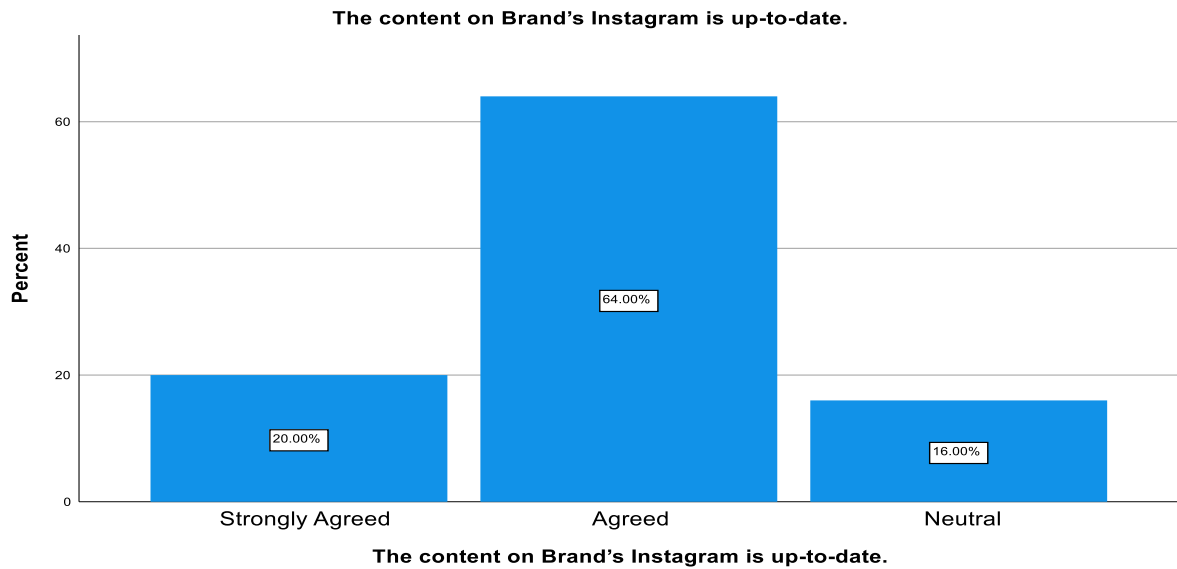
Another question that was asked by the respondents was about if the brand chosen by them was a leading fashion brand. According to them, 18% of the respondents strongly agreed on the statement while 24% of the respondents only showed an agreement on it.

Table No 7: Content

The content on Brand's Instagram is up-to-date.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	10	20.0	20.0	20.0
	Agreed	32	64.0	64.0	84.0
	Neutral	8	16.0	16.0	100.0
	Total	50	100.0	100.0	

Graph No 10: Content



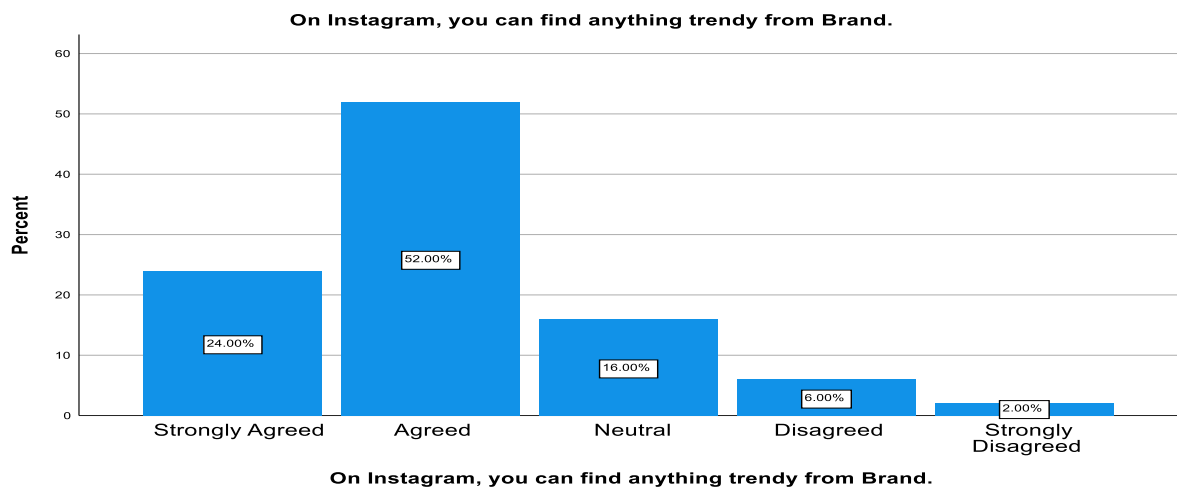
Another question that was asked from the respondents was about the content of Instagram's brand and whether it is up-to-date or not. 64% of the respondents agreed on this statement while 16% remained neutral on it.

Table No 8: Trend

On Instagram, you can find anything trendy from Brand.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	12	24.0	24.0	24.0
	Agreed	26	52.0	52.0	76.0
	Neutral	8	16.0	16.0	92.0
	Disagreed	3	6.0	6.0	98.0
	Strongly Disagreed	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

Graph No 10: Trend



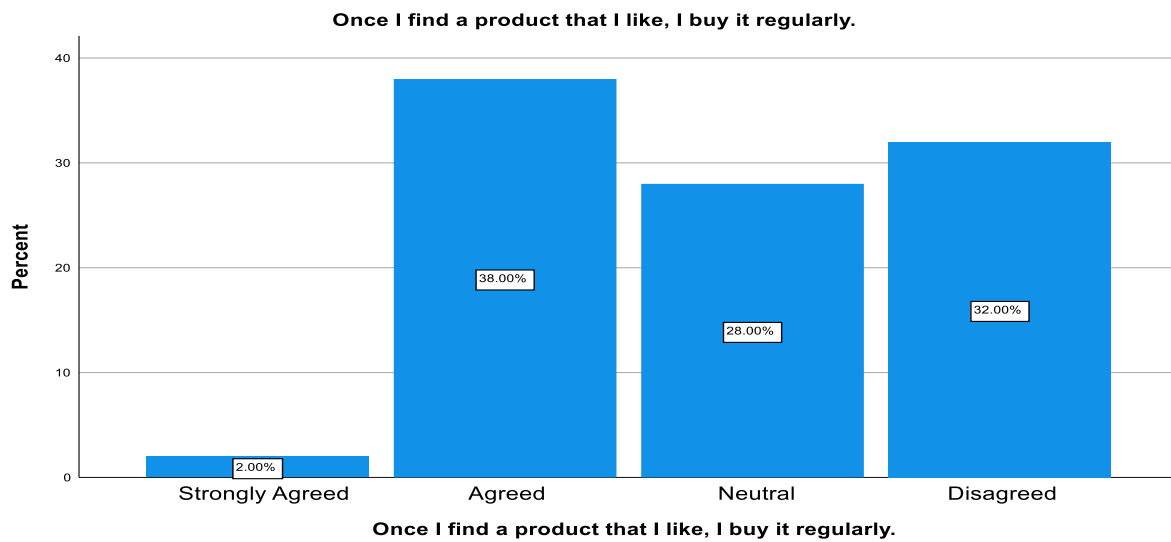
In addition to brand awareness, the survey gauged respondents' perception of the brand's trendiness on Instagram. Over three-quarters (76%) agreed to some degree, with 24% expressing strong agreement

Table No 9: Product Likeness

Once I find a product that I like, I buy it regularly.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	1	2.0	2.0	2.0
	Agreed	19	38.0	38.0	40.0
	Neutral	14	28.0	28.0	68.0
	Disagreed	16	32.0	32.0	100.0
	Total	50	100.0	100.0	

Graph No 11: Product Likeness



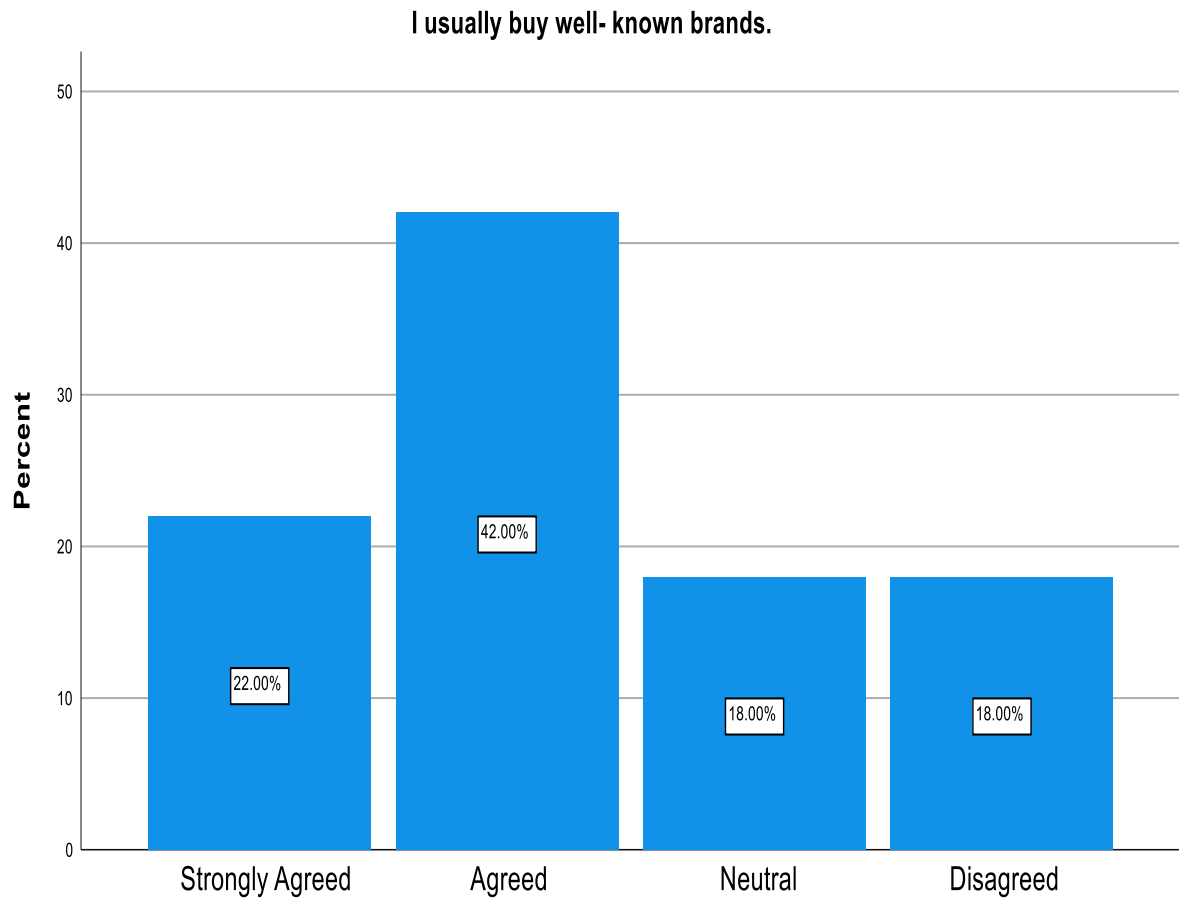
Interestingly, the survey revealed a gap between liking a product and purchasing it regularly. 38% of respondents agreed they repurchase liked products, while 32% disagreed.

Table No 10: Well Known Brand

I usually buy well-known brands.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	11	22.0	22.0	22.0
	Agreed	21	42.0	42.0	64.0
	Neutral	9	18.0	18.0	82.0
	Disagreed	9	18.0	18.0	100.0
	Total	50	100.0	100.0	

Graph No 12: Well Known Brand



I usually buy well- known brands.

A significant portion (40%) of respondents indicated a preference for well-known brands, with 22% strongly agreeing they tend to buy from them.

Table No 11: Buy Something Exciting

It is funny to buy something new and exciting.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	5	10.0	10.0	10.0
	Agreed	16	32.0	32.0	42.0
	Neutral	17	34.0	34.0	76.0
	Disagreed	11	22.0	22.0	98.0
	Strongly Disagreed	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

Graph No 13: Buy Something Exciting

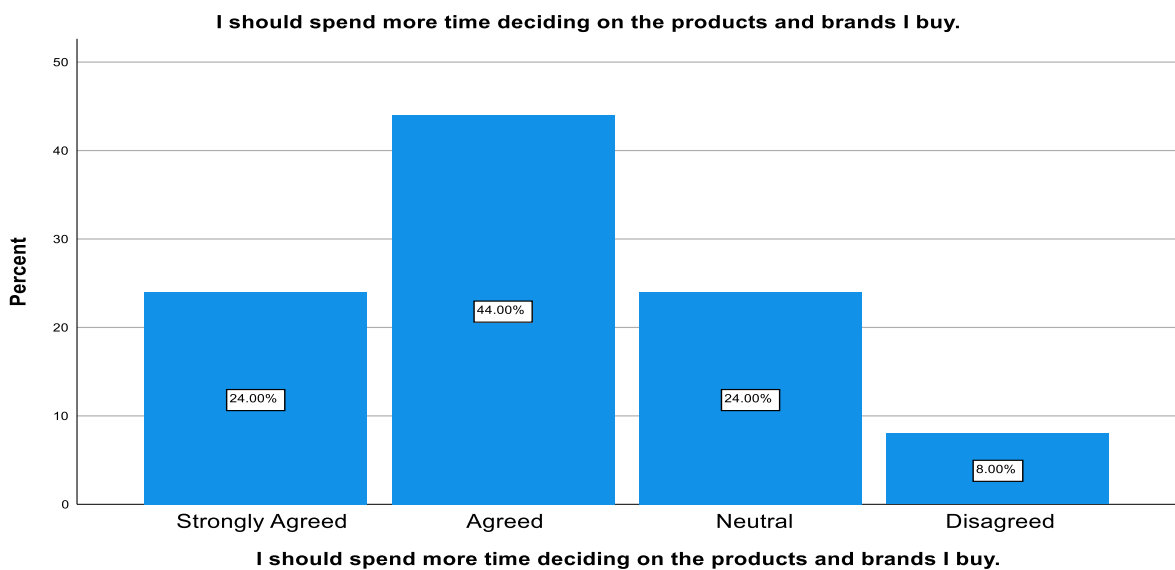


Mixed reactions are notes here to the novelty of purchases. While 10% of respondents found amusement in buying new and exciting items, a larger portion (22%) disagreed with this statement. This suggests a preference for familiar products among some respondents, highlighting a potential divide in consumer behaviour.

Table No 12: Spend More

I should spend more time deciding on the products and brands I buy.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	12	24.0	24.0	24.0
	Agreed	22	44.0	44.0	68.0
	Neutral	12	24.0	24.0	92.0
	Disagreed	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

Graph No 14: Spend More



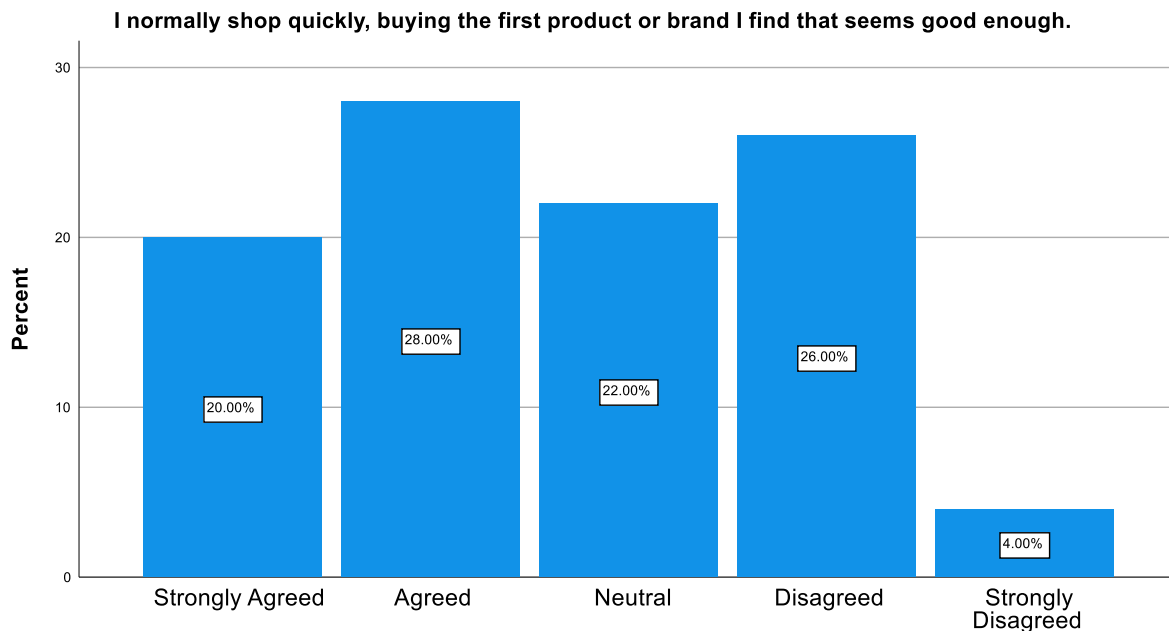
The survey unveiled a clear trend towards increased consumer deliberation when making purchasing decisions. A significant portion of respondents (24%) expressed strong agreement that they dedicate more time to evaluating products and brands before buying. This sentiment was further echoed by an additional 44% who simply agreed with the statement. However, an interesting contrast emerged with 8% of respondents disagreeing, suggesting they might be more impulsive buyers or rely heavily on established brand preferences when making purchases. This highlights the diverse decision-making approaches consumers adopt within the marketplace.

Table No 13: Quick Purchase

I normally shop quickly, buying the first product or brand I find that seems good enough.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	10	20.0	20.0	20.0
	Agreed	14	28.0	28.0	48.0
	Neutral	11	22.0	22.0	70.0
	Disagreed	13	26.0	26.0	96.0
	Strongly Disagreed	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

Graph No 15: Quick Purchase



I normally shop quickly, buying the first product or brand I find that seems good enough.

Interestingly, the results revealed a diverse range of consumer behaviors. While 20% of respondents strongly agreed that they typically shop quickly and settle for the first "good enough" option, a significant portion (44%) seemed to fall somewhere in between, potentially making quicker decisions but not necessarily settling for the first product encountered.

Additionally, a sizeable group (22%) remained neutral, suggesting their shopping habits may vary depending on the situation or product category.

This data highlights the complexity of consumer behavior. While some prioritize speed and convenience, others might engage in a more thorough evaluation process before making a purchase. Understanding these variations can be crucial for businesses to tailor their marketing strategies and cater to different consumer needs.

Table No 14: Harder to Choose the Best

The more I learn about products, the harder it seems to choose the best.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	15	30.0	30.0	30.0
	Agreed	28	56.0	56.0	86.0
	Neutral	2	4.0	4.0	90.0
	Disagreed	4	8.0	8.0	98.0
	Strongly Disagreed	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

Graph No 15: Harder to Choose the Best



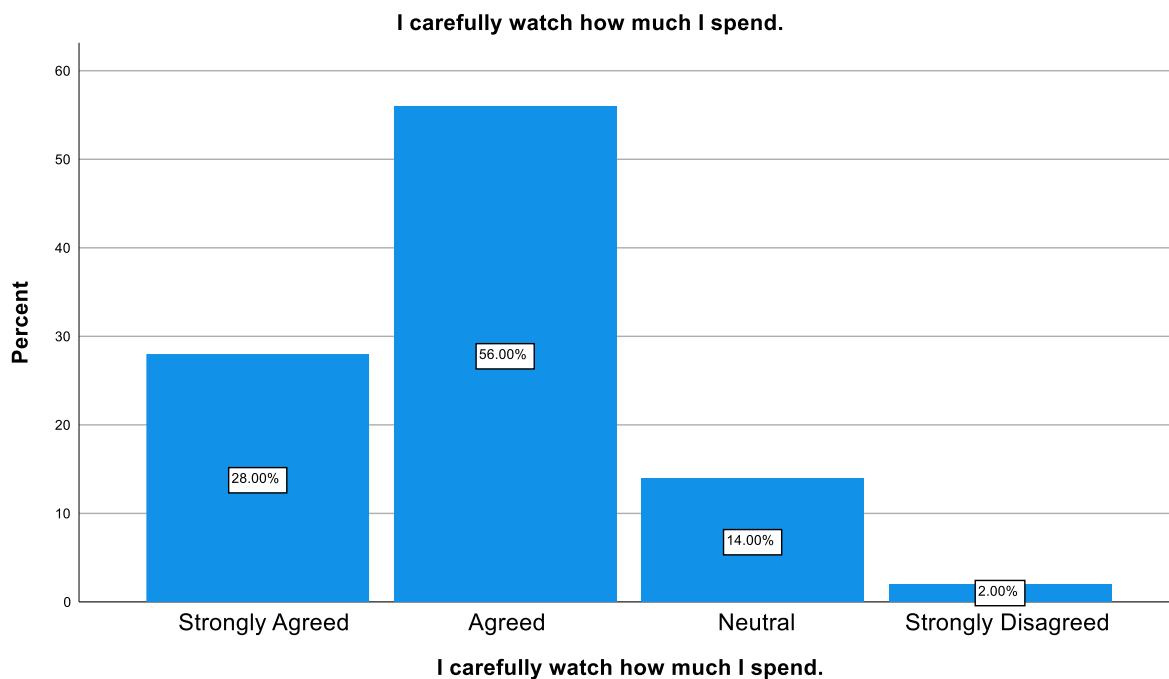
The results revealed a strong emphasis on informed purchasing. A significant majority (86%) of respondents agreed to some degree with the statement. This indicates that a large portion of the surveyed population prioritizes researching and understanding products before making a choice. Interestingly, a substantial segment (30%) even expressed strong agreement,

highlighting their dedication to finding the "best" option available. This focus on product research can be attributed to several factors. In today's competitive market, consumers have access to a vast array of products and brands. Conducting research allows them to compare features, benefits, and prices, ensuring they make an informed decision that aligns with their needs and budget. Additionally, the rise of online shopping has further empowered consumers to research products thoroughly before committing to a purchase. However, it's important to acknowledge the presence of a minority (2%) who strongly disagreed with the statement. This might indicate a preference for impulse buying or a reliance on established brand trust, where extensive research might not be considered necessary.

Table No 15: Carefully Watch Expenses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	14	28.0	28.0	28.0
	Agreed	28	56.0	56.0	84.0
	Neutral	7	14.0	14.0	98.0
	Strongly Disagreed	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

Graph No 16: Carefully Watch Expenses



The results revealed a spectrum of financial vigilance. A substantial majority (84%) of respondents indicated some level of agreement with the statement. This suggests that a significant portion of the surveyed population at least monitors their spending to some degree.

Furthermore, a noteworthy segment (28%) expressed strong agreement, highlighting their commitment to carefully tracking their expenditures. However, it's important to acknowledge the presence of a minority (2%) who strongly disagreed with the statement. This could indicate a more relaxed approach to budgeting or a reliance on a steady income stream that might not necessitate close monitoring.

4.2 Discussion

The survey revealed a key finding regarding the target audience for the Instagram page. A significant portion of respondents, likely the majority, fell within the 26-30 year old age range. This demographic also demonstrated a strong positive response to the content on the page, with many agreeing that they find it fascinating. This is aligned with the study of Tzavara et al. (2019) which determines that engaging content is crucial for effective social media marketing. Various number of respondents also found it fun (58%) to gather information about the brand through Instagram. This finding of the study is aligned with the research of Djafarova & Rushworth (2017) which suggests the informative and enjoyable nature of Instagram's content. Not only this, but a significant portion of respondents also agreed that they could find trendy items posted on Instagram. The research findings have implications for journalistic practices. The first one is the content quality. Engaging and high-quality content is essential for all fashion pages. The brands tend to invest in informative and visually appealing content which is significant for engagement and interest of the consumers. The second one is the consumer interaction. Brands must place an emphasis and focus on interactive stories, live sessions, and Q&A.

5. Conclusion

The digital technologies are changing the overall landscape for both the marketers and the consumers. Among social media platforms, Instagram is one of the most prominent platforms where consumers can share, view, and purchase products. This research intended to examine the impact of Instagram on the buying behaviour of consumers. The fashion brands of Pakistan were the centre of discussion in this research. Data was collected through quantitative means from 50 consumers from Lahore, Pakistan. The findings of the study provided notable insights into the influence of Instagram on the buying behaviour of consumers. All the respondents were found to be Instagram users, which highlighted the dominance of the platform in Pakistan. Sapphire emerged as one of the most preferred brands among the consumers. A significant portion of the respondents agreed that through Instagram they are engaged with the brand. There are also some limitations associated with the study including a limited number of responders i.e., 50 only. This may not fully represent Pakistan. The studies of consumer behaviour can change over time; thus, it is significant to conduct such studies from the perspective of longitudinal studies. This research has implications for marketers where these findings can be used to enhance the overall effectiveness of the brands through the usage of Instagram.

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