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Erbil Technical Administration College
International Marketing & Language Department

The Impact of Instagram Advertising on Brand Awareness: Kaiser Home - Erbil

A Thesis /Dissertation

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SUPERVISOR CERTIFICATE

This thesis has been written under my supervision and has been submitted for
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EXAMINING COMMITTEE CERTIFICATION

We certify that we have read this thesis (The impact of Instagram advertising on brand awareness: Kaiser Home, Erbil) and as an examining committee examined the students (Zhelan Azad Jalil, Rovana Wrya Omar, Rayan Abdullah) in its content and what related to it. We approve that it meets the standards of a thesis / dissertation for the degree of the Degree in Bachelors of International Marketing & Language

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Abstract

This research investigates the importance of Instagram advertising on brand awareness at Kaiser Home, furniture store and the reason why we chose Instagram platform is because it's a famous and the most effective social media platform in the world and attracts millions of customers around the world. Our objectives through this research is improve our knowledge on this topics and provide valuable accurate information to people so they can gain something from it. Despite the popularity of Instagram advertising there are still people who doesn't trust Instagram for business and the reason why is because, One, there are a lot of fake accounts who deceive people, secondly, Lack of trust, cause a lot of time the product is not the same as the picture or they don't respond, or when the order is not what you expected either it's in size, quality.

We proposed three hypotheses for this subject which are, With the visual nature of Instagram combined with its large active user and targeted advertising options, allows brands to reach a wide audience and communicate with them. And another hypothesis is that Instagram Advertising will reach wider audience and increase brand awareness in areas or geographical areas where the brand may not have had much visibility before.

The type of research is quantitative survey which has been directed to customers at Kaiser Home, of course we had given the permission to ask them questions regarding this research because there is no one knows better than customers and what they expect from them. According to the data we have collected we came to this conclusion that Instagram advertising have both positive and negative impact on brand awareness, for example, one opens an account on Instagram to promote their products or sell something or anything related to business, there is no guarantee that it will work, that's a negative, positive thing about this, is even if this doesn't work they still learn something from it so when they get back again they can start fresh and use more effective strategies to make this business go and improve their work.

Chapter One

1.1 Introduction

Social media platforms are crucial for brands to connect with their audience, and Instagram stands out as a powerful player here. The impact of Instagram advertising on brand awareness can be significant as the platform provides many opportunities for brands to reach a large and engaged audience. Instagram has over a billion users making it one of the largest social media platforms for advertising, it can help brands to reach wide and target their audience in specific areas and target their ads effectively and track their performance of their ads. Consistent and engaging content on Instagram can also help in building a strong brand presence and form a connection with potential customers. Instagram can drive user engagement through likes, comments, and shares which makes it easy to attract audiences through various fields and High-quality images and videos can help brands stand out in users' feeds and leave a lasting impression, ultimately increasing brand awareness. Through Instagram you can engage with customers on more of a personal level and build brand loyalty it allows brands to tell their story in a creative and engaging way. We chose Kaiser home because it's a known place and it has a lot of customers, despite the orders in Erbil there are customers around Kurdistan too. Kaiser Home is a furniture Store in Erbil, they offer a wide range of furniture options, from sofas and dining tables to bedroom sets and home office furniture.

Despite the growing importance of Instagram advertising as a marketing tool, there is a lack of research on the impact of Instagram advertising on brand awareness. While Instagram is a powerful tool for reaching a wide audience and increasing brand visibility, there is a risk that advertising on the platform can come across as inauthentic, which is the potential for negative perceptions or backlash from consumers Because sometimes when you order something you get something else its called, Expectations VS Reality, this causes customers to not trust you and get hesitant when they order something, or when you want to order something you message the page they don't respond immediately which makes them doubt you. You have to be consistent and be on guard 24/7 when it comes to your customers because at the end, they came to you because they trust you and believe you have something they want. We hope through this research we can find the solution to our problem and help us to widen our knowledge on this topic or integrate existing knowledge in new ways. We hope to provide valuable information that can be used to inform decision-making and practice in relevant areas. Additionally, we aim to raise awareness about important issues, about Instagram platform as a source of an advertising platform for Brand Awareness and positive impact by advancing knowledge, and driving positive changes. And

to attract customers and promote our products and help us to gain audiences around the city to help us expand our business

1.2 Statement of Research Problem

One of the gaps is “Online Advertising” There is no trust because they can’t see the product since its online so it makes it hard for them to trust us in that aspect. As we said customers find it hard to trust brands because of Expectations VS Reality, this happens a lot to customers when they order something online, they get something completely different in reality like the quality is not the same as in the picture or the style is different or the size is different. Another reason is ignoring your customers online which causes the customer to stay away from you, one thing customers want from brands is to be consistent and help them to find the best product for them so in order to do that you have to be responsible. This is the problem we found in Kaiser Home Because we learned that customers find it hard to trust them for Online Advertising for many reasons as we talked above.

1.3 Research Objectives

In today’s digital age, as we all know social media platforms has become an important and effective tool to market your brand and for businesses seeking to enhance brand visibility, Instagram has appeared for brands to connect with consumers through visually content and targeted advertising. So, our objectives of this research are us the following:

- 1- To try and help improve online advertising in Kaiser Home.
- 2- To Improve our knowledge
- 3- To provide people valuable accurate information on this topic.

1.4 Research Hypothesis

- 1- Increasing the frequency of Instagram advertising by 20% will lead to a 10% increase in brand awareness.
- 2- Visual Nature of Instagram combined with its large active user and targeted advertising options, allows brands to reach a wide audience and communicate effectively with their messages.
- 3- Through Instagram Advertising will reach a wider audience and increase brand awareness in areas or geographical areas where the brand may not have had much visibility before.

1.5 Research Significance

Kaiser Home's way of advertising is only through Instagram, through this research we want to Add other platforms for advertising like (Facebook, Tik Tok and snapchat.) because these platforms also have a significant amount of audience and you can attract more customers there as well. This way Kaiser Home can get recognized and people get to know them more. Similarly, another thing we want to achieve through this research is to open more branches either in Erbil or places around Kurdistan region because they get a lot orders around Erbil, so if they open branches there, they get more customers and it can help them to come and order it themselves.

1.6 Research Questions

- 1- How can Instagram affect customers?
(Increase brand awareness and visibility – Build customer loyalty and advocacy – Drive traffic to online stores or physical location)

- 2- Is Instagram able to create awareness in Kaiser Home?
(Obviously, it can because there are customers follow the account and is loyal – It can affect customers but not all the time – people don't care about awareness they just want to purchase the product)

- 3- What drives customers to purchase a product on Instagram?
(The picture – The price – word of mouth)

1.7 Research Aim

Our aim is to reach wide because as we know Instagram has over a billion monthly active users making it a powerful platform for reaching a large audience. Instagram advertising can have a significant impact on brand awareness due to the platform's large and engaged users. And also provide people with valuable and accurate information to and help to make a positive change so that we and the people get benefit from it, another aim of ours is to attract more customers for Kaiser Home and expand their business to make a place people can go to buy furniture.

1.8 Research Variables

Independent → The impact of Instagram advertising on brand awareness

Mediator → Level of engagement with the Ad

Dependent → Lack of trust
Exaggeration

Chapter Two

2.1 Literature Review

This literature review aims to explore the existing research on the impact of Instagram advertising on brand awareness

2.2 Brand

A brand is a product or a business that has a distinct identity in the perception of consumers. The brand is created through elements of design, packaging, and advertising that, as a whole, distinguish the product from its competitors. A product's logos and slogans are elements of its brand and are designed to support a product's brand identity they may convey a message that their products are easier, more reliable to use than competitor, for example, Nike's "Just Do It" slogan is meant to inspire and motivate people to pursue their goals and dreams, no matter how difficult they may seem.

(S., & Dana, P. (2021). Analisis Pengaruh Brand Image, Brand Experience, Brand Trust, Dan Brand Satisfaction Terhadap Brand Loyalty Financial Technology: E-Wallet. 10)

(Chung, M. R., & Welty Peachey, J. (2022). The influence of brand experience on satisfaction, uncertainty and brand loyalty: a focus on the golf club industry. *Sport, Business and Management: An International Journal*, 12(2), 154–170. <https://doi.org/10.1108/SBM-11-2020-0115>).

(Eyada, B. (2020). Brand activism, the relation and impact on consumer perception: a case study on Nike advertising. Retrieved 2023-09-25. https://www.researchgate.net/publication/347535941_Brand_Activism_the_

Relation_and_Impact_on_Consumer_Perception_A_Case_Study_on_Nike_Advertising)

2.3 Instagram Advertising

Instagram has become a powerful platform for Businesses to engage with their customers and promote their brands through Visual contents and targeted advertising. As the popularity of Instagram continues to grow, Businesses also increasing to utilize the platform to promote their products and services and enhance brand awareness. As we all know social media nowadays is one of or the best marketing tool for your business if you want to get recognized in the market and promote your work, Instagram specifically has been the most powerful tool for marketing with its visually contents, Hashtags, stories and shares you can reach worldwide with just one Ad. The reason why we chose Instagram is because we know Instagram is the best for advertising, of course there are many other platforms you can use for promoting your business or products, but in our opinion, Instagram is the best and the reason why we think that is because Instagram boasts high engagement rates compared to other social media platforms interacting through likes, comments, shares and build relationships with the customer. Instagram offers targeting options that allow advertisers to reach specific demographics, interests, and behaviours, also another thing is that Instagram has shopping features that allow users to discover and purchase products directly from the platform, this has made it easier for brands to showcase their products to the world.

(Singh, M. (2020). Instagram Marketing – The Ultimate Marketing Strategy, International Journal of Advance and Innovative Research, (7)1: 379-382.)

(Kuligowski, K.

(2020) 12 Reasons to use Instagram for your business (online) [https://www.business.com >artilces](https://www.business.com/articles) (date retrieved 31 November 2021).

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2.4 Brand Awareness

Brand awareness, or brand recognition, refers to a customer's level of familiarity with a product or service by name. It marks the beginning of a consumer's interest in a product or service, Brand awareness helps your brand become top of mind with potential customers when they begin to consider purchase decisions. According to a 2022 global survey from Statista, 5 out of 10 consumers said they

would be willing to Spend extra for a brand with an image that appealed to them. “In 2022, the aggregate value of the world’s 100 most valuable brands increased by over 22% and reached a record \$8.7 trillion,” according to Statista. “By comparison, this figure stood at around \$5 trillion just two years earlier.”

(Sachin Shankarrao Hatole et al 2022 ECS Trans. 107 7987 DOI 10.1149/10701.7987ecst)

(Pizam, A. & Godovykh, M. (2022). Brand Awareness. In Encyclopedia of Tourism Management and Marketing (pp. 1-3). Edward Elgar Publishing)

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2.5 Impact of Instagram Advertising on Brand Awareness

Instagram advertising can have a positive impact on brand awareness by reaching a large and engaged audience, by creating visually appealing content to attract customers and attract more attention to your brand, products, or Businesses. According to Instagram, 50% of people surveyed said viewing an ad on the platform makes them more interested in a company. And in an Instagram case study, Bombas Socks more than doubled their conversion rate and increased their return on ad spend by over 45% using Instagram ads.

(Datta, B., & Kaushik, P. 2019. Brand awareness through Instagram advertising. Asian Journal of Management, 10(2), 100-108.)

(Usman, O., & Navari, R. 2019. Influence of Promotion Through Social Media Instagram, Brand Awareness, Brand Equity, Brand Loyalty to Purchasing Decisions. Brand Awareness, Brand Equity, Brand Loyalty to Purchasing Decisions (December 31, 2019).

(Wörfel, S. 2019. Brand-Awareness Through Marketing on Instagram: An Instagram marketing strategy for ONIMOS clothing. Thesis. <https://urn.fi/URN:NBN:fi:amk-2019091818907>)

2.6 Kaiser Home

Kaiser Home is a well-known Furniture store in Erbil, Koya Road in front of Plus Life apartment. They promote their products through social media platform like (Instagram, Facebook, TikTok and Snapchat.) But they are mostly active through Instagram. The advertisings they do is mostly through famous people, with this type of advertising they gain a lot of viewers and attention and this makes customers to visit and trust this place

(<https://www.facebook.com/profile.php?id=100070538886904&mibextid=LQQJ4d>).

Chapter Three

3.1 Research Methodology

Our Research is about the impact of Instagram advertising on Brand Awareness in Kaiser Home, Furniture Store in Erbil. Through this research we hope to widen our knowledge on this topic which is very important and also try to provide some information to the readers and be a good help to students who are interested in this topic.

3.2 Type of Research:

our type of research quantitative research data, Questionnaire is used for gathering data from respondents about their experiences, opinions. Questionnaire offers a fast, efficient means of gathering large amounts of information from sizable sample volumes. The reason why we chose this method is because our main problem is the lack of information based on this topic so we prepared a survey which respondents were asked to choose from a multiple choice that indicated their preferences by selecting the multiple choices we put, with this method we hope to gather as many information as we can to collect data and analyze it in this research so it can be a source of information that can at least be a help for Kaiser home to solve their problem or be a source of information people or our students can benefit from it. After conducting the survey and collecting information from the respondents, the questionnaire was distributed through a Link to a Google form through most used social media platforms in Kurdistan, Like, Viber, WhatsApp, or via email. The respondents were obligated to answer and return the survey.

3.3 Research Sample:

A sample of customers have been chosen at Kaiser Home, we had permission to call them or send them our survey to answer our questions to help us with this research, because there are no better eyes than customers who purchase a product so that's why we decided to include some customers because through this survey you are basically getting feedbacks and these feedbacks can provide valuable insights into market trends, competitor analysis, and consumer behavior.

3.4 Research Population:

The population for our research is the customers at Kaiser Home.

Chapter Four

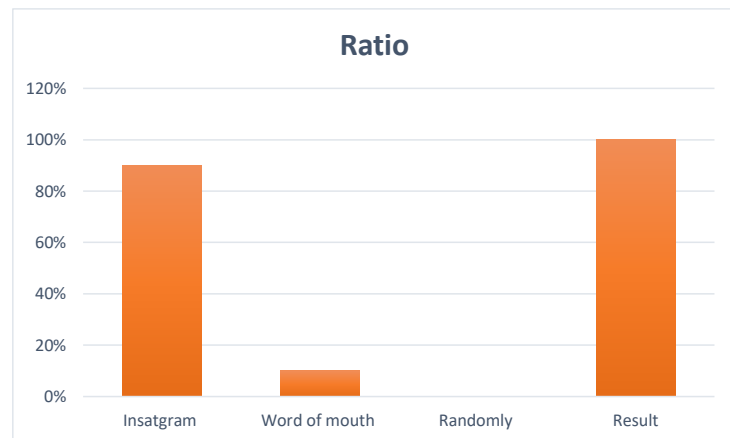
4.1 Research Results

4.2 Data

Q1/ How did you find our page?

| Data | Ratio |
|---------------|-------|
| Instagram | 90% |
| Word Of Mouth | 10% |
| Randomly | 0% |
| Total | 100% |

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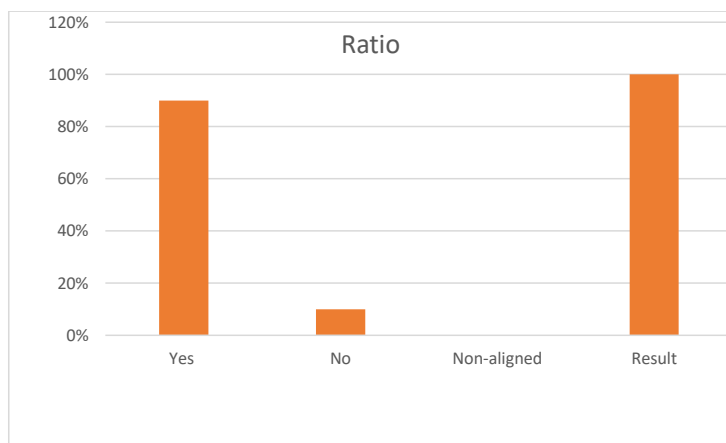


(Figure 1)

A/ Here are shown that 90% customers found the page on Instagram and 10% found it through word of mouth and, 0% found it randomly. So here it shows us that customers have an interest in Kaiser Home since majority of them found the page through Instagram.

Q2/ Does our advertising on Instagram influence you to purchase the product ?

| Data | Ratio |
|-------------|-------|
| Yes | 90% |
| No | 10% |
| Non Aligned | 0% |
| Total | 100% |

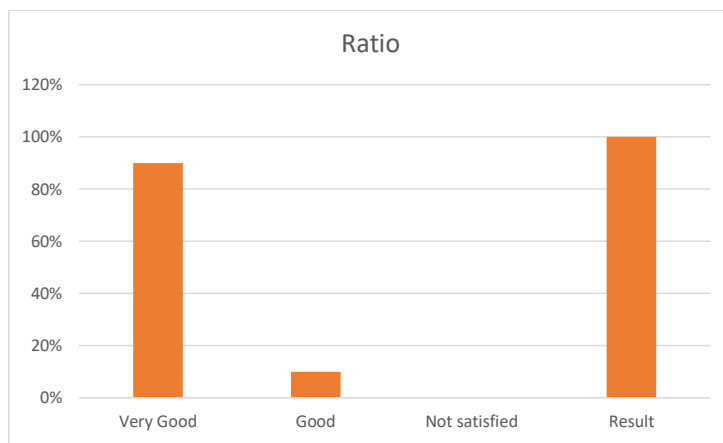


(Figure 2)

A/ The result shows us that majority of customers (90%) are influenced by Instagram advertising to purchase a product and nearly 10% of them aren't influenced by the ads on Instagram to purchase a product so here it shows us some of these customers find it hard to trust online advertisings to purchase a products maybe because of past experiences or the price.

Q3/ How would you rate the responsiveness of our customer service team ?

| Data | Ratio |
|---------------|-------|
| Very Good | 90% |
| Good | 10% |
| Not satisfied | 0% |
| Total | 100% |

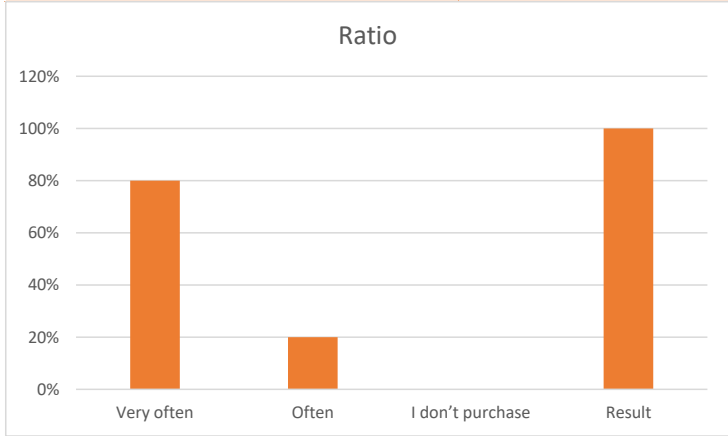


(Figure 3)

A/ All the customers are satisfied with the customer service in Kaiser Home as, 90% of them are very satisfied and 10% of them are satisfied enough about the responsiveness of the customer service team but not fully satisfied so here it shows us that maybe the customer service in Kaiser Home needs to be improved so that customers can be fully satisfied.

Q4/ How frequently do purchase from us?

| Data | Ratio |
|------------------|-------|
| Very Often | 80% |
| Often | 20% |
| I don't purchase | 0% |
| Total | 100% |

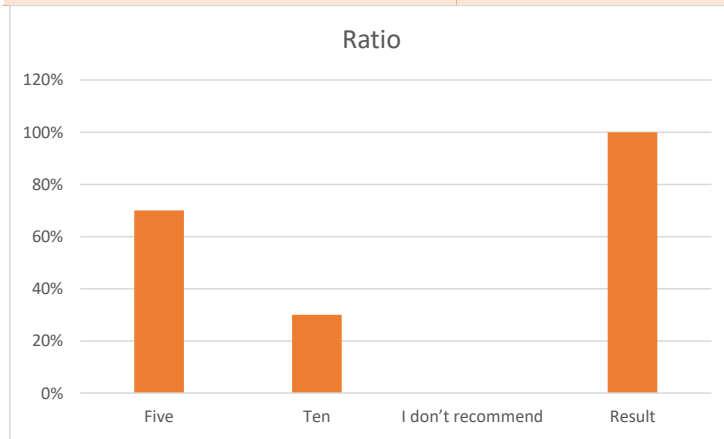


(Figure 4)

A/ 80% of customers purchase from Kaiser Home very often and only 20% of them often but not all the time meaning they're not regular customers so here it shows us that Kaiser Home maybe needs to change its strategy so they can attract more customers to purchase from them and be a loyal customer.

Q5/ On a scale of 1 to 10, how likely are you to recommend us to a friend or colleague ?

| Data | Ratio |
|-------------------|-------|
| 5 | 70% |
| 10 | 30% |
| I don't recommend | 0% |
| Total | 100% |



(Figure 5)

A/ Nearly 30% of customers recommend Kaiser Home to their friends or relatives or even colleagues, and other 70% rated 5 which means they are not convinced or satisfied enough to recommend them to their friends and family which brings to the question of why they are not satisfied enough to recommend which I think the main reason is that a lot of people purchase stuff from are outside Erbil, which it means that they cant trust their products wont be the same so our suggestion is to open more branches around so they can come and see the products themselves and then purchase it.

Q6/ What factors influence your decision to choose our products/services over competitors ?

| Data | Ratio |
|------------------|-------|
| Quality | 40% |
| Price | 30% |
| Customer Service | 30% |
| Total | 100% |



(Figure 6)

A/ 40% of customers find the quality the main reason they're interested in Kaiser Home and 30% each find customer service and price the reason why they chose Kaiser Home to purchase products which shows us that Kaiser Home despite the obstacles they face they still have some loyal customers. With a great strategy they can attract more customers.

Chapter Five

5.1 Conclusion

Based on the research conducted, our research on Kaiser Home, furniture store highlights the importance of customer-centric strategies including expanding and improving the in-store experiences, understanding consumer behaviors and online advertising, that way they can position themselves for long-term success in a rapidly evolving industry.

5.2 Recommendation

- 1- We realized in Kaiser Home that the advertising is not very good, its good but it can be better, for example promote products in different platforms that way you can attract more customers.
- 2- Another recommendation is to start using more hashtags because it is easier for users interested in furniture to discover your posts even if they don't follow your account.
- 3- Update/improve the store website, to open a section dedicated for feedbacks so that way you can improve your store and know what your customers want.

5.3 Future Research

- 1- Exploring Through the depth of the impact of language on advertising in general
- 2- Investigating the effectiveness of emerging social media platforms in reaching and engaging with target audiences.
- 3- Exploring the impact of cultural differences on consumer preferences on global markets.

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