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Influencing the Cart: The Impact of Instagram on Consumer Buying Behaviour in Pakistan's Fashion Industry

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ABSTRACT

This research investigates the effect of Instagram on the buying behaviour of consumers within the Pakistani fashion industry. Addressing the gap in localised literature, this research aimed to examine how Instagram activities impact purchasing decisions and perceptions of consumers. It also analyses the role of platforms in shaping attitudes towards fashion brands. It included variables such as brand image and brand awareness. The researcher in this study opted for a quantitative research approach. A survey-based approach was employed, and data was collected from 209 active users of Instagram in Lahore. The research was primarily focused on students. The data analysis, utilising SPSS for descriptive statistics, regression, and correlation, revealed a significant positive correlation ($r=0.384$, $p<0.0001$) between Instagram and consumer buying behaviour. The key findings of the research indicated that engaging and up-to-date visual content strongly drive buying behaviour. It also enhances the trust in the brand and contributes towards a clearer image of the brand. Most of the respondents in the research were found to prioritise transparency in prices and aesthetics. The research has also highlighted a unique preference for local Pakistani fashion brands. Consequently, Instagram serves as a powerful and multifaceted platform that shapes consumers' purchasing decisions and psychology. It also transforms passive browsing into active browsing, along with emotionally driven consumption due to Instagram.

Introduction

In recent times, Instagram has grown to become an influential and widely used social media platform. The rise of this platform is primarily aligned with the global trends where visual-based content and short-form video have taken space in the landscape of digital marketing (Salameh, 2024). The number of Instagram users in Pakistan has increased significantly with time. As of January 2023, there were 13,323,300 Instagram users in Pakistan, which accounted for 5.7% of its entire population (NapoleonCat, 2023). People that were aged between 18 to 24 were the largest user group (5,800,000). However, before jumping into the statistical data of Instagram consumers, it is important to know about Pakistani consumers that have changed over the period in terms of psychographics and media habits.

A total of 190 million cellular mobile connections were active in early 2025 in Pakistan. At the beginning of 2025, a total of 116 million individuals were using the internet. Pakistan, as a country, was considered the home to 66.9 million social media users (Kemp, 2025). These statistical values provide insights and an overview of the 'state of digital' in Pakistan at the beginning of 2025. The social media platforms have been used by the brands in order to reach a large audience base. Fashion brands in Pakistan are using digital platforms for effective sales.

In the digital age, social media has helped with the revolutionization of how consumers interact with brands, develop brand loyalty, and make purchase decisions. Among various platforms, Instagram has emerged as a powerful tool of marketing, specifically within visually-driven industries like fashion. In the significant transformation within the marketing landscape, brands in Pakistan are adopting purpose-driven marketing. This is identified as one of the approaches that aligns with the mission and values of the brand. This trend reflects a growing demand among consumers, specifically in Gen Z and millennials. Brands are not only delivering quality but contributing to the changing buying behaviour of consumers (Khalid, 2024). Local brands are recognising the value of purpose-driven marketing. For instance, Khaadi is one of the examples that promotes craftsmanship and advocates fair trade practices. However, brands make use of social media platforms such as Instagram to reach a prominent customer base. Pakistani consumers spend most of their time scrolling through social media platforms to entertain, purchase, and pass time. At the same time, the concept of social media platforms has shifted as these platforms are used not only for entertainment but also for the purchase of products. Fashion brands in Pakistan are now using Instagram to promote new collections, build communities, and launch campaigns. However, despite its growing relevance, the exact impact of Instagram on the buying behaviour of consumers in Pakistan's fashion segment remains unexplored in academic literature. Factors such as socio-economic status, cultural dynamics, and trust in digital media further provide evidence of the influence of Instagram on consumers. This study, therefore, examines the interplay between consumer purchasing decisions and engagement on Instagram while focusing on fashion brands as context.

Research Objectives

One of the important decisions that a researcher must make is whether research is worthy of being studied. It is important to know what good research questions are and what they involve. A research question is not only about asking a question, but it is identified as a clear, specific, and goal-oriented query (Nassaji, 2019). It is recognized as the soundness and appropriateness of the research question that determines the quality of the research. The research objectives of the study are outlined below as follows:

- To examine specific ways in which Instagram affects the buying behaviour of Pakistani consumers within the fashion industry.
- To assess the impact of Instagram activities on consumer perceptions and purchasing decisions in the context of Pakistani fashion brands.
- To analyse the role of Instagram in shaping consumers' attitudes towards fashion brands with a focus on brand awareness and brand image.

Significance of the Study

Instagram is a social media platform that currently has millions of active users and is one of the most downloadable applications. In order to increase awareness about a particular brand, Instagram is used to increase visibility while taking advantage of potential customers. Almost every Pakistani brand in various industries has its accounts set on social media. However, the fashion industry brands are prevalent across all sectors (Saleem, 2022). It can be justified by the fact that Instagram offers strong customer engagement and helps to develop an association with the brand. Customers are exposed to advertisements on social media, which ultimately motivates them to buy a particular product. This research is found to fill a gap in the literature by studying the impact of consumers' buying behaviour, specifically in the context of Pakistani fashion brands.

Problem Statement

The fashion industry has been reshaped by social media, making it more accessible and consumer-driven. Platforms such as Instagram and TikTok have provided an opportunity for brands to leverage influencer marketing, engage with global audiences, and gain real-time insights. The digital shift has smoothed innovation, inclusivity, and dynamic growth of the brand. Fashion brands are now revolutionised due to digital media, which is how brands communicate and engage with the audience (Soliwal, 2024). For designers, consumers, and influencers, platforms such as Pinterest and TikTok have become essential. In recent years, Instagram has emerged as a dominant social media platform, specifically influencing industries that rely heavily on visual appeal, such as fashion. While global studies have shown that social media platforms can shape consumer attitudes, affect purchase decisions, and drive brand loyalty, the effectiveness and relevance of these insights in Pakistan remain uncertain. Moreover, Pakistani respondents respond differently to Instagram-based marketing strategies due to trust in online platforms and digital literacy.

Literature Review

Instagram Application

Instagram is a social media application that is used by more than one billion people across the globe. Instagram, founded in 2010, is a mobile application for smartphones that is freely available to users in the Application Store (App Store) and Google Play (Ting et al., 2015). The users use this application to share photos, videos, and messages with one another. One of the added features of Instagram is that it allows users to share stories (Instagram, 2016). There are three ways in which individuals can share photos and videos. These include posting privately, directly, or through Instagram stories. By default, anyone can see the images and videos shared on Instagram. Instagram has various features, including reels, stories, and shopping tabs. Primarily being a photo-sharing application, Instagram has excelled as an effective tool for communication and marketing to display products. Instagram also provides an opportunity to describe the products. It has become one of the most useful social networking platforms for individuals and the company as a whole. Moreover, the acquisition of Instagram by Facebook has made the application more attractive and

appealing to millions of users. Hence, this research is centered on studying Instagram as an application and its impact on the buying behaviour of consumers within the context of Pakistani fashion brands.

Social Media Marketing

In the early 1990s, people began forming opinions that the Internet would become the next futuristic tool of relationship marketing. When referring to social media, three aspects primarily come into view: Web 2.0, websites that facilitate networking and marketing, and information propagation (Dwivedi et al., 2015). With every passing day, new social media platforms are emerging, and developers are found to be bringing forward new social media platforms. Social media has changed the way we communicate and our social lives. Individuals in this new age are now seen to be communicating more on social media platforms than in real-time or face-to-face interaction (Janis, 2023). In recent years, social media has become one of the most significant sites for sharing content, accessing the internet, and networking. Nadaraja & Yazdanifard (2013) examine how social media helps in opening a wide space for businesses, such as online marketing. Through social media marketing, companies have been able to reach their target consumers effectively and instantly. The communication between customers and brands helps build brand loyalty beyond traditional marketing methods.

The rise of social media has reflected the need for people to increase interpersonal interactions. It must be identified that social networking has brought social activities into the online virtual world. One of the examples that can be considered in such a scenario is how real-time texting facilitates information sharing and online contact among individuals. The increased prevalence of social media has become one of the important means for online marketing events. Companies and individuals both create fan pages on online platforms. This helps them in developing business opportunities for social media. The study by Chen & Lin (2019) proposed the effects of social media marketing activities on continuance intention, participation intention, and purchase intention. The mediation that was used in the research included perceived value, satisfaction, and social identification. An online survey of 502 social media users was conducted in the study. The findings of the study suggested that perceived value and social identification affect satisfaction and influence purchase intentions, continuance intentions, and participation intentions.

Effect of Social Media on the Buying Behaviour of Consumers

Research on consumer behaviour has always been of interest to marketers. Knowledge of consumer behaviour helps marketers understand how consumers think, select, feel, or are influenced by the external environment. The study of Pawar & Naranje (2016) focused on studying the buying behaviour of consumers in the Automobile (Four-Wheeler) industry in Pune City. The quantitative research design was used in this study, and data was collected from 265 respondents who owned a car. The findings of the study suggested that most customers valued the attributes of the product, brand, safety, and price more. Along the same lines, another research examined the influence of social media marketing communications on the attitudes of young consumers. Companies are found to be increasingly allocating more of their marketing spending to social media programs. However, there is limited research available on how the use of social media is associated with the consumer-brand relationship. Hudson et al. (2016) conducted three studies to explore how individual and national differences influence the relationships between brand relationships and social media. The customers in France, the U.S., and the UK were studied in the research. A comparison was drawn among the customers of all these countries. The findings of the research indicated that the use of social media was positively related to brand relationship quality. The research by Pawar & Naranje (2016) employed a quantitative research design with a clearly

defined population. Some of the critical factors highlighted in the research included brand safety, attributes of the product, and price, which influence consumer behaviour. However, this research also has its demerits with respect to the limited scope of the research, lack of generalizability, static analysis, and lack of qualitative insights.

The shopping behaviours of customers have also been revolutionised over time. This is due to mobile technologies, scan-and-go technologies, artificial intelligence-based technologies, and the availability of all the widespread channels. The fashion lifestyles of consumers have also been assessed in studies that have previously been conducted. The study by Kang (2019) investigated the interrelationships among the fashion lifestyle of social-local-mobile (SoLoMo) consumers. The participants of the study were 601 SoLoMo consumers who were drawn from a US consumer panel. The findings of the research suggested that the value of showrooming and webrooming were antecedents of their omnichannel shopping intentions, which influenced their intentions for sharing the reviews of products. Another similar study examined the factors that influence engagement in fashion brand Instagram posts. The purpose of Jones & Lee's (2022) study was to investigate how fashion brands use Instagram as a marketing tool. It has also identified factors of Instagram posts that influence the engagement of followers. The methodological approach that was used in the study was content analysis. This analysis was undertaken on the posts created by the top 10 fashion brands based on engagement ranking. The researcher analyzed the posts of brands covering 4 weeks from October 1, 2018, to October 28, 2018. The categories of coding included media types, digital influencers, messaging strategies, and digital influencers. The results supported the use of emojis, mega-influencers, captions, and images as effective elements of Instagram that can influence increasing engagement. Concerning the messaging strategies and experiential brand resonance, the emotional strategies significantly influence the engagement of the brand. The findings of the study contributed to the literature on social media marketing by exploring engagement on the Instagram pages of fashion brands.

Instagram Activities

Fashion is identified as a highly visual industry in the digital age, making it easier for brands to appear on various social media platforms such as Facebook and Instagram. It is easier for the brand to appear on multiple social media platforms, such as Facebook and Instagram. Creative social media posts can help strengthen the brand information available on social media platforms. Not only this, but social media also tends to provide relevant information on the likes, dislikes, product reach, and target market. The study of Minhas (2021) provides an in-depth understanding of the new trends and technologies that are promoted on various social media platforms. The research was conducted on selected advertisement speeches on social media in the form of promotion of a fashion brand. The findings of the study suggested that the youth of Gujranwala adopted fashion or style by following different trends on Instagram. With the rapid development of the digital world, social media has become one of the means of conducting marketing activities. The study by Kurnia et al. (2022) found that social media marketing activity (SMMA) and social media influencers are expected to influence consumer buying interest in brands. This study aimed to assess and examine the influence and significance of SMMA and social media influencers. The research used a quantitative research methodology to explore the relationship between the variables. The results of the study indicated that SMMA has a significant effect on consumers' purchase intentions.

Consumer Perceptions

In the era of Industrial Revolution 4.0, various companies have been found to be using social media as a promotional tool, specifically Instagram. One of the key contributing factors that is found in social media and its influence is consumer perception. Consumer perceptions are formed

as a result of visual input received from the consumer. It has been empirically suggested that consumer perception of advertisements on social media can influence purchase intentions. The study of Suprapto et al. (2020) investigated the influence of Instagram advertising and consumer perception on purchase intention in a local building material store. The data for this study was collected through a questionnaire, and 100 random respondents were selected. SmartPLS was used as a software in this study. The findings of the study suggested that Instagram advertising has a significant influence on purchasing intentions through customer perception. This can be justified by the fact that Instagram advertising influences consumer perception. Consumer perception is considered an intervening variable in this study.

Purchasing Decisions

Corporations have realized the value of social media and have included social media platforms in their marketing plans. The purpose of adding these into platforms is due to the increased speed of the internet, rising number of internet users, and simplicity in use. The buying behaviours of consumers have changed over time. However, in order to purchase a particular product, the decision-making process plays a significant role. The study of Anggara et al. (2024) aimed to analyse the influence of content sharing, connection, content creation, and community building on purchasing decisions. The research employed a quantitative approach with a sample of 107 respondents. Some research instruments were used in the study, including a questionnaire and a literature review. The data analysis for the research was conducted by using SPSS. The findings of the research suggested that content creation has a positive impact on purchasing decisions. Content sharing does not have a negative influence on buying decisions. Overall, social media makes a significant contribution to consumers' purchase decisions.

Consumer Attitudes

In the ever-evolving landscape of trends and dynamics, the influence of social media on users has reached considerable heights. Various previously conducted studies have delved into the interplay between social media and consumer buying behaviour. The study of Tzavara et al. (2019) applied a quantitative research methodology by utilising an online survey technique. The purpose of conducting this research was to examine the role of social media, such as Facebook and Instagram, on the buying behaviour of consumers. Along with quantitative research methodology, case studies of retail fashion were also used. These case studies are relevant to Rhodes, Greece. This research aimed to examine the impact of Facebook and Instagram on the buying behaviour of consumers within the retail fashion markets of Rhodes, Greece. The findings of the study revealed that Facebook and Instagram are powerful tools that help bring fashion to consumers more significantly. They also underline the role of social media that can be used in the marketing mix.

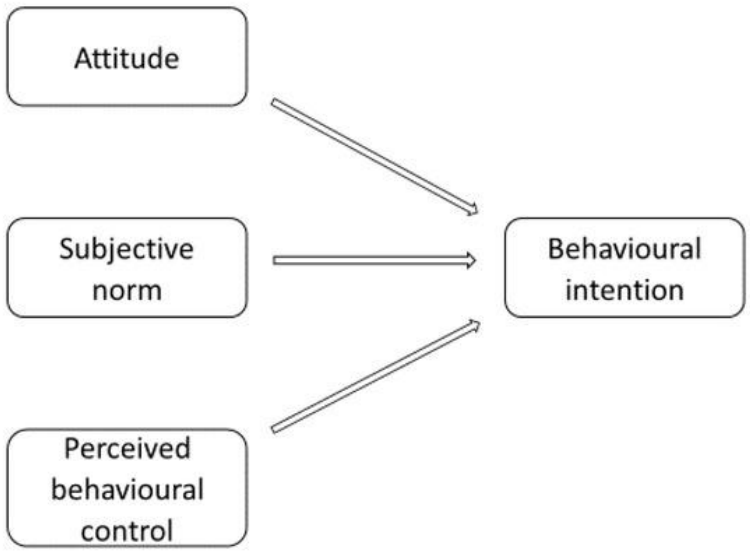
Theoretical Perspective

Theory of Planned Behaviour (TPB)

The theories on consumer behaviour have helped to provide a foundation for understanding how individuals make decisions, specifically in the context of social media (Singh, 2025). One of the primary theories that have been used by the researchers in the previously conducted studies is the ‘Theory of Planned Behaviour (TPB).’ As per this theory, it is suggested that the attitudes of the consumers are driven by perceived behavioural control, attitudes, and subjective norms (Ajzen, 1991). However, consumers are found to be consuming media on a daily basis. The attitudes of consumers are shaped by the content that they encounter on social media. Some of the prevalent categories of content include influencer endorsement, recommendations from peers, and

advertisements. This theory has effective relevance since it can be used for analysing Instagram influencers, opinions of the peer, and aesthetic content.

Figure 1: Theory of Planned Behaviour



Source: Boguszewicz-Kreft et al. (2020)

Figure 1 provides a representation of the theory of planned behaviour, which is also a psychological theory. It helps explain how the intentions of people drive a particular behaviour. It is composed of three elements that influence behaviour: attitudes, subjective norms, and perceived control. The attitude refers to the personal evaluation of consumers when buying a product that they saw on social media platforms such as Instagram. The positive attitudes of the consumers increase the chances of purchase intentions. The subjective norms reflect the pressure or the influence that they likely face from others. Consumers or individuals tend to develop a particular understanding of whether a product should be bought or not.

Uses and Gratification Theory (UGT)

UGT shifts the focus from what media do to the people and what people do to the press. It emphasizes the users and active agents who choose media based on their specific gratification and needs (Katz et al., 1973). The theory is found to be applicable in terms of Instagram and consumers' buying behaviour. The study by Kujur & Singh (2020) was conducted through the lens of UGT. It examined how visual communication on social networking sites influences consumer-brand relationships. It highlights visual content—such as videos and images, and fulfills the need for information and entertainment. This helps strengthen the relationships with the brands while influencing the purchasing intentions of the consumers.

Scholars have started to investigate the effect of users' willingness and satisfaction to continue using social media, such as Facebook, Weibo, and Instagram (Jin et al., 2023). There are only a few studies that have focused on the users' gratification and psychological responses, such as emotional attachment and satisfaction. Studies have been conducted to bridge the gap. Despite that there is growing interest, there remains a significant gap within the existing literature concerned with the psychological underpinnings of the usage of social media. Specifically, only a limited number of studies have delved deeper into the psychological constructs. The efforts of this research aim to offer a more comprehensive understanding of users' behaviour.

Research Design and Approach

The quantitative research design transforms the information gathered from assessments and observations into numerical data. This numerical data is then used for the statistical analysis according to the pre-established plan. Within quantitative research design, the two broad categories that are included involve descriptive research design and comparative research design (Taylor, 2017). Quantitative research methods fall under the broad heading of descriptive research. It is used when the researcher has little knowledge about a particular phenomenon. The descriptive research design provides an accurate profile of people, events, or situations (Mohajan, 2020). The study adopts a quantitative research design to examine the effect of Instagram on consumers' buying behaviour. A survey-based approach was utilised to collect numerical data from the respondents who actively use Instagram to purchase fashion-related products.

Population and Sampling Strategy

Population is defined as the entire accumulation of cases that meets the chosen set of criteria. It includes a complete set of persons or objects that have the same characteristics. They were also found to be of interest to researchers. The population is usually described as the target population, also known as the 'Universe' (Levy & Lemeshow, 2013). The researcher in this study focuses on Instagram users in Pakistan's fashion industry. The decisions of individuals who purchase fashion products on Instagram are studied in this study.

In this research, a total of 250 respondents were surveyed. The data collection started on 29th April 2025 and was expected to continue for June. For achieving statistical significance, the sample size is deemed to be suitable. The researcher in this study used Roscoe's guidelines to determine the sample size. Roscoe (1969) suggested that a sample size greater than 30 and less than 500 is suitable for most of the behavioural studies. The researcher made the questionnaire on Google Forms and rolled it out among the respondents. However, data from the students was also collected through physical means. The questionnaire handouts were given to the students. Before giving them the questionnaires, consent from the students was also taken verbally. Any student who was not willing to participate in the study was not asked to fill in the questionnaire. From 250 sample sizes, a total of 215 forms were filled. One hundred fifty-three questionnaires were filled out with the aid of physically handed questionnaires, and 62 forms were filled out online. Data was collected from students in disciplines such as business studies, computer science, pharmacy, electrical engineering, medical imaging sciences, optometry and vision sciences, medical lab technology, and others.

Development of the Questionnaire

The questionnaire for this research was developed in alignment with the research objectives for assessing the effect of Instagram on the buying behaviour of consumers within the Pakistani fashion industry. The questionnaire for the study was designed based on the validated constructs from the previous literature. The constructs were Kim & Ko (2010) and Yadav & Rahman (2017) for social media marketing activities and Osman et al. (2011) for consumer buying behaviour. The instrument consisted of three sections: demographic profiling, Instagram usage behaviour, and perceptual items measuring social media marketing and buying behaviour of the consumers. The items that are under social media marketing are assessed in terms of trendiness, entertainment, content currency, and engagement. Along the same lines, the items in the buying behavior reflect brand loyalty, impulse buying, budget consciousness, and decision-making. A five-point Likert Scale (Strongly Agree to Disagree Strongly) was used for the perceptual response for the quantification of the level of agreement among the respondents belonging to Pakistan. Three major

variables were tested in the research: independent variable (IV), dependent variable (DV), and control variables. In this research, the independent variable (IV) was social media marketing activities on Instagram. This was measured using a set of 7 Likert-Scale statements to capture trend awareness, entertainment value, relevancy of the content, and information gathering. The dependent variable (DV) of the study was consumer buying behaviour. This was measured using 7 items that were related to brand preferences, buying patterns, budgeting attitudes, and impulsive and habitual tendencies of shopping.

Reliability and Validity of Measurement Scales

To ensure reliability, the constructs for the study were drawn from previously validated scales. Before rolling out the full-fledged questionnaire, pilot testing was also done. The Cronbach's alpha was calculated to assess the internal consistency. A threshold of 0.70 or higher was considered to be acceptable in the study. In terms of the content of the questionnaire, the validity was ensured through the adapted items from peer-reviewed studies.

Data Analysis Techniques

Data for the study was collected from 250 respondents and analysed using SPSS. Descriptive statistics (means, frequencies, and percentages) were used to summarise the demographics and behavioural variables. The demographic section provides a better view of the respondents who took part in the study. Other than descriptive statistics, correlation analysis was also used to explore the relationships between the marketing activities through Instagram and the buying behaviour of the consumers. Along with correlation analysis, regression was also employed to test the predictive power of Instagram marketing features on consumer purchasing patterns. Additionally, cross-tabulation was used to compare group responses across the demographic segment. Before conducting any analysis of the collected data, it was refined. Of the 215 forms, only 209 questionnaires were kept since 6 respondents were not users of Instagram. This research is focused on studying the effect of Instagram on consumers' buying behaviour. For this cause, only Instagram users were included in the study. For this cause, the data analysis was conducted on a sample of 209 respondents only.

Hypothesis Testing

Hypothesis (H1): The usage of Instagram affects the purchasing intentions of Pakistani consumers by increasing brand exposure and brand awareness.

Hypothesis (H2): Instagram has a significant effect on the buying behaviour of consumers in Pakistan's fashion industry.

Ethical Considerations

The ethical standards were maintained throughout the research. The participants of the study were informed about the purpose of the analysis. The researcher ensured that the responses remained confidential and anonymised. The names of the participants were not asked during the data collection. Participation in the study was voluntary, with the option that the participants had free will to withdraw from the study at any stage. The data that was collected for the study was solely used for academic purposes and was stored securely. The rights of the participants, including voluntary participation and confidentiality, were fully respected in the study. It was ensured that the data was anonymised and stored on password-protected devices, i.e., laptops. The rights of the participants were also explained to the respondents at the beginning of data collection. Any respondent who was not willing to participate had the right to withdraw from the study.

Limitations of the Study

Despite having a rigorous design of the research, the study also has its limitations. The sample size was limited to Instagram users in Lahore, Pakistan's fashion sector, which affected the generalisability of the study. The cross-sectional design does not provide an opportunity for causality inference. Another limitation of the study was the war-like situation in Pakistan. On 22nd April, an attack on Pahalgam, Indian-administered Kashmir, killed 26 people, including the tourists. From May 6th to May 10th, India and Pakistan were engaged in a series of military strikes, including missile and drone attacks. This led to an impact on the data collection as most of the universities were closed, and students were on break. Access to the internet during this time was also found to be limited.

Results and Findings

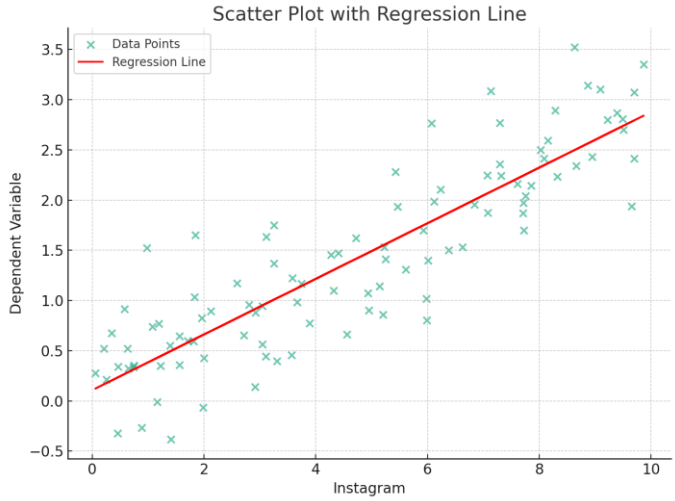
The data for the study was collected from 250 respondents. A total of 215 responses were collected by combining both online questionnaires and physical forms. After removing 6 responses who were not users of Instagram, the final dataset included 209 valid entries. However, the data in the study is presented in various forms, including Frequency Tables, Validity tests, F-test and T-test, Descriptive Statistics (Mean, median, mode), Cross-tabulation, and Hypothesis Testing, i.e., regression and correlation.

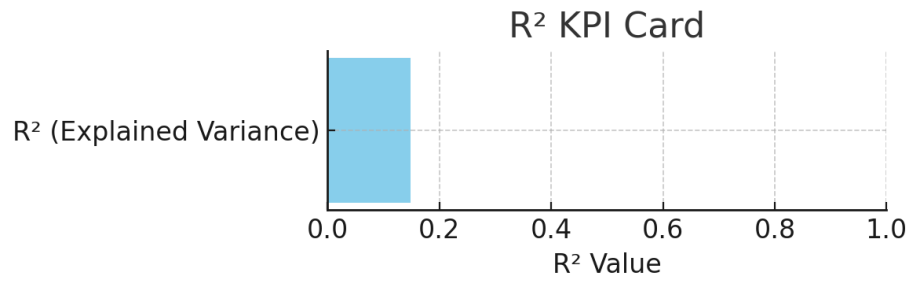
Regression Analysis

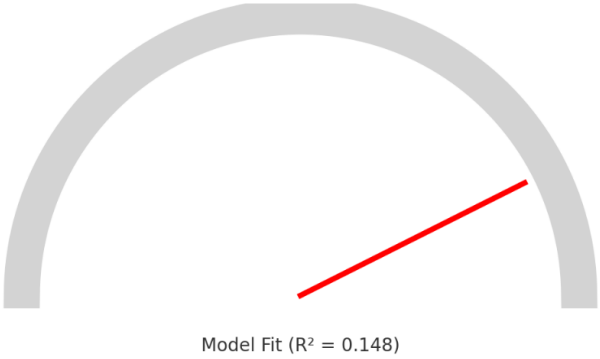
The regression analysis aims to study the relationship between two or more variables. The purpose of checking this relationship is to assess the nature of relationships and then estimate the unknown variable (dependent variable) with the help of the known variable (independent variable) (Kafle, 2019). In other words, these two types of variables are considered while conducting a regression analysis.

Table 1: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.384[a]	.148	.144	.49160
a. Predictors: (Constant), Instagram				



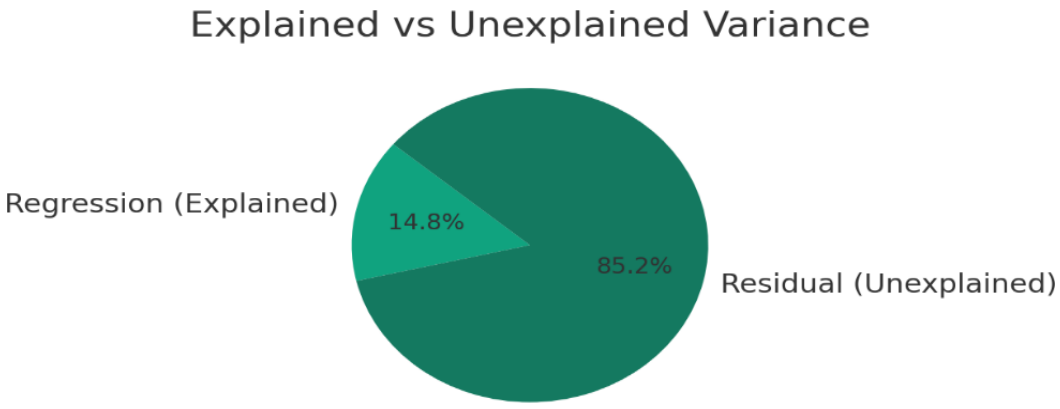


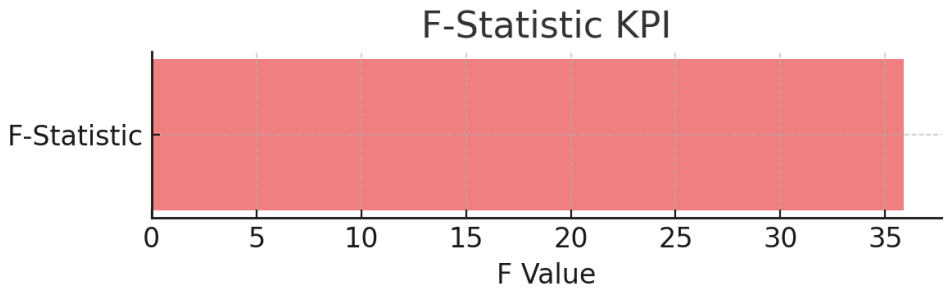


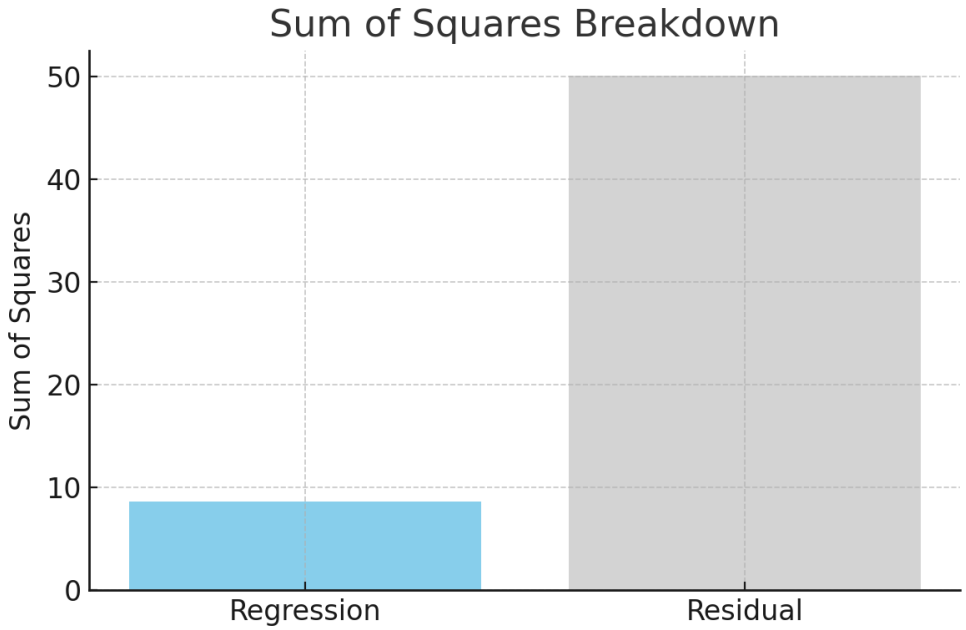
The model summary provided in Table is an overview of the results of simple linear regression analysis. The independent variable is the use of Instagram, and the dependent variable is the buying behaviour of consumers. R=0.384 indicates a moderate positive relationship between Instagram use and buying behaviour of consumers. The R-Square is 0.148, which shows a 14.8% variance in the buying behaviour of consumers, and it can be explained by the use of Instagram.

Table 2: ANOVA

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.673	1	8.673	35.889	.000[b]
	Residual	50.025	207	.242		
	Total	58.699	208			
a. Dependent Variable: Buying Behaviour						
b. Predictors: (Constant), Instagram						







The ANOVA table evaluates the overall significance of the regression model. The F-value is 35.699, which determines that the model is statistically fit. The significance value is 0.000, which is highly significant ($p<0.001$). This identifies that Instagram usage predicts the buying behaviour of consumers. The ANOVA confirms that the regression model is a good fit. Additionally, the use of Instagram has a significant effect on consumers' buying behaviour.

Table 3: Coefficients

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.763	.128		13.787	.000
	Instagram	.329	.055	.384	5.991	.000
a. Dependent Variable: Buying Behaviour						

The constant predicts the coefficient B, which is 1.763. This predicts the buying behaviour when the usage of Instagram is zero. The coefficient B of Instagram is 0.329. For every 1 unit increase in the usage of Instagram, the buying behaviour increases by 0.329. This also determines a positive relationship between both variables. There is strong evidence that the greater use of Instagram leads to higher buying behaviour.

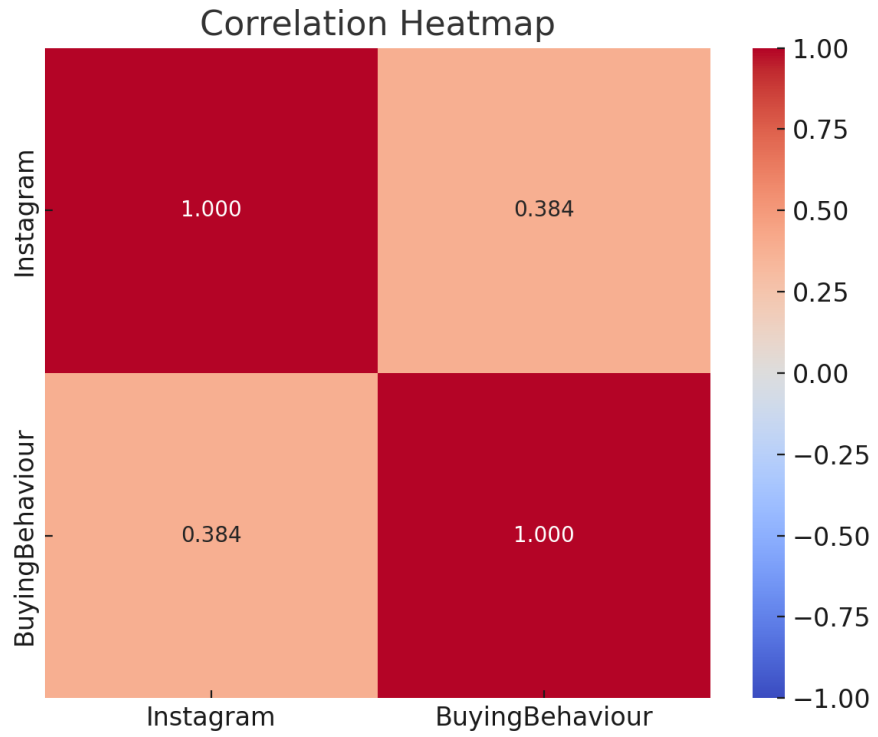
Correlation

The strength of the relationship between two or more variables is determined through Correlation. Correlation is a statistical tool that measures how strong the relationship exists between the variables (Kafle, 2019). The value of correlation lies between -1 and +1.

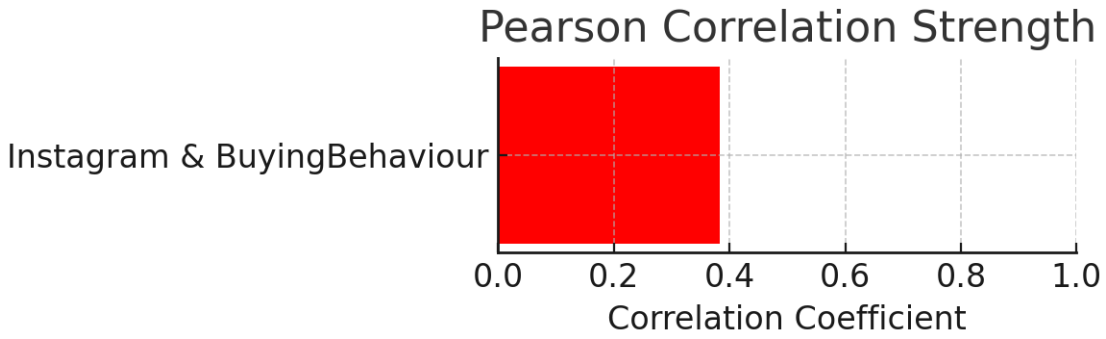
Table 4: Correlations

Correlations			
		Instagram	Buying Behaviour
Instagram	Pearson Correlation	1	.384**
	Sig. (2-tailed)		.000
	N	209	209
Buying Behaviour	Pearson Correlation	.384**	1
	Sig. (2-tailed)	.000	
	N	209	209

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



The Pearson correlation coefficient (r=0.384) shows a moderated positive relationship between the use of Instagram and buying behaviour of consumers. As the usage of Instagram increases, buying behaviour also increases. This indicates that Instagram influences the purchasing behaviour of consumers in Lahore, Pakistan.



Discussion

The popularity of features on Instagram, such as reels, stories, and posts, reveals a deeper Psychology behind user engagement. The nature of stories and time-limited deals seen in reels creates a sense of urgency while prompting users to make decisions faster. This phenomenon is often referred to as the state of 'Fear of Missing Out' (FOMO). FOMO has been widely discussed in the literature as a digital-age consumer' trigger. The integration of swipe-up links and product tags within Instagram simplifies the process of buying. It transforms passive browsing into immediate transactional behaviour. These design elements remove friction from the buying journey, allowing brands to turn attention quickly into action. These micro-moments, including visual appeal, ease of access to coverage, and social proof, represent the new frontiers of consumer engagement in the digital age.

It is important to understand the impact of Instagram on consumer buying behaviour through the lens of the Uses and Gratification theory (UGT). This theory positions that individuals actively choose media for information, entertainment, or even personal identity (Katz et al., 1973). In the context of Instagram, users engage with content for aspirational gratification and entertainment. Entertainment value lies in the exploration of aesthetically pleasing posts, short-form videos, and even playful quizzes and polls. Meanwhile, aspirational gratification is achieved through interaction with idealised lifestyles, influencer personas, and brand affiliations. Consumers use platforms not only to follow brands but also for the construction of self-image. This dynamic is specifically powerful in fashion, where identity and self-expression are linked with visual representation.

In the Pakistani context, the behavioural drivers are further augmented by the growing accessibility of smartphones, the rise of social media influencers, and internet connectivity. Pakistani consumers, specifically Urban youth, are active on Instagram. Instagram consumers use the platform not only for space connectivity but also for trend discovery, digital window shopping, and fashion inspiration. This is consistent with the findings of Minhas (2021), who noted that youth in cities like Lahore and Gujranwala increasingly adopt styles and trends that are showcased on Instagram. Through these interactions, Instagram has become a hybrid platform—a place where users can find entertainment and commercial guidance.

The study confirms that the impact of Instagram on the buying behaviour of consumers is not only limited to individual Psychology but is also extended to social influence dynamics. This platform allows users to see what influencers and peers are wearing, recommending, and buying, reinforcing a sense of communal trend-following. Not only this, but it also reinforces the subjective norms that have been outlined in TPB (Ajzen, 1991). As per this theory, the perceived social expectations influence the individual behaviour in a significant manner. When a user is found seeing multiple influencers promoting a particular brand or peers wearing the same outfit,

they are more likely to conform to these social signals. This is particularly pronounced in cultures such as Pakistan, where peer validation and social identity hold considerable importance in terms of social weight, specifically among the youth.

The findings of the research provided insights that there is a strong positive correlation (r=0.384) between the marketing activities of Instagram and consumer purchase behaviour. Additionally, the regression analysis confirmed the significance of the relationship ($p<0.0001$). It indicated that Instagram activities, such as influencer marketing, branded content, and interactive posts, do not passively exist in the digital environment of consumers but also drive consumption and engagement. Theoretical models such as Uses and Gratification (UGT) by Katz et al. (1973) support this interpretation. Consumers seek out content for specific gratification, such as social connectivity, entertainment, and information. The responses that have been observed in this study provided a demonstration that visual branding and influencer content directly fulfill psychological needs. This ultimately translates into positive perceptions of the brand and increases the intent of purchase.

From the standpoint of consumer perception, the study has revealed that the activities of Instagram have influenced how users evaluate the desirability, relevance, and trustworthiness of a brand. Over 65% of the respondents reported that they engaged with the brand's Instagram page, and it made them view it as more favourable. These findings are consistent with the findings of Chen & Lin (2019), who argued that social identification, perceived value, and satisfaction are the mediators between social media marketing and the intent of the consumers. This study also revealed that brand story-telling, the authenticity of influencers, and user-generated content play a key role in shaping positive perceptions. This is found to be specifically prevalent in the visually compelling and interactive features of Instagram.

Conclusion

The research has provided key insights into Instagram and the buying behaviour of consumers. The findings of the study have suggested that there is a positive sentiment towards Instagram marketing. A vast majority of respondents held a positive view of social media marketing activities on Instagram. The findings suggest that the respondents found the content of the brand to be up-to-date, effective, and fascinating. It was also found to be effective in helping them discover the new and trendy items that were present on the brand’s Instagram pages. Strong evidence was provided which supported the hypotheses of the study. Not only this, but the research also confirmed that the impact of Instagram on consumer buying behaviour is extended to social influence dynamics. It also reinforces subjective norms and trend-following. Brands were found to be posting rich and frequently updated content on Instagram pages. This pattern validates that Instagram has a significant role in shaping the decision-making environment rather than being an entertainment platform.

Instagram plays a crucial role in enhancing brand image and brand awareness. The statistical analysis has revealed that 65% of the respondents believed that Instagram positively influences brand trust and contributes to a clearer brand image.

Based on the findings and limitations that have been observed in the research, there are various limitations and recommendations that the researcher could give. The first limitation of the study was the sample size, which was below 250. It is recommended that the sample size be improved in the future to increase the overall reliability of the study. The second limitation of the study is that it focused only on the fashion industry specific to Pakistan. The researcher focused on the local brands that Pakistani consumers use. Future researchers can draw a comparison between the

regional and international brands in the future. Not only this, but future researchers must also adopt a longitudinal approach for capturing the evolving behaviours of consumers over time. This would help provide a more dynamic understanding of how Instagram influences consumers' buying behaviour.

Another limitation of the research is that it has been focused on one methodological approach only. Future researchers can combine both qualitative and quantitative methods. This would allow the researchers to build an understanding of the diverse segments of consumers. The dynamic factors of the market could be integrated and incorporated more effectively. Other than that, there is a need to delve deeper into the psychological constructs. Despite that there is growing interest, there remains a significant gap within the existing literature that is concerned with the psychological underpinnings of the usage of social media. Future studies must delve deeper by studying the behaviours of users on Instagram. As Instagram is found to be continuously introducing new features on Instagram, future researchers must be researching and investigating the impact of emerging functionalities on brand engagement and consumer buying behaviour.

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