

The Impact of Instagram's Corporate Strategy on Consumer Preferences

Liangliang Ji*

Beijing New Oriental Academy, Beijing, 100000, China

*Corresponding author: 631512345678@mails.cqjtu.edu.cn

Abstract. Instagram's enterprise strategy has had a significant impact on consumer preferences, particularly in terms of its software capabilities, content delivery, and seamless integration of music. These elements shape the user experience and influence how users interact with the platform. Brands can leverage these characteristics to build stronger connections with their target audiences and create more targeted content that resonates with customers. Instagram's ability to deliver highly targeted ads based on user interests and demographics further enhances its impact on consumer preferences, increasing brand awareness and driving sales. The platform's emphasis on visual and user-generated content has also changed how consumers perceive and engage with brands, emphasizing the importance of authenticity and relevance. Additionally, Instagram's integration with other social media platforms expands its reach and influence, allowing for a cohesive online presence across multiple platforms. However, caution should be exercised when selecting internet celebrities for campaigns due to the prevalence of fake accounts and inflated data. The success of Instagram lies in its fusion of content distribution and interpersonal relationships, providing a unique social networking experience that goes beyond a mere photo-centric service.

Keywords: Operations, social media, corporate strategy.

1. Introduction

Instagram, a globally popular social media platform, is renowned for its exceptional integration of photo sharing into the daily online activities of millions of users worldwide. This platform has gained prominence due to its unique ability to facilitate connections between users and brands, which is further bolstered by its continuous introduction of innovative features. As such, Instagram has solidified its position as a prominent player in the realm of social media. The primary aim of this in-depth study is to comprehensively investigate the influence of Instagram's corporate strategies on consumer preferences. Specifically, the study focuses on various aspects such as software functionality, content delivery mechanisms, and music integration. Furthermore, it delves into the impact of multinational corporation strategies on consumer choices. [1] This study employs a qualitative research approach to explore the various aspects and functionalities offered by the platform, including likes, advertising techniques, push notifications for multimedia content dissemination, and promotional campaigns. It also examines the pivotal role played by short videos and music in shaping user preferences. [2] Through this meticulous analysis, people aim to gain valuable insights into how Instagram's strategic decisions significantly shape consumer behavior patterns and overall satisfaction levels. By delving deep into the intricacies of Instagram's operations and its influence on users, people hope to provide a comprehensive understanding of the platform's impact on modern society. Established in October 2010 by Kevin Systrom and Mike Krieger in San Francisco, Instagram garnered over 100 million users by 2012 and exceeded 300 million users by 2014. In 2012, Facebook acquired Instagram for a staggering sum of over \$1 billion. Interestingly, while Facebook's market value only experienced a modest increase of 3% in the following year, Instagram witnessed an impressive growth of 23%. This phenomenon has elevated Instagram to the status of a business legend alongside other prominent social media platforms such as Facebook, Twitter, Tumblr, and Flickr that have emerged from the United States in recent years. However, unlike its counterparts mentioned above which faced downturns at some point, Instagram managed to sustain its thriving business operations throughout. It is imperative for people to delve into the

secrets behind this success story and apply its essence to fostering the development of Chinese social media platforms. Instagram's future vision encompasses a heightened emphasis on personalized content, thereby diminishing the significance of hashtags. Moreover, there is a concerted endeavor to augment the search functionality within Instagram (IG), while simultaneously elevating the importance of IG's business features. The main arrangement of this paper is this paper commences by providing an introduction to the research background, significance, problems, and objectives. Subsequently, it delves into software functions, short videos, diversity, music integration, promotional activities, storytelling and its highlights.

2. Software Functions

Instagram, commonly abbreviated as Ins, is a highly popular social media platform that offers a diverse range of features aimed at enhancing the user experience. These features not only enable users to consume various forms of content but also facilitate interaction among them, fostering a sense of community. Among the plethora of offerings on Instagram, the 'like' function has emerged as an integral aspect defining the platform's identity. This revolutionary feature allows users to express their appreciation, support, or admiration for specific content pieces and has transformed our approach to engaging with social media content. By liking posts or photos, users can acknowledge the effort and creativity invested in creating such content while simultaneously boosting its visibility within the platform. Moreover, the 'like' function plays a pivotal role in facilitating user interactions by enabling individuals to connect with content creators, influencers, and other users through expressing approval for their posts. Consequently, this fosters a sense of camaraderie and community among like-minded individuals who share common hobbies and interests. Additionally, this feature serves as an essential tool for content creators and influencers to gauge the success and reach of their creations. The number of likes received by a post can be considered indicative of its popularity and appeal; thus providing valuable insights into which types of content resonate most effectively with viewership. Such insights can guide creators in refining their content strategies ultimately leading to an enhanced user experience on the platform. [3] In conclusion, the 'like' feature on Instagram assumes a crucial role in shaping both its unique identity and overall user experience by offering an effortless yet effective means for engagement with diverse forms of content while promoting interaction among users.

2.1. Advertising

Advertising serves as a critical component in the comprehensive functionality of Instagram software. Brands and businesses utilize this platform to establish a direct connection with their desired audience, posting a diverse range of content from product promotions to captivating behind-the-scenes footage. This strategic advertising approach not only serves as a reliable revenue generator for the platform but also presents users with an exclusive opportunity to delve into the intriguing world of their favorite brands. Instagram's monetization strategy is significantly reliant on advertisements, which are meticulously tailored to align with each user's specific interests, browsing history, and engagement on the platform. These carefully crafted ads are designed to provide a seamless and personalized experience, capturing users' attention and keeping them engaged with the app. Furthermore, the integration of advertisements within Instagram's user interface allows brands to reach a wider audience, enhancing their visibility and overall reputation. As users scroll through their feed, they are presented with a diverse array of advertisements, ensuring that each individual sees content that is not only relevant to their interests but also visually appealing. In essence, Instagram's advertising strategy is a win-win situation for both the platform and its users. While the platform generates revenue through ads, users are granted access to a wealth of information about the brands they follow, fostering a deeper connection between brand and consumer. This synergy ultimately results in a more engaging and satisfying experience for Instagram's vast user base, solidifying its position as a leading social media platform [4].

2.2. Like

Likes, as a basic form of feedback, are an important element in the social media space. They provide users with a convenient and effective way to express their appreciation or interest in a particular post, whether it's a thought-provoking article, a charming image, or a funny video. By clicking the "Like" button, users can easily and quickly express their emotional response to content, allowing creators to assess the impact of their work. [5] Like is an important tool for users to express their opinions and reactions. They enable content creators to understand the preferences and emotions of their audience, which in turn enables them to customize their content to better resonate with their target audience. This mutually beneficial relationship between creators and users promotes a more engaging and interactive online environment where ideas and information can be exchanged and shared. In addition, likes play an important role in promoting user engagement. By fostering a sense of community and camaraderie among like-minded people, likes encourages users to actively participate in online discussions and debates. When users see their likes accumulate, they feel a sense of accomplishment and identification, which drives them to create more valuable and relevant content. This positive reinforcement cycle not only increases user satisfaction, but also contributes to the overall health and vitality of the online community. In short, likes are an important part of the social media ecosystem. They facilitate effective communication between content creators and users, foster a sense of community, and. As social media platforms continue to evolve and expand, likes, as a fundamental form of feedback, will become increasingly important in shaping online experiences.

2.3. Text and text push

Instagram, often referred to as Ins, is a popular social media platform that utilizes sophisticated algorithms to deliver personalized content to its users. By analyzing users' interests, preferences, and activities on the platform, Ins is able to create a tailor-made "just for you" feed that is designed to keep users engaged and coming back for more. This feed is filled with relevant and interesting content, such as photos, videos, and articles, that cater to each user's unique tastes and interests. By utilizing these advanced algorithms, Ins is able to provide its users with a highly personalized and enjoyable experience, which in turn encourages users to spend more time on the platform and to share their own content with their followers. This creates a win-win situation for both Ins and its users, as the platform's popularity continues to grow and users are able to connect with one another through shared interests and activities.

2.4. Propagate

Ultimately, Ins provides an extensive array of sharing options that grant users the ability to effortlessly disseminate their content and establish connections with a much broader audience. far beyond merely offering a platform to share stories, these sharing features serve to cultivate a strong sense of community within the platform. By facilitating the sharing of ideas, experiences, and information, Ins fosters a dynamic and engaging environment where users can not only connect with one another but also expand their horizons and gain exposure to new perspectives. This collaborative approach to content sharing enables users to derive greater value from their time spent on the platform, as they can access a wealth of diverse content and insightful perspectives from fellow users. As a result, Ins' sharing features serve to enrich the user experience, promoting a sense of belonging and inclusivity that transcends geographic and cultural boundaries [6].

3. Short Videos

Instagram is also known for its popular feature that allows users to create and share short videos of their daily lives. This feature has become increasingly popular in recent years as it gives users a new way to connect with others and share their experiences. Brands have also taken advantage of this feature, using it to promote their products and connect with customers in new ways. Its emphasis on short videos encourages user interaction and contributes to the overall success of the platform.

However, it is important to note that these strategies also come with some challenges, such as the need to balance business interests with user privacy concerns. Future research should explore ways to mitigate these challenges while maintaining the platform's competitive advantage.

4. Diversify

Instagram, as one of the most popular social media platforms, is committed to providing it with diverse content, constantly refining and adapting its strategy to meet the needs of different cultures and regions around the world. The platform acknowledges that it is an undeniable fact that users' preferences are heavily influenced by geography, and as such, it proactively customizes content delivery to meet their unique and specific needs. By implementing a localization strategy, Ins is able to provide users with content that is not only relevant but resonates with their cultural context and preferences. This, in turn, allows the platform to build deeper connections with users, fostering more personalized and meaningful relationships. In addition, Ins understands that in order to remain competitive in today's fast-paced and dynamic digital environment, it must continuously enhance its content offering and user experience. To achieve this, the platform continuously analyzes user behavior and preferences and monitors trends and developments in different regions. [6] Ins is also investing heavily in developing advanced artificial intelligence algorithms and machine learning techniques to improve the accuracy of content recommendations. This will ensure that users are exposed to content that matches their interests and preferences, leading to increased engagement and loyalty. In summary, Ins is committed to providing diverse and personalized content and constantly strives to refine and adapt its strategy to cater to different cultures and geographies, enabling it to build a strong and loyal user base and solidify its position as the leading social media platform.

5. Promotional Activities

Instagram, commonly known as Ins, is a popular social media platform that boasts a vast user base. To enhance user engagement and generate excitement for specific products or brands, Ins regularly hosts various promotional activities. These promotions can include contests, giveaways, and other creative campaigns that captivate the attention of users. Contests, for instance, are an effective way to encourage user participation and increase brand exposure. Ins contests typically involve users submitting their own content, such as photos or videos, which are then judged based on specific criteria. The winners are often rewarded with prizes, such as free products or exclusive experiences, which serves as an incentive for users to participate. [7] Similarly, giveaways are another popular promotion on Ins. These events involve companies or brands giving away free products to random users, often in exchange for likes, comments, or shares. Giveaways can help to create a sense of excitement and anticipation among users, as they have the chance to win exclusive items or experiences. [8] In addition to these traditional promotional methods, Ins also hosts various themed campaigns and collaborations with popular brands and influencers. These events can generate significant buzz on the platform, as users flock to participate in the latest trending challenge or to see the newest product launch. Overall, Ins promotions serve as an effective way to boost user engagement and create buzz for brands. By hosting these events, companies can not only increase their visibility but also foster a sense of community and loyalty among their users.

6. Music

Extensive research has demonstrated that brand tactical decisions exert a profound influence on consumer preference and satisfaction. As an exemplary social media platform, Instagram effectively caters to the diverse needs and desires of its users through seamless integration of multimedia content, personalized push notifications, and culturally relevant music. Consequently, this has resulted in an engaging and responsive environment that aptly accommodates the unique preferences of various user groups. Moreover, the platform's ability to target specific audiences with pertinent and

captivating content has proven pivotal in enhancing user satisfaction and fostering loyalty. Instagram's emphasis on comprehending and catering to its users' multifarious needs not only renders it a preferred platform for many but also serves as a prime exemplification of how brands can leverage strategic choices to attract and retain audiences [9].

7. Story and Story Highlight

Stories provide a versatile platform for showcasing diverse content, ranging from carefully curated boutique posts like individual product videos to new product launches. New videos can be directly posted into stories, and clicking on a personal photo will display these videos on the story page. Multiple stories can be simultaneously published; however, they have a limited lifespan of only 24 hours. Additionally, Story highlights enable direct publishing of other content and facilitate easy viewing and long-term retention of categories. Moreover, the story feature enhances content appeal through the inclusion of tags, stickers, and filters. Tags assist users in quickly finding relevant content while stickers and filters enhance visual effects in videos. Stories can also be integrated with other social media platforms such as Facebook and Instagram where users can share their stories with a wider audience [9].

8. Guide

The "Guide" feature is an innovative tool that enables users to conveniently aggregate various types of content in a single location. This groundbreaking feature not only allows users to easily access and explore multiple content sources but also enables them to seamlessly share their favorite places, products, and posts on their Instagram page. By utilizing the Guide feature, users can create a personalized and engaging online experience for their followers, making it easier than ever to discover and connect with new content that aligns with their interests and preferences. With the power of the Guide feature, users can transform their Instagram page into a go-to destination for all things related to their favorite topics, hobbies, and interests, ultimately enriching their online presence and fostering a sense of community among their followers [10].

9. Dynamics

The Instagram Feed serves as a dynamic and engaging platform that enables users to share various types of content, interact with their followers and friends, and explore a diverse range of posts from accounts they might find interesting. This platform not only allows individuals to express themselves and showcase their passions but also offers a unique opportunity to connect with like-minded individuals and even businesses. When you open the Instagram app or refresh your feed, the platform intelligently pushes content from a variety of sources. Firstly, it displays posts from the accounts you already follow, ensuring you stay up-to-date with the latest updates from your friends and favorite influencers. Secondly, it offers a selection of recommended posts based on your preferred content, enabling you to discover new accounts and explore various topics that align with your interests. Lastly, Instagram also displays ads from businesses that might be of interest to you, which can range from local shops to global brands, providing you with a seamless shopping experience. In addition to the content shared by the users and hashtags you follow, the Instagram feed also incorporates a smart algorithm that recommends accounts based on your preferences, browsing history, and engagement. This personalized approach ensures that your feed remains relevant and engaging, as it continually learns and adapts to your tastes and interests. By utilizing this sophisticated technology, Instagram has successfully created a unique and tailored experience for each user, fostering a sense of community and allowing individuals to explore new ideas, cultures, and perspectives.

10. Reels

Users have the flexibility to utilize Reels, a feature-rich tool within Instagram, to record and edit short videos lasting up to 60 seconds. This platform not only allows users to capture and share their moments, but also provides the opportunity to enhance their videos with a variety of music, special effects, and narration. With Reels, users have the power to decide who can view their creations and even use their audio in various contexts. Moreover, Reels serves as a platform for individual users to stay ahead of trends, collaborate with the community, and discover new ideas. They can use this platform to not only share their experiences but also to learn from others, fostering a community of creativity and sharing. For businesses, Reels presents an opportunity to engage their audience through creative and captivating videos. By utilizing special effects, music, and stickers, businesses can create fun and inspiring videos that resonate with their viewers, ultimately driving engagement and fostering a loyal customer base.

11. Live

Instagram Live is an exciting feature that enables users to broadcast in real time and engage with their fans and followers instantly. This innovative platform allows for a more personal and interactive experience, opening up new avenues of communication and connection. After the livestream has concluded, users have the option to share the replay with their audience, ensuring that those who missed the live event can still experience it firsthand. Additionally, the live stream can be saved and viewed in a private album, providing an easily accessible archive of the content. When you choose to go live on Instagram, your live feed is given priority, appearing at the front of each snap in your story. This strategic placement helps to maximize the visibility of your live stream, ensuring that your followers are more likely to see it in their feed. Furthermore, this feature is unaffected by the Instagram algorithm, meaning that your live stream will not be subject to the same ranking factors as other content. This allows you to reach your audience directly, without the need to worry about the complexities of the algorithm. Overall, Instagram Live provides an excellent opportunity for users to connect with their audience on a more personal level, share their experiences, and engage with their followers in real time. Whether you're sharing a live event, discussing a topic, or simply chatting with your audience, Instagram Live offers a dynamic and interactive way to reach and engage with your fans.

12. Wheel blog function

Instagram allows users to create and share stories consisting of up to 10 photos or videos. These stories are known as 'roasts' and they provide a unique way to engage with one's audience. To view each image or video in a roast post individually, mobile users simply need to swipe left, while desktop users can click the arrow button located to the right of the post. Once a user shares a roast post, a small square icon appears in the top right corner of the post. This icon serves as a visual indicator that the post contains multiple media elements. When a user flips to the second image, the icon is replaced with a counter that displays the total number of media pieces in the post. Additionally, small dots appear at the bottom of the post, indicating the user's progress as they scroll through the content. Just like regular Instagram posts, users can add captions, text, and geotags to each image or video in the roast. This enables users to provide more context and information about the content they are sharing. Furthermore, users can also tag other users, locations, or products in the roast, making it easier for others to find and engage with the content. Other users can interact with the roast post just like they would with a regular Instagram post. They can double-tap the like button to show their appreciation for the content, leave comments to share their thoughts, and even share the post with their own followers. This level of engagement makes roast posts an effective way for users to connect with their audience and share their experiences.

13. Conclusion

Instagram's enterprise strategy has a profound impact on consumer preferences, especially when it comes to the platform's software capabilities, content delivery, and seamless integration of music. Each of these elements plays a vital role in shaping the user experience and determining how users interact with the platform. By delving into the impact of these characteristics on consumer preferences, brands can build stronger connections with their target audiences and create more targeted content that truly resonates with customers. In addition, Instagram's ability to deliver highly targeted ads based on user interests and demographics is another factor in its impact on consumer preferences. This kind of precision marketing allows brands to reach their desired audience more effectively, which increases brand awareness and drives sales. In addition, Instagram's emphasis on visual content and user-generated content has changed the way consumers perceive and interact with brands. This shift toward more authentic, relevant content makes it increasingly important for brands to embrace user-generated content and use it to their advantage. By doing so, they can create a sense of community and foster brand loyalty among their customers. Finally, Instagram's integration with other social media platforms, such as Facebook and WhatsApp, has expanded its reach and expanded its influence on consumer preferences. This interconnectedness enables brands to create a cohesive and consistent online presence, making it easier for consumers to engage with their content across multiple platforms. However, businesses should exercise caution when selecting Internet celebrities to work with on their campaigns due to the prevalence of fake accounts and inflated data or traffic numbers associated with some influencers. Moreover, given the competitive nature of the market, it is crucial that posts from Internet celebrities are unique and creative enough to attract users. The textual clarity surpasses that of images, while the video's expressiveness far exceeds mere text. Images serve as ideographic carriers for visual communication, albeit with a partial hindrance to mutual interaction due to their tendency to focus one-sidedly on relationships and block channels for mutual communication. The symbiotic relationship between Instagram and Facebook effectively enhances the level of interactivity on the platform itself. Subsequent additional features such as stories, question and answer functions, as well as interactive stickers consistently cater to users' needs, especially young users', thereby ensuring utmost satisfaction in user preferences. A successful social media product necessitates a fusion of content distribution and interpersonal relationships; relying solely on content would merely result in a photo-centric service akin to Pinterest rather than constructing an unparalleled social networking experience - an area where Instagram truly excels.

References

- [1] Gao Lingxuan. The Success of Instagram's operation Model and its reference significance. *Today's media*, 2017, 25 (5) : 3.
- [2] Ji Jingya, Zhou Haiyi. Research on the characteristics of new Social networks in the era of Mobile Internet -- taking Instagram as an example. *News Communication*, 2012, 11(08): 147-148.
- [3] Jiang Xiaoli. Inspiration from the development of graphic social media Instagram marketing. Jiangxi University of Finance and Economics, 2019.
- [4] None. Instagram's in-app shopping function. *Sales & Marketing*, 2019, 34(10): 7.
- [5] See how Instagram plays with personalized recommendation. *China Press*, 2016, 93(07): 62.
- [6] ZHOU Ming. Six Most popular content on social software. *Computer and Network*, 2017, 43(19): 45.
- [7] Instagram officially launched Reels short video advertising service. *International Brand Observation*, 2021, 76(21): 11.
- [8] Bakhshi S, Shamma D A, Gilbert E. Faces attract us: Photos with faces attract more likes and comments on Instagram. *International Brand Observation*, 2014, 32(22): 10.
- [9] Kuan-Ju Chen, Chia-Tung Chao. The Impact of Instagram usage Motivation on brand engagement: Using advertising value as a mediating variable. *Marketing Review*, 2019, 16(1):53-80.
- [10] Yao LAN, Kong Jing, Zhou Caijun. The Influence of Postmodernism on Social media Content Design from Instagram. *Western Radio and Television*, 2016, 67(03): 20-21.