



The Benefits of E-Commerce on Instagram among USIM Students

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ABSTRACT

E-commerce is widely considered as the buying and selling of products over the internet and at the same time, any transaction that is completed solely through electronic measures can be regarded as e-commerce. Instagram is a dream platform for social media entrepreneurs and marketers. Shopping on Instagram is a feature created to allow e-commerce brands to develop a "deep showcase for people exploring your best products with one tap." The core functionality of this new feature will enable brands to highlight specific posts from their Instagram feed and tag their existing products. Therefore, this study aims to highlight the benefits of e-commerce on Instagram among USIM students. Specifically, it distinguishes the benefits and positive effects of e-commerce on Instagram among USIM students. This research will show the benefits of e-commerce on Instagram influenced students, the marketing strategy used by students, and the positive effects of using Instagram in e-commerce. In fact, at the same time giving them the awareness on the benefits as well. This research uses a quantitative methodology, in which online surveys are distributed to 116 students of Universiti Sains Islam Malaysia. Data will be analyzed using SPSS. The results of this study have shown that, students are aware on the benefits of e-commerce on Instagram and the positive effects of using Instagram in e-commerce. This study also emphasizes on the marketing strategy used by students in Instagram shopping. Therefore, this research adds to the knowledge of effective marketing strategy used, using e-commerce on Instagram.

Keywords: *Instagram, E-commerce, shopping.*

INTRODUCTION

The modern age is famous for its advanced and highly effective technological resources. Electronic commerce is the selling of goods and services over the internet. It also offers web-based e-commerce. Electronic commerce leverages inventory management systems, electronic data exchange, internet marketing, mobile commerce, automated data collection systems, supply management, and even electronic funds transfer. Electronic marketing and online retail also have a place in e-commerce. E-commerce among USIM students on Instagram offers increased awareness on how numerous marketing and sales strategies exist through the internet. Experience with the online business will have a positive impact. Students who do business part-time online should research and practise time management. Online retailers use photos and videos on their websites. When it comes to promoting products, Instagram is all about images. The Instagram is a platform where people can share pictures, videos, content, stories, and most efficiently using social networking services such as online mobile. Instagram offers rapid e-commerce growth and an active user base.

E-commerce sites, such as Instagram is the fastest-growing social network. Next is the company's focus. For an online business, Instagram is a good tool for planning a product's marketing and branding. The Instagram platform was designed with ease of use, a network of photo editing tools, and visual marketing in mind. Today, Instagram is the most commonly used form of communication. The Instagram platform can assemble a world-class connecting system (Sheldon B. et al., 2016). Thus, this network connects social media sites globally via a high-speed and fast data network (Nehaluddin Ahmad et al., 2018). However, Instagram has overtaken Slack in terms of community support, as it has more features, functions, and communities to interact with. Other social media platforms have increased, and as a result, the industry is challenged to keep up with tactics and e-commerce strategies. Despite the various uses and unique features, the benefits of Instagram e-commerce includes allowing a greater understanding of platform use, impact on purchasing behaviour, and strategic effectiveness when showcasing online sales products (Hajli, N. et al., 2017). Students must understand the benefits of using Instagram. An online business will assist with sales, employ effective marketing tactics, and improve Instagram for e-commerce.

LITERATURE REVIEW

Electronic commerce is defined as an electronic transaction where sellers and buyers enter into contractual agreements on the delivery in the context of the use of systematic services, the quantity of the product, the quality of the branded product, the reasonableness of the price offered, as well as the payment and the process

included in the online transaction (Standifird and S.S., 2001). Several types of e-commerce are business-to-business, business-to-customer, or service-to-customer interaction (Niranjanamurthy, M. et al., 2013). While others, defined it as electronic trade between the fields of sales, exchange, purchase, branded products, service processes, and information displayed on websites encompassing both direct and indirect strategies (Gunasekaran et al., 2002). Social media platforms such as Instagram uses web, mobile, and internet-based technologies to create an interactive medium. Instagram is an online platform that allows communities and individuals to share photos and videos, chat, discuss, create content, create stories, collaborate, connect, and add contacts from all over the world.

Marketing strategy of students

By utilising social media within the company, company management can serve to increase credibility. It also depends on broadcasting to provide correct and helpful information and generate online business through discounts, promotions, and more. Through videos and photographs, a company can display the quality of its work, buy commercials, update Instagram stories, highlight special deals, and provide a direct line to customers. These issues must be addressed by customer service (Mazurkiewics & G., 2015). Because of the introduction of social media, the marketing and advertising industry has grown. Business media comes in a variety of forms. Today, all major social media platforms (e.g., Facebook, Twitter, YouTube, and Instagram) have a large fan base and followers. Social media networks help manufacturers save money while increasing the gap between them and their customers. Social networking marketing is a relatively new phenomenon that has surpassed online communication. Internet marketing makes use of various social media platforms that helps to achieve advertising and marketing objectives. Organisations have used various marketing strategies to reach the right and influential audience, including online branded marketing products and word of mouth.

The positive impact of using Instagram for e-commerce

To interact with followers, Instagram is proven to be the largest social networking site for its management and capabilities. It is interesting for the younger generation to use it because it is quick, concise, and visually impressive. The images will be presented to the world in the form of hashtags that are shortened. Social media platforms can be utilised as a platform to promote their products. For popularity on Instagram, people need to promote themselves and their products to the public. This Instagram link is easy to use because it connects to Facebook to post. Instagram works as a story-creation platform as long as we have more than ten thousand followers and keep using it with the single "swipe up" on Instagram stories. People can learn to express themselves more effectively on social media by avoiding sharing their true identities.

Additionally, companies can use a self-promotion to target markets. The customised feed can now include ads based on preferences and to whom a person follow on social media. Instagram e-commerce provided an excellent service, allowing customers to purchase quickly and build customer's relationships. Instagram is widely adopted as a marketing tool due to the free platform. Social media positively impacts growing businesses as a marketing approach; as it also lowers financing costs. These e-businesses are cost effective and even give out freebies. This impact will promote better marketing activities (Kirtis & Karahan, 2011).

For this study, the researcher applied electronic word-of-mouth (eWOM). eWOM is a rapidly growing, rapidly evolving, and increasingly important extension of traditional face-to-face word-of-mouth (WOM) in the marketing and consumer environment and, more recently, a significant result of social media activity (Ntale and Ngoma, 2019). Indeed, social media have significantly altered the way firms and their constituents communicate electronically, expanding the possibilities of eWOM from traditional one-to-many and one-to-one marketing communications to new many-to-many and many-to-one communications (Ismagilova, E. et al., 2017). Figure 1 shows the research framework for this study.

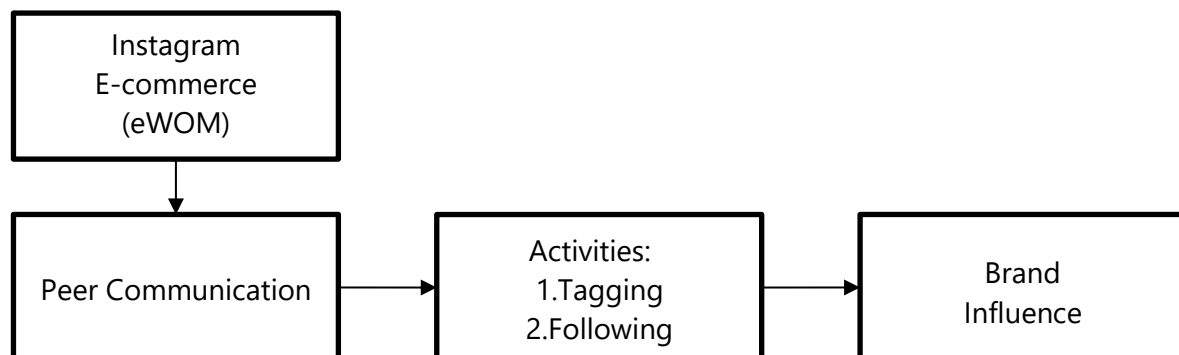


Figure 1 Research Framework

RESEARCH METHODOLOGY

This research applied a quantitative method using the survey questionnaires technique. Google form was used, and the researcher disseminates using a link through the WhatsApp application to the participants. The advantage of using this platform can be cost-saving and easy-to-collect data and analysis. The disadvantage of this platform is the misunderstanding of questions that do not need proper consideration or thinking. The researcher used convenience sampling, and the participants were among undergraduate USIM students from nine faculties, and 116 participants of 30 males and 86 females were involved.

FINDINGS AND DISCUSSION

Findings

Table 1 shows the demographics of 116 participants; gender, males frequency of 30 participants or 25.9% and females frequency of 86 participants or 74.1%. The results show that females participated more than males participants. For age range, the majority of participants were 23-24 age group, with 63 participants or 54.3 %, followed by the 21-22 age group, with 37 participants or 31.9 %, the 19-20-year age group of 9 participants or 7.8 % and the 25 and 26 years of age, with seven participants or 6.0%. Results also show that Year 4 students were a higher frequency value with 61 participants (52.6%), followed by Year 2 with 22 participants (19.0%), Year 1 students with 20 participants (17.2%) and Year 1 students with 13 participants (11.2%).

Table 1: Participant's Demographic

Description	Frequency	Percentage (%)
Gender		
Male	30	25.9
Female	86	74.1
Age		
19-20	9	7.8
21-22	37	31.9
23-24	63	54.3
25-26	7	6.0
Year		
One	13	11.2
Two	22	19.0
Three	20	17.2
Four	61	52.6

Table 2 shows the benefits of e-commerce on Instagram that influenced USIM students. About 29 participants or 24.7%, chose boost market-friendly which is the best option followed by quality brand building and use visual content with 23 participants or 19.9%, respectively, 22 participants or 18.9%, chose brand awareness and 19 participants or 16.6%, chose multiple options for target ads.

Table 2 Benefits of e-commerce on Instagram

Description	Frequencies	Percentage (%)
Brand awareness	22	18.9%
Quality brand building	23	19.9%
Boost market-friendly	29	24.7%
Use visual content.	23	19.9%
Multiple option for target ads	19	16.6%
Total	116	100%

Table 3 explore the advantage of Instagram e-commerce that influenced USIM students. A mean value of 4.5 and a standard deviation of 0.58 or 56.9% of participants strongly agree that good visual content can attract people to purchase the product.

Followed by a mean value of 4.5 and a standard deviation of 0.64, or 62.1% of participants strongly agree that e-commerce helps students to connect with customers across multiple channels.

Table 3 Benefits of e-commerce on Instagram

Description	Mean	Std. Deviation
E-commerce helps students to connect with customers across multiple channels	4.5	0.64
E-commerce helps students to become entrepreneurs on Instagram online	4.4	0.65
E-commerce has targeted advertising options.	4.3	0.72
Good visual content can attract people to purchase the product	4.5	0.58
Brand awareness is one of the benefits of e-commerce on Instagram.	4.4	0.76
Instagram photos can build trust in business	4.3	0.78

Table 4 shows the marketing strategy used by the students on Instagram. The results show that 29 participants or 24.6%, used Instagram stories, followed by 27 participants or 22.9% used hashtags and tag, 22 participants, or 19.3%, used paid review, 21 participants or 18.5%, used promotions and 17 participants or 14.5% used purchasing advertising as their marketing strategy.

Table 4 The marketing strategy used by students

Description	Frequencies	Percentage (%)
Paid reviews	22	19.3%
Use tag and hash tags	27	22.9%
Use Instagram stories	29	24.6%
Purchasing advertising	17	14.5%
Promotions	21	18.5%
Total	116	100%

Table 5 shows a mean value of 4.5 with a standard deviation value of 0.61 or 51% of the participants strongly agree that they used mobile marketing and promotion to communicate and attract customers on Instagram.

Table 5 The marketing strategy used by students

Description	Mean	Std. Deviation
Instagram platform has a very effective marketing strategy	4.3	0.63
Students can share high-quality content for the brand on Instagram	4.4	0.70
Students can use mobile marketing to communicate with each other on Instagram	4.5	0.61
Promotion on Instagram help students attracts customers	4.5	0.61
	4.2	0.76

Paid advertising on Instagram will increase product sales	4.3	0.70
Paid reviews from influencers will increase product sales	4.4	0.73
Use hashtags can increase search ability		

Table 6 shows that 27 participants or 23% selected using social networking such as Instagram have positively affected e-commerce. Followed by making a relationship with their customer with 23 participants or 20%, the product can be promoted worldwide with 20 participants or 17%, faster buying with 17 participants or 15%, good service with 16 participants or 14%, and 13 participants or 11% responded that they could be entrepreneurs.

Table 6 The positive affect

Description	Frequencies	Percentage (%)
Social networking	27	23
Faster buying	17	15
Good service	16	14
Make a relationship with customers	23	20
Can be promoted worldwide	20	17
Can be entrepreneur	13	11
Total	116	100

Table 7 shows a mean value of 4.5 and a standard deviation of 0.65; 54% of the participants strongly agree that visual marketing features can improve their business. Followed by mean values of 4.5 and a standard deviation of 0.69, 56% of the participants strongly agree that an Instagram shop encourages a person to start a business from home.

Table 7 The Positive influence of using Instagram e-commerce

Description	Mean	Std. Deviation
Instagram shop can help to find various brands in choosing a product.	4.4	0.70
Instagram shop encourages people to start a business from home.	4.5	0.69
Instagram helps me to create relationships with their customer	4.5	0.71
Instagram helps me to promote the product globally	4.3	0.78
I believe that visual marketing features can improve my business	4.5	0.65

Based on the findings, the participants were motivated by the benefits of e-commerce on Instagram besides the marketing strategy used and the positive effect of using e-commerce on Instagram.

FINDINGS AND DISCUSSION

In this era of technology, various advanced technology facilities, including the internet, have opened opportunities for people to engage in online business. Therefore, we need to know how to use e-commerce and the advantages of e-commerce, especially on Instagram. For example, people nowadays like to do business online part-time or full time to generate income. There are many benefits to using e-commerce on Instagram. Various marketing strategies can be used to increase sales on Instagram. Hence, this study aims to explore the benefits of e-commerce on Instagram which influenced students, identify the marketing strategy on Instagram used by students, and learn the positive effects of using Instagram on e-commerce. E-commerce on Instagram is the business communication platform nowadays. There are many benefits of e-commerce influenced students to generate income part-time or full-time during their study. Students should be aware that among the benefits of e-commerce on Instagram is to increase market friendliness. The sales revenue will increase if they have many followers on Instagram, using visual content such as exciting pictures and videos. Social networks are often alternatively referred to as virtual community websites that bring people together to chat, exchange ideas and interests, or make friends. Social media refers to this form of communication and sharing on social networking sites. As a result, most e-commerce helps students connect with customers through various special Instagram channels. The marketing strategy used by students has many advantages. In this study, marketing and promotion have also changed dramatically over the past few decades. Instagram's success as a marketing tool has grown sharply, although conventional advertising mediums such as billboards, radio, magazines, and newspapers have decreased. Besides that, this result shows that students prefer to use Instagram stories as alternatives to marketing strategy. Customers have generally been optimistic about e-commerce on Instagram, and it can be a low-cost market. In addition, students can interact with each other on the Instagram platform using mobile marketing. Students' marketing strategy of using social media as e-commerce on Instagram to convince consumers that their goods and services are worthwhile. Social networks are one of the most critical facets of society—the positive influence of using Instagram on e-commerce. The role of social networks as a marketing tool is increasingly growing and covers many fields. Today, almost every large business company has seen a positive impact. To market their goods, services and receive invaluable input from their clients, both established and developing companies are now actively using social networking sites. Engagement across social networks has almost become a de-facto norm for companies to determine their customer service. Seeing small or home-based companies that operate solely through their Instagram accounts has now become famous.

CONCLUSION AND IMPLICATIONS

E-commerce on Instagram has become a mainstream among students interested in venturing themselves into the world of entrepreneurship. This study helps the researcher to identify reasons and understand the benefits of e-commerce on Instagram. The results were consistently showed that e-commerce on Instagram among students provides benefits to them. Besides that, the impact of marketing strategies and user friendly approach of Instagram have encouraged the students further to use this platform to conduct their business. The implications, thus, include:

1. Understanding the benefits of e-commerce on Instagram, the marketing strategy used by students, and the positive effect of using Instagram in e-commerce significantly influenced USIM students.
2. To encourage the best and most acceptable option, students prefer to speak to each other about their various experiences, share recommendations on a specific product or service, and minimize potential risk. Developing electronic commerce and digital communication networks, such as smartphone and Instagram platforms, will provide self-esteem and confidence to continue the online business of Instagram with a positive mindset.
3. University students can also find out which marketing strategies are used effectively. They also need knowledge skills to diversify better marketing techniques. Marketing strategy is the best way to archive thier goals and be consistent in marketing the market.
4. To educate the students about the use and benefits of Instagram e-commerce. Furthermore, electronic commerce has many advantages for the business world, such as convenience and efficiency.

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