
**A STUDY ON IMPACT OF INSTAGRAM MARKETING ON BRAND
AWARENESS OF MYNTRA**

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ABSTRACT:

In the digital time social media platforms have become powerful tools for marketing and brand promotion. Among them, Instagram plays a significant role in influencing consumer behavior and increasing brand visibility. This study focuses on the impact of Instagram marketing on the brand awareness of Myntra, one of India's leading online fashion and lifestyle platforms. The main objective of the study is to analyze how Instagram marketing strategies such as influencer promotions, sponsored advertisements, engaging content, and interactive features contribute to enhancing customer awareness and perception of the Myntra brand. The research is based on primary data collected through questionnaires from Instagram users and Myntra customers. Various statistical tools such as percentage analysis and rank analysis are used to interpret the collected data. The study examines the effectiveness of Instagram campaigns in attracting customers, improving brand recall, and encouraging purchase behavior. It also evaluates how visual content, reels, stories, and collaborations with influencers help Myntra.

KEYWORDS: Instagram Marketing, Brand Awareness, Social Media Marketing, Myntra, Digital Marketing, Consumer Engagement, Influencer Marketing, Online Fashion Retail.

INTRODUCTION

In the present digital time marketing has undergone a significant transformation due to rapid technological advancement and increased internet penetration. Traditional marketing methods such as newspapers, television, radio, and hoardings are gradually losing their dominance, while digital marketing platforms are gaining importance. Social media has become one of the most powerful tools for businesses to connect with consumers, promote products, and build strong brand identities. Among various social media platforms, Instagram has emerged as a highly influential marketing channel due to its visual appeal, user engagement, and innovative features.

Instagram was launched as a photo-sharing platform, but over time it has evolved into a comprehensive marketing tool for businesses. With features such as posts, stories, reels, live sessions, hashtags, advertisements, and influencer collaborations, Instagram allows brands to reach millions of users instantly. The platform is particularly popular among young adults, students, and working professionals, making it an ideal medium for fashion, lifestyle, and e-commerce brands. The increasing number of Instagram users in India has encouraged companies to invest heavily in Instagram marketing strategies to increase their brand visibility and customer engagement.

REVIEW OF LITERATURE

- 1. Haryantini (2025)** concluded that social media marketing, including Instagram, has a positive and significant effect on brand awareness and purchasing decisions among millennial consumers. The study revealed that millennials actively engage with brands on social media platforms and rely on Instagram content for product information. The research also emphasized that visually appealing posts and interactive campaigns strengthen consumer familiarity with brands. According to the findings, brands that maintain consistent digital presence are more likely to remain in consumers' consideration sets
- 2. Bansal & Rana (2025)** emphasized that engaging and interactive social media content significantly increases brand awareness. Their study highlighted that features such as polls, contests, reels, and user interaction capture consumer attention and facilitate electronic word-of-mouth communication. They concluded that interactive marketing strategies improve visibility and strengthen consumer-brand connections.
- 3. NHISOM Researchers (2025)** concluded that interactive, entertaining, and trendy elements of Instagram marketing positively influence consumer-based brand equity, including brand awareness. Their findings suggested that visually appealing and engaging

content attracts consumer attention and enhances brand familiarity in competitive markets

OBJECTIVES OF THE STUDY

- To aim brand awareness of Myntra through Instagram.
- To study the influence of Instagram influencers on Myntra's brand.
- To measure customer engagement with Myntra's Instagram content.
- To examine the impact of Instagram marketing on purchase decisions.

STATEMENT OF THE PROBLEM

The proliferation of social media platforms, commerce fashion retailers face significant challenges in breaking through the clutter to establish sustained brand awareness and distinct brand recall among consumers. While Myntra utilizes diverse digital platforms, the rapid evolution of Instagram's algorithms, the high cost of influencer collaborations, and shrinking consumer attention spans create uncertainties regarding which specific content strategies such as Reels, UserGenerated Content (UGC), or live shopping are most effective in boosting brand recognition.

SCOPE OF THE STUDY

The scope of the present study is to conduct an in-depth examination of the impact of Instagram marketing on the brand awareness of Myntra within the Indian e-commerce fashion industry. This study specifically focuses on analyzing how different Instagram marketing components such as sponsored advertisements, organic posts, reels, stories, influencer marketing, user-generated content, hashtags, and promotional campaigns contribute to enhancing brand recognition, recall, and visibility among consumers. The study also covers the evaluation of consumer perception, engagement, trust, and purchase intention influenced by Myntra's Instagram marketing activities. It is limited to Instagram users who are aware of Myntra and have been exposed to its marketing content on the platform during the selected period of study.

RESEARCH METHODOLOGY

The research methodology refers to the systematic way in which the study is conducted to achieve the research objectives.

PRIMARY DATA

Primary data is the information collected directly from people for this study. In this research,

data is collected from Instagram users who know Myntra. A questionnaire is used to ask questions about brand awareness, opinions, engagement, and the effect of Instagram marketing on buying decisions. Primary data gives first-hand and accurate information for the study.

SECONDARY DATA

Secondary data is information collected from sources that already exist. In this study, secondary data is taken from books, journals, articles, magazines, websites, and reports about Instagram marketing, social media, and brand awareness. Secondary data helps to understand the background and supports the analysis of the primary data.

STATISTICAL TOOLS

The data collected through the questionnaire was analyzed using simple statistical tools. The main tools used for analysis are Percentage Analysis and Rank.

SAMPLE SIZE

sample size refer to the number of respondents selected from population to participants study 100 respondents are selected convenience sampling method.

EFFECTIVENESS OF INSTAGRAM REELS IN PROMOTING MYNTRA

Instagram Reels are short-form video contents designed to capture user attention quickly. They combine music, text, filters, and creative transitions to make content visually attractive. Reels are widely viewed because Instagram promotes them through the Explore page, increasing their reach beyond followers. Increase in Brand Visibility Reels help Myntra reach a wider audience as they are shown to both followers and nonfollowers. The algorithm prioritizes engaging video content, which increases impressions and brand exposure. This enhanced visibility strengthens overall brand awareness.

TABLE SHOWING THE AGE GROUP OF THE RESPONDENTS

S.NO	AGE GROUP	NUMBER OF RESPONDENTS	PERCENTAGE%
1	Below 18	26	26%
2	18-21	29	29%
3	22-25	18	18%
4	above25	27	27%
	Total	100	100%

SOURCE: PRIMARY DATA INTERPRETATION:

The table represents the age distribution of the respondents. The majority of respondents (29%) belong to the 18–21 age group, followed by 27% above 25 years and 26% below 18 years. The 22–25 age group accounts for 18% of the respondents. This shows that the survey mainly includes young individuals, especially those in the 18–21 age category.

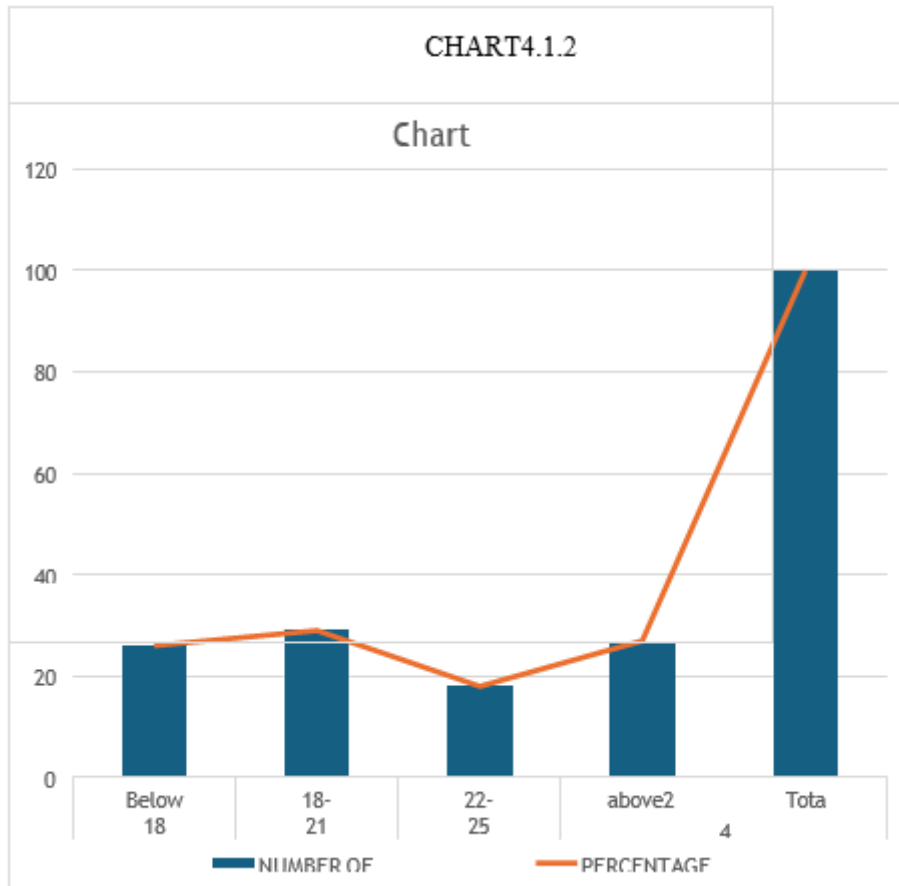


TABLE4.1.20

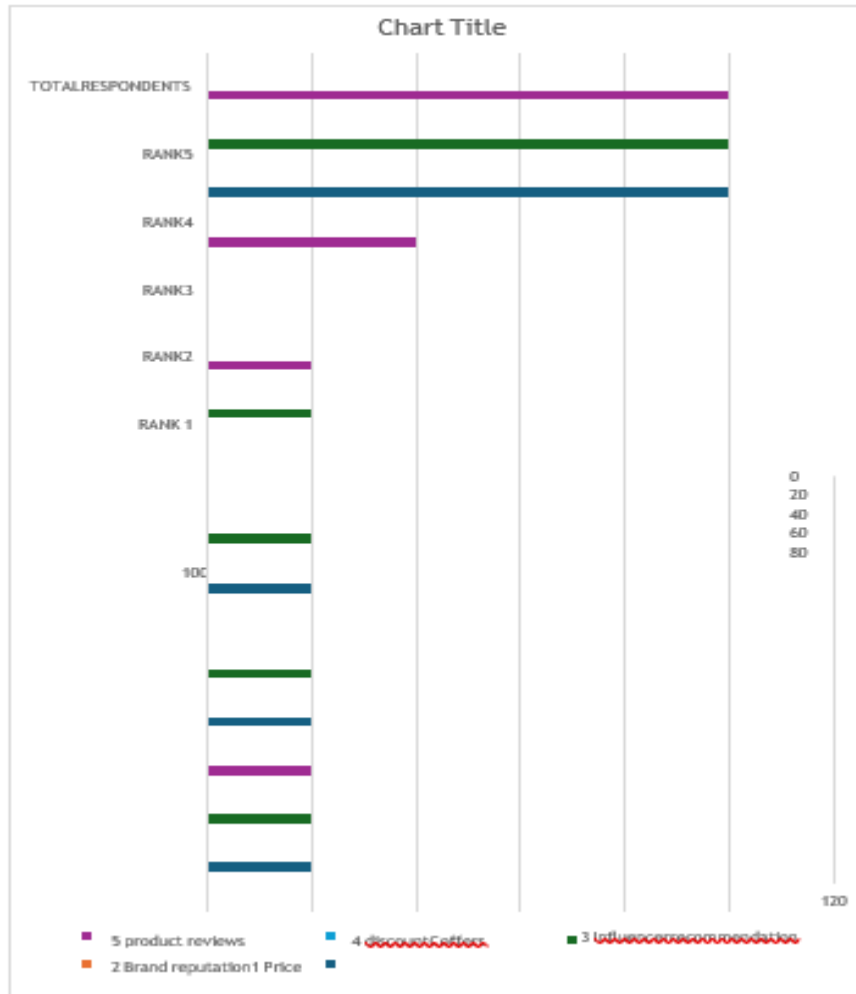
TABLE SHOWING THE FACTOR INFLUENCE PURCHASE DECISIONS ON MYNTRAS

S.No	FACTOR	RANK	RANK	RANK	RANK	RANK	TOTAL RESPONDENTS
		1	2	3	4	5	
1	Price	30	25	20	15	10	100
2	Brand Reputation	22	28	24	16	10	100
3	Influencer Recommendation	18	20	30	22	10	100
4	Discounts & Offers	20	17	16	25	22	100
5	Product Reviews	10	10	10	22	48	100

SOURCES: PRIMARY DATA INTERPRETATION:

The table shows the ranking of factors influencing respondents' purchase decisions. Among

the respondents, Price received the highest number of Rank 1 positions, indicating it is the most important factor. Brand reputation and influencer recommendations also received significant rankings, showing their influence on purchase decisions. Discounts, offers, and product reviews received lower first-rank positions, indicating they are considered after primary factors like price and brand reputation. This suggests that price and brand value play a major role in influencing consumer purchasing behavior.



FINDINGS

- Most of the respondents are active users of Instagram and regularly view fashion-related posts.
- Instagram has become an important platform for fashion brands to promote their products and services.
- The study shows that a large number of respondents are aware of Myntra through Instagram marketing activities.

- Fashion reels are the most preferred content type among respondents, attracting 47% of the audience.
- Influencer posts play a major role in promoting Myntra products and influencing customer perception.
- Around 33% of respondents are influenced by influencer recommendations while exploring fashion products.
- Discount advertisements and promotional offers also attract customer attention on Instagram.
- Only a small percentage of respondents engage with direct brand posts compared to other content types.

SUGGESTIONS

- Myntra should post more engaging fashion reels since they attract the highest audience attention on Instagram.
- The company should increase collaborations with popular influencers to improve brand visibility and trust among customers.
- Myntra can use interactive Instagram stories such as polls, quizzes, and questions to increase user engagement.
- The brand should provide more attractive discounts and limited-time offers through Instagram promotions.
- Myntra should maintain consistent posting schedules to keep followers regularly engaged with the brand.
- The company can focus on creative visual content such as styling tips, fashion trends, and outfit ideas.

CONCLUSION

The study was examined the Impact of Instagram Marketing on Brand Awareness of Myntra was conducted to understand how Instagram marketing strategies influence customers awareness, perception, and engagement with the Myntra brand. The results of the study clearly indicate that Instagram plays a major role in promoting Myntra's products and strengthening its brand presence among consumers, especially among young and fashion-conscious audiences. The study analysis of the collected data shows that a large number of respondents frequently view Myntra-related content on Instagram. This indicates that Instagram has become an effective communication platform through which Myntra can reach its target

market quickly and efficiently.

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