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“The impact of Content and Visual Creation on Brand identity using
Instagram platform: Customer Engagement as a mediator”



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identity using the Instagram platform: Customer
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Abstract

The new digital technology modes and trends are disrupting altering business operations. It is possible that traditional businesses and organizations will be compelled to close their doors if they fail to recognize the presence and effect of digital technology in commerce. Social media makes it easier to provide a quick approach to a product or service and to receive feedback on that approach and the comments received. A company's website needs to be designed and developed. In addition to having a website, you need to have a presence on social networking sites like Facebook, and Twitter. Twitter, Facebook, and Instagram are vital for keeping a competitive edge in today's digital world. In today's hyperactive market, social media is highly influenced by businesses. Advertising items and services on this platform can be done in a way that does not annoy or irritate potential clients. A good strategy to get the word out about a business is to strategically put advertisements among relevant posts, stories, or hashtags. The use of social media helps to spread the word about a company's products and services, as well as to remind customers about them regularly. In this research, content creation and visual creation are dependent variables, customer engagement is mediating variable and brand identity is the independent variable. For the analysis purposes, the nature of the relationship is considered deductive, as the study aim to find out the impact of content and visual creation on brand identity using the Instagram platform. In addition, the research type is quantitative, as the questionnaires are being filled by the participants. This data then went through multiple tests including Reliability test, Correlation test and Regression test, with the help of SPSS software to analyze the impact of variables. Other than collecting primary data, secondary data has also been analyzed in the form of existing literature on these specific topics, with the help of different journals and articles. However, the sample size of 350 was selected.

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Chapter 1

Introduction

1.1. Introduction

These new digital technology modes and trends are disrupting altering business operations. It is possible that traditional businesses and organizations will be compelled to close their doors if they fail to recognize the presence and effect of digital technology in commerce (Husnain, & Toor, 2017). Marketers from both large and small companies have access to a wide range of social media sites. Social media makes it easier to provide a quick approach to a product or service and to receive feedback on that approach and the comments received. It's easy for the customers to tell you about any issues or complaints they have with the products or services. Customers like the ease with which they can voice their opinions and concerns via social media, and businesses appreciate the opportunity to address those concerns. A fashion company's website needs to be designed and developed. In addition to having a website, you need to have a presence on social networking sites like Facebook, and Twitter. Twitter, Facebook, and Instagram are vital for keeping a competitive edge in today's digital world. In today's hyperactive market, social media is highly influenced by businesses. Businesses need to keep ahead of the competition and provide clients with the greatest products and services to improve online traffic and sales. Identifying the company's ideal customers is the first step to a successful social media marketing campaign. After determining the demographics of the target audience, the best method of interacting with them can be determined. Instead of suffocating clients with data and knowledge, focus on what they want (Endres, 2013).

Most Instagram users are under the age of 25 years old, making it one of the most youthful social media platforms available. As a result, it's ideal for fashion industry business, who want to reach a younger, more hip audience via social media (Väkelä, 2022). Instagram is a great medium for sharing photographs and videos with a minimal amount of text, as well as integrating with the Facebook and Twitter accounts. An attractive, evergreen piece of content can be enhanced with some graphic design magic so that it attracts more pins and increases brand awareness over time, allowing for a faster time to identity than on other social media sites (Nurnafia, 2021). Advertising

items and services on this platform can be done in a way that does not annoy or irritate potential clients. A good strategy to get the word out about a fashion company is to strategically put advertisements among relevant posts, stories, or hashtags. The use of social media helps to spread the word about a company's products and services, as well as to remind customers about them regularly (Lal, Ismagilova, Dwivedi, & Kwayu, 2020).

1.2. Variables

1.2.1. Content Creation:

The act of developing subject concepts that attract the target customer, producing visual or written content around those concepts, and getting that content accessible to the audience in order of a weblog, podcast, graphics, or other medium is known as content production. It is a collection of marketing tactics whose primary goal is to develop and share content that is both helpful and attractive to consumers. The major emphasis is on the utility, relevancy, is the importance of the information (information), which is not direct advertising but gradually convinces clients to make the appropriate choice for the distributors (Pozhidaeva, 2021).

1.2.2. Visual Creation:

Visual creation includes developing and maintaining a product's overall appearance. These aspects and ideas are the foundations of visual design, and a thorough grasp of them is essential for establishing a company's visual style. Visual marketing is a collection of visual communications and visual brand recognition tools that allow the company's intended semantics, logical, and emotive messaging to be sent and given to the intended audience (Pozhidaeva, 2021).

1.2.3. Customer Engagement:

Establishing a connection with the individuals who are purchasing what you'll be offering is known as customer engagement. It's the aggregate of all of the methods you communicate with the audience: letters, telephone conversations, social media interactions, and more. A more networked world where customers can easily engage with other customers and businesses via social networks

and other new media is expected to make non-transactional consumer behavior more relevant shortly (Verhoef, Reinartz, & Krafft, 2010).

1.2.4. Brand Identity:

Brand identification refers to a company's distinguishing features, such as color, style, and logo, in the minds of customers. A brand's "identity" and "image" are not identical phrases. Colors, shapes, and other visual elements are used in its products and advertising. Adverts for the company are written in a certain style. The corporation is accountable for providing a distinct distinctive product attribute, which is where the brand image comes from. This is how a business tries to establish itself. A firm's marketing strategy is frequently used to communicate its identity and value to customers and other stakeholders (Nandan, 2005).

1.3. Research Gap

For this paper, the aim is to study step-by-step guidelines of using the Instagram platform for developing brand identity in Pakistan. In previous research, it has been analyzed that how brand identity can be built using Instagram platform (Jurišová, 2020). Moreover, researchers have also studied the aspect of content and visual creation on Instagram platform (Wilkinson, 2018; Arias, 2018). However, the use of customer engagement in the framework has not been analyzed and especially in the Pakistani market. This aspect has been added to the research, which makes it unique.

1.4. Problem Statement

Today social media platforms are used randomly. The marketers are currently experimenting on how many possible ways there can be to use this platform to give their product a brand. Instagram, in one way, is the most trustable platform for customers in terms of finding the perfect product with no compromise in the quality and giving customers variety in cost as well. Generating a business account in fashion industry for a product display or service offer is one thing yet marketers don't know how to plan strategies to give their business brand identity. In this paper, the Instagram platform will be studied to conclude how marketers can use this platform to give their brand identity among their competitors in the context of fashion industry. Therefore, the problem statement will become, 'how does the impact of Content and Visual creation plays a role in

enhancing Brand identity of any business through the increasing engagement of customer using specifically Instagram platform.’

1.5. Research Objectives

- To observe whether content creation on Instagram is associated significantly with customer engagement in fashion industry
- To examine whether visual creation can significantly enhance customer engagement on Instagram my preferred fashion
- To analyze the impact produced by customer engagement on brand identity using the Instagram platform within fashion industry

1.6. Research Questions

- Can content creation on Instagram be associated significantly with customer engagement my preferred fashion?
- Does visual creation significantly enhance the customer engagement on Instagram accounts of fashion brands?
- Does the response produced by customer engagement give an impact on brand identity using the Instagram platform of fashion brands?

1.7. Significance of Study

The significance of the research is linked to the Pakistan-based business within fashion industry which runs on Instagram as an e-commerce business. Businesses are nowadays, moving toward the e-commerce side day by day. In this study, the impact of content and visuals on the company’s perspective of the consumers in fashion industry has been taken into account. Also, the study is focused on how the customers of fashion industry are into more purchasing from those businesses. This research will help firms to look into their digital content and visual creation to gain more competitive advantages.

1.8. Chapters Layout

In this research work, after the introduction, next chapter will be about literature review. In this chapter, a detailed analysis of previous studies will be done. Multiple articles from international journal on the selected variables will analyzed and evaluated to deduce the hypothesis for this study. After that, Methodology chapter will follow. In this chapter, the study design, research

instrument, population and sample size, data collecting, and analysis of the data are all discussed. Moving on to forth chapter, the data will be analyzed through applying the statistical techniques by using SPSS software, especially designed for research purposes in this chapter. The hypothesis will be checked and the results will further lead to the discussion chapter. In the discussion chapter, results of the analysis have been discussed in detail and has been related to the hypothesis developed in this study along with the previous research done by other researchers. At the end, in the chapter of conclusion, a summarized form of the chapter will be shown along with the future recommendations for research in similar areas. The recommendations will be based on the limitation of the study and it will end with practical implications of the study.

Chapter 2

Literature Review

2.1. Attitude Behavior Theory

Attitude behavior theory is one of the theories from Planned behavior as the reasoned action which was introduced by Icek Ajzen in 1980 in which favorable or unfavorable behavior of interest is evaluated of a consumer. (Behavior Change Models, 2022). According to this behavior we will be studying the communication of independent variables (content & visual) on mediator (customer engagement). Then figuring out the attitude of the mediator between the independent and dependent (Brand Identity) variables one by one. This way we will be identifying the behavior of Dependent variable collectively.

2.2. Brand Identity

Services may use social media to boost their identity and engage with clients. Marketers encourage consumers to interact with brand content to increase brand identification, engagement, and relationship (Hajli, Shanmugam, Papagiannidis, Zahay, & Richard, 2017). As a consequence, one of the challenges for merchants is to devise a successful social media strategy to encourage their target audiences to interact with and spread material (Swani, Milne, Brown, Assaf, & Donthu, 2017). Marketers, on the other hand, have a lot of alternatives when it comes to the material, individuals employ in their social media posting, and some companies are best known by their corporate names rather than their product names (Aaker, 2004). Brands may communicate messages about product quality, performance, dependability, and reputation (Aaker, 1997; Brexendorf, Bayus, & Keller, 2015). These signals may aid in the formation of brand identification in the eyes of customers (Bhattacharya & Sen, 2003). Consumers mostly use trademarks to show that they possess the brand's trait to other brands (Park & John, 2010). Consumers' choices for brands are driven by their need to express their personality, identity, and originality (Chan, Berger, & Van Boven, 2012). Logos, names, taglines, and pictures are all used by marketers to express brand identity. Marketers frequently utilize brand names in their messaging to fan groups on social media. Consumers are likely to become fans of well-known companies on social media platforms that represent their personality, and they frequently post messages about such businesses (Wallace,

Buil, & de Chernatony, 2014). Brand names are a technique for marketers to cause brand identification in their brand communication messaging. They believe that using companies' names in digital media message contexts will encourage customers to share messages because of their brand identification (Berger, 2014; Chan et al., 2012). Individuals may use social media to express their thoughts, beliefs, identity, connections, and self-enhancing attributes to others in a unique way. Consumers become followers of well-known businesses on social media platforms and publish brand-related content to further their self-improvement and self-verification aims (Berger, 2014; Swani & Milne, 2017). The use of well-known brand names in the material is likely to influence its distribution. This is particularly true if the well-known brand name in the social media post matches a person's self-identity to share content for a variety of reasons such as enchaining their self or self-enhancement inside the perspective of others (Berger, 2014). Businesses that really can raise these attributes to the level of excellence are much more likely to be accompanied and devoured than those that can't (Berger, 2014; Lovett, Peres, & Shachar, 2013).

Brand identification refers to the visual features of a firm, such as color, style, and symbol, which distinguish the brand in the eyes of customers. The phrases "brand personality" and "brand recognition" should not be confused. Colors, shapes, and other visual elements are used in its items and marketing. Its advertisements are written in a certain style. The corporation is accountable for providing a distinct distinctive product attribute, which is where the brand image comes from. Its how a business tries to establish itself. A firm's marketing strategy is frequently used to communicate its identity and value to customers and other stakeholders (Nandan, S. 2005). These connections are the brand's core features and characteristics (Esch 2008), which can lead to brand personality (Aaker 1997; Aaker, Fournier, and Brasel 2004) and customer interactions (Fournier 1998). Brand identity is the essential characteristic of the brand that characterizes it (Barnett, Jermier, & Lafferty, 2006). The brand management team is in charge of brand identity, which is often produced before exposing the brand to external audiences (Balmer & Greyser, 2006). Brand identity is defined in this research as the collection of distinctive brand connections that producers seek to develop or preserve, as well as the symbols that they employ to represent the company to consumers (Aaker, 1996). Although most designs also include representational, visual, and tangible depiction (Aaker, 1996; Kapferer, 2008; Simes, Dibb, & Fisk, 2005); the deal character traits (Kapferer, 2008); and the perceived brand (Coleman, de Chernatony, & Christodoulides,

2011), there is very little accord on the aspects of brand individuality (Coleman, de Chernatony, & Christodoulides, 2011). (Aaker, 1996; Coleman et al., 2011).

With the open flow of material exchanged between businesses and customers throughout the world, social media has empowered the fashion industry. Brands can reach a global audience through platforms like Facebook, Instagram, and fashion blogs, which capture the latest runways, campaigns, and trends for an engaged audience. Brand fans also share their content with other brands and customers. This two-way communication and content exchange flexibility has enabled businesses and consumers to interact, with customers, demonstrate brand loyalty, and online fashion communities to grow. Such a communication platform allows for widespread branded content and knowledge among social media users all over the world (Lancaster, G., 2011). Over the last decade, social media has deftly wormed its way into people's lives. While it may have begun with the primary goal of socially connecting people, it has since evolved and been defined using broader meanings that include anything from connecting individuals to connecting industries. Multiple definitions have emerged from the broad examination of this communication channel through different research, all of which tend to emphasize a similar overview: The term "social media" refers to the internet-based platform provides and encourage the seamless passage of consumer content (Safko, 2012; Kietzmann et al., 2011; Hanna et al., 2011; Luo et al., 2013). Social media provides a place that integrates Web 2.0 technology with user-generated content (UGC) abilities to enable people to make identities, participate in discussions, share material, connect with others, foster relationships, create strong, and join communities (Kaplan and Haenlein, 2010). (Kietzmann et al., 2011; Cvijikj et al., 2013). Social media platforms are more engaging, accessible, honest, and participatory than their conventional equivalents, making them novel and efficient avenues for location brand marketing (Zhou and Wang, 2014). New techniques to disseminate information about location brands have emerged as a result of social media platforms. Unlike other types of mainstream media, social media platforms may turn passive viewers into active participants (Ketter and Avraham, 2012). Tertiary communications, as defined by (Kavaratzis, 2004), are uncontrolled word-of-mouth communications by audiences that are not managed by location marketers.

The potential investor approach to product marketing, which views brands as vibrant and social processes and acknowledges that they are socially constructed through highly integrated conversations between the company, the brand, and a variety of interested parties (Merz et al., 2009; Vallaster & von Wallpach, 2013), did not emerge until the 2000s. As a result, brand identity is considered fluid and multi-stakeholder (Da Silveira et al., 2013). Internal and external stakeholders (e.g., employees, individual consumers, brand communities, etc.) have a part to play in trying to appropriate and co-creating brand identity because stakeholders are defined as "any group or individual who can affect or is affected by the achievement of the organization's objectives" (Freeman, 1984). Similarly, Kornum et al. (2017) find affinities and conflicts between the planned brand image, the company society's shared identity, and actual consumer personas stated by branding residents. This continual process of social bargaining among stakeholders produces "a layered system of identities" (Kornum et al., 2017), in which many identities interact in complementary or opposing ways.

2.3. Content Creation

As a result of shifting competitive conditions, businesses must discover new strategies to compete that aren't based on superior products, more activities linked with a sale, or cheaper pricing (Lin & Yazdanifard, 2014; Diaconu, Oancea & Brinzea, 2016; McMurrian & Matulich, 2016). Today's businesses should adapt to the new realities in their operating environments and utilize marketing communication as a method of building long-term connections with various stakeholder groups (Laric & Lynagh, 2010; Holliman & Rowley, 2014). In electronic commerce environments, it's only a mouse click away, therefore businesses must understand how to leverage digital marketing to offer value and establish consumer loyalty (Chang, Wang & Yang, 2009). The research on the influence of outsourcing brand messages to content creators' consumer engagement and brand results is still in its early stages (Arora et al., 2019). Furthermore, Instagram superstars are seen as more credible than celebrity endorsers, resulting in more favorable brand perceptions (Djafarova & Rushworth, 2017; Jin et al., 2019). Previous research has found substantial links between influencer presence and increased brand awareness and purchase intent (Lou & Yuan, 2019). However, the research does not yet indicate whether influencers in endorsement roles promote higher, comparable, or lower purchase intent than their famous equivalents.

Both the classic marketing definition (Grönroos, 2006) and the content marketing idea (several scholars, 2006) place an emphasis on value and value development (Kucuk & Krishnamurthy, 2007; Pulizzi, 2012; Holliman & Rowley, 2014; Kilgour et al., 2015; Ahmad, Musa & Harun, 2016). Many studies have already been done on value creation (Möller, 2006; Vaitkien & Pilibaityt, 2008; Grönroos & Voima, 2013), but there is still no clear understanding of the role of content marketing in this context. Content production is the process of creating subject concepts that appeal to the target audience, producing visual or written content around those concepts, and making that content available to the audience via a weblog, podcast, infographics, or another medium. The Phrase content marketing was coined by Joe Pulizzi of the content marketing institute (CMI), and while it isn't a novel phenomenon, it is constantly evolving. Since the definition of content strategy varies based on a variety of criteria, defining it has been problematic. A growing number of marketers are turning to content marketing as an alternative to traditional advertising and as a strategy to draw attention to their brand (Du Plessis 2015; Zahay 2014). To pull people to the brand's content, material marketing uses gentle tugging rather than pushing techniques (Liu & Huang 2015). Relationship marketing and integrated marketing communications are also included in this framework (Cronin 2016). As a marketing strategy, it aims to create and distribute information that is both useful and appealing to the target audience. Instead of using direct promotion to persuade customers to buy from a specific company, we use the information to help them make an informed decision about which distributor to work with (Pozhidaeva, A. 2021). Most of the content posted by corporations on Instagram is "native," which means that it adheres to the same set of rules, tactics, and gadgets as content posted by other performers. Using Instagram's new paid advertising model, businesses will be able to supplement their existing in-house marketing efforts. According to our findings, brands like General Pants and Smirnoff use Instagram to coordinate the activities of cultural intermediaries and consumers, and accounts of brand-building labor on social media must take into account the promotional and reconnaissance work done by these consumers and cultural intermediaries. By embedding brands into their narratives and establishing data streams that allow media sites to respond to them, users build brand awareness and espionage (Carah, & Shaul, 2016). As the flow of images increases in late capitalist societies, the focus of customers' attention shifts (Wissinger, 2007). Users frequently surf in both directions, going down a certain amount of time before returning to the top of the feed

to bring in new photos, and then going down again until they reach images they've previously seen, which causes them to return to the top of the feed once again. A user's attention may be drawn away from their app by another app's content flow or something happening near this pattern persists. There is a never-ending stream of images in both directions. An individual feed's pace is controlled by how many people are actively contributing to that feed. Users can get a snapshot of where they are in whatever stream they're now watching. – (Zadeh and Sharda, 2014) define a post's popularity as the total number of comments it has received. Popularity plays a role in how consumers perceive a product or service.

There has been a lot of recent research on content marketing that has looked at it from a variety of angles including business-to-business strategy, brand engagement, company branding, the fundamentals, practical performance, online marketing strategy, customer satisfaction, and as a new trend in marketing practice (Wong & Kee 2015). (Pazeraite & Repoviene 2016). Social media has been included in several studies that look at the effectiveness of content marketing, but none have specifically looked at the role that content marketing plays in helping a brand interact with its target audience more organically through social media. Social media content communities evolved as a result of the need for interest-driven engagement, via blogs, social media bookmarking sites, pictures, and video sharing communities, where individuals consume, create and exchange multimedia material (Thompson, 2011). Films (YouTube), images & pictures (insta), bookmarking, presenting (Slide shares), and sounds (podcasts and Spotify) are currently some of the most popular content communities right now. Quora, and Yahoo Answers, two other question-and-answer sites popular among the general public, also offer an alternative to utilizing search engines to find answers (Agichtein et al. 2008).

Engaging customers in a social media content community requires a content strategy that analyses the target demographic to discover the kind of information that will be both interesting and relevant (Chauhan & Pillai 2013:41). Electronic word-of-mouth is created when consumers view a brand's material in their newsfeeds and choose to like share or remark on it (eWOM). According to a study, users are more likely to interact with a brand's postings if they are consistent, interesting, and colorful (Tafesse, 2015). Various academic fields have different ideas on what constitutes "engagement." An example of consumer engagement is "customers' behavioral expressions that

have a brand or company focus, beyond purchase, originating from motivating motivations" (Van Doorn et al., 2010). Because content marketing is based on a "consumer-centered mentality" (Kuş, 2016), social media content communities allow for interactions around content that a business may utilize to address customer complaints. Community members can also assist one another through user-generated material. Since netizens are impacted by social variables and norms, relationship marketing might gain from the appeal of social media materials (Chang et al, 2015).

2.3.1. Content Creation & Customer Engagement

Content interactivity is an important consideration for Instagram marketing since it describes "the degree to which two or more communication partners may operate on one another, the communication medium, and the messages, and to the degree that such effects are coordinated" (Liu and Shrum, 2002). According to (De Vries et al., 2012), it has a positive effect, but there is conflicting evidence to support this (Tafesse, 2015). As a result, experts like Du Plessis (2015) and Pazaire and Repoviene (2016) have been expanding on this description, recognizing that the content marketing process has many complexities that must be properly managed. Content marketing is analyzed via the theoretical lens of Pulizzi's (Pulizzi, 2012) claim that authentic brand stories are the primary focus of content marketing. Nevertheless, the engagement of social media is ideal for the development of connections (Verma et al., 2016). Marketers can influence the creation of content directly by taking on the role of creator or critic. As long as a company isn't directly involved in the creation of content, it's considered to have an indirect effect. Because of the low-key nature of content marketing in social media networks, tiny amounts of material and debate about a topic can be produced to establish the brand as a thought leader and gain insight into the target audience. As a result, a group of brand champions might increase eWOM and hence engagement at the same time. Both consumers and brands can share their tales in a content community. It's possible that the company can create content that humanizes and connects with its target audience by exhibiting knowledge of their demands and challenges. Similarly, customers could work together to create a story that enhances the positive perception of the brand (Johnston 2017). As a result, the goal of this research is to determine the effectiveness of content development in establishing a brand's identity and building customer loyalty.

(H-1) The Content Creation on Instagram is significantly associated with customer engagement.

2.4. Visual Creation

The most ancient of all storytelling arts is visual narrative art, which is described as the portrayal of scenes using visuals that connect to events such as symbols, people, and other items within the context of a story (Megehee & Woodside 2010). Thousands of years ago, stories illustrated in European cave drawings and paintings (Megehee & Woodside 2010) gave humans a lengthy history of paying attention to and absorbing visually conveyed information. (Megehee & Woodside 2010) Visual narrative art is founded on dual processing explanations of thinking, emotions, and judgment. According to the dual coding hypothesis (Paivio, 1971), verbal and visual data are handled separately in the human psyche, although both are needed to learn and recall data. Visual creation includes developing and maintaining a product's overall appearance. These aspects and ideas are the foundations of visual design, and a thorough grasp of them is essential for establishing a company's visual style. Visual marketing is a collection of visual communications and visual brand recognition tools that allow the company's intended semantics, logical, and emotive messaging to be sent and given to the intended audience (Pozhidaeva, 2021). With the aid of skilled visual content creation, visual marketing is a strong tool for attracting and retaining audiences. Visual marketing is the use of pictures, infographics, films, and other media to promote a brand and strengthen connections with customers. Businesses may interact with their consumers with visual marketing. Of course, for some issues, writing alone may not be sufficient; in these cases, pictures are employed. Interacting with an audience will be a lot easier for a company that knows how to use visual marketing tools effectively (Pozhidaeva, 2021).

Before delving into the visual tropes discovered on Instagram and their significance for brand meaning, it's important to consider a few concerns surrounding amateur photography's social structures to have a better understanding of how photos are produced and consumed in modern society (Cara, 2019). Digital pictures are visual forms with distinct materiality and technicity, composed of bright and pliable fragments—pixels—that are synthesized and altered for a single display on smartphone displays.

consumers see pictures in a compact, two-dimensional space on these small displays, allowing us to participate in a plethora of contemporaneous visual manifestations and introducing new methods of coupling the visual experience to its technological images (Flusser, 1985).

Advertisements, which itself is described as promotional communication developed and paid for by a firm, have long been used by marketers to interact with a potential consumer (Hunt, Mello, & Deitz 2018). Marketing is one-way interaction in that firms can communicate with customers through commercials, but individuals have no opportunity to participate in the discussion. Ever since, the emergence of the Internet, social research has been particularly interested in the impact of the medium's growth on online social connections. Given that the goal of the purpose of social theory is to explain social behavior (Hesmondhalgh & Toynbee, 2008), the fact that media creates novel types of social ties prompts current research to try to figure out how specific occurrences emerge in conjunction with these mediums (Serafinelli, E., 2017). The advent of Instagram in October 2010 marked a significant shift in this practice. Instagram's affordances influence consumers' views and use of the platform, implying that social and cultural behaviors may be read through social media use (Hochman & Manovich, 2013). As a result, visual social media narratives about persons may be tracked on geographical, temporal, and visual dimensions. This line of reasoning finds socio-cultural trends and reflects individual perceptions, emphasizing the importance of both persons and pictures in a qualitative examination of the phenomena.

2.4.1. Visual Creation & Customer engagement

When compared to verbal and metadata features, (Tim Highfield and Tama Leaver, 2016) are among the scholars who perceive the specificities of visual material on Instagram as a unique form of expression and meaning-making processes (e.g., hashtags, legends). The term "Instagrammatics and Digital Methods: Studying Visual Social Media, from Selfies and GIFs to Memes and Emoji" is used to describe a solitary framework of picture (in link with texts and other constructive aspects), to become some kind of language structure that arises through Instagram in one's text "Instagrammatics and Virtual Techniques: Trying to study Visual Social Media, from Snaps and GIFs to Memes and Emoji." This method is based on a set of factors that influence how people communicate. The authors emphasize the significance of hashtags as a tool for tracking and researching individual and societal activity on Instagram, as well as a semiotic link between the visual world and the meanings provided by the word domain. It's tough to know which material will effectively catch customers' attention in today's sea of content on several social media platforms.

To capture customers' interest and engagement, brands are progressive including several distinctive characteristics in their visual content (Katai, 2017). While language plays an important part in visual content, businesses have realized that just adding text to customers' images and videos will not be enough. Instead, authors may opt to utilize figurative language, which is defined as "the use of words that evoke images in the minds of readers and communicate concepts in new, colorful, and imaginative ways" (Roberts & Kreuz, 1994). Furthermore, research on visual creativity reveals that a variety of images can increase the significance of a tale (Megehee & Woodside, 2010). When compared to verbal and metadata features, Tim Highfield and Tama Leaver (2016) are among the scholars who perceive the specificities of visual material on Instagram as a unique form of expression and meaning-making processes (e.g., hashtags, legends). The term "Instagrammatics and Digital Methods: Studying Visual Social Media, from Selfies and GIFs to Memes and Emoji" is used to describe a solitary framework of image (in link with text messages and other constructive elements), to become some kind of grammatical system that emerges through Instagram in their text "Instagrammatics and Digital Methods: Trying to study Visual Social Networking, from Snaps and GIFs to Memes and Emoji." This method is based on a combination of factors that influence how people communicate. The authors emphasize the significance of hashtags as a tool for tracking and researching individual and societal activity on Instagram, as well as a semiotic link between the visual world and the meaning provided by the word domain. In general, hashtags are used to establish the meaning of a picture, and a polysomic viewpoint may be used to configure a wide variety of references (Cara, 2019).

(H-2) The Visual Creation on Instagram is significantly enhancing customer engagement.

2.5. Customer Engagement:

Customer engagement on social media is a powerful advertising result, according to advertising practitioners and academics (Hollebeek et al. 2014; Rietveld et al. 2020; Simon & Tossan 2018; Wang & Kim 2017). Customers progressively got accessibility to social and digital platforms as a method of expressing their thoughts and communicating with businesses as technology improved. Many businesses have switched their promotional efforts away from conventional media and toward digital channels to engage consumers directly (Paruthi & Kaur 2017). Coca-Cola,

Starbucks, Dove, Microsoft, Dell, and Nike, for example, have all begun to use digital media as the main strategy of marketing (Baldus et al. 2015; Paruthi & Kaur 2017). As a result, in the early 2000s, the literature on relationship marketing began to focus on consumer interaction (Kumar 2013). In recent marketing literature, customer engagement has evolved as a fresh way to collect value for customers and comprehend current marketing (Blasco-Arcas, Hernandez-Ortega, & Jimenez-Martinez, 2016; Dessart, Veloutsou, & Morgan-Thomas, 2015). It's been connected to a variety of good outcomes, including improved brand image (Blasco-Arcas et al., 2016), brand reputation (France, Merriless, & Miller, 2016), self-brand relationship, and product use intention (Hollebeek, Glynn, and Brodie, 2014). Furthermore, client involvement has been seen as a "sinusoidal signal qua non" criterion for greater firm performance, including profitability and revenue growth (Voyles, 2007; Neff, 2007).

Earlier customer engagement studies and conceptual frameworks were unable to handle modern technological advancements that continue to expand consumer–firm connection possibilities (Paruthi & Kaur 2017). As digital platforms grew over the last 2 decades, companies' marketing techniques led to expenditures targeted at creating differentiated brand encounters through online interactive environments (Paruthi & Kaur 2017). Marketers started using social media to find higher levels of engagement consumers for customized promotional campaigns (Kumar et al. 2010) and to keep them emotionally, financially, and sustainably linked (Paruthi & Kaur 2017). Establishing a connection with the individuals who are purchasing what you'll be offering is known as customer engagement. It's the aggregate of all of the methods you communicate with the audience: letters, telephone conversations, social media interactions, and more. Non-transactional consumer behavior is projected to be more important shortly in an increasingly networked world where customers may easily communicate with other customers and enterprises through social networks and other new media (Verhoef, Reinartz, & Krafft, 2010). Inside an increasingly networked world where consumers may easily engage with other users and companies via social networking sites as well as other media content, non-transactional consumer behavior is expected to become more important shortly. Furthermore, in current market space, firms are increasingly embracing non-transactional behavior management tactics. Leisure businesses, for instance, urge recent consumers to rate them on impartial comparison sites. In a recent contest, Lays' chips challenged customers to create a new chip flavor. The champion will get 1% of the revenue

generated by the new product. Firms are also aware of the serious negative effects of non-transactional conduct if it is not effectively handled. In this issue, we'll look at customer interactions as a broad concept that encompasses non-transactional client interactions behavior (Verhoef, Reinartz, & Krafft, 2010). Van Doorn et al. (2010) express clearly that consumers' interaction behavior, go beyond purchasing, and that they can be defined as a consumer's behavioral indicators with a brand or company focuses, even outside of buying, that is driven toward motivational incentives. Furthermore, if customer engagement is not taken into consideration, consumers may be valued incorrectly (Kumar et al. 2010). This incorrect value can result in economic misappropriation among consumers. Furthermore, incorrect Roi on promotional campaigns might be calculated (Rust, Lemon, and Zeithaml 2004). The degree to which consumers have created both rational and emotional ties with a company has been addressed in the marketing literature as a surrogate indicator of the quality of a company's customer relationships (McEwen, 2004). As a result, it is suggested that brand engagement includes sentiments of trust, integrity, pride, and enthusiasm (McEwen 2004). Engagement plays a key role in gaining a better knowledge of quality service and the people who benefit. There is presently no conceptual standard for assessing the act of involvement in the literature on consumer behavior, and much of what has been published about the engagement is based on practice rather than theory or empirical study, creating the impression that it is just another management fad (Saks 2006). Nevertheless, if a solid theoretical foundation for the notion can be established, it may provide a framework for studying the creation and evolution of customer-brand interactions, as well as the conditions under which persistent states of customer loyalty may be generated and sustained. Additionally, it is necessary to evaluate the extent to which the intellectual and emotive elements of the customer engagement process operate for various client groups.

Using Instagram marketing, this research seeks to fill a gap in the literature by inferring a theoretical basis for the psychological process of consumer engagement. Although "satisfaction is an essential phase in loyalty development," according to the research, satisfaction "becomes less significant when loyalty begins to establish through other processes" (Oliver, 1999). The focus of this research is on the investigation of these "other processes." With this in mind, the impact of emotional connection, terms to make, confidence, and participation in the community of consumer engagement for fresh vs - purchase consumers of a specific service company is examined in this

study. New studies on the conceptions of dedication, engagement, confidence, and loyalty have made significant contributions to theoretical and methodological improvement in the field of consumer behavior, resulting in cohesive, but mostly distinct collections of information (Iwasaki & Havitz 1998). The next natural step is to investigate the dynamic interaction between these constructs in torn about when, where, and why distinct categories of consumers this example, new and returning purchasing customers—become loyal to a certain brand image. This paper proposes a new approach to do so.

(H-3) The response of Customer Engagement is effectively elevating the product towards Brand Identity.

2.5.1. Mediating Role of Customer Engagement between Content creation and brand identity

Customer engagement should be reflected in a company's or brand's cognitive, emotional, and behavioral participation. The current study supports this viewpoint by claiming that an involved client must have both attitude and behavior characteristics. Customer engagements have a strong role in between content and brand identity as customer attitudinal engagement is influenced by the content which leads to a strong brand identity (Prentice, 2013). Not only is this but customer behavior is influenced by the buyer's intention of buying the product due to the content produced by the company (Fishbein & Ajzen, 1975).

2.5.2. Mediating Role of Customer engagement between Visual Creation and Brand identity

Viewing brand-related images and comments are all examples of consumers' brand-related material (Muntinga & colleagues, 2011). Consumers are open up to certain things about the brand stimuli including colors, logos, forms, fonts, symbols, designs, and other components when they seek for, buy for, and defined brand equity. These stimuli constitute the face of the brand and identify it. Most brand advertising has a plethora of these features. (Burmam, Hegner, & Riley, 2009) employed an experimental paradigm to study visual brand representations, in which a single visual element was modified apart from other brand elements (Burmam, Hegner, and Riley 2009; He and Balmer 2007). Colors that are useful use in the functional side of the products (Bottomley & Doyle 2006; Labrecque & Milne 2012); strong typefaces to convey brand strength (Childers &

Jass 2002; DeRosia 2008; Doyle & Bottomley 2006; Henderson, Geise, & Cote 2004); contrasting packaging for exciting brands (Orth & Malkewitz 2008); angular shapes for acidic brands (Spence 2012); and white space to convey prestige and power (Pracejus, Mandel & Johnson 2002).

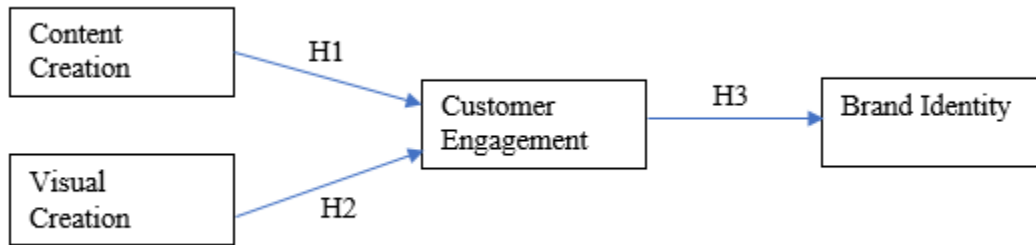


Figure 1 : Theoretical framework

Chapter 3

Methodology

3.1. Introduction

The approach for determining the influence of content and visual creation on brand identification utilizing the Instagram platform will be presented in this chapter. The study design, research instrument, population and sample size, data collecting, and analysis of the data are all discussed in this section. The research onion depicts the entire research technique process.

3.2. Research Design

This section focuses on data gathering and inquiry, and the technique used must be appropriate and sustainable. Basic viewpoints and research objectives and questions, according to (Jane, 2014), must be created to construct the design of the study. This method aids investigators in explaining components, methods, and research perspectives in the context of research issues. The descriptive research design is used in this study. Even though this research emphasizes the important findings. It was also a thorough cross-sectional investigation. Intended results may be determined since statistical data can be collected and examined using the descriptive survey technique. Quizzes, observations, and vase research are all examples of descriptive research methods that may be used to collect a wide range of data (Mohajan, 2020).

3.3. Research Approach

The deductive research method is the foundation of analysis. The deductive analytical method is founded on the notion of a basic hypothesis, which has been expanded (Bryman, 2016). Analysis of dependent and independent variables can be done using explanatory research methods, depending on the theoretical framework (Creswell & Creswell, 2017). In contrast to the present research, which focuses on the influence of Instagram content and visuals on brand identification, Implementation is based on qualitative data with fewer open-ended questions and a random sample technique. Looking at past literature and models, deductive research is utilized to obtain the conclusion. It is a complete method for determining the study's key conclusion. The deductive method begins with ideas, hypotheses, and observations derived from the information. The

research is cross-sectional and restricted to positivist philosophy, which has been used in several previous studies. Social research has long been promoted by this approach, which is derived from positivism. As a result, it is thought to be the best type of logical deduction.

3.4. Research Strategy

The influence of content and visual creation on brand identity using Instagram was investigated using a statistical approach. The significance of data collection to check the outcomes led to the selection of businesses are using their ads on Instagram and using e-Commerce business strategies.

3.5. Research Population

Due to the current pandemic issue and a lack of time and money, it was difficult to reach every small business owner who is working in the area of fashion designing. There are more than 1000 e-commerce business owners who run their Ads on Instagram about their dresses or design ideas (Imtiaz, Ali, & Kim, 2020). A recent survey is looking for people who work as an owner of small businesses as responders.

3.6. Sample & Sampling Method

The primary and secondary data sources from which data for prospective analyses can be gathered are main and secondary data. The gift of data collected by every other sample is referred to as primary data (Johnston 2017). To analyze the influence of the impact of content and visual creation on brand identity using Instagram, the primary source of data is used by the study's specifications and theoretical framework. Persuade the audience that the sampling method utilized to choose the e-commerce market was correct. For subsequent research, a sample size of 380-400 people will be determined. (Sekaran, 2003)

3.7. Instrument Selection

Earlier literature is chosen as an instrument for validity and data is collected from respondents for further research.

Variable	Authors / Source	No. of items
Content Creation	Husnain, & Toor, (2017)	9

Visual Creation	Valentini, Romenti, Murtarelli, & Pizzetti, (2018).	7
Customer Engagements	Husnain, & Toor, (2017).	12
Brand Identity	Leckie, Nyadzayo, & Johnson, (2016).	10

3.8. Variable of Study

By observant review of literature extracted from various studies related to the study, following variables has been recognized:

Dependent variable	Mediating Variable	Independent variable
Content Creation	Customer Engagements	Brand Identity
Visual Creation		

3.9. Measurement of Scale

A structured questionnaire was employed as the primary data gathering instrument. The replies will be graded on a five-point Likert scale. We'll use this scale to compute all of the variables. Anchor numbers on a Likert scale include:

5=Strongly Agree

4=Agree

3= Neutral

2=Disagree

1=Strongly Disagree

3.10. Data Collection

Data gathering is a well-defined process in which data is acquired and disaggregated in such a way that it may be transformed into actionable results. We employ primary evidence in our study since it is unique. Information will be acquired by the dissemination of structured questionnaires through e-mail, resulting in the present pandemic situation's constraints. The sample selection criteria we are using is the simple convenience sampling technique. As our primary data population is in million so we have targeted Female youth section more in our sample segregation.

3.11. Data Analysis Method

Replace the approach by analyzing the influence of the described and demonstrated components using a practical association technique. Both methods aid in determining the level of cooperation between the two causes (Cohen, West, & Aiken, 2014). Cronbach's alpha may be used for statistical reasons to examine the credibility of the tools, as well as to validate the relationship of variables known in the literature hypotheses using the PL-S SE regression test. We employed correlations to examine the relationship between the variables, and regression analysis to investigate the effect of the independent factors on other dependent variables. The internal dependability of the scale was investigated using Cronbach's Alpha. The specific association between independent and dependent variables was discovered using correlations. The collecting connection between the independent and dependent variables is shown in a regression analysis. Coefficient statistics illustrating the importance of many variables

Chapter 4

Data Analysis

4.1. Introduction

The information was gathered utilizing an overview with a 5-point Likert scale to make determinations about "The impact of Content and Visual Creation on Brand identity using the Instagram platform: Customer engagement as mediator". For data analysis SPSS software was used to analyse the information. One of the common processes is to gather the information on a centrally variable data retrieval and estimation tactic. For information collection and analysing process data is collected on various strategies Information is collected and data processing is completed by evaluating rationalized and hypothetical inquiries along with distinguishing evidence of changes in trade venture. The purpose to collect the data is to evaluate and compare the results to the facts. To fetch important information out of gathered data can be through different techniques that are defined for the study procedure. Charts are used for discussion to check statistics. Introductions and inquiries about trends are clarified by assumptions. This can help in giving confirmation about hypothesis assumed and recommendation can be put forward. A laid-out structure can be a collection of data on benefit and estimation strategies in light of variable-centred information. Obtain the information whether there are wide branches that can be used in data. Statistics is collected to observe and evaluate inquiries of hypothesis proposed and to separate them between common patterns of organization or business. For this, the material assembled and evaluated through any means, such as reviewing and analysing information by rendering through statistics and charts of the data material. This research survey has close ended questions. Procedure of collection of data had been through distribution of the questionnaires among 350 respondents via email, in total 31 questions was covering the demographics of the respondents in general including socioeconomics also.

Now, in this section the information has been broke down through applying the factual procedures by utilizing SPSS, particularly intended for research purposes. The methodology to measure the data are specifically descriptive statistics, frequency distribution for evaluation purpose. Standard

deviation of the reactions while the regression and correlation has been calculated for deciding the relationship among dependent and independent variables. Also, reliability scale named as Cronbach's Alpha is utilized to evaluate research instruments to determine quality of research.

4.2. Descriptive

In order to complete this research work, data was collected from 350 different individuals. Questionnaires were distributed to the individuals via email. The results gathered were then tested by applying different statistical tests and results were analyzed by using the SPSS software. By analyzing the demographics in detail, it was analyzed that out of total 350 participants, 170 (48.6%) were males and remaining 180 (51.4%) were females. However, the age bracket of the people who participated was ranging from 20 to 50. 150 participants were from the age bracket of 20 to 30. 115 were from the age bracket of 31 to 40 and remaining 85 were from the age bracket of 41 to 50.

The value of Skewness for Gender is 0.402, which shows that data is fairly skewed. On the other hand, skewness value for age, the value is 0.631, which interprets that the data is moderately skewed. On the flip side, for Kurtosis Gender the value is -1.947, it means that the distribution is too flat. However, in terms of age, the value is -0.478, which means that the value is closer to zero and has a normal distribution.

Table 4.2 (a): Descriptive Statistics

	Mean	Std. Deviation	Skewness	Kurtosis
Gender	1.4054	0.49774	0.402	-1.947
Age	1.5405	0.60528	0.631	-0.478

Table 4.2 (b) Frequency of Variables

	Frequency	Percent	Valid Percent	Cumulative Percent
Gender				
Male	170	48.6	48.6	48.6
Female	180	51.4	51.4	100
Total	320	100	100	
Age				
20-30	150	42.8	42.8	42.8
31-40	115	32.8	32.8	75.6
41-50	85	24.4	24.4	100
Total	350	100	100	

4.3. Reliability

The reliability of all the variables was checked by using the SPSS software. Reliability analysis is helpful to check if the variables would be producing consistent results. For reliability, value of Cronbach's alpha is calculated. This value should be equal to or greater than 0.6. In that scenario, the results would be considered as reliable. The value of reliability for brand identity was 0.88 for the 8 items and it means that the data is showing 88% consistency. The value of reliability for visual creation was 0.76 for the 7 items and it means that the data is showing 76% consistency. The value of reliability for content creation was 0.68 for the 10 items and it means that the data is showing 68% consistency. The value of reliability for customer engagement was 0.84 for the 6 items and it means that the data is showing 84% consistency.

Table 4.3: Reliability

Sr. No.	Variable	Cronbach Alpha	No. of Items
1	Brand Identity	0.88	8
2	Visual Creation	0.76	7
3	Content Creation	0.68	10
4	Customer Engagement	0.84	6

4.4. Correlation

Table 4.4 Correlation

	BI_M	VC_M	CC_M	CE_M
BI_M	1			
VC_M	0.22	1		
CC_M	0.35	0.28	1	
CE_M	0.728	0.423	0.576	1

***.* Correlation is significant at 0.01 level (2 tailed).

Correlation test is performed in order to find out the strength and direction of relationship between the two variables. The value of correlation coefficient ranges from -1 to +1. The value -1 represent perfect negative and value +1 represents perfect positive. Values closer to -1 and +1 are considered strong negative and strong positive respectively. The table above shows the values of correlations coefficient for the variables involved in the study.

The correlation test also sees if the value of correlation coefficient is significant or not, in addition to the strength and direction of relationship between the two. The relationship between visual creation and customer engagement is 0.423 which shows the relationship between them is moderately positive. The relationship between content creation and customer engagement is 0.576 which shows the relationship between them is moderately positive. However, the relationship between customer engagement and brand identity is 0.728 which shows the relationship between them is strong positive.

4.5. Regression

Table 4.5 Regression

Hypothesis	Variable	Variable	R2	F	Beta	t Test	Sig/p	Status
H1	Content Creation	Customer Engagement	0.861	217.069	0.855	14.733	0.000	True
H2	Visual Creation	Customer Engagement	0.639	1.438	0.575	11.199	0.023	True
H3	Customer Engagement	Brand Identity	0.748	1.776	0.649	12.333	0.018	True

In terms of hypothesis testing, the very first hypothesis which got tested is “The Content Creation on Instagram is significantly associated with customer engagement”. As per the significance value, the hypothesis is true, as the value of ‘p’ is 0.000 and it is less than 0.05, which shows that the hypothesis is true. This means that content creation is related to the customer engagement. Moreover, the value of R shows the positive relationship with moderate degree of correlation, as the value is 0.576. In addition, the value of R^2 is 0.861, which shows that 86.1% change in customer engagement is due to content creation. Moreover, the positive value of coefficient indicates the positive relationship among variables, which fulfils the second part of hypothesis. Therefore, overall, the hypothesis is accepted that “The Content Creation on Instagram is significantly associated with customer engagement”.

In terms of hypothesis testing, the second hypothesis which got tested is “The Visual Creation on Instagram is significantly enhancing customer engagement”. As per the significance value, the hypothesis is true, as the value of ‘p’ is 0.023 and it is less than 0.05, which shows that the hypothesis is true. This means that visual creation is related to the customer engagement. Moreover, the value of R shows the positive relationship with moderate degree of correlation, as the value is 0.423. In addition, the value of R^2 is 0.639, which shows that 63.9% change in customer engagement is due to visual creation. Moreover, the positive value of coefficient indicates the

positive relationship among variables, which fulfils the second part of hypothesis. Therefore, overall, the hypothesis is accepted that “The Visual Creation on Instagram is significantly associated with customer engagement”.

In terms of hypothesis testing, the third hypothesis which got tested is “The response of Customer Engagement is effectively elevating the product towards Brand Identity”. As per the significance value, the hypothesis is true, as the value of ‘p’ is 0.018 and it is less than 0.05, which shows that the hypothesis is true. This means that customer engagement leads to elevate and increase the brand identity. Moreover, the value of R shows the positive relationship with high degree of correlation, as the value is 0.728. In addition, the value of R² is 0.748, which shows that 74.8% change in brand identity is due to customer engagement. Moreover, the positive value of coefficient indicates the positive relationship among variables, which fulfils the second part of hypothesis. Therefore, overall, the hypothesis is accepted that “The response of Customer Engagement is effectively elevating the product towards Brand Identity”.

4.6. Hypothesis Summary

Hypothesis	Statement	Accepted/Rejected
H1	The Content Creation on Instagram is significantly associated with customer engagement	Accepted
H2	The Visual Creation on Instagram is significantly associated with customer engagement	Accepted
H3	The response of Customer Engagement is effectively elevating the product towards Brand Identity	Accepted

4.7. Chapter Summary

It is the chapter of deep analysis was performed on the collected data and found that content creation is associated with customer engagement, visual creation is associated with customer engagement and customer engagement effectively elevates the brand identity. In order to carry out

the analysis effectively, different statistical tests were performed. The reliability of all the variables was checked by using the SPSS software. Reliability analysis is helpful to check if the variables would be producing consistent results. The correlation test sees if the value of correlation coefficient is significant or not, in addition to the strength and direction of relationship between the two. However, regression test is performed in order to check if the proposed hypotheses are accepted or rejected. For this purpose, value of significance is very important and is therefore checked. As per the significance value, the hypothesis is true, if the value of 'p' is less than 0.05, which shows that the hypothesis is true and therefore accepted. And if the value of 'p' is greater than 0.05, it shows that the hypothesis is not true and therefore rejected. Next chapter would be based on the discussion through the analysis done and tests performed. The acceptance of all the three hypotheses would be discussed in detail.

Chapter 5

Discussion

Majority of the people have become users of the social media platforms like Instagram and they use these platforms to express their feelings of likeness and dis-likeness towards brand offerings. Brand also use these platforms and create different and attractive content to engage with the customers and develop a unique brand identity. The brands themselves are also using social media platforms to communicate and stay in touch with the customers. (Alhidari, Iyer, & Paswan, 2015). Social media is considered as the most effective and cheapest source of marketing and advertising. Where traditional modes of marketing are expensive, social media marketing is considered inexpensive and effective at the same time.

The social media platforms like Instagram have therefore become the main strategic focus of the brands. (Rosario, Sotgiu, De Valck, & Bijmolt, 2016). The social media users can also influence their power both in the favor or against the brands. This would help the brands to know where they are going wrong so that they can improve their performance and be back on track. At the same time, if they are performing well, they would continue increasing their performance (Wirtz et al, 2013). It has also become important for the brands that they use visual appeal and content to attract the customers and make them aware regarding brand offerings. In return the customers spread positive word of mouth regarding the brand and its offerings so that they could be able to achieve their social media objectives and goals in long run. (King et al., 2014). Positive word of mouth plays an important role in increasing the purchase intentions of the individuals and thus brand identity. However, it is very important for the brands to stay competitive. (Rosario, Sotgiu, De Valck, & Bijmolt, 2016). Customer engagement on the other hand is also very important at the same time.

To analyze these factors, this study formulated different research questions, which are as below:

- Can content creation on Instagram be associated significantly with customer engagement?
- Will visual creation significantly enhance the customer engagement on Instagram?

- Will the response produced by customer engagement give an impact on brand identity using the Instagram platform?

In order to examine these questions, different aims were set, which are as below:

- To observe whether content creation on Instagram is associated significantly with customer engagement
- To examine whether visual creation can significantly enhance customer engagement on Instagram
- To gather the response produced by customer engagement on brand identity using the Instagram platform

Talking about the first aim i.e., “to observe whether content creation on Instagram is associated significantly with customer engagement”, on the basis of this aim, first hypothesis was designed which states “(H-1) The Content Creation on Instagram is significantly associated with customer engagement.” The studies and research also suggests that stronger the content would be of any brand, more would be the customer engagement. This is the reason this hypothesis held true. Content creation is an important and fundamental part of the marketing through Instagram. Different brands make sure that they have an active presence on the Instagram platform where they actively carry out the marketing activities as well. This helps in grabbing the attention of the customers and attracting them towards the brand offerings. This results in increasing the customer engagement (Verhoef, Reinartz, & Krafft, 2010). If customers tend to have a positive experience with the brand, they spread positive word of mouth regarding the brand. This helps in increasing the customer base of the brand thus increasing the revenue, profits, market share and customer base as a whole.

Talking about the second aim i.e., “to observe whether visual creation can significantly enhance customer engagement on Instagram”, on the basis of this aim, second hypothesis was designed which states “(H-2) The Visual Creation on Instagram is significantly enhancing customer engagement.” The visual creation also plays an important role in increasing the customer engagement as well. Visual content is considered very much effective in grabbing the attention of the customers. Visual content is different and has unique features. Businesses have however

realized that visual content is very much important to grab the attention of customers. Businesses need to move ahead of adding text in the videos and images. They need to develop a visual language in which the words should be used in such a way that they evoke images in the minds of the readers and communicate the hidden concept with the readers in more attractive, colorful and innovative manner. Visual content requires creativity and innovation to be distinct and unique. The visual content is however special and important on Instagram as a unique form of expression (Banyte & Dovaliene, 2014).

Talking about the third aim i.e. “To gather the response produced by customer engagement on brand identity using the Instagram platform”, on the basis of this aim, third hypothesis was designed which states “(H-3) The response of Customer Engagement is effectively elevating the product towards Brand Identity.” By using the platform of Instagram, marketing of the products by the brands can be done in such a way that it maximizes the customer engagement. Customers can only get engaged by the brand when they get attracted to its content creation and visual content. Different tactics should be used by the brand to make the content appear more attractive to the customers so that they prefer the products of that brand in comparison to that of competitors’ products (Verhoef, Reinartz, & Krafft, 2010). Customer engagement leads to increasing the brand identity. The brand becomes prominent and customers recognize that brand and prefer that brand in comparison to other brands. If the customers are more engaged towards a brand, this results in developing a strong and positive brand identity. The customers expect to have positive and fruitful experiences with the brand. This ultimately leads to increasing the loyalty of the customers towards the brand. The customers base and market share of the brand also increases and it gets benefits in longer run. It is important for the brand to gain the confidence of the customers. They need to connect with the customers at all levels. New studies on the conceptions of dedication, engagement, confidence, and loyalty have made significant contributions to theoretical and methodological improvement in the field of consumer behavior, resulting in cohesive, but mostly distinct collections of information (Islam, Rahman & Hollebeek, 2018).

All the three hypotheses that were proposed in the beginning of the research paper have been accepted after performing the statistical tests on the data collected from the participants. The data was then analysed and it was concluded that all the three hypotheses are true and therefore

accepted. It is the aim and objective of every business to maximize and strengthen their brand image and brand reputation (Hamzah, Wahab & Waqas, 2021). They do this by providing quality products and services to the customers. The customers need to be kept satisfied so that they think positively regarding a brand and its offerings. The businesses therefore use and adopt new and unique techniques with an aim to increase their brand identity. Now days, digital marketing has taken place of traditional marketing. Although brands are also doing traditional marketing yet more of their focus is on the digital marketing. Businesses and brands use different social media platforms for this purpose. Instagram is considered as most effective social media platform that has maximum customer presence and thus can be used by the brands to promote and advertise their products and services. For an effective promotion of the products, it is important for the brands to analyse what customers like and prefer to see. It is very important to attract the customers and grab their attention through unique advertising and promotional efforts (Rather, Tehseen & Parey, 2018).

In the past few years, the idea of brand identity has developed quickly as the one justification for its prominence is a key job that had a significance in getting the upper hand in essential administration choices. Brand identity is a fitting metric for assessing the since a long time ago run effect of advertising choice. It is striking that fulfillment doesn't prompt recurrent buy as could be anticipated from the writing review and content creation by the brand itself. These are upsetting elements at work that are typical in an exceptionally aggressive market. The executives should put more accentuation on client reliability programs, to fortify the connection among fulfillment and rehash buy (Greve, 2014). At this stage, a fulfilled client doesn't consequently return. Likewise, the job of suggestion ought to be researched completely as the interpersonal organization assumes a vital part in getting educated regarding the presence of this. Besides, the changing outline climate ought to be reflected in the methodology of the monetary help suppliers since there is just restricted client dedication (Moliner, Tirado and Guillen, 2018). Henceforth, as globalization develops and contest increases in developing business sectors as it is fundamental for worldwide organizations to comprehend nearby customers' insights about their image. Multinationals ought to likewise know about brand validity, brand mindfulness, and brand picture, at neighborhood levels. Even though directors might apply an extensive exertion in acquiring an exact neighborhood promoting information stays a tremendous test for any global in a developing business sector. There may be

other factors that impact customers' image among buyers to represent an aim like brand character, item inclination, social setting, and friend pressure (Hur, Kim & Kim, 2018). The contrasts in brand steadfastness can be to some degree clarified by individual-level collectivist qualities. Purchasers high in individual-level collectivist qualities are altogether more faithful to a central brand than buyers low in individual-level collectivist values, in any event, when brand trust and saw quality are at moderately low levels. Buyers from various societies show various degrees of ethnocentric inclinations which call for multifaceted investigations including other arising and agricultural nations (Agyei et al., 2021). Nonetheless, this relationship is directed by firm kind and albeit the relationship of brand worth and stock costs is critical for customer firms, isn't huge for modern firms. Customer engagement should be reflected in a company's or brand's cognitive, emotional, and behavioral participation (Hur, Moon & Kim, 2020). The current study supports this viewpoint by claiming that an involved client must have both attitude and behavior characteristics. Customer engagements have a strong role in between content and brand identity as customer attitudinal engagement is influenced by the content which leads to a strong brand identity (Prentice, 2013). Not only is this but customer behavior is influenced by the buyer's intention of buying the product due to the content produced by the company. The content is important as it attracts the customer towards the brand. It needs to be catchy and attractive enough so that customers can get attracted (Islam & Rahman, 2016).

Chapter 6

Conclusion

This research aims at looking into the impact of content and visuals on the company's perspective of the consumers and how they are into more purchasing from that specific business. This research will help firms to look into their digital content and visual creation to gain more competitive advantages. The study is conducted and it contains four (4) different variables. Content creation and visual creation are dependent variables, customer engagement is mediating variable and brand identity is the independent variable. For the analysis purposes, the nature of the relationship is considered deductive, as the study aim to find out the impact of content and visual creation on brand identity using the Instagram platform. In addition, the research type is quantitative, as the questionnaires are being filled by the participants. This data then went through multiple tests including Reliability test, Correlation test and Regression test, with the help of SPSS software to analyze the impact of variables. Other than collecting primary data, secondary data has also been analyzed in the form of existing literature on these specific topics, with the help of different journals and articles. However, the sample size of 350 was selected. In order to find out the impacts of variables on each other, different tests were performed. The value of reliability for brand identity was 0.88 for the 8 items and it means that the data is showing 88% consistency. The value of reliability for visual creation was 0.76 for the 7 items and it means that the data is showing 76% consistency. The value of reliability for content creation was 0.68 for the 10 items and it means that the data is showing 68% consistency. The value of reliability for customer engagement was 0.84 for the 6 items and it means that the data is showing 84% consistency. In order to testify correlation, it was found that the relationship between visual creation and customer engagement is 0.423 which shows the relationship between them is moderately positive. The relationship between content creation and customer engagement is 0.576 which shows the relationship between them is moderately positive. However, the relationship between customer engagement and brand identity is 0.728 which shows the relationship between them is strong positive. In order to testify the acceptance and rejection of the three hypotheses, regression test was conducted. As per the significance value, all the three hypotheses were true, as the value of 'p' was 0.000, 0.023 and 0.018 for all the three hypotheses. As this value is less than 0.05, which shows that the hypotheses

are true and therefore accepted. For first hypothesis, the value of R^2 is 0.861, which shows that 86.1% change in customer engagement is due to content creation. For second hypothesis, the value of R^2 is 0.639, which shows that 63.9% change in customer engagement is due to visual creation. And for this hypothesis, the value of R^2 is 0.748, which shows that 74.8% change in brand identity is due to customer engagement.

6.1. Limitations

The findings that have been observed from this research work, should be evaluated under specific conditions. This study is cross-sectional which means that it includes a one-time activity which includes filling in the questionnaires. Being a single time activity, the causes and impacts of these variables could not be evaluated and observed due to less amount of time. There, in future this study should be conducted keeping in mind the longitudinal time frame. This would ultimately help to broaden the scope of the research work. The scale that has been used in this research was very long and complicated. As a result, the respondents did not show more interest. This deteriorated the quality of data which ultimately impacted the analysis work on SPSS software. This study could have been more effective and could yield better results if all the issues and loop holes would have been address and solved on time.

Another limitation was related to the small sample size. The sample size should be 500 and above in order to get good quality results so that deductions can be made accordingly. If more time would have been available, extensive research would have been conducted in this regard. For performing complete research with greater representation of participants, the sample size might be increased to 500 respondents or more. Finally, most of scholars and researchers have performed cross-sectional studies and neglected to perform longitudinal research on this literature topic, which is another limitation.

6.2. Recommendations and Future Directions

Following recommendations should be kept in mind along with the future directions:

- i. In future, the research should be performed with greater sample same in order to get good quality results. The greater the sample size, good quality results would be produced.
- ii. Based on the above-mentioned problems, it is suggested that for the future research if the qualitative study would have been done on these aspects inside of the quantitative this like I

did, it may provide better data and information. In this research will be able to conduct interviews from different professionals in the practical market and analyze and assess whether they are actually getting such kind of results or not. Moreover, compare that research with the existing results in the research.

- iii. This research should be performed with longitudinal time frame in which the research should extend and should not be just a onetime activity.
- iv. More variables should be added as moderators and then the impact should be analysed and studied in the context of this research work. This would give researchers a clear and broader idea about the variables and their impact on each other.
- v. In this research paper, the impact of content and visual creation has been observed on the brand identity using the Instagram platform. In the future studies, this impact should be observed by using other forums of social media like Facebook, You Tube etc. This would help in analyzing the role and effectiveness of the social media platforms in evaluating the impact of content and visual creation has been observed on the brand identity.

6.3. Practical Implications

This study will make addition to the current literature by firstly enhancing the concept of content creation and visual creation, and that how they impact brand identity through customer engagement. Using Instagram marketing, this research seeks to fill a gap in the literature by inferring a theoretical basis for the psychological process of consumer engagement.

A firm's marketing strategy is frequently used to communicate its identity and value to customers and other stakeholders. These connections are the brand's core features and characteristics, which can lead to brand personality and customer interactions. Individuals may use social media to express their thoughts, beliefs, identity, connections, and self-enhancing attributes to others in a unique way. Consumers become followers of well-known businesses on social media platforms and publish brand-related content to further their self-improvement and self-verification aims. This study would therefore be helpful to analyze these impacts in detail also incorporating the mediating role of customer engagement. It would prove to be a great addition in the existing literature and would also be helpful for the companies carrying out the marketing activities using the Instagram forum.

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Appendix

Questionnaire

Variable	Questions
Brand Identity	(1) The preferred fashion brand is distinct from other brands. (2) The preferred fashion brand really stands out from other brands. (3) The preferred fashion brand is different from other brands. (4) The preferred fashion Brand is unique from other brands. (5) I find my preferred fashion brand good. (6) I find my preferred fashion brand pleasant. (7) I find my preferred fashion brand positive. (8) I find my preferred fashion brand valuable.
Visual Creation	(1) The Instagram picture of my preferred fashion brand makes me want to respond that I like the picture (2) The Instagram picture of my preferred fashion brand makes me want to post my comments

	<ul style="list-style-type: none"> (3) The Instagram picture of my preferred fashion brand makes me want to it share it with my friends and others in my network by using @mention (4) The Instagram picture of my preferred fashion brand makes me want to follow the brand (5) The Instagram picture of my preferred fashion brand makes me want to post a video with a product of the selected brand (6) The Instagram picture of my preferred fashion brand makes me want to post a picture of myself with a product of the selected brand (7) The Instagram picture of my preferred fashion brand makes me want to use a hashtag related to the selected brand
<p>Content Creation</p>	<ul style="list-style-type: none"> (1) Engaging with my preferred fashion brand on Instagram is fun. (2) Contents shown in my preferred fashion brand’s Instagram page seem interesting. (3) Interaction with my preferred fashion brand’s Instagram enables information sharing with others (4) Conversation or opinion exchange with others is possible through my preferred fashion brand’s Instagram page (5) It is easy to express my opinion through my preferred fashion brand’s Instagram page (6) Trendiness shown on my preferred fashion brand’s Instagram page are a source of information (7) My preferred fashion brand’s Instagram is very trendy. (8) My preferred fashion brand’s Instagram provides customized service (9) I would like to pass along information related to brand, product or services from my preferred fashion brand’s Instagram to my friends.

	(10) I would like to upload contents from my preferred fashion brand’s Instagram on my blog or micro blog
Customer Engagement	<p>(1) I often visit pages of my preferred fashion brands I follow on social networking sites.</p> <p>(2) I often read posts of my preferred fashion brands I follow on social networking sites.</p> <p>(3) I often use the “like” option on my preferred fashion brands posts; I follow on social networking sites.</p> <p>(4) I often comment on my preferred fashion brands pages on social networking sites.</p> <p>(5) I follow brands pages of my interest to get information (e.g., new products).</p> <p>(6) Being part of brands, I follow on social networking sites, increased my trust on that brand.</p>

The impact of Content and Visual Creation on Brand identity using Instagram platform: customer engagement as mediator

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