Assessing the Efficacy of Instagram and Facebook Advertising: A Systematic Literature Review

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ABSTRACT
Maintaining a strong online presence is vital for brand recognition and credibility. Facebook and Instagram ads allow businesses to engage better and have wider reach with their audiences with diverse demographics and segmentation. The consistent strategy of brands constantly communicating with their customers through various posts, advertisements, builds brand's trustworthiness and recognizability of brands. It is imperative to understand trends that's working on Facebook, Instagram and gauge consumer behaviour on social media. Facebook spearheaded by providing platform for small businesses. Instagram is known more of a platform for brand engagement rather than brand awareness medium. The research paper is ging to analyse both Facebook as well as Instagram medium and its effectiveness for marketing in India. Many research papers have explored Facebook and Twitter users but little research is done on Instagram and Facebook despite being emerging visual communication medium. This study focuses on identifying the factors that influence the purchase intention through the Instagram and Facebook market.

Keywords: Instagram, Facebook, Marketing, Advertising

1. INTRODUCTION:
Through online social networks, people and businesses may promote their websites, products, or services and reach and interact with a much larger audience by using social media marketing. Comparing social media marketing to traditional media advertising and promotion, it offers distinct advantages including customised communication and quick, affordable research. In 2022, it is estimated that expenditure on advertisements on social media would reach total US$1.06 billion. Social media include sites like Twitter, Facebook, YouTube, and Instagram (Gao, 2024). Two such sites that are frequently used for social media marketing are Instagram and Facebook. Instagram is known for flashing a higher level of living and lifestyle, while Facebook is more often utilised by users to communicate with strangers. Facebook and Instagram are distinct social media networks with distinct user bases. While certain people are present on both platforms, their usage patterns vary. From this vantage point, the authors contend that various marketing approaches should be used on each of these platforms because a single marketing strategy is ineffective on all of them (Ghafar, 2024; Kushwaha et al., 2020).

In the current digital era, advertisements on social media provides an emerging platform that brands can use in order to improve their online presence and connect directly with their target market. Using algorithms and ad targeting features it's become easy for both Facebook and Instagram to reach their potential customers. With billions of active users between them, Facebook and Instagram are a treasure for companies looking to grow. With over 2.8 billion monthly active users on Facebook and over 1.3 billion monthly active users on Instagram, these platforms present a massive potential audience for businesses to reach out to (Tang, 2024). These platforms offer businesses a singular chance to present goods and services to a wide range of consumers, letting them customise their advertisements according to behaviour, interests, demographics, and other factors. The unmatched capacity to target particular interests and demographics is one of the most notable aspects of Facebook and Instagram advertising. Target audiences can be more precisely defined by advertisers using criteria like age, gender, location, interests, internet activity, and intention to buy. By displaying advertising to people who are more likely to be interested in the offerings, accurate targeting increases the likelihood of conversions and maximises ad spend. Facebook and Instagram advertisements are a more affordable option for businesses, particularly small and medium-sized ones, as compared to more traditional forms of advertising (Dwivedi et al., 2021). With the freedom to choose their own budgets and bidding tactics, advertisers may effectively manage

expenses and distribute resources. Additionally, these platforms' comprehensive data enable companies to precisely calculate the return on investment (ROI) of their advertising efforts, which facilitates the optimisation of plans for improved outcomes.

Instagram marketing refers to the strategy used by companies to interact with and advertise to their target audiences on the social media network. In essence, Instagram aids in expanding the target audience, boosting revenue streams, cutting advertising costs, encouraging consumer interaction and prompt feedback, and enhancing brand reputation (Bharati et al., 2020). Instagram gives advertising a quick and simple way to connect with their target audience. Instagram's visual communication service could be a helpful tool for marketers to engage with customers if their product aligns with the platform's nature and aesthetic. Instagram also provides brand community, management communication, and co-creation in a dynamic setting. Focused visual content can raise brand awareness, and loyal customers can spread the word about the company. There are 230.25 million Instagram users as of January 2022. Instagram offers a variety of advertising options, including image, story, video, carousel, collection, explore, IGTV, shopping, and reels ads. (Fraccastoro er al., 2021)

Facebook began as a social networking site for online connections with friends and strangers. But with time, it has become more significant as a fantastic global platform for commerce. In particular, it has been beneficial for small businesses in terms of letting them sell their goods to a wide audience for less money. The authors conclude that low-income populations are better reached and targeted by Facebook's marketing features. Facebook is therefore an excellent medium for targeting the economy class (Madan, 2021). A statista research states that there are presently 50 crores Facebook users in India. It is actually considerably easier to create and as crucial to a business's online presence. Whether you operate for a tiny business with a few employees or a major multinational, some of your clients have already signed up for Facebook. Brands commonly utilise Facebook marketing to turn dormant customers into fans that actively follow announcements about promotions and advancements and spread the word to their personal networks. Local businesses may turn a clientele that is already in the area into a fan base that visits your business more regularly. Famous people who depend on their notoriety desire to have as much notoriety as possible on Facebook. Facebook offers integrated sharing tools that are beneficial to all non-profit groups.

A variety of ad options are available on Facebook and Instagram to accommodate different creative styles and corporate objectives. Businesses have the freedom to try a variety of ad formats, such as carousel advertisements, tales, dynamic ads, picture and video ads, and more, to see which one best suit their target demographic. These ad styles' eye-catching qualities draw viewers in and entice them to interact, which eventually increases traffic and conversions. Sustaining a robust digital footprint is crucial for brand identification and legitimacy. Businesses may reach a wide audience by showcasing their brand in an eye-catching way with Facebook and Instagram ads. Regular exposure through advertisements contributes to the reinforcement of brand messaging, increasing the brand's perceived reliability and recognition among prospective consumers. Recognising customer behaviour regarding social media marketing and the marketing strategies used on Facebook and Instagram. Facebook initiated the practice of small businesses using its platform for social media marketing. We will examine which social media network is more useful for marketing in India in this research. Generally speaking, Instagram is seen as a brand engagement tool rather than a brand awareness one. Despite being the emerging visual communication medium, Instagram and Facebook have received relatively little research compared to the many studies that have examined users of these platforms on Twitter and Facebook. Based on existing research studies, the research questions that were formulated were –

RQ1. What are the key factors influencing consumer responses to Instagram and Facebook advertisements?

RQ2. What role do user-generated content and influencer marketing play in the efficacy of advertising on Instagram and Facebook?

The objective of this study is to determine the variables that affect consumers' intentions to buy products on Facebook and Instagram.

2. MATERIALS AND METHODS:
The most recent literature was thoroughly examined utilising predetermined standards and guidelines. Huge databases were searched for pertinent research publications in order to do this. Since practically all of the papers found in the Web of Science databases were also located in the Scopus database, the SCOPUS database served as the review's major data source (Meho & Sugimoto, 2009). The following terms and their combinations were entered into the search:

Search String Set 1 – ("Instagram" OR "Buying Behaviour") AND ("Facebook" OR "Buying Behaviour")

Search String Set 2 – ("Online Buying Behaviour") AND ("Consumer Buying Behaviour")

The next stage is to generate search results using the terms that were previously mentioned. The abstract is

screened after the articles are initially evaluated for relevancy based on their titles. The final articles are chosen once the abstracts have been reviewed and evaluated. The factors that were discovered after the research were properly evaluated are shown in a table for easy access. The PRISMA findings will be implemented in the Facebook and Instagram markets.

A flow chart depicting the entire process is mentioned in the PRISMA created below:
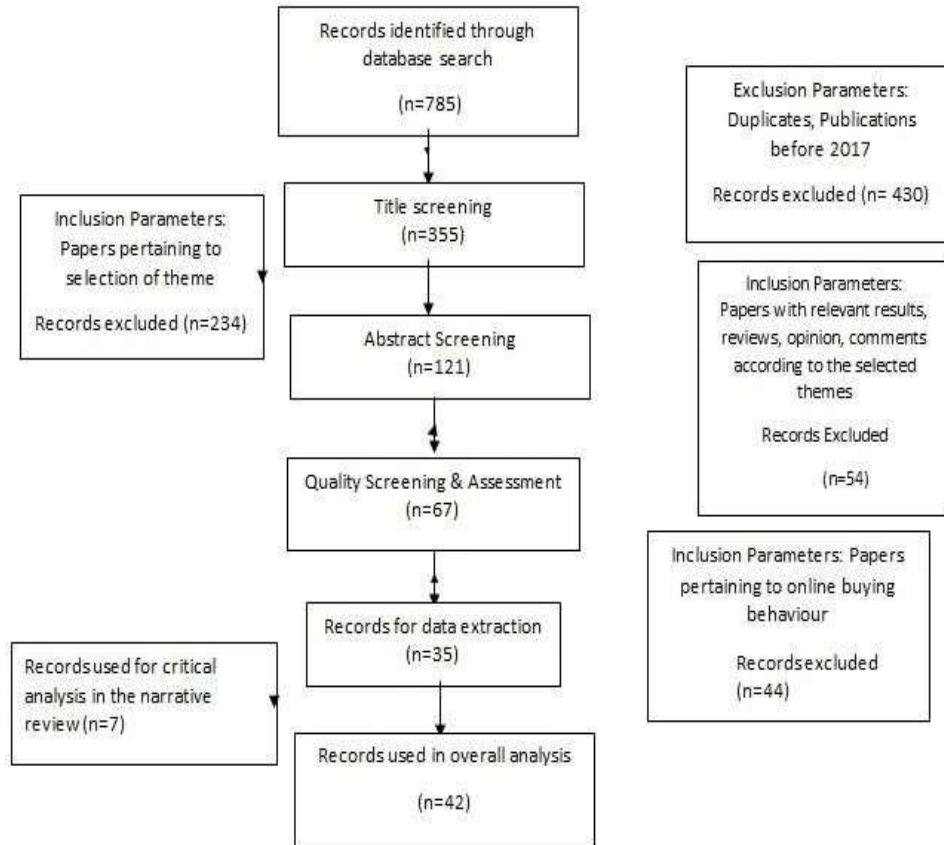

Figure 1: PRISMA

Dyba and Dingsoyr (2008) developed a series of questions to ensure the quality of publications included in systematic reviews. These questions are based on three main criteria: credibility, rigour, and relevancy. The nominated articles are assigned a score of either 1 or 0, depending on how closely they meet each of the three quality standards. The quality assurance parameters checklist (Dyba & Dingsoyr, 2008) is employed to handle any differences or hazards that may arise from article validity concerns. Second, applying the PRISMA approach to the articles at the end is the best way to allay concerns about authenticity.

3. RESULTS AND DISCUSSION:
A summary of the existing literatures were conducted on online buying behaviour. These studies are conducted to identify the factors influencing consumer buying behaviour for Instagram and Facebook market.

Table 1: Summary of the Literature on consumer buying behaviour for Instagram and Facebook market

Sl. No.	Authors	Objective	Research Methodology	Factors
1.	Pessala, (2016)	To analyse the user experience and efficiency of Instagram advertising.	Quantitative	Instagram advertising, Facebook advertising, consumer attitudes
2.	Phuong et al., (2017)	To propose a model to explain the Facebook event page.	Quantitative	online influence, perceived significance,
3.	Artanti et al., (2019)	To analyse the influence of social media marketing on online purchase decision.	Quantitative	Perceived ease of use, purchase decision, consumer buying behaviour, marketing tool

4.	Cilliers et al., (2019)	To determine the attitude of consumers towards social networking advertising.	Quantitative	Customer perceptions, Instagram advertising, Purchase intention
5.	Gaber et al., (2019)	To analyse the attitude of consumers towards Instagram advertising.	Quantitative	social media marketing, Instagram marketing
6.	Aji et al., (2020)	To analyse the purchase intention of consumers for Instagram marketing.	Quantitative	social media marketing, customer buying behaviour, Purchase intention
7.	Alduaiji, (2020)	To explore the adoption of social media marketing.	Quantitative	perceived usefulness, social media marketing, advertising, Purchase intention
8.	Kim & Doori, (2020)	To analyse the effectiveness of social media on sponsorship.	Quantitative	social media, sponsorship
9.	Moran et al., (2020)	To analyse social media engagement and marketing.	Quantitative	social media engagement and online marketing
10.	Nuseir, (2020)	To analyse social media marketing and advertising on consumers.	Quantitative	social media marketing, advertising, Purchase intention
11.	Santiago et al., (2020)	To analyse consumer attitudes on fashion influence on Instagram.	Quantitative	Advertising, Purchase intention, trust, reliability
12.	Wulandari et al., (2020)	To analyse the impact on purchase decision on Instagram.	Quantitative	Advertising, Purchase intention, trust
13.	Abdullahi & Wodikis, (2021)	To analyse the awareness of the use of Facebook.	Quantitative	Advertising, Purchase intention, trust, reliability
14.	Aydin et al., (2021)	To analyse the effect of social media among consumers.	Quantitative	customer engagement, social media content
15.	Chawla & Grzegorz, (2021)	To analyse social media marketing for businesses.	Quantitative	social media marketing, Facebook advertising
16.	Cuevas et al., (2021)	To analyse consumer engagement for branded content in Instagram.	Quantitative	customer engagement, social media content
17.	Gupta et al., (2021)	To evaluate the impact of Instagram advertising among young consumers.	Quantitative	perceived utility, perceived ease of use, and informativeness of Instagram advertising
18.	Ho et al., (2021)	To evaluate the impact of word of mouth on the purchase intention on Instagram	Quantitative	e-WOM, Instagram purchase intention
19.	Ibrahim et al., (2021)	To analyse the use of social media marketing.	Quantitative	Social Media Marketing, brand trust, loyalty
20.	Jamil et al., (2021)	To evaluate Instagram as a marketing tool.	Quantitative	social media marketing, Instagram marketing
21.	Kemec & Hale, (2021)	To analyse the impact of Instagram influencer on purchase intention.	Quantitative	Advertising, Consumer buying behaviour, Purchase intention, social media content, consumer engagement, trust
22.	Kouzechian et al., (2021)	To analyse the effectiveness of advertising among social media networks.	Quantitative	Perceived utility, perceived ease of use, social media content, trust, dependability, customer involvement, and purchase intention
23.	Mayangsari &	To analyse the effectiveness of advertising in Instagram.	Quantitative	Advertising, Purchase intention, trust

	Mufid, (2021)			
24.	Mulyani et al., (2021)	To analyse the purchase intention of consumers.	Quantitative	advertising, consumer attitudes, perceived utility, trust, and visual information
25.	Northcott et al., (2021)	To evaluate the effectiveness of social media advertising using Facebook and Instagram.	Quantitative	Instagram advertising, Facebook advertising, consumer attitudes
26.	Seyyedamiri & Ladan, (2021)	To analyse social media content marketing and its impact.	Quantitative	e-trust, effectiveness, social content marketing
27.	Castillo et al., (2022)	To analyse the promotion of social media engagement on Instagram.	Quantitative	Instagram advertising, engagement, and word-of-mouth
28.	Eslami etal., (2022)	To understand consumer engagement in social media.	Quantitative	consumer engagement, social media marketing, reliability, perceived usefulness
29.	Gross & Florian, (2022)	To analyse the influence of marketing on Instagram.	Quantitative	Instagram marketing, advertising strategy
30.	Herzallah et al., (2022)	To analyse the adoption of Instagram commerce.	Quantitative	Instagram commerce, Purchase intention, trust
31.	Indrawan et al., (2022)	To analyse the effectiveness of Facebook advertising.	Quantitative	online ad clicking frequency, purchase intention
32.	Infante & Mardikaningsih, (2022)	To analyse the potential of social media marketing.	Quantitative	social media's performance, social media content, online business promotion
33.	Nuseir & Ghaleb, (2022)	To analyse the effect of social media marketing on consumers.	Quantitative	social media marketing, online application compatibility, and perceived ease of use
34.	Dwivedi et al., (2023)	To analyse social media adoption and its impact on businesses.	Qualitative	Social media adoption, social media use
35.	Splendiani et al., (2023)	To explore the perceived usefulness on social media.	Quantitative	social media use, digital marketing

The literature review that was performed led to the identification of eight variables - perceived usefulness, perceived ease of use, social media content, social commerce construct, trust, reliability, consumer engagement and purchase intention

Perceived usefulness refers to "the degree to which an individual believes that using a particular technology or system would enhance their job performance or make tasks easier to accomplish" (David, 1989).

Perceived ease of use refers to "the extent to which an individual believes that using a particular technology or system would be free from effort. It encompasses the user's perception of the simplicity and clarity of the system's operation, as well as the ease with which tasks can be accomplished using it" (David, 1989).

Social commerce content is "the information, opinions, reviews, and recommendations shared by users on social media platforms related to products or services, which influence other consumers' purchasing decisions" (Hajli, 2014).

Social commerce construct is "the use of social media in the context of e-commerce activities, where users engage in social interactions, such as sharing, commenting, and recommending products or services, to facilitate purchasing decisions (Ting & Chou, 2014).

Trust is "the willingness of a consumer to rely on an online seller in whom one has confidence" (Mcknight et al., 2002)

Reliability refers to "the perceived dependability and consistency of the performance of the online vendor in handling transactions" (Bhattacherjee, 2002).

Consumer engagement refers to "the active involvement, interaction, and connection between consumers and a brand, product, or service. It goes beyond mere purchase behavior and includes various forms of participation, such as sharing feedback, contributing user-generated content, participating in discussions, and advocating for the brand" (Brodie et al., 2011)

Purchase intention refers to "an individual's plan or inclination to buy a particular product or service within a specific period. It represents the likelihood that a consumer will engage in a purchasing behavior based on various factors such as product attributes, price, perceived value, and situational influences" (Ajzen, 1991).

4. Effectiveness of Instagram and Facebook market as advertising medium:

Social media marketing (SMM) has become one platform that has enabled people to connect and build social networks that has enabled business's online presence, improve sales and generate user engagement. SMM includes built-in data analytics capabilities that enable marketers to monitor the effectiveness of their campaigns and find new opportunities for engagement, in addition to giving businesses a means to interact with their current clientele and attract new ones (Percic & Peric, 2021).

There are three pivotal marketing domains of social media that has giving immense power to social media namely building connection, generating interaction and building customer data. Social media marketing has altered the way companies connect with their customers right from developing promotions that enables interaction in such a way that personal information can be collected from the users who relate with the messages. The omnipresence of social media in today's world make companies design vital marketing strategies tapping social media. Social media marketing is frequently more affordable and has greater visibility; yet, it needs constant upkeep and may result in unanticipated bad responses (Kadir & Shaikh, 2023).

Companies can employ various activities for business online like customer relationship management, sharing information, operational transactions with dealers, before, during and after the purchase. Businesspeople want effective marketing medium to expand their market. The results of the study show that adopting social media for business reduces costs and streamlines operations (Utomo et al., 2023). But even with all the advantages, businesspeople still need to approach transactions with initiative. Engagement levels were shown to be significantly impacted by social media platforms as well as the businesses themselves, indicating that a variety of techniques are needed for effective social media management. In terms of perceived usefulness, social media is seen "useful" by most participants, and "faster" by the second-highest percentage. In terms of perceived ease of use, the majority of participants think social media is a straightforward communication tool, and the second-largest group thinks it doesn't need much effort (Macarthy, 2021). In recent years, social networks have shown to be useful in the corporate world. However, research on selling on social media—especially Instagram—is still in its infancy. Instagram commerce is a new platform of social commerce where companies from all over the world sell their products and services. Instagram is the second most popular social media network in the world. The findings demonstrated the extent to which social networks affect customers' propensity to make purchases. In this sense, a variety of reasons influence the increase in sales in social commerce, particularly on Instagram (Putri, 2021). The study contributes to the body of knowledge by showing how social media marketing works and how compatible and user-friendly it is. It also forecasts the adoption attitude, which impacts marketing performance. The study found that people's attitudes towards using social networking sites are significantly influenced by perceived ease of use, online application compatibility, and social media marketing campaigns. Additionally, because they are more inclined to embrace network-related applications, these attitudes have an effect on marketing performance. Over the past ten years, the use of social media for communication has increased. Online marketplaces where businesses can offer their goods and services have been made possible by social media (Akbar, 2021). The Big Four social media networks—Instagram, Twitter, Facebook, and WhatsApp —are well known for facilitating communication between users through text, photo, and video messages. This enables information to be communicated to clients quickly and in an engaging way. Instagram is considered one of the most popular social media platforms with 70 crore active users globally. The purpose of this study is to investigate the key factors influencing young consumers' opinions regarding digital fitness tracker advertising on Instagram. The study's foundation is provided by the self-administered survey questionnaire findings obtained from young Indian customers. On Instagram, there are numerous influencer accounts that have the ability to affect other people's purchasing decisions. This study examined the mediating role that brand trust plays in the link between purchase intention and influencer credibility. The results demonstrated that customers' intentions to purchase and trust brands were considerably and favourably impacted by influencers' credibility. It was also shown that brand trust serves as a moderator. Ultimately, it was discovered that the type of goods affected purchase intention (Lin et al., 2021). A person's inclination to use or accept technology may be influenced by their attitudes towards and perceptions of its utility, as evidenced by the effect of perceived ease of use on online purchase decisions. These results give this technology's constituent parts a high value. The study's conclusions

demonstrate that, as technology facilitates social connections and business transactions, users have a big say in how easy something is perceived to be. In this case, customers have the final say over decisions made about online purchases. The perceived ease of use of the variables was measured in this study using four indicators: the variables had to be simple to use, affordable, easy to understand, and easy to execute. Eight factors were identified as a result of the literature review: perceived usefulness, perceived ease of use, social media content, social commerce content, trust, reliability, consumer engagement, and purchase intention.

5. CONCLUSION:

For companies looking to succeed in the digital sphere, Facebook and Instagram advertisements are essential resources. These platforms are a crucial part of any effective marketing plan because of their capacity to reach a sizable and focused audience, as well as their customisation choices and quantifiable outcomes. Businesses should take advantage of Facebook and Instagram advertisements and include them into their marketing campaigns in order to get the best possible results. Facebook and Instagram are important platforms for social media marketing. Instagram is thought to be a superior platform for brand loyalty, quality, and engagement, whilst Facebook is renowned for its cost-effectiveness and reach. Instagram and Facebook are just two examples of the social media platforms that businesses may use to reach out to potential clients and build lasting relationships. Instagram is especially helpful for businesses in terms of bringing in new business, interacting with current clients, and preserving client connections. Conversely, Facebook improves brand equity and image, which raises buy intention. Businesses can advertise their goods and brand image on Facebook and Instagram, but Instagram's visual elements make it more suited for building powerful brand engagement. This research paper included a full evaluation of the study on consumer buying behaviour, online purchasing behaviour, and the efficacy of Facebook and Instagram as marketing platforms. With an emphasis on the corpus of available literature, this study presents an overview of the compilation of pertinent material reviewed for this investigation. Perceived utility, perceived ease of use, social media content, trust, dependability, customer involvement, and buy intention are the factors that have been found in this study. This study has presented the theoretical underpinning for the study by examining consumer purchase behaviour from a number of perspectives.

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