

# Impact of Digital Advertising by the Influencers on Consumers' Online Buying Behaviour (Special Reference to Instagram)



Mayank Jhinkwan, Anshika Upadhyay, Chetan Bhatt

**Abstract:** This research paper explores the dynamic relationship between influencers in digital advertising and consumers' online buying behaviour. In the contemporary landscape of e-commerce, social media platforms play a pivotal role in shaping consumer preferences and purchasing decisions. Instagram, as a leading visual-centric platform, has witnessed a surge in influencer marketing, where individuals with a significant online following promote products and services. The study employs a mixed-methods approach, combining quantitative analysis of consumer data and qualitative examination of influencers' content strategies. Data is collected through surveys and analysis of online engagement metrics to derive comprehensive insights into the impact of influencers on the digital advertising landscape. This study explores the critical analysis of consumer buying behaviour, factors that affect buying behaviour, types of media that influence the audience on Instagram and the undeniable impact of Instagram posts by influencers that can be seen on Instagram users. There is a relationship between brands, influencers and consumers is important for the influencer economy to shape Consumer opinion and online buying behaviour.

**Keywords:** Influencers, Digital Advertisements, Buying Behaviour, Social Media, Attitude, Psychology

## I. INTRODUCTION

In the digital age of the 21st century, the realm of advertising has undergone a remarkable transformation. Gone are the days when traditional advertising channels dominated the market. The Internet is a more interactive medium than print due to its different level structure. Compared to newspapers and magazine readers, the Internet gives users more control over the content they choose [1]. The digital landscape has ushered in an era where information, products, and services are just a click away, and the power to shape consumer behaviour lies at the fingertips of marketers. Within this dynamic milieu, the impact of influencer's digital advertising through Instagram on consumer online buying behaviour has become a subject of paramount importance.

Influencers on the other hand are people who have a large number of following on internet platforms. They can also be called internet celebrities. They connect with their audience on a daily basis and have a clear idea about their likes and dislikes. Understanding how digital advertising influences peoples' choices, preferences, and decision-making processes is not only a matter of academic curiosity but also a strategic imperative for businesses and advertisers alike.

With changing times and improvement in technology as well as the economy a lot has changed in the advertising sector as well as in the pattern of consumer behaviour. In the year 1994 the first digital advertisement was posted online in the form of a banner-ad on a website. Everything changed from that particular moment. Digital advertising has proved to be the fastest way of delivering information about goods and services to the masses. The whole world is said to spend approximately 110 billion minutes on accessing various social networking sites [2] [20] [21] [22] [23]. Since people spend a lot of time on the internet it makes the internet and social media platforms the most appropriate medium for marketers to market their products and services with the help of digital advertisements. No company can survive in today's competitive market if they do not use digital advertising as their promotional tool to influence the consumers to buy their products. Due to globalization and the growing market, using the internet as a promotional tool has become mandatory to survive in this fast-competing world. From the onset of globalization, a new way of carrying out business came into existence which is E-commerce. It is a method of buying and selling goods and services online. E-commerce has also proven to be the most appropriate form of business in today's era. According to the report, How India Shops Online (2022) by consultancy firm Bain & Co and homegrown e-tailer Flipkart, the online shopper base in India, which was at 180-190 million in 2021, will also increase to about 400-450 million users by 2027 when the industry is estimated to be valued at over \$150 billion. Furthermore, it also states that with a steady increase in user base in India, it is estimated to beat the second largest e-commerce shopper base - United States - in the next one or two years. To reach such an enormous consumer base, businesses need faster and appropriate means of advertising. And this problem of reach has been solved by digital advertisements through social media platforms. Advertising has proven itself as the most effective and value for money tool for businesses. Consumers are influenced to buy a product or a service with the help of various advertising campaigns that focus on influencing the consumer's psychology [24].

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# Impact of Digital Advertising by the Influencers on Consumers' Online Buying Behaviour (Special Reference to Instagram)

The psychology and the attitude of the consumers plays a pivotal role in establishing the consumer's behaviour patterns and these patterns are influenced through digital advertisements in today's era. Therefore, researchers believe that digital advertisements are being used to influence the consumers keeping these factors in mind to make their products popular among consumers.

## II. DIGITAL ADVERTISEMENT

All things considered; digital advertising is an essential component of digital marketing. Digital ads are used in digital marketing to achieve the intended result. The digital platform's advertising section generates cash for it even though consumers or digital marketing firms control the marketing platform. The cost of this could change depending on the type of advertisement, the goal, the duration, the placement, the quality and relevancy, the target audience, the geographic targeting, the frequency, the ad account history, and the level of brand rivalry. The advertising is so audience-specific and tailored thanks to these criteria.

These Digital advertisements are narrow-casted and they reach to their target audience. Instagram Influencers use these digital advertisements to reach their target audience. They also reach to their audience by producing such content which becomes relatable for their audience which becomes their niche.

Instagram is a free to use social media platform but the major part of its revenue is generated by digital advertisement. Instagram attracts users and then the advertisers pay for advertising on the platform.

### A. Consumer Behaviour

Understanding customer behaviour is crucial to comprehending the variables influencing consumers' purchasing decisions. Marketers can close the gaps in the product-market by knowing how consumers choose which products or services to utilise. It also aids in determining which goods and services are outdated and those that the market still needs. Consumer perception and psychology, individual preferences and socio-cultural influences, all influence how they behave. Numerous factors, including social and cultural ones like family and friends, psychological and cultural ones like motivation, perception, taste, preferences, and personal ones like age, gender, and wealth, can affect how consumers behave.

Businesses may make better decisions regarding their products and services by having a deeper understanding of consumer behaviour. Businesses may modify their offers to better meet the requirements and desires of their target market by studying the psychology of why consumers buy particular products and how they use them. This implies that companies have a significant impact on how their clients make decisions. Businesses that understand consumer behaviour are better positioned to build more persuasive marketing and advertising campaigns that will easily persuade their target audience to purchase their goods.

## III. REVIEW OF LITERATURE

A substantial shift in advertising budgets is witnessed from traditional channels to digital platforms [3]. Businesses are

increasingly allocating resources to online advertising. With a shift from traditional media to digital media, businesses have also started pooling in their resources towards digital advertisements. In the light of the varied influence of different media platforms, **Opeodu and Gbadebo (2017) [19]** indicated that an advertisement on various media platforms plays a vital role in influencing consumer's choice. As the businesses are appraised of various marketing strategies and the wide reach of digital advertisements, they have started focusing on marketing strategies that are oriented digitally. The reach of the internet is far and wide or in other words global [4].

As per a report on the number of internet and social media users worldwide as of July 2023 by Statista states that there were 5.19 billion internet users worldwide, which amounted to 64.6 percent of the global population. Out of this total, 4.88 billion, or 59.9 percent of the world's population, were social media users. Therefore, it is easier to connect to the target consumers with the help of various digital platforms. This easy access was not possible through traditional channels but now in the 21st century it is. With the rise of e-commerce, social media platforms and influencer marketing it has become easier to reach the target audience. Influencers have proven to be the main factors in influencing or leaving an impact on consumers to buy a product. The influence of influencers on consumer behaviour has been extensively studied [5]. Collaborating with influencers has become a powerful strategy for brands.

The rise of e-commerce due to shifts in the advertising platforms has also contributed to various techniques of digital advertisements. The most impactful of them all being social media platforms as well as social influencing. The Influencer Marketing Report 2022 states that 61.2% of all brands recognise the power of influencer marketing to tap into a newer audience pool to boost brand awareness. Adding more it also stated that larger organizations recognised influencer marketing as integral to their digital marketing strategies. Social influencing has become a prominent part of marketing and digital advertisements. According to a report by **Dentsu** on 'Impact of Influencer Marketing in India' 2023, 70% Indians believe that influencer marketing has influenced them to know more about the brand or to purchase the product. **Parboteeah** et al. showed that external environmental stimulation may significantly affect consumers' perception of product usefulness and hedonism, thus affecting their impulsive purchase intention. All of the brands and businesses collaborate with these influencers to promote their products on social media platforms to increase their reach to the target customers [6].

Influencers can be briefly defined as useful or remembered people [7]. An Influencer is a person whose values and thoughts are valued and valued more than others on the same platform, than people in the environment or society. Social media is the medium where the concept of the Influencer is used the most. In the case of influencing, it considers both voluntarily and involuntarily changing people's preferences through digitally manipulating their choices with the help of alluring advertisements.



Social influence implicates both deliberate and involuntary efforts to alter consumers' beliefs, perceptions, attitudes, or behaviour about a product or service [8]. It can be higher when noticed by others [9]. Precisely, it is said to occur when an individual focal customer changes his/her perception, attitudes, or purchase behaviour for a product or service based on others' perception, attitudes, and knowledge about that particular product or service [10]. The consumers' purchasing decisions are not only affected by their preferences, tastes, attitudes but also, they are affected by the various other referent sources such as digital influencers and targeted influential advertisements. Consumers' purchase decisions are evident to get influenced not only by their attitudes and perceptions of a product or service but also by other social forces that the consumers consider as the referent source [11]. Consumers purchase decisions are totally influenced by other factors other than just their preferences. And since the day digital advertisements were introduced in the marketing sector it has proven to be one of the major marketing strategies opted by various businesses to bring a competitive edge to their products' demand in the market.

Since India is the most populated country in the world it also proves to be one of the biggest markets for businesses around the globe. Therefore, social media is playing a pivotal role in the marketing strategies of the business to influence the Indian consumer masses. According to Neil Shah (2019), Jio has changed the consumption habits for hundreds of millions of consumers. After the rise of the telecom giant Jio in India internet is easily accessible to all and with that accessibility a lot of people have shifted to e-commerce for satisfying their wants and needs in consumer durables and fashion apparels. With the growth in internet connectivity all across India the e-commerce giants increased their market span and with that increase followed the rise of different influential advertising techniques. Influencers started gaining popularity and businesses started approaching them for collaborations and promotions of their products. According to INCA's (2022), The Indian Influencer Marketing Report, 73% of marketing budget is spent on influencers and 27% is spent on celebrities. It also states that nearly two thirds of the Indian population follow an influencer. Furthermore, according to the survey conducted by iCubesWire (2023), 34% Indians choose brands based on social media influencers' suggestions. With the rise of internet's easy access in India, social media gained a lot of popularity among the citizens.

According to Statista, as of January 2023, India had a total of 229 million Instagram users, the largest Instagram audience in the world. India being the country to have the highest number of Instagram accounts in the entire world proves to be one of the largest marketing platforms. This brings influencers into the game of marketing and influencing consumer behaviour through their tactics and strategies. Instagram influencers, through aspirational content and lifestyle portrayals, influence consumers' perception of self-identity. **Chatterjee and Aslam (2016)** argued that Instagram influencers can shape consumers' self-image by aligning their personal brand with certain products or lifestyles, thereby driving online purchases. Influencers on Instagram change people's perception, wants and desires through their gaudy content, in exchange of revenue from the

business that they promote. The content published by them on Instagram and various other social media handles evokes not only cognitive but also emotional changes towards their tastes and preferences.

Scholars have explored how digital ads evoke cognitive and emotional responses [12]. Previous research has explored the influence of influencers on consumer behaviour. Studies have shown that influencer marketing can positively impact brand awareness, purchase intentions, and brand loyalty [13];[14]. People's choices can be influenced through social media, their preferences towards products and brands can be influenced with creativity and leading words. The effectiveness of influencer marketing is attributed to factors such as trust, authenticity, and perceived expertise of the influencer [15];[16]. People in general follow an influencer based on the trust and likability that they have for that particular influencer. They do not use rationality in decision making if they are totally taken away by the influencer.

Additionally, the increasing prevalence of digital advertising on platforms like Instagram has further amplified the influence on consumer behaviour. Targeted advertisements on the social media handle have also proved to be increasing the reach of brands via the influencers. Targeted advertising allows brands to deliver personalized messages to specific demographics and user profiles, increasing the likelihood of engagement and conversions [17] [18].

#### A. Research Objective

1. To assess the impact of digital advertising influencer on consumers' online buying behaviour on Instagram.
2. To identify the psychological mechanisms underlying the influence of influencers and targeted advertising on purchase decisions.
3. To explore potential ethical concerns and regulatory issues associated with digital advertising influencers on Instagram.

## IV. RESEARCH METHODOLOGY

The research employed a mixed-methods approach based on descriptive statistics. A quantitative survey has been conducted to collect data on consumers' online buying behaviour on Instagram and their exposure to digital advertising influencers. Additionally, some qualitative interviews have been conducted with the group of experts to gain in-depth insights into their perceptions and experiences with influencers and targeted advertising.

#### A. Data Analysis:

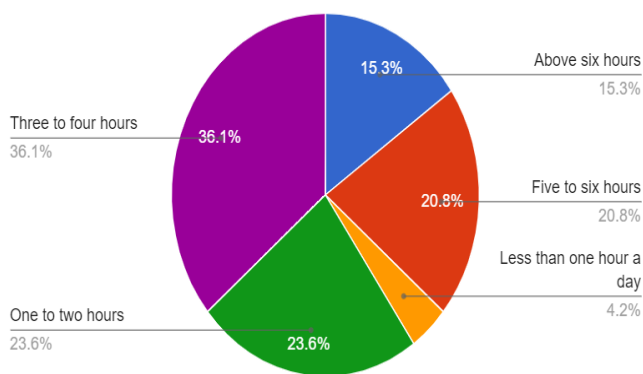
This paper aims to investigate the impact of Instagram influencers on consumers' online buying behaviour. The target population for this research was identified as individuals who actively use Instagram and also make online purchases. A questionnaire based survey has been conducted consisting of multifaceted questions closely associated with the research objectives. All questionnaires were used anonymously.





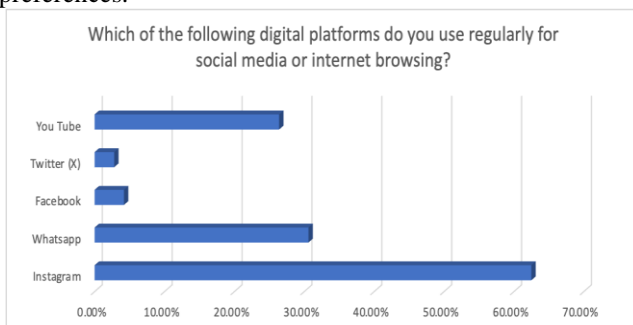
## Impact of Digital Advertising by the Influencers on Consumers' Online Buying Behaviour (Special Reference to Instagram)

Questionnaires were distributed online using social networking sites and connections. The questionnaires were distributed to those who qualified for the deserved criteria. At the end, a total number of 90 questionnaires were received successfully and all were considered valid for the part of analysis. The demographic profiles of the respondents are as follows. Male respondents account for 40.3%, while female respondents account for 59.7%. In terms of age 4.4% of the respondents are below the age of 18 years; 80.3% of the respondents are between 18 to 25 years; 11.1% are between 25 to 35 years; 4.2% are between 35 to 45 years, and none of the respondents are above the age of 45 years. Regarding education attainment, 2.8% have junior secondary certificates; 4.2% have senior secondary certificates; 69.4% have graduate certificates; 23.6% have a postgraduate certificate or above. Finally in respect of annual income level, 66.7% of the respondents earn less than 3 lakhs per annum, 19.4% earn between 3-5 lakhs per annum, 5.6% earn between 5-10 lakhs per annum, 1.4% earn between 10-20 lakhs per annum, 6.9% earn 20 lakhs and above per annum. In terms of employment status, 77.7% are students; 18.1% are employed and the rest 4.2% are unemployed.



**Fig. 1 Time Spent Per Day on the Internet**

Based on the responses it was observed that most of the individuals, 36.1% spend three to four hours per day on the internet surfing or going through social media. Followed by 23.6% of individuals spend one to two hours per day, 20.8% of the individuals that spend five to six hours per day on the internet. 15.3% of individuals spend above six hours per day on the internet whereas only a small percentage of individuals of 4.2% indicate that they spend less than one hour per day on the internet. This shows that the internet takes a sizable portion of daily time for a substantial proportion of individuals. There can be numerous reasons behind this such as age, gender, employment status, and personal taste and preferences.

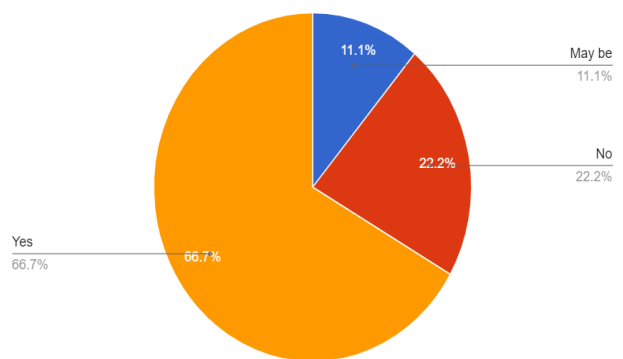


**Fig. 2 Digital Platforms used Regularly**

Based on the responses regarding the most used social media platform the following insights have been derived. 62.5% of individuals use Instagram the most making it the most prominent social media platform. 30.6% of the respondents use Whatsapp followed by 26.4% individuals who use Youtube. Finally only 4.2% and 2.8% of the respondents use Facebook and Twitter respectively.

These varied responses indicate that consumers have different preferences even for the social media platforms that they use. These varied preferences indicated that consumers have different interests and consume content based on their individual taste and preferences. Analyzing this data also brings forward the fact that Instagram is the most used social media platform and is the easiest and the fastest way of promoting a product through various advertisement and promotion techniques.

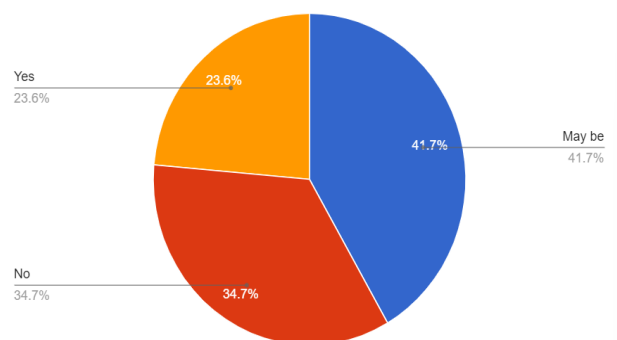
Do you follow any influencers or celebrities on Instagram?



**Fig. 3 Follower Percentage of Influencers on Instagram**

It can be inferred that a sizable portion of the respondents (66.7%) follow influencers or celebrities on Instagram. This hints that a generous amount of consumers do follow influencers on Instagram. 11.1% respondents may or may not follow Instagram influencers or celebrities on Instagram. This shows the possibility of more people following influencers on Instagram. Conversely, less respondents 22.2% do not follow influencers or celebrities on Instagram. This proposes that they may consider influencers as insignificant and irrelevant. This suggests that a majority of Instagram users follow influencers on Instagram making it easier for them to be influenced by consuming their contents.

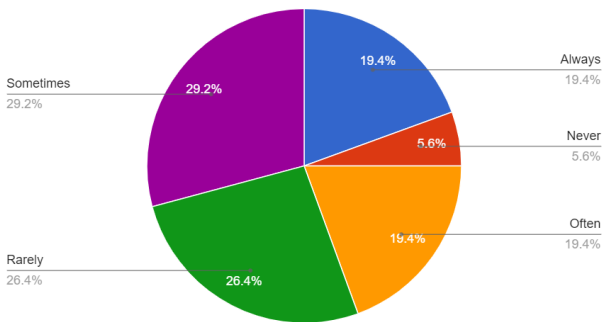
Do you like and trust the people you follow on Instagram?



**Fig. 4 Trust the Influencers Followed on Instagram**

It can be inferred that a significant portion of respondents 41.7% felt indifferent towards trusting influencers they follow on Instagram. This hints that consumers stand indecisive on trusting influencers on Instagram and may consider other factors such as quality of the product or services for buying products online. Furthermore, 34.7% do not trust influencers on Instagram hinting that there may be a perception amongst consumers that influencers are biased and dishonest as they have financial gains to think about. It is also interesting to know that a notable portion of respondents around 23.6% reported to trust influencers that they follow on Instagram. This suggests that the population trusts the influencers and think that they might promote a product merely for financial gain as that might make them lose their credibility.

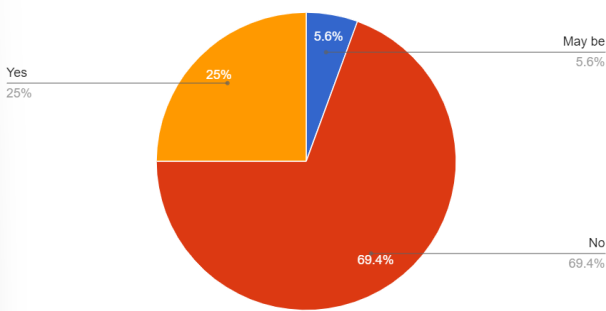
How often do you come across influencer-sponsored posts (ads) on your Instagram feed?



**Fig. 5 Influencer-Sponsored Posts**

Majority of the respondents come across sponsored content on Instagram. 29.2% respondents see them sometimes, 19.4% respondents always come across to see the sponsored content or often; 26.4% respondents rarely come across sponsored content, and only 5.6% never come across any sponsored content. This brings forth that people do follow influencers on Instagram and also come across monetized content uploaded by these influencers to make people know about a product and form a like ability towards it.

Have you ever made an online purchase based on a product or service recommendation from an influencer on Instagram?

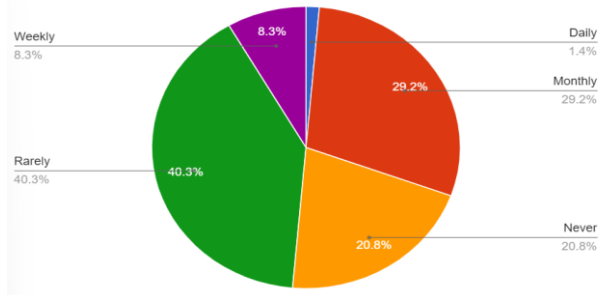


**Fig. 6 Online Purchasing Made on the Recommendation of Influencers**

Total 25% respondents specified that they have made a purchase based on the recommendations of an Instagram influencer, this portrays that social media does have an impact on the online buying behaviour of some consumers. Whereas 69.4% of the respondents indicated that they have never made a purchase based on an Instagram influencer's recommendation, this raises a question towards the authenticity and trust on these recommendations. Also 5.6% of the respondents who responded 'maybe' suggest that they are open to the idea of purchasing a product recommended by

an influencer but may require more information or persuasion before making the final decision.

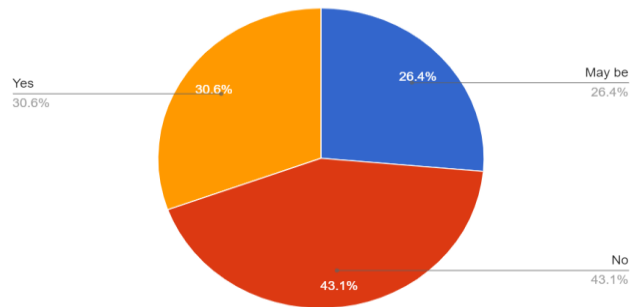
How often do you make online purchases (excluding groceries and everyday essentials)?



**Fig. 7 Frequency of Online Purchases**

Majority respondents make online purchases. 29.2% respondents make monthly online purchases, 1.4% respondents make daily purchases, and 8.3% make weekly purchases. 40.3% make online purchases but they are not frequent, and 20.8% never make any online purchases. This advances that a good sum of population makes online purchases be it daily, weekly, monthly, or even rarely. With growing online purchases influential marketing on social media platforms such as Instagram has picked up pace.

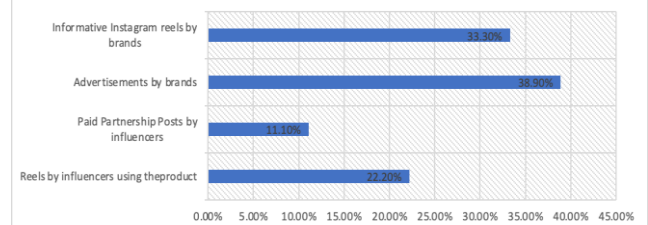
Do you feel that Instagram is a Factor that influence you to buy goods and services.



**Fig. 8 Instagram as an Influential Factor for Buying Goods**

Based on the responses received, 30.6% respondents are likely to purchase a product or service promoted by influencers on Instagram. 26.4% are likely to purchase and 43.1% are not at all likely to purchase. The results persuade the fact that Instagram is likely a factor that influences online purchasing behaviour. The results show that Instagram influencing can effectively influence consumer decision making and increase purchase intent.

Type of Instagram Advertisements that interests you to know more about a product or service



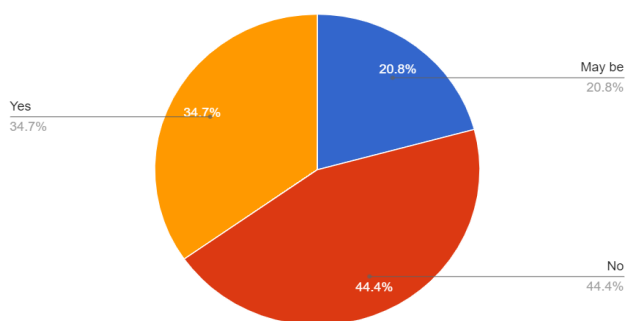
**Fig. 9 Analysis of Types of Advertisements and their Impact on the Consumer**

## Impact of Digital Advertising by the Influencers on Consumers' Online Buying Behaviour (Special Reference to Instagram)

It can be inferred that a significant percentage of respondents 38.90% become interested in buying a product through Instagram advertisements done by brands on the platform. This hints that consumers are affected by the advertisements that they see on social media platforms such as Instagram. It even suggests that a lot of consumers are influenced to know more about a product through social media marketing strategies that the brands use these days. Furthermore, a significant percentage of 33.30% respondents responded that they were interested to know more about a product or service after coming across informative reels by the brands. This advances that reels made by brands surely influences people to know more about the product or service.

It is also interesting to note that 22.2% of respondents reported that they are driven to know more about a product or service after viewing reels by influencers on Instagram. This suggests that Instagram reels by influencers impact consumers' buying behaviour as they are compelled to know more about a product/service after watching an influencers reel. Adding to it 11.1% of respondents are interested in a product/service after viewing paid partnership posts by influencers on Instagram. The result suggests that partnership posts also influence consumers' buying behaviour, as consumers are likely to know more about the product or service being advertised after coming across the paid partnership posts on Instagram. Knowing more about a product or service can increase the intent of actually making a purchase of the same.

Do you feel the desire to buy certain product after watching it on Instagram



**Fig. 10 Desire to Purchase after Watching it on Instagram**

Based on the responses received, 34.7% respondents agree that they are positively influenced to purchase products after viewing them on Instagram. This suggests that consumers who use Instagram can be influenced through Instagram influencer's influential promoting posts. 20.8% of the respondents felt indifferent towards being influenced through Instagram for buying products but they sure did not reject the idea completely of buying products after watching them on Instagram. This advances that people are somewhat influenced to buy products seen on Instagram as they do not completely deny it. 44.4% suggest that they do not desire to purchase products after seeing them being promoted on Instagram. The results persuade towards the fact that consumers consider other factors such as price, quality, taste and preference while making a purchase online. They are not just influenced by the influencers but also take other things into account. This brings forth that a significant part of the population who uses Instagram as well as buys products online desires to make purchases after viewing them on

Instagram. The influencers do influence a larger part of the population to buy products through their influential promotion techniques.

### V. CONCLUSION

Finally, with the growing popularity of the internet and Instagram, marketing done through digital platforms by influencers has a higher success rate than conventional methods. Influencers promoting products and brands have become part of consumers' daily lives. Instagram influencers, when perceived as authentic and relatable, can significantly increase trust and credibility for advertised products. This trust translates into positive attitudes towards the product and greater purchase likelihood. Consumers are susceptible to social proof, where the influence of others, particularly trusted influencers, can drive their buying decisions. Seeing influencers use or endorse a product can trigger a desire to emulate them and their lifestyle, leading to impulsive purchases. The effectiveness of influencer advertising hinges on the authenticity and engagement of the content. Consumers respond better to genuine recommendations embedded within relatable narratives than to overt sales pitches. Transparency regarding sponsored content is also crucial for maintaining trust. Effective influencer marketing on Instagram requires careful targeting and segmentation based on demographics, interests, and online behaviour. Matching brands with the right influencers ensures the message resonates with the intended audience and maximizes impact. Beyond immediate purchases, influencer marketing can foster brand advocacy and long-term engagement. Building a community around shared values and interests creates loyal customers who trust the brand and its recommendations. Overall, this study highlights the undeniable impact of digital advertising influencers on consumers' online buying behaviour on Instagram. By leveraging trust, social proof, and authentic content, brands can engage customers effectively and drive conversions. However, ethical considerations and strategic targeting remain crucial for sustainable success. This study revealed that consumers' online purchasing behaviour is influenced by the attitude and believability of social media influencers. It was discovered that the respondents are influenced to try the products that social media influencers use by the pictures or posts of those influencers. Consumer opinions are important, and items should be made and updated to appeal to a wide range of consumers. This study provides the most important information that brands and businesses can use to strengthen their marketing strategy and make better plans to understand consumer behaviour and how influencer marketing on Instagram affects it. Despite the fact that influencer marketing is a very effective marketing strategy in the current generation, it is clear from the survey's results that some customers still do not fully trust influencers and the content they support. Influencers should use innovative techniques, persuade their audience that the goods they are endorsing are reliable, and offer a guarantee in order to win over customers' trust.



**RECOMMENDATION**

Further research should explore the long-term effects of influencer marketing and digital advertising on consumer behaviour. Additionally, research is needed to develop ethical guidelines and regulatory frameworks for influencer marketing and targeted advertising on social media platforms. The Manipulation of information for promotional purposes, use of AI on these platforms, dissemination of fake news from marketing activities needs to be analysed and studied further. Copyright infringement is also one of the big challenges that intellectuals face on social media which needs to be studied.

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Ethical Approval and Consent to Participate	No, the article does not require ethical approval and consent to participate with evidence.
Availability of Data and Material	Not relevant.
Authors Contributions	All authors having equal contribution for this article.

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**Mr. Mayank Jhinkwan**, Research Scholar Dev Bhoomi Uttarakhand University, Completed his Masters and Bachelors in Journalism and mass communication from GEHU, Dehradun. Motivated and results-driven Teaching Assistant and Research Scholar with a passion.

My academic journey is rooted in a robust background in media studies, graphic design, and communication theory. This multidisciplinary approach enables me to critically analyze the subtleties of visual manipulation, from traditional media outlets to the rapidly evolving landscape of social media and digital advertising. Through rigorous qualitative and quantitative methodologies, Driven by a passion for visual literacy and media ethics, my work aspires to contribute to a more informed and discerning public. I seek to foster a deeper understanding of how visual communication shapes our collective consciousness and to advocate for transparency and integrity in media practices.



**Ms. Anshika Upadhyay**, M. Com (JMI, Delhi), B.Com (HNBGU), I am an Assistant Professor of Economics with a unique interdisciplinary flair, as I also teach the French language. My academic career is a blend of rigorous economic analysis and the enriching cultural perspectives of language studies. With a strong foundation in economic theory and applied economics, I am dedicated to providing my students with a comprehensive understanding of both microeconomic and macroeconomic principles. My research interests lie in the areas of economic development, behavioral economics, and international trade, where I strive to contribute to contemporary economic discourse through insightful research and publications. Committed to academic excellence and student success, I employ innovative teaching methodologies that encourage critical thinking, problem-solving, and effective communication. My dual roles in economics and language education reflect my belief in the interconnectedness of diverse disciplines and my dedication to preparing students for a dynamic and interconnected world.



## Impact of Digital Advertising by the Influencers on Consumers' Online Buying Behaviour (Special Reference to Instagram)



**Dr. Chetan Bhatt**, Assistant Professor of Journalism and Mass Communication with over a decade of experience in academia and industry. My extensive background encompasses teaching, research, and professional practice, allowing me to bring a wealth of knowledge and real-world insights to my students. My expertise spans various facets of journalism, including investigative reporting, digital media, broadcast journalism, and media ethics. As a research supervisor, I have guided numerous students through their academic journeys, helping them to develop their research skills and produce impactful scholarly work. My research interests are diverse, focusing on media effects, the evolution of digital journalism, media literacy, and the role of journalism in democratic societies. I am particularly passionate about exploring how emerging technologies are reshaping the media landscape and influencing public discourse. My teaching philosophy is rooted in fostering critical thinking, creativity, and ethical practices among my students. I strive to create an engaging and dynamic learning environment where students are encouraged to explore innovative ideas and develop their unique voices as future journalists and media professionals. Through my commitment to academic excellence and mentorship, I aim to equip my students with the skills and knowledge necessary to navigate and succeed in the rapidly changing world of mass communication, ensuring they are prepared to meet the challenges and opportunities of the modern media industry.

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