RESEARCH ARTICLE

Factors affecting youth engagement on Instagram mobile app

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Abstract

As a relatively new social networking site(SNS), Instagram's user database has been growing at a staggering rate since it was first launched in 2010. Marketing practitioners have been making efforts on this increasingly popular mobile image(and video) capturing and sharing services to reach the end-users, more importantly, to build lasting relationship with them.This study follows literature study, positive worldview, and utilized contextual investigation plan. The information was gathered by qualitative substance investigation strategy through passing questionnaire. A questionnaire was conducted to collect primary data and secondary data the study sample consisted of 104 respondents. Therefore, these significantly affect the adherents, likes, and remarks, for consumer engagement. The variables that are considered for the study are customer engagement, perceived value, social value, ease of use. As per the result of the study perceived value, social value, ease of use have shown positive influence on the youth engagement.

Keywords: Entertainment, Perceived value, Socialvalue, Ease of use, Youth engagement.

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1.INTRODUCTION

Social media applications play a vital role and influence the individual's social behaviour. Social media applications allow the people to share connect with their friends and others who are important to them. Instagram, is one of the most popular social media applications among the young generation.[1]Instagram is a free, Online photo-sharing application and social network platform that was acquired by Facebook in 2012. Instagram allows users to edit and upload photos and short videos through a mobile app. Users can add a captain to each of their posts and use hashtags and locations-based geotags to index these posts and make them searchable by other users within the app. Each post by a user appears on their followers Instagram feeds and can also be viewed by the public when tagged using hashtags or geotags. Users also have the option of making their profile private so that only their followers can view their posts. [1]

As with other social networking platforms, Instagram users can like, comment on and bookmark others posts, as well as send private messages to their friends via the Instagram direct feature. Photos can be shared on one or several other social media sites including Twitter, Facebook and tumble with a single click. [2]

Instagram is not only a tool for individual, but also for business. The photo sharing app offers companies the opportunity to start a free busines account to promote their brand and impression metrics. According to Instagram website, more than 1 million advertisers worldwide use Instagram to share their stories and drive business results. Additionally, 60% of people say they discover new products through the app. [3]

Objectives of the study:
1. To know how perceived value has an influence on youth engagement.
2. To know how social value has an influence on youth engagement.
3. To know how emotional value has an influence on youth engagement.
4. To know how economical value has an influence on youth engagement. [4]

The factors chosen related to youth engagement of Instagram in this study are: entertainment, perceived value, social value, ease of use as presented in the research model in the above figure. [5]

Hypotheses development
Entertainment:
Entertainment is a form of activity that holds the attention and interest of an audience, or gives pleasure and delight. It can be an idea or a task, but is more likely to be one of the activities or events that have developed over thousands of years specifically for the purpose of keeping an audience's attention. [6]

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2.Literature review

Author/year	Factors	Major findings
Rima Raidah Rachmah/2020	entertainment, informative, and remuneration posts	The proposed result of this study is the entertainment, informative, and remuneration content type post have a positive effect on consumer engagement (likes, comments, and follow).
Alexander mathisen, mats Fredrick stangeby/2107	Ad effectiveness and purchase intension	The research finds that brand (high fit, low fit and unknown) endorser (liked disliked and not present) and ad (native obvious) all predict ad effectiveness and purchase intention. The results for ad effectiveness and purchase intention are similar and the brand has the highest effect on both
PRM Fernandes /2018	physical appearance, gender and popularity	Results suggest that physical appearance positively influences consumers purchase intention while gender and popularity showed no significant effect on consumers purchase intention
Marta Sofia Ribeiro chemela/2019	Brand awareness, corporate social responsibility, customer service, engagement, product awareness, promotion and seasonal	Results showed that content typology has a significant impact on consumer engagement, and that there was a linear trend between all types of content, being brand awareness the content which raised higher engagement. additionally, consumer engagement was higher when posts showed only the product itself and were original content from the brands rather than reposts.
HaraldJ. Van Heerde Massey university Scott A. Neslin Dartmouth college/2015	online advertising, social media messaging, app upgrades, state dependence and purchase history	The key findings are that mobile access has a significant positive effect on purchase (both online and offline) and that several marketing efforts exert a positive influence on app usage. We first discuss the parameter estimates and then report simulations to capture the dynamic impact of shocks to variables in the system.
Prof. Dr. pantelis Vatikiotis/2018	Digital content marketing, digital consumer engagement, social network sites, engagement, Instagram, Netflix, blue TV	Regarding the data collected from each brands Instagram accounts, there are five content types shared the content types are Video and photograph. Types of content Moreover, there are 150 content for Blu tv and 84 content for Netflix shared during the week days (Monday-Thursday), 135 content for nu tv and 57 content for Netflix shared during weekend (Friday-Sunday) with grand total, 426 content were examined
Lauren Reiter, roger mchaney, kim y. Hiller Connell(2017)	Ease of use, usefulness	The current study provides assurance the that measures used extensively in other technology-based venues can be confidently applied within the social media area, specifically within environmentally sustainable apparel community's formation of virtual communities (Ngau et al.,2015)
Daniel Belanche, Isabel cenjor and Alfredo perez-Rueda/2019	Ad effectiveness, attitude toward the ad, intrusiveness, loyalty, Instagram stories.	The results indicate that Instagram stories not only enhances consumer attitude toward ads but also in Increases perceived intrusiveness, compared to Facebook wall. Millennials are more disturbed by Facebook wall ads than non-millennial users. A triple interaction effect reveals that non-millennial men anymore loyal toward Facebook wall ads, whereas millennials of both genders and n0n-millennial women are more loyal to ads on Instagram
Pessala, Irene/10.10.2016	users attitudes and experiences	The results of the study showed that the majority of the users found poorly targeted advertisements on the application and that their presence was not highly appreciate. The cost-efficiency of Instagram advertising was clearly lower than on Facebook, yet certain engagement behaviours occurred more often
Carmen Balan/24-3-2017	ability to generate likes, views, and comments	The findings of this study revealed statistically significant difference between the content themes of Instagram posts by the brand, Nike. In addition, content that focused on user experience and aspirational values appeared to have more engagement power than other themes approached by Nike.
Dr. Amira Karam Eldin/2016 Dr. Amira Karam Eldin/2016	Instagram, youth- opinion, influence Instagram, youth-opinion, influence.	The result proved the effectiveness of Instagram to get to the youth as the rate of seeing Instagram election post per week, 62.16% of the questionnaire takers answered that they see it more than 9 times a week, 8.10% see it 7-9 times a week, and 13.51% see it 1-3 times a week.
Hannah CARDALL and Bryan F. HOWELL/2018	student engagement, responses, and comprehension scores on verbal and written assignments	Throughout the semester, anout90% of students consistently participated in online dialogue centred around design history questions. Earl in the course, responses were primarily individual comments directly engaging with the question posed in the post

| jasmine w.s. che, Christy m. K. cheung, Dimple Thadani/2017	Perceived envelopment perceived integrity	The measurement model and structural model were validated using the partial least Squares(PLS) technique, which employs a components-based approach to estimation and imposes minimal restrictions on data distribution. PLS is preferred in this study over other analytical techniques because it is exploratory in nature
Arindhevromen, Brian D. loader/2014	Social media, Political engagement, political participation, political socialisation, citizenship norms.	Results suggest a strong, positive relationship between social media use and political engagement among young people across all three countries, and provide additional insights regarding the role played by social media use in the processes by which young people become politically engaged.
AINI MAZNINA A.MANAF/2020	influence of celebrity fan engagement	Celebrity fan engagement have an influence on Instagram usage behaviour.
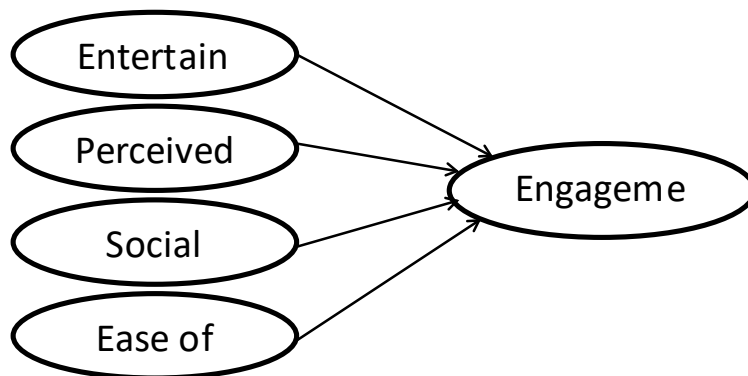
Fig 1 Research model

Although people's attention is held by the different things, because individuals have different preferences in entertainment, most forms are recognisable and familiar.Short videos, music, memes, and different kinds of performance exist in all cultures, were supported in royal courts, developed into sophisticated forms and over time became available to all citizens. [7]

H1: Entertainment has a significant positive influence on youth engagement on Instagram mobile app. [8]

3.Perceived value:
Perceived value refers to the having or tending to fulfil a conscious purpose or design. The perceived utility obtained from an elective's ability for useful perceived, utilitarian or physical execution. An option obtains perceived value through the ownership of striking useful, utilitarian or physical attributes. Perceived value is estimated on a profile of decision attributes. [9]

Perceived value concerns utilitarian reason and services that an item can offer. The value is regularly showed through an item's composite attributes, for example, characteristics or highlights that can convey impressions of utilitarian execution. Perceived value relates to the capacity of item to play out its useful, utilitarian, or physical reason and keeping in mind that it might be founded on any remarkable physical characteristic, now and then cost is the most notable perceived value. In Instagram administration settings, perceived values have observationally demonstrated that decidedly influence client's social expectations to utilize date systems or services. Instagram is another slanting application is where individuals

are utilizing it for popularity and entertainment reason. Instagram application is for creating, sharing and finding short music recordings, think karaoke for the computerized age henceforth, the purpose value of Instagram is relied upon to emphatically impact client's social expectation to utilize. The hypothesis is additionally proposed. [10]

H2: Perceived value has a significant positive influence on youth engagement on Instagram mobile app.

Social value: The perceived utility procured from a choice's relationship with at least one specific social group. An option procures social value through relationship with decidedly or contrarily stereotyped demographic socioeconomic and cultural-ethnic groups. Social value is estimated on a profile of decision symbolism. [11]

Social value has been characterized as the "perceived utility gained from an electives relationship with one or on the other hand progressively explicit social groups". Decisions including profoundly obvious items and merchandise or services imparted to others are regularly determined by social value. Henceforth, social value identifies with social endorsement and the improvement of mental self-portrait among others. The rationale of purchasing and utilizing items relies upon how a consumer needs to be seen by others as well as how he needs to see himself. The by and utilization of items is a method by which an individual can communicate mental self-view socially to other people. Inside present setting, clearly the app is considered to speak to a current item and is getting increasingly more consideration. Consequently, utilizing apps is presently viewed as popular, individuals

utilizing apps in this way van advance his/her mental self-portrait. Few henceforth characterize social value as the utility of Instagram app got from its perceived capacity to upgrade social prosperity, and we make the accompanying hypothesis:

H3: Social value has a significant positive influence on youth engagement on Instagram mobile app. [12]

Ease of use:

Perceived ease of use is a key component of technology adoption and usage behaviour. Davis defined perceived ease of use as :the degree to which a person believes that use of a particular system would be free of effort i.e. easy to comprehend or use. It is a prominent construct in tourism information systems research. It's associated with user'sevolution of the effort involved in the progression of utilizing a technology. Perceived ease of use positively affects the intention to use smartphone apps. Inthis study, we adopt davi's definition and defined perceived ease of use as the degree to which an individual considers that Instagram app is easy to use. Perceived ease of use has positive effect in using the Instagram.

H4: Perceived ease of use has a significant positive influence on youth engagement on Instagram mobile app. [13]

4.Research methodology

The methodology section cannot be overlooked, as it is considered important to apply a suitable method to achieve the research objective. Additionally, the significance of using the correct method also generates a more accurate result . Therefore, this investigation has been taken towards selecting an appropriate approach in regards of the research question. In this chapter, the structure of the methodology will consist of the following; firstly, the research method will be discussed followed by an explanation to which method would be appropriate to use in this study. Secondly, data that will be collected from both primary and secondary sources is going to be explained. Thirdly, sampling will be discussed. Fourthly, the questionnaire design, which is considered a key role in gathering data for results, will be approached. Next, ethical values will be taken into account. Finally, a short summary will be noted at the end of the chapter. [14]

5.Data analysis and results
Reliability:

Cronbach's alpha is the most widely recognized measures of internal consistency. It is most generally utilized when you have multiple Likert questions in a study/ questionnaire that structure a scale and wish to decide weather the scale is reliable. [15]

The Cronbach's alpha score is 0.7 for the high reliability internal consistency. The Cronbach's alpha for 18 questions in the survey is 0.905, which is more reliable as the score is above more than 0.7.

6.Multiple Regression

The table 3 provides the R, R2, adjusted R2, and standard error of the estimate, used to determine how a regression model fits the data. The "R" column represents the value of R, the multiple correlation coefficient. R can be considered to be one measure of the quality of the prediction of the dependent variable. The R value in the above table is 0.737 which indicates a good level

of production. The "R square" column represents the R2 value. This is the proportion of variance in the dependent variable that can be explained by the independent variables. R2 value of 0.544 that our independent variables explain 54.4% of the variables of our dependent variable. Adjusted R Square is to accurately report the data; the adjusted R Square is 0.525. The F-ratio in the above ANOVA table no 6.1 tests whether the overall regression model is a good fit for the data. The table shows that the independent variables statistically significantly predict the dependent variable, $(4, 99)= 29.473$, $p < .05$ i..e., the regression model is a good fit of the data.Unstandardised coefficient indicate how much the dependent variable varies with an independent variable when all other independent variables are held constant. The unstandardized coefficient, b for score is equal to 0.465 with standard error of 0.098, b for pv-score is equal to 0.330 with standard error of 0.097, b for sv-score is equal to 0.212 with standard error of 0.105 and b for eu-score is equal to 0.030 with standard error of 0.103. If $p < .05$, you can conclude that the coefficients are statistically significant. in the above table all the independent variables are significant except eu-score which is having 0.770 of "sig" value it is 0.770>0.05. [16]

7.Findings:

- The maximum number of respondents are that percentage of the male are 62.5% and the female are 37.5%
- The people of the age group 21 to 25 are mostly using the Instagram app and the people from the age group of 31 to 35 are spending much less time on Instagram
- The students are mostly using the Instagram app and the frequency of students are 89 and the housewives are spending much less time on Instagram and the frequency is 2
- The time spend on Instagram is below 1 hour as the percentage is higher i..e., 48.6 and the users of Instagram spending time above 3 hours is least i..e., 4.8 which means very less users are using the app above 3 hours
- The Cronbach's alpha score is 0.7 for high reliability internal consistency. The Cronbach's alpha for 18 questions in the survey is 0.905, which is more reliable as the score is above more than 0.7
- The R value is 0.737 which indicates a good level of production. The "R square" column represents the R2 value. This is the proportion of variance in the dependent variable that can be explained by the independent variables. R2 value of 0.544 that our independent variables explain 54.4% of the variables of our dependent variable. Adjusted R Square is to accurately report the data; the adjusted R Square is 0.525.
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- If $p < .05$, you can conclude that the coefficients are statistically significant. In the above table all the independent variables are significant except EU-SCORE which is having 0.770 of "sig" value it is 0.770>0.05.

Table 1 Reliability Statistics

Cronbach's Alpha	N of Items
.905	18

Table 2 Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EN1	38.350	92.583	.607	.899
EN2	38.379	93.885	.463	.903
EN3	38.388	92.259	.584	.900
EN4	38.466	90.918	.580	.900
PV1	38.301	91.683	.620	.899
PV2	38.340	92.874	.573	.900
PV3	38.311	91.255	.546	.901
PV4	38.223	91.116	.586	.899
SV1	38.184	92.034	.571	.900
SV2	38.398	90.634	.705	.896
SV3	37.777	95.038	.304	.909
EU1	38.515	96.174	.408	.904
EU2	38.136	89.883	.622	.898
EU3	38.495	93.899	.521	.901
CE1	38.262	89.686	.679	.897
CE2	37.932	90.358	.611	.899
CE3	37.854	90.518	.566	.900
CE4	38.107	90.508	.591	.899

Table 3 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.737a	.544	.525	.54730	.544	29.473	4	99	.000	1.843

a. Predictors: (Constant), EU-SCORE, PV-SCORE, EN-SCORE, SV-SCORE
b. Dependent Variable: CE-SCORE

Table 4 ANOVA

ANOVAª

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	35.314	4	8.829	29.473	.000b
Residual	29.655	99	.300		
Total	64.969	103			

a. Dependent Variable: CE-SCORE
b. Predictors: (Constant), EU-SCORE, PV-SCORE, EN-SCORE, SV-SCORE

Table 5 Coefficients

<div align="center">Coefficients^a</div>

Model	Unstandardized Coefficients			t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1(Constant)	.168	.225		.748	.456		
EN-SCORE	.465	.098	.398	4.743	.000	.655	1.526
PV-SCORE	.330	.097	.296	3.408	.001	.611	1.638
SV-SCORE	.212	.105	.182	2.023	.046	.567	1.764
EU-SCORE	.030	.103	.026	.293	.770	.606	1.651

a. Dependent Variable: CE-SCORE

8.Suggestions:

- This study focused on the engagement of the users between 16 to 35 years and the sampling method is applied
- we know that maximum influence factors for engagement of the customers on Instagram are Gender, Age, Occupation and preferred for we can improve the customer by focusing on these variables and making strategies that driven traffic towards Instagram
- The age of respondents, gender, age, occupation are among the important characteristics influencing the primary preference of customer engagement
- The maximum responses in this study are from the young people (21-25 years). If the app is updated with some special features which attracts the youth then the youth engagement of this app will increase

9.Conclusion

The objective of the study is to find out that which factor is affecting the youth engagement in Instagram. The factors are entertainment, perceived value, social value, and ease of use. Instagram is a great opportunity to start-ups to promote their products and services. This is the app which provides short videos, memes, colourediting, video editing and live also. The factors are positively affecting the customer engagement in Instagram. The entertainment has the positive effect on youth engagement, the perceived value has positive effect on the youth engagement, the social value has positive affect on youth engagement and ease of use has positive effect on youth engagement.

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