Instagram's Growing Impact on Consumer Behaviour: A Bibliometric and Systematic Literature Review Leading to Future Research Directions

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Abstract

With its unique visual appeal and engaging features like Stories and Reels, Instagram has significantly shaped consumer behaviour. This paper embarks on an analysis of the multifaceted relationship between Instagram and consumer behaviour. By combining bibliometric analysis and Systematic Literature Review, we identify key themes and lay the foundation for future research at the intersection of consumer behaviour and Instagram. The practical implications of our findings for businesses in the digital landscape are profound, equipping them with valuable insights for strategic decision-making.

Keywords: *Bibliometric Analysis; Consumer Behaviour; Digital Marketing; Instagram; Social Media; Systematic Literature Review.*

1. Introduction

The rapid proliferation of social media platforms has not only changed the face of consumer behaviour but also the whole process of consumers searching for information, evaluating alternatives, brand engagement, and finally, purchase decision-making. In the process of this transformation, the visually driven platforms have gained more importance because of their nature, which is immersive, affective, and interactive. In the digital age, social media has significantly influenced various aspects of consumer behaviour (Chaudhary et al., 2021; Fondevila-Gascón, 2020; Shen, 2023; Stephen, 2016; Vinerean, 2013). Social media platforms like Facebook (Dehghani & Tumer, 2015; Kabadayi & Price, 2014; Lee et al., 2018), Twitter (Fischer & Reuber, 2011; Hennig-Thurau et al., 2014; Jin & Phua, 2014), YouTube (Młodkowska, 2019), and Instagram (Młodkowska, 2019; Oruç & Aydın, 2022) have impacted consumers' purchase decisions, indicating that businesses' survival depends on the complex and intricate relationships between social media platforms and consumer behaviour.

One of the main social media platforms, Instagram, has become a key player due to its visual storytelling, social commerce, influencer communication, and algorithmic personalisation. Besides its spread, it also keeps on innovating features, like Stories, Reels, live streaming, and shoppable posts, that continuously change and upgrade its image from just a photo-sharing app to an advanced consumer decision-making place.

The influence of social media platforms such as Facebook, Twitter, and YouTube over consumer attitudes, engagement, and purchase intentions has been the subject of much research. Instagram still differs from these platforms qualitatively due to its aesthetics, self-presentation, visual symbolism, and parasocial interaction. These characteristic features escalate emotional effects and the process of social comparison; thus, they cause a different impact on consumer perception, trust formation, and behavioural outcomes. Therefore, the understanding of Instagram's power to change consumer behaviour issues calls for analytical frameworks that are not the traditional text-based or interaction-centric models of social media influence anymore.

There is a fundamental difference between tech-natives and non-natives in terms of consumer responses toward brands, shaping consumer behaviour (Mahmoud et al., 2021). The role of Instagram in shaping consumer behaviour is particularly important, as diverse motivations behind social media engagement cater to different user needs (Nelson et al., 2019).

This paper aims to thoroughly explore the connection between Instagram and consumer behaviour, identifying various themes across different clusters. The bibliometric analysis is complemented by a Systematic Literature Review of individual papers to gain insights into how social media platforms influence businesses.

The present research employs a mixed-methods approach that combines bibliometric analysis with a Systematic Literature Review (SLR) to extract and organise the current understanding of the impact of Instagram on consumer behaviour. Bibliometric analysis can pinpoint the main themes, intellectual connections, and research groups through network visualisation, whereas the Systematic Literature Review

adds interpretive ballast by scrutinising both empirical and theoretical contributions within these groups. This dual approach, by connecting large-scale pattern detection with fine-scale theoretical insights, grants a more complete picture of the field.

2. Materials and Methods

There are two approaches to exploring future research directions for an area of interest. Bibliometric analysis helps find trends regarding network diagrams and linkages between the keywords, whereas Systematic Literature Review is a scientific way of deeply reviewing individual papers. However, the combination of the two methods is complementary to each other and hence eliminates any limitations.

Bibliometric analysis is a rigorous method for exploring and analysing large amounts of data to understand emerging areas in the subject of interest. Although its application in business research is new, it is a popular method to explore future directions and emerging areas (Donthu et al., 2021). However, these tools do not delve deep into the nuances of individual papers, making a Systematic Literature Review necessary to overcome such limitations.

Compared to literature reviews, systematic reviews are valuable as they widen the range, improve transparency, and highlight the empirical evidence over preconceived notions about knowledge. Further, SLR is used to identify inconsistencies in methodologies and knowledge gaps, if any. Hence, these are useful in identifying future research agendas and directions.

2.1. Process of the study

The process of the study uses a blend of two popular review techniques, Bibliometric analysis and SLR. Relevant literature is identified from the SCOPUS database with certain exclusion and inclusion criteria through SLR. In the second phase, bibliometric analysis is done with the help of the visualisation tool VOSviewer; finally, the themes identified through network analysis are analysed comprehensively through SLR (Figure 1). Future research direction is explored for Instagram's Growing Impact on Consumer behaviour.

The keywords "Consumer behaviour" and "Instagram" were used to search for and download data from the Scopus database. Forty-six papers from 33 journals were downloaded from 2011 to 2023. The period was not selected beforehand; instead, the keyword search limited the papers from the period (Table 1).

Table 1: Exclusion-Inclusion Criteria for the Bibliometric and SLR Analysis

S. No	Criteria	Inclusion	Exclusion
1.	Language of Articles	English	Other languages
2.	Period	*2011-2023	Before 2011
3.	Type of database	SCOPUS	Other databases
4.	Literature Type	Articles	Unpublished papers, Doctoral or master's theses, Conference proceedings, and textbooks related to the Keywords "Consumer behaviour" and "Instagram."
5.	Keywords	"Consumer behaviour" & "Instagram"	

*The database yielded the articles only for the period 2011-2023 while extracting.

There is no universal threshold for what constitutes a "good" impact factor; rather, impact factor values should be interpreted within subject categories due to discipline-specific citation practices (Clarivate Analytics, 2023). Accordingly, journals indexed in Scopus and appearing in Journal Citation Reports with a relatively high impact of 5 or more were retained. This study examines Instagram and consumer behaviour, spanning multiple domains.

VOSviewer, a key tool in our work, facilitates the construction and visualisation of bibliometric maps (Van Eck & Waltman, 2010). Using author keywords, we analyse co-occurrences to form networks. A link between keywords signifies their frequency in publications, with numerical values indicating connection strength. As bibliometric relations are weighted networks, edges reflect the relationship strength between nodes (Van Eck & Waltman, 2014). Thus, total link strength was meticulously analysed. Clusters, which are non-overlapping sets of author keywords, aid thematic classification.

In bibliometric networks, nodes and edges represent relationships such as co-citation, co-authorship, and co-occurrence (Van Eck & Waltman, 2014). We focus on the co-occurrence of author keywords to identify primary themes related to "Instagram" and "consumer behaviour."

The Lin Log model enhances visual clarity through logarithmic scaling based on link strength variations (Noack, 2007). This model ensures accurate node positioning and clear visualisation of clusters.

The analysis follows three stages (Figure 1). First, we extract data via a Systematic Literature Review (SLR) using the keywords "Consumer behaviour" and "Instagram." Second, bibliometric analysis classifies author keywords into nine clusters, later aggregated into three groups based on common themes. Finally, journals with an impact factor below five are excluded, refining the selection to 45 relevant articles. Mapping the SLR with aggregated clusters helps researchers identify emerging trends and future research directions.
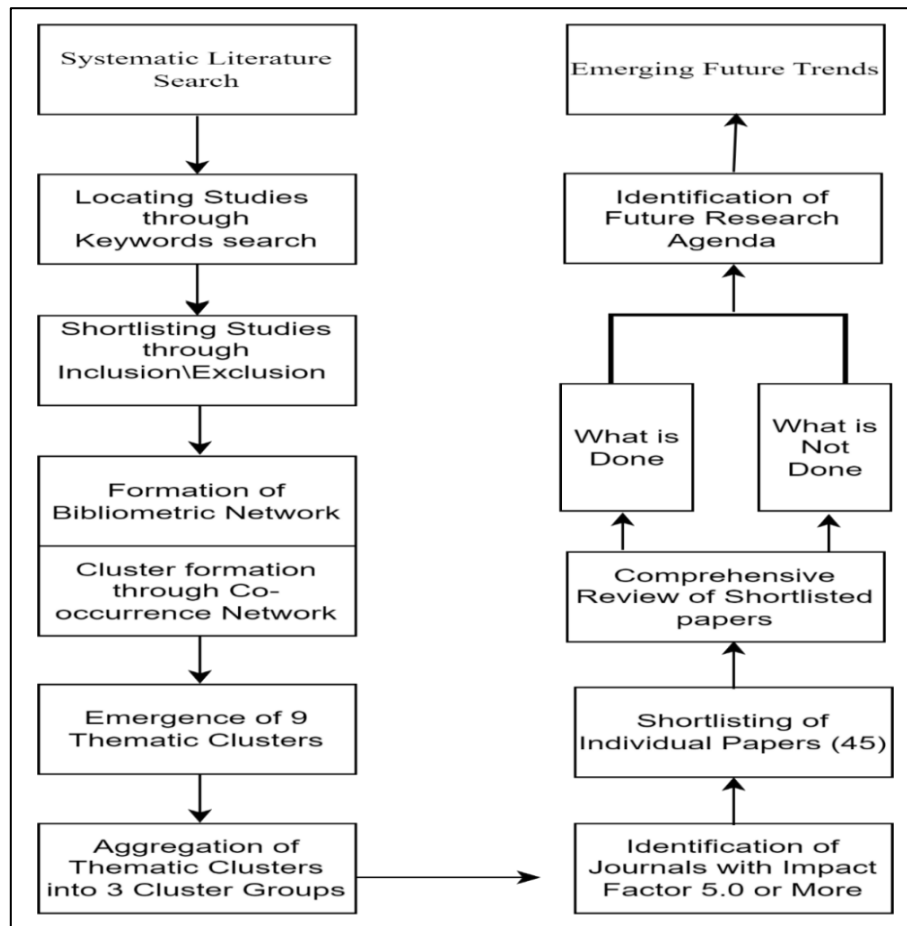
Fig. 1: Flow Diagram Representing the Review Process Adapted from (Inamdar et al., 2021).

3. Results (Author Keywords Analysis)

To understand the pathways and the links between "Consumer behaviour" and "Instagram," an analysis of the author's keywords is done using the visualization and analysis program VOSviewer. The VOSviewer has identified nine clusters. These clusters are thematically classified (Table 2). It is important to note that the software identifies separate clusters only. However, the clusters are examined and aggregated before classifying them thematically. Although the software provides the clusters, thematic classification is done by authors after identifying the common themes and the linkages between the clusters; in this regard, three broader themes are identified after aggregating the clusters into three clustered groups.

Table 2: Thematic Classification of the Clusters

Cluster	Theme
1	Branding and Advertising on Social Media
2	Building Brand Image and Communities
3	Purchase Intention in the Digital Marketplace
4	Psychosocial Dimensions of Social Commerce
5	Fashion Consumerism in the Time of Pandemic
6	Cross-Cultural Digital Consumerism
7	Generational Marketing in the Public Health Context
8	Influence of Influencer Marketing on Generation Z
9	Sustainability Engagement through social media

Source: Author's compilation.

Individual clusters are aggregated based on their focus areas. Digital marketing dynamics include factors like branding and advertising aspects, psychological and social factors affecting the dynamics, consumer behaviour across diverse cultures, and the roles of influencers impacting the buying intent, hence Cluster 1 (branding and advertising on social media), cluster 4(psychosocial dimensions of social commerce), cluster 6 (cross-cultural digital consumerism), and cluster 8 (influence of influencer marketing on generation Z) are aggregated in cluster group 1 (digital marketing dynamics). Cluster group 2 has a theme related to consumer perception and trust, including factors like consumers' intent to buy the products in an online environment, changes in consumer behaviour during exceptional times like the pandemic, and perceptions related to marketing in the health context. Hence, cluster 3 (purchase intention in the digital marketplace), cluster 5 (fashion consumerism in the time of pandemic), and Cluster 7 (generational marketing in the public health context) are clubbed together in the broader theme of Cluster Group 2 (consumer perception and trust). Lastly, two clusters, cluster 2 (building brand image and communities) and cluster 9(sustainability engagement through social media), are focused on broader societal issues related to branding image at the community level and consumer engagement for sustainability efforts, hence clubbed in cluster group 3 with the broader theme of social media's role in society and consumerism. Therefore, 9 clusters are aggregated into three broader thematic cluster groups (Table 3), so a Systematic Literature Review may be conducted for such themes. The purpose is to explore different factors and issues related to such

theories and to identify the areas that need to be explored even further for future research. This in-depth analysis is carried out on 46 papers published in journals with an impact factor of 5 or more, the last step in the process (SLR).

Table 3: Broader Thematic Classification of the Clusters

Thematic Classification	Clusters	Theme
Group 1	1, 4, 6, 8	Digital Marketing Dynamics
Group 2	3, 5, 7	Consumer Perception and Trust
Group 3	2, 9	Social Media's Role in Society and Consumerism

Source: Author's compilation.

3.1. Digital marketing dynamics (clusters 1, 4, 6, 8)

The first four clusters in the theme are presented along with their links, total link strengths, and occurrences. Later, the SLR discusses the aggregated theme of these four clusters. The analysis has highlighted the aspects of consumer behaviour related to social media marketing, advertising, and branding, including social media advertising and social networking sites. We will start by analysing cluster 1.

3.1.1. Interplay of branding and advertising on social media platforms (cluster 1)

For the first cluster, the maximum total link strength is 41 for the author keyword " Consumer behaviour, "followed by 30 for " Social media marketing " and 18 for " Advertising " (Table 4).

Table 4: Cluster 1: Interplay of Branding and Advertising on Social Media Platforms

Sr. No	Item	Links	Total link strength	occurrences
1	Advertising	12	18	4
2	Branding	10	14	5
3	Consumer behaviour	20	41	17
4	Consumer behaviour internet	6	7	2
5	Online consumer behaviour	6	7	4
6	Social media advertising	10	13	4
7	Social media marketing	17	30	11
8	Social networking sites	6	8	4

Source: Author's compilation based on the VOSviewer software output.

3.1.2. The psychosocial dimension of social commerce (cluster 4)

The author keywords " Social commerce " and "Social media influencers" have a maximum total link strength of 12, which is relatively high compared to all other author keywords in cluster 4, like 7 for "Parasocial interaction," 6 for "Materialism", and 5 for "Source Credibility" (Table 5).

Table 5: Cluster 4: the Psychosocial Dimension of Social Commerce

Sr. No	Item	Links	Total link strength	occurrences
1	Materialism	6	6	2
2	Parasocial interaction	7	7	4
3	Social commerce	10	12	4
4	Social media influencers	7	12	6
5	Source Credibility	4	5	3

Source: Author's compilation based on the VOSviewer software output.

3.1.3. Cross-cultural currents in digital consumerism (cluster 6)

For cluster number 6, "Consumer behaviour" has a maximum link strength of 35, followed by 6 for " Online advertising," 5 for "Cross-cultural," and 4 for "E-marketing" (Table 6).

Table 6: Cluster 6: Cross-cultural currents in digital consumerism

Sr. No	Item	Links	Total link strength	occurrences
1	Consumer behaviour	18	35	17
2	Cross-cultural	4	5	2
3	E-marketing	2	4	2
4	Online advertising	4	6	2

Source: Author's compilation based on the VOSviewer software output.

3.1.4. Generation Z and the power of influencer marketing on social networks (cluster 8)

The author keyword " Influencer marketing " has a maximum link strength of 17, followed by 6 for " Social networks," 5 for "Generation Z," and 4 for " Digital influencers" (Table 7).

Table 7: Generation Z and the Power of Influencer Marketing on Social Networks (Cluster 8)

Sr. No	Item	Links	Total link strength	occurrences
1	Digital influencers	4	4	2
2	Generation Z	5	5	3
3	Influencer marketing	13	17	6
4	Social networks	5	6	3

Source: Author's compilation based on the VOSviewer software output.

Considering (Links, Link strength, and Occurrence) of the critical author keywords in clusters 1, 4, 6, and 8, we find that the author keywords " Consumer behaviour " (20, 41, 17) in cluster 1, Consumer behaviour " (18, 35, 17) in cluster 6, " Social media marketing " (17,

30, 11), "Advertising" (12, 18, 4), "Influencer marketing" (13, 17, 6), "Branding" (10, 14, 5), "Social media advertising" (10, 13, 4) and "Social commerce" (10, 12, 4) have higher values for links, link strength and occurrences which means that these terms are more linked to other terms. Therefore, the terms related to Consumer behaviour and social media commerce appear more in the literature. An evident reason is that consumer behaviour and Instagram are our main keywords in the first stage of SLR. However, other vital author keywords are "Consumer behaviour internet" (6, 7, 2), "Online consumer behaviour" (6, 7, 4), "Parasocial interaction" (7, 7, 4), and "Materialism" (6, 6, 2) are also related to the keyword "consumer behaviour". Furthermore, our analysis is focused on consumer behaviour in the context of Instagram social media platform, "Online advertising" (4, 6, 2), " Social media influencers " (7, 12, 6), "Social networking sites" (6, 8, 4), "Social networks" (5, 6, 3) are related to the term as expected. Based on the thematic aggregation of clusters into the broader thematic classification of "Digital Marketing Dynamics" in the context of consumer behaviour, we further analyse the theme with the help of a Systematic Literature Review that follows.

3.1.5. Thematic SLR for digital marketing dynamics (the aggregated clusters 1, 4, 6, 8)

Social media is increasingly popular for purchasing products (Chaudhary et al., 2021). Marketing strategies are shifting towards digital platforms, which play a crucial role in enhancing marketing efforts. This shift involves key factors shaping digital marketing dynamics, requiring marketers to adapt. Consumer behaviour on social media platforms like Facebook, LinkedIn, Twitter, Pinterest, YouTube (Chaudhary et al., 2021), and Instagram (Chaudhary et al., 2021; Jin & Ryu, 2020; Ko et al., 2022; Mladenović et al., 2023) is analyzed through perception (Chaudhary et al., 2021), attitude (Chaudhary et al., 2021; Nedra et al., 2019), purchase intention (Jin & Ryu, 2020; Mladenović et al., 2023; Nedra et al., 2019), and engagement (Ko et al., 2022).

User-generated content (UGC) influences consumer purchase intention and brand trust. On Instagram, content generators—mainstream or Instagram celebrities—affect consumer behaviour through parasocial interaction (Jin & Ryu, 2020). Recent studies explore emojis in marketing communication (Ko et al., 2022; Mladenović et al., 2023), showing they humanise digital marketing and trigger emotional responses (Mladenović et al., 2023). Surprisingly, emojis negatively impact direct purchase intention but have a positive effect when mediated through positive affect. Gender differences exist in emoji perception, and their impact on hedonistic products is significant (Mladenović et al., 2023).

While emojis enhance engagement, their effects vary. Informational emojis negatively impact engagement, while emotional ones boost it. Emotional emojis work better for commercial posts than general ones (Ko et al., 2022). Consumer engagement benefits from emojis, increasing likes and comments, making them a medium for brand-related UGC. Other digital formats, like GIFs, also influence emotional responses on Instagram (Rúa-Hidalgo et al., 2021).

Firm-generated content (FGC) is vital in digital marketing, influencing brand loyalty, awareness, purchase intention, and electronic word of mouth (eWOM) (Poulis et al., 2019). FGC impacts purchase decisions more on Instagram than on Facebook and has a strong positive relationship with eWOM and purchase intention (Poulis et al., 2019).

Contrary to the belief that Instagram is purely hedonic, factors like perceived ease of use, usefulness, social identity, and pleasure influence users' intent to engage with brands (Nedra et al., 2019). Perceived ease of use positively affects attitudes toward Instagram, but usefulness, despite influencing attitude, does not impact intent to use it (Nedra et al., 2019).

Social media posts influence consumer behaviour in tech-driven industries. E-scooter manufacturers leverage these platforms to market their products, benefiting from their efficiency and affordability (Dormanesh et al., 2020). In hospitality, social media influencers positively impact consumer behaviour through word of mouth (WOM) and eWOM, driven by gratification and parasocial interaction (Horng et al., 2024).

Consumer engagement on social media varies from passive content consumption to active participation (Saridakis et al., 2016). AI tools like chatbots enhance multichannel interactions, shaping consumer decision-making (Oncioiu, 2023).

Social media consumption is more driven by aesthetics than emotional processing (Aljukhadar et al., 2020). Visually engaging content maximises engagement and purchase intent on Instagram (Yoo, 2023). However, large brand logos reduce engagement compared to smaller ones. Strategic campaigns contribute to brand value co-creation, with Instagram playing a key role (Roncha & Radclyffe-Thomas, 2016). Humour and emotional content enhance user interaction, and social media advertising integrates these elements for better consumer engagement. Pricing strategies further influence responses (Lee et al., 2018). Generational differences exist, with Generation X valuing usefulness, while Generations Y and Z prioritise enjoyment (Mahmoud et al., 2021).

After analysing digital marketing dynamics, the discussion moves to a broader theme: trust's impact on consumer perception.

3.2. Consumer perception and trust (clusters 3, 5, and 7)

Clusters 3, 5, and 7 are related to consumer perception in terms of Purchase Intention in the Digital Marketplace (cluster 3), trust in terms of Fashion Consumerism during the Pandemic (cluster 5), and Generational Marketing in the Public Health Context (cluster 7), hence may be aggregated in the broader theme of consumer perception and trust. First, these individual clusters are analysed regarding the items, links, link strengths, and occurrences (Table 8). Then, a Systematic Literature Review analyses the broader theme of consumer perception and trust.

3.2.1. The drivers of purchase intention in the digital marketplace (cluster 3)

In the third cluster, the total link strength for the author keyword "Purchase intention" is 22, followed by 6 for "Brand trust," "Electronic word of mouth," 4 for "Value co-creation," and 2 for "Brand credibility" (Table 8).

Table 8: Cluster 3 (5 Items): The Drivers of Purchase Intention in the Digital Marketplace

Sr. No	Item	Links	Total link strength	occurrences
1	Brand Credibility	2	2	2
2	Brand trust	6	6	2
3	The electronic word of mouth	5	6	3
4	Purchase intention	16	22	9
5	Value co-creation	3	4	2

Source: Author's compilation based on the VOSviewer software output.

3.2.2. Fashion consumerism/attitude in the time of the Pandemic (cluster 5)

The author keyword "fashion" has a maximum total link strength of 10, followed by 8 for "Attitudes," 5 for "Covid-19," and 4 for "Pandemic" (Table 9).

Table 9: Cluster 5 (4 Items): Fashion Consumerism/Attitude in the Time of Pandemic

Sr. No	Item	Links	Total link strength	occurrences
1	Attitudes	5	8	2
2	Covid 19	5	5	2
3	Fashion	6	10	3
4	Pandemic	4	4	3

Source: Author's compilation based on the VOSviewer software output.

3.2.3. Generational marketing in a public health context (cluster 7)

The author keyword "marketing" has a maximum total link strength of 22, followed by 4 each for "attitude" & "public health", and lastly 3 for "GenZ" (table 10).

Table 10: Cluster 7: Generational Marketing in A Public Health Context

Sr. No	Item	Links	Total link strength	occurrences
1	Attitude	4	4	2
2	GenZ	3	3	2
3	Marketing	13	22	7
4	Public health	3	4	2

Source: Author's compilation based on the VOSviewer software output.

3.2.4. Thematic SLR for consumer perception and trust (aggregated clusters 3, 5, and 7)

Digital trust is actively constructed through strategic content. Yang, Kim, and Tanoff (2020) highlight how cues like post popularity and argument quality build brand trust, reducing purchase uncertainties. Social media platforms like Facebook, Instagram, and e-commerce sites generate vast textual content. Analysing this data helps interpret social perspectives on products (Kaur & Sharma, 2023). Studies explore why consumers follow the influencers (Lee et al., 2022), yet socio-psychological motives remain underexplored. Influencers shape consumer perception through authenticity, consumerism, creative inspiration, and envy, influencing purchase frequency. Authenticity and consumerism enhance trust, while creative inspiration has a weaker link. However, envy negatively impacts trust and purchases, signalling caution (Lee et al., 2022).

Interestingly, consumers often prioritise personal relationships over paid influencers in purchase decisions, challenging traditional influencer marketing (Caiado et al., 2023). Some companies leverage social media for safety concerns, influencing consumer trust and brand credibility (Dormanesh et al., 2020).

Despite fashion's environmental harm (Choi & Ahn, 2023; McKeown & Shearer, 2019), brands emphasising green benefits achieve positive branding outcomes. Consumers with pro-environmental attitudes are more committed to brands and e-WOM, unlike general followers (Choi & Ahn, 2023). Surprisingly, lower popularity "green influencers" evoke stronger trust and purchase intentions, with consumers even willing to donate after their promotions (Pittman & Abell, 2021).

Social media marketing fosters emotional connection ("lovemark"), mediating brand loyalty (Fetais et al., 2022). Fun content boosts interaction, trust, and participation (Casaló, Flavián, & Ibáñez-Sánchez, 2017). Influencers shape consumer perception and trust, with familiar ones having stronger effects (Copeland, Lyu, & Han, 2021). Negative framing influences consumer behaviour more than positive framing (Eguren et al., 2021).

Building brand communities strengthens trust and loyalty, reducing brand switching (Valmohammadi et al., 2021). Millennials and Gen Z, despite Instagram's influence, exhibit different trust behaviours (Hood et al., 2023). Marketer-generated content (MGC) influences both user toxicity and product perception, where a sense of belonging can provoke toxic discussions (Nepomuceno et al., 2023).

Influencer authenticity relies on sincerity, truthfulness, visibility, endorsements, and uniqueness, shaping consumer engagement and purchase intent (Lee & Eastin, 2021). Socio-psychological motivations like creative inspiration and envy drive brand preferences (Lee et al., 2021).

Finally, we analyse social media's role in society and consumerism using VOSviewer for a visual bibliometric analysis of Clusters 2 and 9 before conducting a Systematic Literature Review.

3.3. Social media's role in society and consumerism (clusters 2 and 9)

In the final classification, building brand image and communities in the social media ecosystem (cluster 2) and Sustainability engagement on social media (cluster 9) pertain to social media's role in society and consumerism. The thematic SLR follows the analysis of individual clusters 2 and 9 for the cluster group.

3.3.1. Building brand image and communities in the social media ecosystem (cluster 2)

For cluster 2, the total link strength of the author keyword "Instagram" is 71, followed by 14 for "Facebook", 9 for "YouTube", 3 for "Destination image", and 2 for "Brand communities" (Table 11).

Table 11: Cluster 2: Building Brand Image and Communities in the Social Media Ecosystem

Sr. No	Item	Links	Total link strength	occurrences
1	Brand communities	1	2	2
2	Destination image	3	3	2
3	Facebook	10	14	4
4	Instagram	30	71	31
5	YouTube	7	9	2

Source: Author's compilation based on the VOSviewer software output.

3.3.2. Sustainability engagement on social media (cluster 9)

For cluster number 9, "Social Media" has a maximum link strength of 55, followed by 1 for "Consumer engagement" and "Sustainability" (Table 12).

Table 12: Cluster 9 (3 Items): Sustainability Engagement on Social Media

Sr. No	Item	Links	Total link strength	occurrences
1	Consumer engagement	1	1	2
2	Social media	26	55	35
3	Sustainability	1	1	3

Source: Author's compilation based on the VOSviewer software output.

We observe that (Links, Total link strength, and Occurrences) for the author keywords related to social media like " Instagram " (30, 71, 31), "Facebook" (10, 14, 4), "YouTube" (7, 9, 2) and "Social media" (26, 55, 35) are higher than other author keywords. However, other author keywords like "Destination image" (3, 3, 2), "Brand communities" (1, 1, 2), "Consumer engagement" (1, 1, 2), and "Sustainability" (1, 1, 3) also occur along with the keywords related to social media implying that the cluster group may be thematically classified as social media's role in society and consumerism. In this regard, SLR follows the bibliometric analysis.

3.3.3. Thematic SLR for the aggregated clusters 2 and 9

Lee, Bright, and Eastin (2021) have analysed the complex relationships between the fear of missing out (FOMO).
Unlike their older counterparts, Millennials use technology at every step to seek gratification regarding accessibility and interaction related to luxury brands. They derive satisfaction from the accessibility of such brands on social media platforms despite the minimal interaction with such products (Athwal et al., 2019).
Social media has a substantial role in society and consumerism. Interestingly, some companies also use selfies in their marketing campaigns and strategies. Even though research in this domain is lagging, some studies have shown through the analysis of Instagram data that selfies impact consumer behaviour. However, selfies have varying impacts on consumer behaviour, as individual or group selfies have different implications for consumer behaviour (Jeong et al., 2023).
Social media platforms like Instagram facilitate collective intelligence (CI). Elements like communication form, language, criteria for choice, and influence of opinion leaders shape consumer behaviour regarding buying behaviours (Carter & Yeo, 2018).
Surprisingly, during extreme events such as COVID-19, men were significantly more likely to engage positively with fashion brands through Instagram. Unlike men, the distancing factors during the pandemic were insufficient to generate a higher level of enjoyment for women in their engagement with fashion brands on Instagram. Hence, women were less likely to follow and recommend fashion-related products on Instagram. Hence, both genders behaved in different manners in case of extreme events (Mahmoud et al., 2023).
More extreme consumer behaviour is observed in the context of make-up industries. Despite makeup styles on social media being considered more extreme compared to their offline counterparts, consumers with a high level of extremity are more likely to generate such content. The bias can shift the perception of extremities on Instagram and may lessen the perception of extremities in social brands, thus pushing the social norms to more extreme levels (Bigley & Leonhardt, 2018).
Purchase intentions of millennials are impacted by "home influencers." Instead of attractiveness, expertise, and trustworthiness are mediated by advertising recognition (Ghosh & Islam, 2023).
From the aspect of social media-driven nonprofit marketing, Bernardi and Alhamdan (2022) have examined user-generated content (UGC) related to Down syndrome. Such studies have focused on stereotyping in social media discourse. Such studies highlight the integration of computational methodologies into marketing strategies.

4. Discussion

Strategic use of social media platforms like Instagram to promote various brands and to engage customers is referred to as social media marketing. The social media market is a multi-dimensional construct based on the interaction of the consumer with various brands.
Technological channels like chatbots have a transformative role in enhancing digital market dynamics, as explored by Oncioiu (2023). The complexity of decision-making of consumers is aided by the multiple channels' mechanism, such as chatbots, which directly interact with the customer via platforms like Instagram, so that customers are not passively consuming in terms of infotainment, but rather the consumer is actively involved in the decision-making process of consumption.
Social media usage in contemporary society has dual edge nature. Although Fear of missing out often has a negative connotation, Lee et al. (2021) have shown that SMI activities can transform the adverse effects into positive experiences, such as an increased level of happiness. Social media platforms like Instagram, which are primarily image-based, help to address parasocial issues like loneliness and well-being through an immersive digital community. Contrary to the popular perception that social media is detrimental to mental health, such studies have demonstrated that parasocial interaction in the environment of a digital community has a positive contribution to the extent of increased happiness.
Perceived hedonism enhances satisfaction. Casaló et al. (2017) have shown that consumers' engagement and interaction with the content is also enhanced, reflected in the form of likes and comments. Findings of Ko et al. (2022) emphasise the balancing of visual and textual media in consumer engagement, such as the usage of emojis in alignment with the textual context. Taking a clue from Aljukhadar et al. (2020) role of imagery in digital marketing is of prime importance, which means that the brands may use impactful, highly valued visuals and aesthetics for personalised experiences of the consumers. There is a growing role of social media in shaping consumer preference and purchase behaviour. Social media platforms like Instagram have developed interactive and engaging content to influence consumer preferences. In this regard, short video clips and live streaming are of particular importance (Shukri & Mustaffa, 2023).

5. Future Research Directions

Ethnographic studies of collective intelligence influencing consumer behaviour on social media platforms like Instagram require quantitative validation to complement qualitative methodology (Carter & Yeo, 2018); the challenge lies in quantifying Instagram's unique features, which are characterised by visual content. Mixed-method research may also be conducted in this regard (McKeown & Shearer, 2019).

Some studies have used ethnographic techniques to understand consumer behaviour through social media platforms; for example, Carter and Yeo (2018) explored the consumer behaviour of people of Chinese ethnicity. However, there may be certain unique features of a particular ethnicity that may not be present in other ethnic groups and yet may be influencing factors for consumer behaviour. In this regard, such unique demographic influencers may be investigated further, and demographic features like age, education, and social and economic background may also be explored further to understand the variations in consumer behaviour.

Social media platforms like Instagram have sufficiently generated concepts like sustainable fashion; however, such awareness and interest were sometimes not translated into the purchase of products (McKeown & Shearer, 2019), which means that even though consumer behaviour is oriented towards sustainability concepts, consumers have not been sufficiently motivated to purchase the products. The reasons must be explored, possibly through long-term studies that may explore the Instagram pages of celebrity institution entrepreneurs (CIE) that have sufficiently generated interest for such brands.

Consumer behaviour regarding consumer engagement towards products on social media platforms such as Instagram has gendered implications (Mahmoud et al., 2023). Research has shown that females and males do not behave similarly when the context is an extreme event. Further research may be conducted to understand the factors that differ across the genders, not only from the point of view of females or male genders but also from the point of view of all other genders, like transgender or LGBTQ+.

There is a common notion that the number of followers and likes influences purchase intentions; however, the opposite is true for posts by green influencers (Pittman & Abell, 2021). Research may be conducted to explore the factors that affect consumers' mindsets and how the human mind is not influenced by the majoritarian view in specific contexts when purchasing any product.

Although Saridakis et al. (2016) have recognised that consumers on Instagram have multi-dimensional motivations to engage with brands, there is a need to examine how a combination of motivating factors, like information, entertainment, remuneration, social interaction, empowerment, and personal identity, affects consumer behaviour on Instagram. Further, the relationship between motivations (in terms of their individual components) and consumer actions on Instagram doesn't need to have a linear relationship. The non-linear nature of the relationship may further be analysed in future studies.

Although findings by Oncioiu, I. (2023) align with studies that have emphasised the need to integrate multiple communication channels on social media channels for enhanced consumer experience, challenges regarding a robust control mechanism for integration of multi-channel communication remain unexplored. Hence, the research lays the foundation for further investigations related to the operational controls for integrated multichannel communication systems.

Fetais et al. (2022) have highlighted the role of community engagement in linking social media marketing activities to brand loyalty in the luxury fashion domain. However, future research may explore the validity of such research beyond limited geographical domains. Comparative studies may also be conducted between luxury and non-luxury fashion brands to understand the dynamics of social media. Consumer trust may further be explored in such comparative studies.

Building on the earlier research, like that of Yang et al. (2020), where they have emphasised the importance of cues that contribute to trust formation, further research may be conducted to explore the impact of elements like visual aesthetics on trust formation in the context of the dynamic nature of the digital marketplace.

Contrary to popular belief that digital media interaction is not conducive to the well-being of consumers, Lee et al. (2021) have shown that there are aspects of well-being and happiness related to influencers' content on social media platforms. However, more studies can be conducted to study the aspect of SMI and FoMO interaction across diverse demographic groups. Future research may be conducted to understand the impact of digital media on the happiness and well-being aspects from the perspective of diverse socio-cultural groups.

Future studies may build upon the work of Casaló et al. (2017) to understand the impact of certain elements of content creations such as visual aesthetics, on perceived hedonism and brand trust. Furthermore, studies may be conducted to understand how consumer segments belonging to diverse demographic backgrounds react to social media content.

As it is not certain how emojis can be a medium for consumer engagement over time, longitudinal studies can be conducted on the usage of emojis for consumer engagement. In addition, studies may be conducted to understand the efficacy of emojis across different social media platforms.

Future research can be built upon the research conducted by Aljukhadar et al. (2020) to test the effects of inner responses, like inspiration, on outer responses like purchase intent. Research can be conducted on how virtual reality (VR) or augmented reality) (AR) can help enhance the aesthetic value, which in turn can be helpful in enhancing the purchase intent.

Studies have shown that social media analytics (SMA) are not limited to commercial ventures; non-profit organisations are relying on social media analytics (SMA) (Bernardi & Alhamdan, 2022). Future studies can explore how non-profit organisations can utilise SMA tools to challenge stereotyping in favour of more inclusive messaging. In general, studies can be conducted to understand the role of social media analytics (SMA) for various nonprofit domains.

Studies have shown that influencers and celebrities have an impact on trust and engagement, and that AI-generated influencers also have an impact (Copeland et al., 2021). However, further studies may also be conducted on the impact of VR (virtual reality) and AR (augmented reality) influencers on trust and engagement.

Future research may be conducted to understand the role of cultural differences in consumer response to brand visuals. Eye tracking methodologies may be utilised to understand how visual content influences the consumer in the digital marketing space.

Although studies have shown that negative nutritional messages are instrumental in decision-making for consumers, cultural and demographic variations like varied socioeconomic backgrounds are also impactful. Studies may be conducted to understand consumer decision-making in the context of socioeconomic backgrounds if decision-making is impacted by negative message framing.

To enhance conceptual clarity, Table 13 synthesises key themes emerging from SLR and Bibliometric study with their theoretical frameworks and associated research gaps. The table highlights that despite a rigorous understanding of Instagram-driven consumer behaviour, there are certain unresolved issues related to engagement mechanisms, trust formation, cultural embeddedness, and societal outcomes. The identified research gaps provide a coherent foundation for the future research directions discussed above.

Table 13: Alignment of Key Themes, Theoretical Foundations, and Research Gaps in Instagram-Driven Consumer Behaviour Research

Theme	Theories	Research Gaps
Digital Marketing Dynamics	1. Uses & Gratifications Theory 2. Parasocial Interaction Theory	Although there are multidimensional motivations for engagement in Instagram, there is a limited understanding of how a combination of motivations like information, empowerment, and social identity collectively impact consumer behaviour, more so as these relationships are not linear in nature. There is evidence that suggests the effectiveness of emojis and visual elements on consumer behaviour. However, there is a dearth of studies that analyze long term impact of such visual elements in terms of longitudinal studies.

Consumer Perception and Trust	1. Trust Theory 2. Social Exchange Theory 3. Attribution Theory	Studies related to the role of advanced technologies, such as Augmented Reality (AR) or Virtual Reality (VR), in terms of enhancing visual aesthetics, acting as inspiration for consumer behaviours, are underexplored. Further investigation is required on the impact of visual aesthetics on trust formation, although trust formation is well established to be linked with visual aesthetics in the landscape of dynamics digital marketplace. Although there are many studies that establish gender-based consumer engagements, further studies are required for non-binary gender affiliations for the same. Although follower count is understood as influencing purchase intention, evidence from green influencers is required to be explored further exploration as there is contradictory evidence. Cross-cultural and demographic validation is required to understand consumer behaviours, even though ethnographic research suggests the role of culturally embedded norms in shaping consumer behaviour. Multiethnic studies are required to be explored further exploration.
Social Media's Role in Society and Consumerism	1. Social Identity Theory 2. Consumer Culture Theory (CCT)	There remains a disconnect between sustainability awareness and actual purchase behaviour, particularly in the domain of sustainable fashion. For diverse cultural groups influence of social media on consumer well-being and happiness is underexplored. The application of social media analytics in non-profit and inclusive messaging contexts also remains limited.

6. Limitations

Even though the current study, in its multidimensional perspectives, offers valuable insights into Instagram's role in shaping consumer interaction and behaviour, there is a lack of real-time data for further exploration in terms of the real-time shift of consumer behaviours.

7. Conclusion

This research began with the intention of systematically exploring Instagram's growing impact on consumer behaviour through a thorough combination of bibliometric analysis and Systematic Literature Review. The results highlight that Instagram is not just a platform for marketing communication but a complicated socio-technical ecosystem that influences consumer perception, trust, engagement, and consumption practices. By mapping nine bibliometric clusters and merging them into three overarching thematic domains, digital marketing dynamics, consumer perception and trust, and social media's role in society and consumerism, the research not only presents a structured but also a comprehensive synthesis of a rapidly evolving research area.

The study uncovers that visual appeal, influencer-mediated communication, emotional involvement, and interactive options like reels and live streaming are among the main factors that decide how consumers will react. Instagram is instrumental in shaping consumer behaviour in the context of diverse and multidimensional motivations such as trust, brand perception, and engagement. Through the integrated approach of bibliometric analysis and Systematic Literature Review, the study explores nuances of consumer behaviour shaped by Instagram. Analysis suggests that multiple facets, such as reels, influencers' collaboration, live streaming, and visual and aesthetic appeal, have transformed consumers' perception towards the brands.

Emotional engagement towards brands is of particular importance for young minds. Millennials and Generation Z are influenced by the content that have emotional connect even though they prioritise entertainment and enjoyment over brand credibility.

As brands leverage the role of Instagram in co-creation and community building, social movement is evident despite the toxicity generated by misleading influencer endorsements.

Social media platforms like Instagram continue to evolve through AI-driven personalisation and through Virtual Reality (VR) and Augmented Reality (AR) based immersive experiences. Future research is required to understand how Instagram augmented through technology can influence consumer behaviours. Such studies would be a vital step for policymakers and researchers in the field; the current study is a unique step in that direction.

The paper represents a contribution to the literature on digital markets and consumption from an economics perspective. To begin with, through the integration of findings on engagement, trust, and the role of influencers in signalling, this research work improves the comprehension of visual social media sites and their impact on information asymmetry in digital exchange environments. This concerns market efficiency in consumption environments where credence is placed on experiences. Secondly, the research work sheds light on the economic underpinnings of the creator and influencer-related economy. In the process, the research work can integrate different information related to the allocation of attention, credibility, and the monetisation of user engagement. Third, the findings extend sustainability and behavioural economics research by demonstrating how Instagram-mediated narratives influence preferences for ethical, pro-social, and environmentally responsible consumption. This highlights the platform's role in shaping demand-side dynamics for sustainable goods and social initiatives. From an industrial relations management standpoint, there are some important theoretical insights presented in this study, and these apply to digital strategy. First, the synthesis offers guidance on how the design of marketing strategies on the platform of Instagram is driven by aesthetics, authenticity, and alignment as a major engagement and response driver of consumers. Secondly, the research is informative on the management of brands and communities, making clear the significance of trust, parasocial interaction, and social identity in the establishment and maintenance of the relationship. At the same time, it is a source that managers can use. Third, it helps to identify moderators of demographic and contextual factors, and hence, more precise segmentation and personalisation plans can be designed, catering to different consumers and contexts. Finally, there is insight into the management implications of "emerging technologies integrated into Instagram, such as AI analytics, chatbots, and immersive content." This is an important aspect because one needs to be well-informed before investing financially in a particular technology or before developing a technology-based capability, such as an app or a platform related to digital marketing.

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