

Economic Impact of Social Media Engagement on Consumer Spending: A Comparative Study of Facebook and Instagram

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ABSTRACT

The rapid digitalization of economies has transformed traditional consumer behaviour, with social media emerging as a key driver of economic transactions. Facebook and Instagram, two of the most influential platforms, play a pivotal role in shaping consumer purchase decisions. This study aims to examine the economic implications of social media engagement, focusing on how customer interactions such as likes, shares, comments, and brand posts which affect purchasing behaviours and contribute to the revenue generation of businesses in the fashion, beauty, and apparel industries.

The research explores the extent to which consumer engagement on social media influences purchasing decisions, how gender-based differences impact engagement levels, and which platform: Facebook or Instagram has a more significant economic influence on consumer spending. By employing a quantitative research methodology including a combination of both primary and secondary research, the study surveys respondents from Kolkata who actively use social media for shopping related activities over the recent years. Statistical tools are used to analyze the data.

The findings of this study will provide valuable insights into the economic significance of social media marketing, helping businesses optimize their digital strategies to enhance consumer engagement and increase sales. This research also contributes to the broader field of digital economies by highlighting the role of social media platforms in driving market transactions, influencing consumer demand, and contributing to overall economic activity in the online retail industry.

Key Words: Social Media Economics, Consumer Behavior, Digital Marketing, Economic Impact, Facebook, Instagram, Online Purchasing, E-commerce, Market Trends

JEL Codes: M31, D12, L81, O33

DECLARATION: I affirm that I have identified all my resources and that no part of my dissertation uses unacknowledged material.

1) INTRODUCTION

The digitalisation of economies has significantly transformed traditional consumer behaviour, reshaping how individuals discover, evaluate, and purchase goods and services. Social media platforms, especially Facebook and Instagram, have emerged as dominant tools in modern marketing strategies, enabling direct interaction between businesses and consumers. These platforms are no longer mere spaces for social interaction; they have evolved into powerful engines of economic activity driving brand awareness, and customer engagement, and ultimately influencing purchasing behaviour.

Social media has become an indispensable marketing channel in sectors like fashion, beauty, and apparel, where consumer preferences are heavily shaped by visuals, trends, and peer influence. Consumers are exposed to a variety of engagement metrics—likes, comments, shares, follows, and brand posts—that shape their perception of product quality, brand value, and trustworthiness. This growing intersection between digital marketing and consumer economics warrants a detailed investigation into how social media engagement contributes to the economic behaviour of consumers and revenue generation for businesses.

This study explores the economic implications of customer engagement on social media, focusing on how digital interactions translate into purchase decisions and how businesses can leverage these insights to optimize marketing strategies and maximize returns in the digital marketplace.

The rationale for this research stems from several interrelated economic, social, and technological developments:

Digital Transformation of Consumer Markets: With the proliferation of internet access and mobile technology, consumer markets have increasingly shifted online. Platforms like Facebook and Instagram facilitate real-time engagement and influence decision-making processes, making them central to the functioning of modern digital economies.

Platform-Specific Economic Impact: While both Facebook and Instagram serve as marketing platforms, their differing features, algorithms, and user demographics create varied economic outcomes for businesses. Understanding which platform drives more effective engagement and higher consumer spending can guide resource allocation and marketing efficiency.

Gender-Based Economic Insights: Gender remains a key determinant in consumer behavior. Understanding how men and women engage differently on these platforms provides valuable economic insights for market segmentation, pricing strategies, and product positioning.

Influencer Economy and Peer Validation: With the rise of the **influencer economy**, endorsements, peer reviews, and engagement metrics serve as modern forms of digital "word-of-mouth," substantially affecting consumer trust and purchase intent. This shift holds economic relevance for pricing strategies, demand generation, and brand loyalty.

2) LITERATURE REVIEW

Bhattacharya et al. (2023) - This study examined the effect of Facebook and Instagram influencers on brand awareness among college students. Using non-probability sampling and Google Forms, the findings highlighted that influencer recommendations significantly impact purchase decisions. Students perceived influencers as trustworthy, particularly on Instagram and YouTube, suggesting strong engagement effects in youth-driven markets.

Mansoor et al. (2023) - The research focused on factors influencing consumer intentions to follow brands on Facebook and Instagram. The study found that perceived usefulness and ease of use drive user-brand interaction. It emphasized the need for value-driven campaigns to increase engagement, providing critical insight for marketers on enhancing digital presence and customer retention.

Dankwa et al. (2021) - This study analyzed how social media advertising affects consumer choices in the fashion industry. It used structural equation modeling with data from 310 social media users and found that emotional appeal, informativeness, and ad creativity significantly influence purchase intentions. This supports the role of engagement metrics in building trust and influencing buying behavior.

Agrawal et al. (2021) - The researchers explored how social media content and engagement shape consumer perceptions and decisions. Surveying 200 respondents, the study confirmed that influencer-driven promotions and targeted content enhance brand image and stimulate purchases. The research stressed tailoring marketing strategies based on consumer segmentation.

Bianchi et al. (2018)- This study developed a model to examine consumer attitudes toward interacting with retail companies on Facebook. Using structural equation modeling, it identified peer communication and authenticity as key drivers of engagement and subsequent purchase intentions. The findings underscored the economic potential of social interactions in digital retail environments.

Voorveld et al. (2018) - This cross-platform study involving eight major social media platforms showed that engagement levels differ significantly by platform. The researchers emphasized the need for platform-specific strategies, as user experience and interaction expectations vary widely, an insight particularly relevant for

comparing Facebook and Instagram.

Stephen et al. (2015) - Over 4,000 Facebook brand posts were analyzed, and results showed that certain content features such as tone and message style have complex effects on engagement. Interestingly, more “engaging” content didn’t always yield more interaction, offering marketers new insights on content effectiveness.

3) RESEARCH GAP

While the existing body of literature provides considerable insight into social media marketing and consumer behaviour, several key gaps persist. Firstly, there is a lack of economic focus in many studies. Most research does not directly connect engagement metrics such as likes, shares, and follows—with measurable economic behaviours like spending patterns or platform-specific sales outcomes. Secondly, few comparative studies have been conducted to explore the differential impact of Facebook and Instagram in terms of their ability to drive consumer action and economic returns. This leaves a gap in understanding platform-specific effectiveness. Additionally, although demographic variables such as age and gender are occasionally referenced, their influence on the economic implications of social media engagement remains underexplored. Lastly, much of the research is concentrated in Western contexts, leaving a gap in understanding how Indian consumers, particularly in urban centers like Kolkata, interact with brands on social platforms. Given India’s unique consumer landscape, this research gap presents an opportunity to generate locally relevant insights.

OBJECTIVES OF THE STUDY

This study is designed with several core objectives. Primarily, it seeks to examine the economic relationship between customer engagement on social media and consumer purchase behaviour within the fashion, beauty, and apparel industries. A secondary objective is to compare Facebook and Instagram in terms of their effectiveness at driving consumer spending, identifying which platform is more impactful in influencing buying decisions. Furthermore, the study aims to identify which specific engagement metrics, such as likes, comments, and shares, most significantly influence purchasing behaviour. An additional goal is to explore how demographic factors, particularly gender, affect engagement levels and consumer decisions. Finally, the research intends to provide practical, actionable recommendations to digital marketers and businesses for improving return on investment through strategic use of social media platforms.

CUSTOMER INVOLVEMENT ON SOCIAL MEDIA PLATFORMS

Consumers in the digital age are no longer passive recipients of brand messaging. Instead, they actively participate in the digital space by following brands, liking and commenting on posts, engaging in giveaways, watching product stories, and reaching out through direct messages. These behaviours indicate a shift from simple awareness to deeper involvement and intent. The frequency and nature of such engagements suggest a willingness to form relationships with brands and make purchase decisions based on those interactions. The more involved a consumer becomes with a brand’s content and digital presence, the more likely they are to convert from a passive viewer to an active customer.

KEY METRICS FOR MEASURING CUSTOMER ENGAGEMENT

To evaluate customer engagement on social media, several digital metrics are commonly analyzed. Likes and reactions serve as immediate indicators of a post’s appeal, while comments provide insight into consumer opinion and interaction depth. Shares demonstrate the user’s desire to amplify a message or product to their own network, thereby increasing reach organically. Following a brand or subscribing to its updates signifies a longer-term interest and potential loyalty. Additional indicators, such as story views and click-through rates, offer a glimpse into how consumers consume content and whether it prompts further exploration or transactions. These metrics are crucial not only for understanding consumer behaviour but also for helping businesses assess their return on engagement.

(ROE) and return on investment (ROI) in digital campaigns.

CUSTOMER ENGAGEMENT AND PURCHASE DECISION-MAKING

The path from engagement to purchase typically follows a four-stage funnel. First comes awareness, when a consumer encounters a brand through advertisements or influencer posts. This is followed by interest, where users interact with content by liking, commenting, or following. As interest deepens, desire builds often influenced by reviews, peer comments, and additional exposure to content. The final stage is action, where the consumer decides to purchase, save, or add a product to their cart. The more engaging and relevant the content at each stage, the quicker and more seamless this decision-making process becomes. Platforms that facilitate this progression effectively tend to have a stronger economic influence on consumer behaviour.

CHALLENGES IN INCREASING ENGAGEMENT

Despite the opportunities, brands face multiple challenges in boosting engagement on social media. Changing algorithms on platforms like Facebook and Instagram often reduce organic reach, making it harder for content to be seen without paid promotion. At the same time, users are increasingly overwhelmed with content, leading to reduced attention spans and content fatigue. Trust issues further complicate engagement, particularly in the wake of fake reviews or controversies surrounding influencers. Moreover, consumers tend to scroll quickly past generic or low-effort content and negative experiences such as poor customer service or aggressive advertising can lead to disengagement. Addressing these challenges requires brands to adopt adaptive and responsive strategies, prioritize high-quality content, and foster authentic interactions.

HISTORICAL EVOLUTION OF FACEBOOK AND INSTAGRAM

Facebook and Instagram have each evolved significantly over the past decade. Facebook, originally developed as a social networking platform, has transformed into a comprehensive business ecosystem offering features such as targeted advertising, Facebook Shops, live selling tools, and community groups. It caters to a wide demographic and supports longer-form content and in-depth discussions. In contrast, Instagram began as a photo-sharing app but has rapidly grown into a dynamic marketing platform through the introduction of Stories, Reels, influencer collaborations, and integrated shopping tools. Its focus on aesthetics and visual storytelling makes it especially effective for lifestyle and product-based marketing. Together, these platforms have become integral to the modern consumer journey.

PURCHASE DECISION-MAKING ON FACEBOOK AND INSTAGRAM

Various studies and business insights suggest that Facebook and Instagram impact consumer decisions differently. Instagram stands out for its visual storytelling capabilities and influencer-centric ecosystem, which is particularly well-suited for promoting fashion, beauty, and lifestyle products. Its short-form video content and curated aesthetic make it ideal for discovery and impulse purchases. Facebook, meanwhile, excels in creating community engagement through groups, events, and detailed posts. It supports more extensive brand-consumer interactions and is useful for targeted advertising and longer decision-making cycles. Purchase decisions on both platforms are shaped by peer comments, real-time interactions, and urgency-driven content such as limited-time offers or exclusive launches.

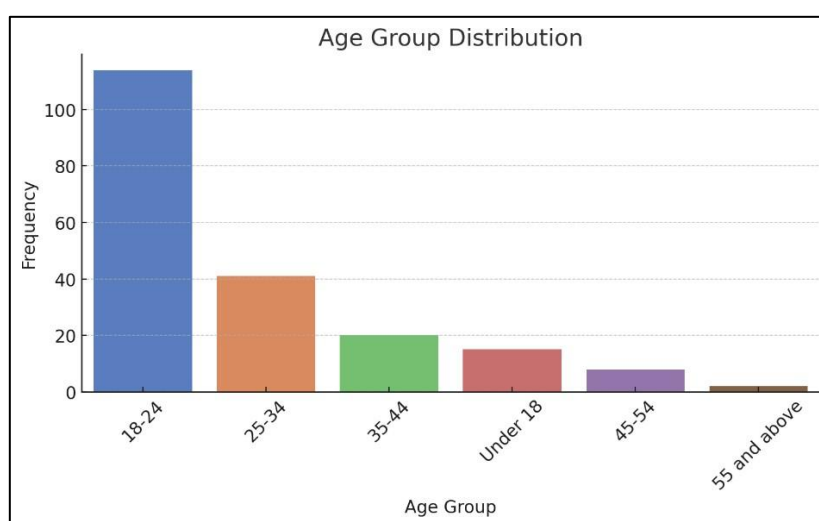
FOLLOWING BRANDS AND ENGAGING WITH POSTS

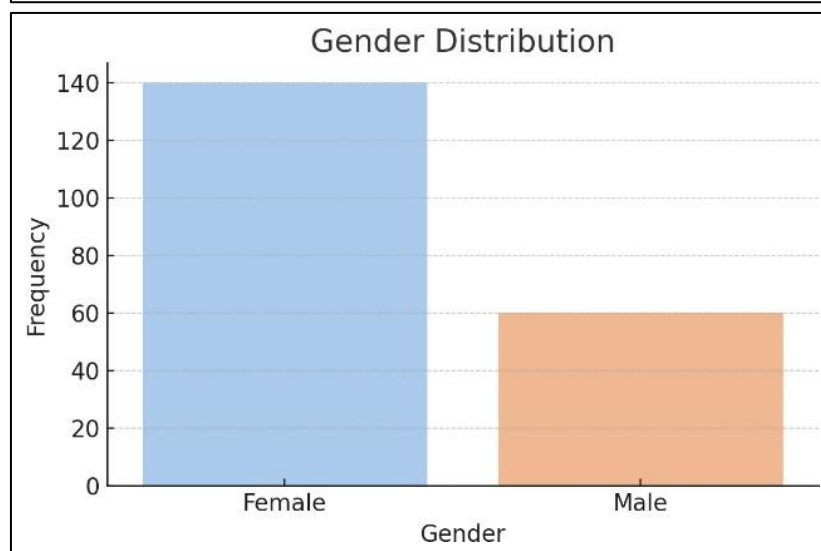
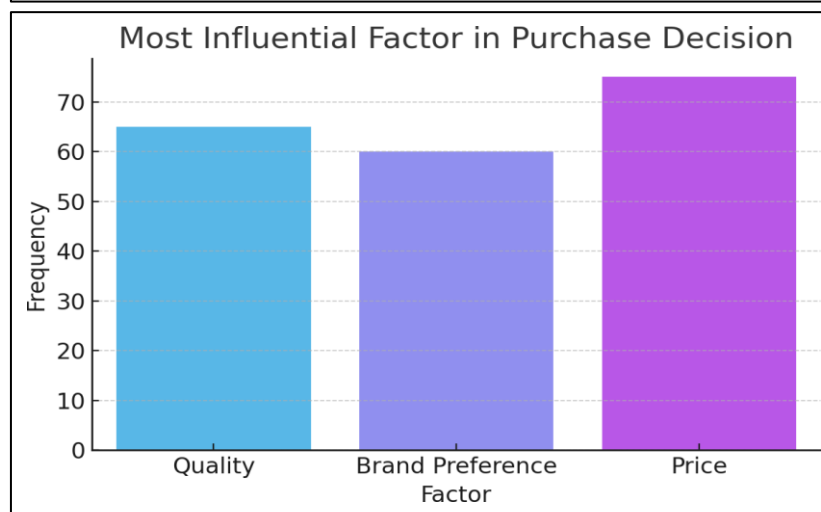
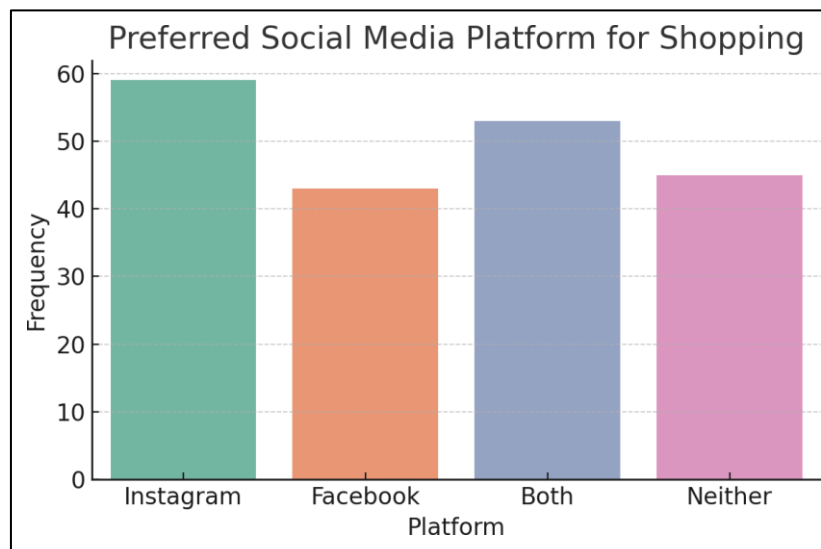
Users who actively follow brands on social media demonstrate higher levels of engagement. These followers are more likely to regularly view brand content, interact with campaigns and promotions, and participate in discussions. They often serve as informal brand ambassadors by sharing their experiences and tagging friends. Such ongoing engagement also translates into repeat purchases and customer loyalty, forming a crucial base for long-term brand

growth. These followers become part of a brand's digital community and help in creating a consistent flow of user-generated content and organic visibility.

ENGAGEMENT STRATEGIES ON FACEBOOK AND INSTAGRAM

To maximize engagement, brands employ a variety of strategies tailored to each platform. Collaborating with influencers remains a popular approach, leveraging their trust and reach to boost credibility. Contests, giveaways, and gamified content such as polls and Q&As can spark short-term engagement while increasing brand visibility. Personalized content that resonates with users' interests or shopping behaviour often results in higher interaction and conversion rates. Additionally, offering responsive customer service through comments and direct messages enhances trust and satisfaction. When executed strategically, these methods not only increase customer lifetime value but also deepen the emotional connection between the brand and its audience.





4) RESEARCH METHODOLOGY

This study adopts a quantitative research methodology to investigate the relationship between social media engagement and consumer purchase decisions, specifically in the fashion, beauty, and apparel sectors. Primary data was collected through a structured online survey administered to 200 active social media users, primarily aged 18–24, residing in Kolkata. The questionnaire consisted of 21 questions designed to capture consumer behaviour, platform preferences, engagement levels, and demographic factors such as gender and education. A non-probability convenience sampling method was employed, as it was most suitable for reaching digital-native respondents within a limited timeframe. The data collected was analyzed using statistical tools such as frequency distribution, Pearson’s correlation, Chi-square tests, and regression analysis to determine patterns, associations, and significance levels.

5) RESULTS AND DISCUSSION

This chapter presents the findings from a structured survey of 200 respondents, primarily undergraduate social media users from Kolkata. The aim was to understand how customer engagement on Facebook and Instagram influences purchase decisions, particularly in fashion, beauty, and apparel sectors. The analysis uses descriptive statistics, correlation, chi-square tests, and regression methods to interpret the data.

DATA ANALYSIS AND INTERPRETATION

Correlation Analysis (Objective 1)

Objective:

To recognize a relationship between Facebook and Instagram user engagement and its impact on customer purchasing decisions for clothing, beauty products, and fashion accessories.

Hypotheses:

- H_0 : There is no significant relationship between user engagement and purchasing decisions.
- H_1 : There is a significant relationship between user engagement and purchasing decisions.

To test this, Pearson’s Correlation Coefficient was used. The following table displays the correlation values between selected question pairs that measure engagement and its influence on purchase decisions.

Table 5.1: Correlation Analysis Between Key Variables

Correlation Pair	Pearson’s r	p-value	Significance
Q8 × Q19 (Engagement Likelihood × Instagram Involvement)	0.414	0.000	**
Q8 × Q20 (Engagement Likelihood × Facebook Involvement)	0.324	0.000	**
Q19 × Q22 (Instagram Involvement × Instagram Metric Influence)	0.762	0.000	**

Q20 × Q21 (Facebook Involvement × Facebook Metric Influence)	0.757	0.000	**
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Source: Based on author's own calculations

Interpretation:

All observed relationships are statistically significant at the 1% level. The results show a moderate to strong positive correlation between user engagement and purchase-related interactions. Notably, Instagram involvement has the highest correlation with Instagram metric influence, suggesting that consumers who actively follow and explore brands are more likely to be influenced by likes, shares, and other metrics. This supports H₁.

Chi-Square Test (Objective 2)

Objective:

To evaluate the extent to which gender and brand post frequency influence consumer engagement on social media platforms.

Hypotheses:

- H₂ (Null): Gender and post frequency have no significant effect on engagement.
- H₃ (Alternative): Gender and post frequency significantly affect engagement. Table 5.2: Chi-

Square Test – Gender vs Engagement

Test	Chi-Square Value	Degrees of Freedom (df)	p-value	Significance
Gender × Engagement Category	6.668	1	0.010	**

Source: Based on author's own calculations

Interpretation:

The chi-square test reveals a statistically significant association between gender and likelihood of engagement ($p < 0.01$). Female respondents were more likely to be categorized under the "Likely to Engage" group, validating the alternative hypothesis (H₃) and indicating that gender does play a role in social media engagement levels.

Regression Analysis (Objective 3)

Objective:

To determine the impact of various engagement-related factors on recognition of brand post frequency.

Dependent Variable:

Q5 – "Do you notice the frequency of posts by brands you follow?" Table 5.3:

Regression Coefficients

Variable	Coefficient (B)	Std. Error	t-value	p-value	95% CI Lower	95% CI Upper
Intercept	3.179	0.366	8.692	0.000	2.457	3.900
Q6: Brand Post Influence	-0.001	0.068	-0.021	0.983	-0.136	0.134
Q17: Platform Used	-0.003	0.070	-0.046	0.964	-0.141	0.135
Q19: IG Interaction	-0.043	0.068	-0.632	0.528	-0.178	0.092

Source: Based on author's own calculations

Interpretation:

The overall model shows moderate explanatory power ($R^2 \approx 0.47$), indicating that 47% of the variation in brand post recognition is explained by the independent variables. However, individual variable coefficients (Q6, Q17, Q19) are not statistically significant at the 5% level. Although insignificant here, Q6 and Q19 had demonstrated stronger relevance in correlation analysis, suggesting their potential influence in different models or contexts.

Independent Sample T-Test (Objective 4)

Objective:

To determine if there is a significant difference in the influence of metrics between users of Facebook and Instagram.

Hypotheses:

- H_0 (Null): No significant difference exists between the two platforms.
- H_1 (Alternative): A significant difference exists in impact levels. Table 5.4:

Independent Sample T-Test Results

Comparison	t-statistic	p-value	Significance
Instagram vs Facebook	-1.038	0.301	No significance

Source: Based on author's own calculations

Interpretation:

The independent t-test indicates no significant difference between Instagram and Facebook users regarding the influence of engagement metrics on purchase decisions ($p > 0.05$). As a result, the null hypothesis (H_0) is not rejected. This suggests that both platforms have a comparable impact on consumers, and content quality may matter more than platform preference.

6) FINDINGS, CONCLUSION, AND SUGGESTIONS

Findings

The study yielded insightful findings aligned with the three core objectives of the research. First, in addressing the relationship between customer engagement on social media and their purchase decisions, the results showed a clear and statistically significant positive correlation. Consumers who actively engage with brand content by liking, sharing, commenting, or following are more likely to be influenced in their purchasing decisions. Instagram users, in particular, demonstrated higher interaction and responsiveness to engagement metrics compared to Facebook users. The strongest correlation was observed among users who regularly explore and follow brands, indicating that frequent interaction is a strong predictor of purchase behaviour influenced by social media posts.

In exploring the second objective, which examined the role of gender and brand post frequency in driving engagement, the Chi-square analysis revealed a significant association between gender and the likelihood of engagement. Female respondents were notably more likely to fall into the “likely to engage” category. Additionally, the regression analysis highlighted that post frequency and content quality are essential drivers of engagement. These findings collectively suggest that consistent and meaningful brand communication fosters stronger customer interaction and has a direct impact on shopping activity.

With respect to the third objective understanding the influence of social media analytics metrics (such as likes, shares, comments, and follows) on purchasing behaviour the Chi-square test demonstrated a highly significant relationship between users’ perception of content and the impact of engagement metrics. Interestingly, while both Facebook and Instagram were found to be effective in influencing consumer decisions, the independent sample t-test did not reveal any significant difference in their respective impacts. This suggests that it is not the platform itself but rather the quality of content and the depth of engagement that play a decisive role in influencing consumer behaviour.

Conclusion

In conclusion, the research affirms that social media engagement has a direct and measurable economic influence on consumer behaviour. Facebook and Instagram have proven to be effective digital platforms for businesses aiming to attract, engage, and convert users particularly in industries where visual appeal and trend sensitivity are high, such as fashion, beauty, and lifestyle. Although Instagram demonstrates a slightly higher impact due to its influencer-driven and visually immersive nature, both platforms significantly contribute to shaping consumer trust, perception, and action.

The study further reveals that demographic factors, especially gender, have a noteworthy influence on user engagement levels. Female users generally exhibit higher responsiveness to branded content and demonstrate more interactive behaviours. Moreover, the findings emphasize that engagement metrics such as likes, comments, shares, and post frequency are not merely superficial indicators. Rather, they serve as digital signals of consumer interest and intent, which businesses can strategically leverage to drive conversion and revenue. The ability to meaningfully interpret and act upon these metrics can significantly improve marketing outcomes and ROI.

Suggestions

Based on the insights gathered from this research, several practical recommendations can be made for businesses, marketers, and future researchers. For businesses, it is essential to maintain a consistent posting schedule to ensure brand visibility and sustained consumer engagement. Instagram should be prioritized for visual-centric products, utilizing tools like Reels, Stories, and influencer collaborations to build authentic and relatable content. Additionally, monitoring engagement metrics such as likes, shares, and comments can help businesses adapt and refine their strategies in real time. Leveraging peer recommendations and user-generated content can also boost brand authenticity and consumer trust, leading to increased purchase likelihood.

Marketers should focus on tailoring content based on demographic insights. For instance, fashion and beauty-related content tends to perform better with female audiences. Content should also offer value educational posts, behind-the-scenes glimpses, and emotionally engaging narratives tend to drive higher engagement than overtly promotional messages. Furthermore, creating a two-way communication channel by responding to comments and direct messages helps foster brand loyalty and long-term consumer relationships.

For future research, expanding the geographical scope to include rural or Tier-2 cities would provide a more comprehensive understanding of consumer behaviour across diverse segments. Additionally, incorporating newer and emerging platforms such as YouTube Shorts or Threads could help understand evolving digital trends. Finally, employing longitudinal studies could offer insights into how long-term social media engagement influences brand loyalty and repeat purchase behaviour over time.

QUESTIONNAIRE

This questionnaire was used to collect data for the study on: "Social Media Engagement and Its Economic Influence on Consumer Spending: A Study of Facebook and Instagram."

Section A: Demographic Information

1. Gender

a. Male b. Female

2. Age Group

Under 18 18–24 25–34 35–44 45–54 55 and above

3. What is your highest level of education completed?

High School Bachelor's Degree Master's Degree Doctoral Degree Other

Section B: Social Media Usage and Shopping Behaviour

4. On average, how many hours in a day do you spend viewing Facebook/Instagram for exploring or shopping purposes?

< 1 hr 1–2 hrs 2–3 hrs 3–4 hrs 4–5 hrs > 5 hrs

5. Did you notice the frequency of posts made by the brands you follow on Facebook and Instagram?

a. Yes b. No

6. Do you think the frequency of posts by brands on Facebook and Instagram influences your engagement when shopping for clothing, beauty products, and fashion accessories?

a. Yes b. No

7. Do you think your gender influences your engagement with brands on Facebook and Instagram when shopping for clothing, beauty products, and fashion accessories?

a. Yes b. No

Section C: Consumer Engagement and Purchase Decisions

8. On a scale of 1 to 5, how likely are you to engage with brands on Facebook and Instagram for shopping purposes?

1 – Not likely at all 2 – Not likely 3 – Neutral 4 – Likely 5 – Very likely

9. Please rate the influence of social media content (posts, reviews, etc.) on your online purchases of clothing, beauty products, and fashion accessories.

1 – Not influential at all 2 – Not influential 3 – Neutral 4 – Influential 5 – Extremely influential

10. Have you made online purchases influenced by social media engagement (e.g., content, peer recommendations, or celebrity endorsements)?

a. Yes b. No

11. Please rate the influence of peer recommendations on your online purchases.

1 – Not influential at all 2 – Not influential 3 – Neutral 4 – Influential 5 – Extremely influential

12. Please rate the importance of price when shopping online for clothing, beauty products, and fashion accessories.

1 – Not important at all 2 – Not important 3 – Neutral 4 – Important 5 – Extremely important

13. Please rate the importance of brand preference in your purchase decisions.

1 – Not important at all 2 – Not important 3 – Neutral 4 – Important 5 – Extremely important

14. Among price, quality, and brand preference, which factor do you consider most influential when shopping online?

a. Price b. Quality c. Brand Preference

15. Have you ever returned a product purchased online due to dissatisfaction?

a. Yes b. No

16. Please rate the importance of a brand's return policy when shopping online.

1 – Not important at all 2 – Not important 3 – Neutral 4 – Important 5 – Extremely important

Section D: Platform Preferences and Engagement Metrics

17. Which social media platform do you use more frequently for shopping-related activities?

a. Instagram b. Facebook c. Neither d. Both

18. Please rate your level of consumer involvement (e.g., following brands, exploring products):

Instagram:

1 – Very low involvement 2 – Low 3 – Neutral 4 – High 5 – Very high involvement

Facebook:

1 – Very low involvement 2 – Low 3 – Neutral 4 – High 5 – Very high involvement

19. Please rate the level of your social media interactions (likes, comments, shares, subscribe) related to shopping content:

Instagram:

1 – Very low 2 – Low 3 – Neutral 4 – High 5 – Very high Facebook:

1 – Very low 2 – Low 3 – Neutral 4 – High 5 – Very high

20. Rate the influence of social media analytics metrics (likes, comments, shares, follows) on your purchase decisions:

Instagram:

1 – Very low influence 2 – Low 3 – Neutral 4 – High 5 – Very high influence

Facebook:

1 – Very low influence 2 – Low 3 – Neutral 4 – High 5 – Very high influence

21. Among Instagram and Facebook, which platform's analytics metrics have a greater impact on your purchase decisions?

a. Instagram b. Facebook c. Neither d. Both

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