

A STUDY ON THE ROLE OF INSTAGRAM IN CREATING POLITICAL AWARENESS AMONG YOUNG CONSUMERS

DISSERTATION

Submitted by

ALEENA K REJI (SM22JMC002)

Under the guidance of

GAYATHRI M

In partial fulfilment of requirements for the award of the degree of Master of Arts

ST. TERESA'S COLLEGE (Autonomous), ERNAKULAM



College With Potential for
Excellence Accredited by NAAC with 'A++'

Grade

Affiliated to

Mahatma Gandhi University

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DECLARATION

I do affirm that the dissertation “ **A STUDY ON THE ROLE OF INSTAGRAM IN CREATING POLITICAL AWARENESS AMONG YOUNG CONSUMERS**” submitted in partial fulfilment of the requirement for the award of the **MASTERS OF ARTS IN JOURNALISM AND MASS COMMUNICATION** has not previously formed the basis for the award of any degree, diploma, fellowship or any other similar title of recognition.

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CERTIFICATE

I hereby certify that this project entitled TO **“A STUDY ON THE ROLE OF INSTAGRAM IN CREATING POLITICAL AWARENESS AMONG YOUNG CONSUMERS”** BY **ALEENA K REJI** is a record of bonafide work carried out by her under my supervision and guidance.

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ABSTRACT

Instagram is the most widespread using social media especially by youngsters. It influences most of the youngsters and making them politically aware through the integrity of this platform. The article aimed on Instagram using of youngsters and creation of political awareness from it. This study is conducting among the age of 18-30 from different living places, gender and educational qualification. The study uses a survey method with questionnaires relating to the involvement in Instagram and the chance to be get political discourses. The relation between usage of Instagram and increase of political awareness is inferred based on the responses.

CHAPTER 1

Introduction

Since humans are social animals, communication has always been necessary. Social media platforms were made possible by the manner these demands were supplied over time, which changed. Social media has significantly changed how people communicate and share information. These landscapes influence practically every industry while fostering human connection, education, and entertainment. Every industry makes use of these brand-new settings to establish relationships with individuals, foster communities, and leave a lasting digital imprint on the hearts of millions. It is the contemporary means of establishing contacts and mingling, and it has unquestionably ingrained itself into daily lives. These platforms have a great deal of influence over and affect us in different ways. It has given access to a vast array of opportunities, knowledge, and content, which has altered the way people act, think, and make critical life decision.

Social media platforms are so deeply influence daily lives in this digital age that it is impossible to separate from anybody. The world has been overtaken by a various social-media sites such as Facebook, Twitter, and Instagram. Through platforms like YouTube, TikTok, Snapchat, Pinterest, and LinkedIn, people can engage with each other, follow, explore, and exchange content while being informed about the world. These kinds of artistic atmospheres are transforming daily lives and opening up new opportunities.

Instagram is a social media platform where users can post videos and images, and also a popular social media network that young people approach all around the world because of its dynamic features and visually appealing content. Instagram provides a creative atmosphere where users can express themselves, connect with friends, discover new trends, and follow their favourite

businesses and influencers. Instagram places a strong focus on photo and video sharing. With its features like Stories, Reels, and IGTV, it's the familiar platform for today's young consumer's culture and an essential centre for professional and personal communication networking.

Instagram has made it easier for people to connect globally and communicate instantly over great distances. Its effects on civilization are complex, though. Social media platforms offer novel means of communication, allowing individuals to maintain connections with friends, family, and coworkers despite geographical limitations. As a result, there are now concerns regarding the integrity and quality of these connections in addition to more frequent. For many people now, social media serves as their main source of news and information. Although this helps speed up the spread of information, it also gives rise to worries about the growth of false information, fake news, and echo chambers where people are only exposed to viewpoints that support their own.

By establishing new standards, social media has changed social dynamics. New norms and behaviour have been generated by social media, which has changed social dynamics. It has affected relationships, the way people show themselves online, and even the idea of popularity and renown. Addiction, social comparison, and cyberbullying are a few problems that may result from this. Through influencer alliances and targeted advertising, social media has revolutionized marketing and advertising techniques, enabling firms to more effectively reach their target consumers. Additionally, it has made it possible for new business models to emerge, like influencer marketing and e-commerce. Social media use is a commonplace that worries about data security and privacy have grown. Online users frequently reveal personal information, which can be used maliciously for a number of crimes, such as targeted advertising, financial fraud, and identity theft.

Young consumers can make well-informed selections about what products and services to buy when they have a solid understanding of political problems. People have the option to avoid businesses that don't share their political views and to support those whose values do. Social responsibility is fostered by political awareness. Young people who are politically conscious are more likely to support companies that place a high value on social justice, sustainability, and ethical business practices. Young customers that are politically aware are better able to support causes that they care about. Politically conscious customers can have a significant impact on the social and environmental spheres by engaging in campaigns, boycotting products, or advocating for legislative reforms. Young consumers may hold companies and lawmakers responsible for their behaviour by keeping up to date on political issues and how they affect different industries.

Young people who are politically conscious are better able to advocate for CAU and have a significant positive influence on the environment and society. Young consumers may hold companies and lawmakers responsible for their behaviour by keeping up to date on political issues and how they affect different industries. This can aid in the prevention of unethical actions such as environmental destruction and exploitation. A lifetime of civic involvement is encouraged by early political awareness development. Young consumers are more likely to become involved citizens who vote in elections, participate in community projects, and support good change if they recognize the value of political participation. In general, political consciousness gives young consumers the ability to make thoughtful decisions, advance social justice, and influence the course of the economy and society.

1.1 Theory

The theoretical framework that this research will be examined is Social Learning Theory. The foundation of social learning theory is the notion that humans gain knowledge from social interactions with others. People adopt similar tendencies by observing how others behave. People mimic and assimilate other people's behaviour after witnessing it, especially if the observed activity is rewarded or the observational experience is favourable (Bandura, 1977).

The theory states how people pick up new behaviours, attitudes, and beliefs by interacting, observing, and imitating others around them. This evidently projects the influence of what we see daily and how it brings new changes in our lives. It is suggested that our actions are not only a result of our personal experiences and individuality but it is also a result of what we see and observe. Albert Bandura the psychologist that developed this theory believed that people learn from observation and modelling and not only through personal experiences. The theory puts forward the idea that people are more prone to copy the actions of those they view as role models.

The study of "study on political awareness in youngsters using Instagram" would probably concentrate on the ways in which young people interact with political content on the platform and the ways in which such interactions impact their political awareness, values, and actions. Analysing the political content people engage with, the degree of engagement (likes, comments, shares), and any ensuing shifts in their political beliefs or knowledge might all be part of this. The study may also look at how peer pressure and Instagram's visual format affect young users' political consciousness.

1.2 Statement of the research problem

The goal of the research challenge is to find out how Instagram helps young customers become more politically informed. It aims to investigate how the platform shapes political opinions, levels of engagement, and the different factors affecting young people's approach and political behaviour. This helps investigating the ways in which Instagram, as a social media platform, affects the political engagement, perception, and comprehension of young people. It seeks to explore a number of topics, including the kinds of political content that young people consume on Instagram, how it is produced, shared, and interpreted by them, and any possible impacts on their opinions, conduct, and degree of political engagement. Taking into account elements including the type of material and user interactions. The study aims to determine how Instagram shapes political debate and awareness among this particular demographic. In general, it seeks to advance our knowledge of the dynamic interaction between youth political activity and social media, especially Instagram.

1.3 Objectives

The objectives of the research includes :

- Analyzing the ways in which young customers interact with political content on Instagram.
- Examining how Instagram influences young users' political awareness and beliefs.
- Evaluating how well political communications and initiatives on Instagram can reach and impact younger audiences.

1.4 Need of the Study

Understanding how Instagram influences young consumers' political knowledge is essential to comprehending how social media affects political activity. It sheds light on young people's political beliefs, behaviours, and potential for civic engagement by assisting in the identification of how they view and engage with political information on social media sites like Instagram. Furthermore, this kind of research can help marketers, educators, and legislators understand how best to use social media to encourage teenage political engagement and literacy.

1.5 Scope of the study

A study on "The Role of Instagram in Creating Political Awareness and its Aspects within Young Consumers" will probably look into the ways in which Instagram, as a social media platform, affects young consumers' political awareness. This can be looking at things like the kind of political content that is ingested, the degree of participation, the impact on political beliefs and actions, and any possible variations depending on demographics like age and education. The study may also look at how the platform's truthfulness, the dissemination of false information, and influencer affect young users' political discourse. It might also evaluate the effects of political participation on democracy and society.

CHAPTER 2

Literature Review

Social media considered as the online platforms and websites where we can share and create contents, communicate with others and interact in visual communities. Instagram plays a vital role in maintaining all these and it is mainly focuses on young consumers. Social media has become increasingly connected with politics, shaping public discussion, political engagement and so on. It also provides a platform for the consumers to convey their opinions, organize movements and make the leaders responsible. The accessibility, algorithmic features and visual nature of Instagram makes the users it as a significant area for political awareness and discourse among youngsters.

Research on the impact of Instagram on the political engagement of young consumers suggests that the platform plays a significant role in shaping their political attitudes and behaviours. Instagram's visual nature influences information consumption, impacting political awareness and participation. Studies reveal a complex relationship between Instagram use and political opinions, with some indicating increased civic engagement while others highlight concerns about misinformation. The platform's algorithms and influencers further contribute to shaping political discourse among young users, making it essential to explore the multifaceted dynamics at play in this context.

Social media has become one of the pillars of modern society that has a significant impact on the political participation among youth in Jordan. Jordan has over than 6.61 million active social media users in January 2023 which forms 58.4% of the population (Jordan News 2023), SMPs like Facebook, Instagram, and Twitter have developed into effective tools for political activism, mobilization, and communication (Kidd and McIntosh 2016). This study explores how SM has affected youth engagement in politics in Jordan and its potential implications for

the country's democratic development. SM affects the extent to which youth are engaged in politics in Jordan through its ability to amplify youth voices and provide a platform for political expression (George and Leidner 2019). Young people may now share their thoughts, discuss politics, and rally around causes that are important to them because of SMPs. Also, SM has facilitated building groups of young people around similar interests and problems, which has increased the effectiveness of their activism (Gonzalez-Bailon and Lelkes 2023). Young people in Jordan are now more politically engaged and educated due to SM. Young people who have access to a variety of information and news sources can keep up with political events and issues. By offering an environment for political discourse and debate, social media facilitates the dissemination of political information and has prompted younger people to participate more actively in politics (Alarqan 2020). Additionally, SM has made it possible for young people to participate in political engagement and advocacy in ways that were before impossible. SMPs have been used, for instance, to plan protests, rallies, and other political activism activities. Furthermore, they have been utilized to start campaigns and appeals, which have assisted in bringing political issues to light and putting pressure on decision-makers to take action (Valenzuela 2013). Despite its benefits, SM has had a negative effect on young people's participation in politics in Jordan since it may be used to disseminate rumors and false information that undermine political literacy and obscure political concerns (Vaccari and Chadwick 2020). A negative effect on political stability and social cohesion can result from the use of such platforms to promote hate speech and encourage violence (Ogbuoshi et al. 2019). Additionally, they could result in echo chambers where people are only exposed to information and viewpoints that support their preexisting convictions (Alatawi et al. 2021)

2.1 Demographics

Research on the impact of Instagram on the political aspects of young consumers suggests that the platform significantly influences their opinions and engagement with political content. Demographically, this trend is mainly marked among people aged 18 to 30, with a higher probability of political awareness and activism among this age group. The study could explore how Instagram structure the political attitudes among young consumers, considering factors such as age, gender and education. Analyzing engagement with impact of political awareness, consumers impact, and the spread of information on the platform could provide intuition into the demographics most affected by Instagram's political influence.

The features of the young consumers who use Instagram as a forum for political awareness, such as their age, gender, education level, socioeconomic status, and geographic area, are likely to be the emphasis of this study problem's demographics. Researchers can examine how various groups interact with political content on social media and how it affects their knowledge and opinions by having a better understanding of these demographics.

2.2 Impact of Political Awareness

Research on Instagram's impact on political awareness among young consumers suggests a complex interactivity. Studies highlight the platform's role in circulate information, facilitating civic engagement, and shaping political discourse. However, concerns about echo chambers, misinformation, and the emphasis on visual content raise questions about the depth and accuracy of political understanding fostered through Instagram. Further exploration is

needed to navigate the nuanced dynamics and assess the platform's overall contribution to informed civic participation among the youth.

The wide acceptance of social media platforms has made how people attain information, communicate with others and participate in the society. Concerning political participation, social media has emerged as a venue for people to express their opinion, communicate with others, connect with others who share their opinion, and engage in social activism. Instagram has become one of the pillars of modern society that has an important impact on the political participation among youth. Young people who have access in variety of information and news sources can keep up with political events and conflicts. By offering an atmosphere for the political discourse and debate, Instagram facilitate the spread of political information and has prompted youngsters to participate more actively in politics (Alarqan 2020). And Instagram has made it possible for young consumers to participate in political engagements and advocacy in ways that were before impossible. Furthermore, they have been utilized to initiates campaigns and appeals, which have assisted in bringing political issues to light and putting pressure on decision makers to take action (Vanenzuela 2013). Political participation is an important feature of democratic governance since it involves people participating in the political process through voting, engaging in political debates, joining political parties, and participating in rallies and demonstrations. Political participation is essential for democracy because it allows individuals to express themselves and influence decisions that affect their lives. However, political involvement among Jordan's young people has historically been low OECD (2021). This is due to people's lack of interest in politics, limited access to political information, and a sense of exclusion from decision-making processes. (Nyberg 2021; Barrett and Pachi 2019). Lack of interest in the subject Is one factor for this low level of youth involvement in politics. Only 32% of young Jordanians expressed interest in politics according to the Arab Barometer survey (Arab Barometer 2019), in comparison with 60% of older people.

This is brought on by their lack of faith in political institutions, the feeling that taking part in politics will not bring about significant change, and the view that politicians are dishonest and self-interested. Another obstacle to youth political involvement in Jordan is limited access to political information due to its ambiguity (OECD 2021). There is a sense of isolation from the political process among young people because they are less likely to read or watch political news, and they are also less likely to be exposed to political arguments. Another important aspect is a sense of exclusion from decision-making since young people feel their opinions are not heard and they are not represented in politics. Apathy and disengagement from the political process could come from this (Arab Barometer 2019). It is important to increase young people's political literacy and knowledge in order to promote their involvement in politics. Public awareness campaigns, political outreach programs, and educational initiatives can all help with this. Young people are more likely to participate in politics when they have a better understanding of the importance of political participation, according to Kahne and Bowyer (2019). Political actors should endeavor to meet young people's expectations and concerns in order to ensure that their perspectives are taken into consideration throughout the decision-making process. Third, efforts should be undertaken to increase the representation of young people in political institutions. This can be achieved by either setting quotas for young candidates in elections or by forming youth councils to offer guidance to decision-makers on issues affecting young people (Stockemer and Sundstorm 2022).

2.2.1 Creating Awareness

Instagram can create political awareness among the youth. Visual impact, political influencers, peer influence, hashtags and trends can influence them. It's crucial to consider both the positive aspects, such as information dissemination and civic engagement, as well as the

challenges, including echo chambers and misinformation. Continued research will provide a more comprehensive understanding of Instagram's role in shaping political discourse and its influence on informed civic participation among the youth. Awareness. Political participation is crucial in democratic countries because it provides the right to the people to keep their elected representatives accountable and have a space in how nation is governed.

Instagram is a visual-centric platform that allows political messages to be conveyed through compelling images and videos, making complex issues more accessible and engaging for young users. Collaborating with young influencers who are popular among young demographics allows political messages to reach a wider audience and resonate with them on a personal level. Instagram users often participate in hashtag campaigns to raise awareness about social and political issues, facilitating discussions and encouraging activism among youngsters. Organizations and individuals use Instagram to share educational content, such as infographics and carousel posts, to inform young consumers about political issues and encourage them to take action. Instagram's geotagging feature allows political organizations to target specific regions or communities with tailored content, ensuring that relevant messages reach the intended audience. Overall, Instagram's visual nature, influencer collaborations, hashtag activism, targeted content, educational resources, and interactive features contribute to the creation of political awareness among young consumers.

Instagram has made a big difference in raising political awareness since it makes information available to a large audience quickly. Users can readily interact with political content, which promotes dialogue, increases awareness, and even inspires activism. It also brings up issues with false information and "filter bubbles," where people only see stuff that supports their opinions and could further polarisation. Instagram's visual format facilitates rapid information sharing, which helps a wider audience understand complex political topics. Furthermore, its interactive elements—which include live broadcasts, polls, and stories—allow users to interact

and converse with one another, creating a feeling of community around political issues. Public celebrities and influencers on the site can also use their network to spread awareness of political and social concerns.

All things considered, Instagram is a potent instrument for raising political consciousness and encouraging civic participation across a range of populations. Instagram encourages people to interact with political topics more regularly and effortlessly by enabling real-time updates and engaging material. Because Instagram appeals to younger audiences, political campaigns and advocacy organisations can use it to effectively contact and interact with younger voters who might not be as engaged on more established platforms. Instagram's emphasis on visual content enables innovative narratives surrounding political matters, rendering intricate subjects more comprehensible and captivating for a broader viewership. By sharing their opinions on political matters, Instagram influencers and accounts with a sizable following have the power to sway public opinion and perhaps affect the attitudes and beliefs of their followers.

Instagram has become a powerful tool for political awareness among youngsters due to its visual nature and widespread use among this demographic. Through Instagram, users can easily access a variety of content, including news updates, opinion pieces, and educational posts on political issues. Additionally, the platform's emphasis on visuals allows for impactful storytelling and the dissemination of information in a digestible format, making complex political topics more accessible and engaging for young users. Moreover, features like hashtags, live streams, and stories enable real-time engagement and discussion around political events and movements, fostering a sense of community and activism among young users. Overall, Instagram plays a significant role in shaping the political awareness and activism of today's youth.

2.2.2 Consumer Behaviour

Young consumers become more politically engaged, as they interact with political content on Instagram, share their own opinions, and involve in discussions about social and political issues. Instagram can serve as a platform for youth to learn more about politically trending issues and events, exposing them to a wider range of perspectives and information than they might encounter offline. Young consumers are influenced by the political views of the accounts they follow on Instagram, as well as by the opinions expressed by their peers. This can create their own political beliefs and behaviours. The young generation use Instagram to advocate for causes they believe in, mobilizing their followers to take action, such as signing petitions, attending protests, or supporting specific candidates or policies.

The use of Instagram for political news by youngsters can influence political aspects in various ways. It can enhance political awareness, foster diverse perspectives, and encourage civic engagement. However, it may also contribute to filter bubbles, where users are exposed to content aligning with their views, potentially reinforcing existing biases. Additionally, the visual nature of Instagram may prioritize sensationalism over depth, impacting the quality of political discourse among young users.

Research on the role of Instagram in creating political awareness among young consumers could involve analysing their engagement with political content, evaluating the impact of influencers, and exploring how visual elements on the platform shape political perceptions. Consider surveying young users to gather insights into their attitudes, behaviours, and the effectiveness of Instagram as a political awareness tool. Youngsters can be influenced by political content on Instagram, as it provides a platform for exposure to diverse perspectives and information. However, whether this leads to significant changes in their political views depends on various factors such as the credibility of the sources, the engagement with different

viewpoints, and the individual's openness to new ideas. While Instagram can play a role in shaping political aspects, it's just one of many factors influencing political beliefs.

Instagram has become a powerful platform for political awareness among youngsters due to its visual nature and widespread popularity. Through engaging visuals, short videos, and stories, political issues can be presented in a digestible and easily shareable format. Hashtags and trending topics amplify the reach of political content, sparking conversations and raising awareness among young users who might not be as engaged with traditional news sources. Additionally, influencers and activists utilize Instagram to mobilize followers, organize events, and advocate for causes, further contributing to political engagement among the youth.

2.3 Impact on consumers

Influencers on Instagram play a significant role in shaping political awareness among young consumers. They have the ability to reach a large audience, making them powerful advocates for political causes. However, it's crucial to critically assess the impact, as influencers may sometimes prioritize personal brand over objective information, potentially influencing perceptions rather than fostering informed political awareness. Research should delve into the nuances of how influencers navigate and contribute to political discourse on Instagram.

Political awareness can significantly influence the dynamics of your research on the role of Instagram in creating political awareness among young consumers. The level of political awareness within your target audience may shape their engagement with political content on Instagram, impacting the study's findings and conclusions. Consider exploring how varying levels of political awareness might affect users' perceptions, behaviours, and interactions with political content on the platform.

Researching the integrity of Instagram in fostering political awareness among young consumers is crucial. Investigate the platform's impact on shaping opinions, the reliability of information shared, and its role in influencing political engagement among the youth. Explore both positive and negative aspects to provide a comprehensive analysis.

Following political news on Instagram can have several impacts on users. Firstly, it can contribute to the democratization of information, allowing users to access diverse perspectives and voices beyond traditional media channels. However, it also raises concerns about the spread of misinformation and echo chambers, where users are only exposed to viewpoints that align with their own beliefs. Additionally, the visual nature of Instagram can simplify complex political issues, potentially leading to oversimplification or superficial understanding. Overall, while Instagram can be a valuable source of political news and engagement, users should critically evaluate the information they encounter and seek out diverse sources to gain a comprehensive understanding.

Users may encounter a range of viewpoints on political issues, which can broaden their understanding and encourage critical thinking. The constant stream of political content on Instagram can overwhelm users and make it difficult to discern credible information from misinformation or biased sources. Users may be drawn to content that aligns with their existing beliefs, reinforcing their views and potentially leading to polarization. Instagram can be a platform for users to engage with political issues, express their opinions, and mobilize for causes they support. The algorithmic curation of content on Instagram can shape users' exposure to political news, potentially reinforcing echo chambers or filter bubbles. Users may encounter a mix of reliable news sources, opinion pieces, and user-generated content, making it essential to critically evaluate the credibility of information. The impact of following political news on Instagram depends on individual user behaviours, the content they engage with, and the platform's algorithmic dynamics.

It's not uncommon for young individuals to exhibit behavioural changes when engaging with political content on Instagram. Social media can shape perspectives and influence opinions, potentially impacting attitudes and behaviours. It's essential for users to critically evaluate information and consider diverse sources to form well-rounded viewpoints.

Instagram's political news can impact young consumers by shaping their political views, influencing opinions, and potentially contributing to echo chambers. Exposure to diverse perspectives is crucial for a well-rounded understanding, so it's important for users to seek balanced information sources to avoid biased narratives. Additionally, the visual nature of Instagram may simplify complex issues, potentially oversimplifying political discussions. Encouraging critical thinking and fact-checking can help young consumers navigate the impact of political content on social media. This can influence the political views and engagement of young people by exposing them to various perspectives, news, and discussions. However, whether this influence is positive or negative depends on how individuals use the platform and the quality of information they encounter.

Instagram has the potential to influence the political views and behaviours of young consumers in several ways. Firstly, its visual nature allows for the rapid dissemination of political content, including images, videos, and memes, which can shape perceptions and opinions. Additionally, Instagram's algorithm-driven feed may create echo chambers, where users are exposed to content that aligns with their existing beliefs, potentially reinforcing ideological divides. Moreover, Instagram influencers, who often have large followings among young people, can use their platforms to promote political messages and endorsements, effectively acting as opinion leaders. This can impact the political attitudes and behaviours of their followers, who may be more likely to adopt similar viewpoints.

Furthermore, Instagram provides a space for political activism and mobilization, allowing users to engage in discussions, share information about social and political issues, and organize protests or other forms of collective action. Hashtags and geotags make it easier for users to connect with like-minded individuals and participate in online campaigns or offline events. However, it's essential to recognize that while Instagram can amplify political engagement among young consumers, it also presents challenges, such as the spread of misinformation and the potential for manipulation by political actors or foreign entities. Moreover, the ephemeral nature of Instagram Stories and the platform's focus on aesthetics may prioritize style over substance, leading to a superficial understanding of complex issues. Instagram's impact on the political aspects of young consumers is multifaceted, with both positive and negative implications depending on how the platform is used and regulated.

2.3.2 Integrity of Instagram

The honesty of news on Instagram, like any platform, can vary. It's essential to critically evaluate sources, fact-check information, and consider potential biases. Encourage youngsters to verify news from reputable sources before believing or sharing it. Instagram can contribute to political awareness among youngsters by providing diverse perspectives. However, users should be cautious about potential biases and misinformation. Encourage critical thinking, fact-checking, and seeking information from reliable sources to foster a more informed political awareness.

Instagram, like any social media platform, faces challenges in maintaining the integrity of political content. The platform employs algorithms and fact-checking mechanisms to identify and address misinformation. However, users play a crucial role in reporting inappropriate content, helping Instagram maintain a balance between freedom of expression and preventing

the spread of false information. Instagram can play a role in fostering political awareness among young consumers by providing a platform for diverse voices and perspectives. When individuals and organizations use Instagram with integrity and honesty, sharing accurate information and engaging in meaningful discussions, it can contribute to raising awareness about political issues and encouraging civic participation. However, it's important to critically evaluate the information shared on Instagram and consider multiple sources to ensure a well-rounded understanding of complex political topics.

The integrity and honesty of Instagram can significantly impact the political awareness of young consumers. When users trust the platform to provide accurate information and genuine content, they're more likely to engage with political content and discussions. Conversely, if there are concerns about misinformation or manipulation, integrity and honesty of Instagram can definitely impact the effectiveness of creating awareness about politics among young consumers. If users perceive the platform as unreliable or prone to misinformation, they may be less likely to trust the information they encounter, which can hinder efforts to raise political awareness. Conversely, if Instagram is seen as a trustworthy source of information, it can be a powerful tool for educating and engaging young people in political issues. can erode trust and hinder political awareness efforts.

CHAPTER 3

Research Methodology

3.1 Research Design

The objective of the study was to analyze how Instagram creates political awareness in young consumers and how it affects. In order to achieve this quantitative research design a cross - sectional approach is used. For this numerical data was collected using an online questionnaire and it was analyzed to form conclusion. This study examines the influence of demographic variables such as Age and education of the respondents and consumers behavior of the respondents.

3.2 Sample Selection

The researcher collected 150 samples through Google form and the respondents are youngsters from the age of 18-30 years. The purposive sampling is used as the study focuses on Instagram users for achieving desired results. The primary data was collected through a well-structured online questionnaire and the secondary was collected through reviews, journals, websites, published research papers and thesis dissertations in the domain of study.

3.3 Data Collection Tool

The data for the study was collected through the online survey platform, Google forms. As the time limitations affected the validity of the findings the data was collected through online mode. This method also seemed to be the most efficient and convenient way to

collect data as the participants are Instagram users who prefer online forms rather than direct questionnaires.

3.4 Instruments Used for the Study

A structured closed-ended questionnaire was used for data collection and it was conducted through an online method. The researcher distributed the Google form to the respondents at various locations. The first part of the questionnaire included demographic data such as age and education. The second part of the questionnaire consisted of questions about the frequency of Instagram usage, about political contents, the purpose of using Instagram, which platform has more importance in creation of political awareness and liability of Instagram. The last part of the questionnaire dealt with questions including the effect of following Instagram for getting awareness about the political contents and changes that were made in young consumers due to Instagram use. This response was recorded on a continuum ranging from degree of arrangements to disagreement on a 4-point Likert scale.

In this study, the researcher constructed, applied, and used one major instrument as follows:

- (1) Consumer behavior scale

3.5 Distribution of Samples

Age of Respondent	
Age	Percentage
18-20	11.33
21-25	73.33
25-30	15.33
Total	100

Education Qualification of Respondent	
Education	Percentage
UG	44.00
PG	30.00
Others	26.00
Total	100

CHAPTER 4

FINDINGS

1. The users between the age of 21-25 years are active users of Instagram compared to the other groups. They spent more time on Instagram as they discover new things and it provided instant connections with friends and family. Respondents aged 18-20 years are also using but not as more than the mentioned age group. The other respondents in the age group 26-30 are more career oriented and busy people, as a result, they are not at all active in social media like Instagram.
2. The respondents are mostly students they are spending more time on Instagram. The other age group 26-30 are working people they are not at all active in social medias. And they find another medium also to grab political awareness. The students in age group 18-20 and 21-25 are depending Instagram for many reasons.
3. Most of the youngsters are not following political personalities or groups personally, but they get political feeds also through different modes like trolls, memes etc. This helps them to aware about the current scenario and they automatically get information through an easiest and interesting way.
4. More respondents are using Instagram to share information. It includes every field of political information sharing. Most of the users depend Instagram as a source of information mainly age group of 21-25. They spent more time to grab information through visually convincing platform. Consumers can freely share information through

Instagram as easier than other social media platform because it is visually more appealing.

5. Young consumers believe that Instagram is also equally reliable with other established media sources. It is more convenient to the audience by visually and technically upgraded. There are Instagram pages which are absolutely similar to the other traditional media and Instagram provides a different experience of participation as equally reliable.
6. Instagram help young consumers in engaging political activism in different ways. It's depending upon the interest of most of the audience. And for a larger group of people Instagram is a medium to rise their voices of underrepresented groups. Its very easy to communicate through Instagram because every information are passing without any obstacles. It helps to speak for marginalized group.
7. Most of the social media platforms has an important role in creating awareness. 52.7 % of respondents ensuring that Instagram, Twitter and Facebook have equal importance in creating political awareness and Instagram has major influence in shaping political awareness the youngsters depending upon the situation. Because Instagram is more user friendly for youngsters and it is visually more appealing than the others.
8. About 64.7% of respondents in 150 are agreeing with that the political contents shared through Instagram is reliable. It's an open platform to share information without any interference. This is more convincing to a larger group of youngsters.

9. Instagram helps young people become more politically aware and learn more about political issues through it. Information is shared here in a very convincing way and it is very easy to spread among the consumers.
10. Instagram has the ability to inspire young consumers to become politically active. It is very reachable and user-friendly platform. Knowingly or unknowingly the images and short videos about political matters through Instagram influence the younger demographic. It motivates to react against the political issues through these platforms.

Age Category

PIE CHART

- 18-20 - 17
- 21-25 - 110
- 26-30 - 23



Education qualification?

PIE CHART

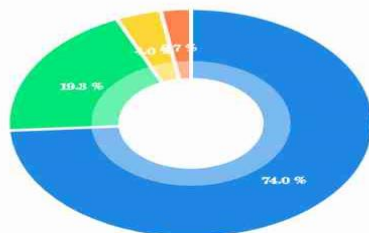
- UG - 66
- PG - 45
- Others - 39



Instagram has a major role in generating political consciousness.

PIE CHART

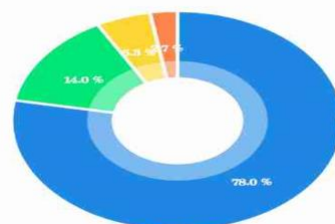
- Agree - 111
- Disagree - 29
- Strongly agree - 6
- Strongly disagree - 4



Young consumers' political ideas might be influenced by social media sites like Instagram.

PIE CHART

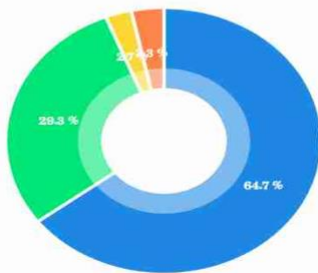
- Agree - 117
- Disagree - 21
- Strongly agree - 8
- Strongly disagree - 4



I think that the political content shared on Instagram is reliable.

PIE CHART

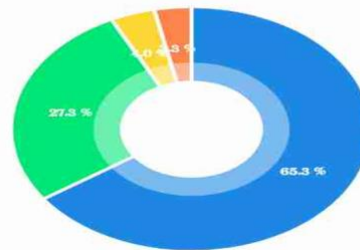
- Agree - 97
- Disagree - 44
- Strongly agree - 4
- Strongly disagree - 5



I think Instagram has the ability to inspire young people to become politically active.

PIE CHART

- Agree - 98
- Disagree - 41
- Strongly agree - 6
- Strongly disagree - 5



CHAPTER 5

CONCLUSION

The research on the role of Instagram in creating political awareness in young consumers has submitted crucial insights. Through an analysis of consumer behaviour has been observed that Instagram plays a significant role in creating political awareness and shaping political opinions among the young consumers. The visual peculiarity of Instagram makes it a user-friendly platform for political messaging, as images and videos can convey ideas and emotions fruitfully. This lead to the emergence of various political influencers and advocacy groups who pull off the platform to convey information and mobilize support for their causes. Moreover, the interactive characteristics of Instagram, such as stories polls, and live streams improves direct interactions with the political influencers, activists with their audience, there by developing a sense of community and participation in political discourse.

The algorithmic nature of Instagram contributes to the formation of eco chambers, where consumers are exposed initially to the contents that relating with their existing believes and interests. While this can reinforce political polarization, it also provides a chance for targeting messages and outreach to particular demographic groups such as young people. It's very crucial to acknowledge the challenges and limitations related with using Instagram as a tool for political awareness. The probability for misinformation and fake news on the platform poses an important threat to the integrity of political discourse. It is necessary to the development of strategies to promote media literacy and critical thinking among the social media users.

While Instagram plays a crucial role in creating political awareness among younger demographics, its effectiveness depends on various factors mainly the education and also

including credibility of sources, the diversity of consumer's viewpoints, and the ability to evaluate critically. By addressing these challenges the platform's ability to positive engagement Instagram can be continued to be a significant and valuable tool for developing informed citizenship and political participation among young consumers.

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QUESTIONNAIRE

1. Age Category

- a) 18-20
- b) 21-25
- c) 26-30
- d) Above 30

2. Education qualification?

- a) UG
- b) PG
- c) Others

3. What is the frequency of your Instagram use?

- a) Less than 1 hour
- b) 2-4 hours
- c) 5-7 hours
- d) More than 7 hours

4. Are there any political personalities or groups that you follow on Instagram?

- a) Yes
- b) No

5. While using Instagram, which aspects of political awareness are most influenced by you?

- a) Information sharing
- b) Political participation
- c) Creation of opinions
- d) Civic engagement
- e) Others

6. In comparison to established media sources, how credible do you think political content on Instagram is?

- a) More reliable
- b) Equally reliable
- c) Not as reliable

7. How can Instagram help you in engaging political activism and discourse?

- a) Establishing forums for conversation
- b) Increasing the voices of underrepresented groups
- c) Assisting in the planning of political gatherings
- d) Others

8. To what extent does Instagram influence political awareness compared to other social media platforms like Twitter and Facebook?

- a) Instagram has a significant impact
- b) Twitter has a significant impact
- c) Facebook has a significant impact
- d) All platforms have an equal impact

9. Does Instagram Influencers have any role in shaping political opinions ?

- a) Influencers have a major influence
- b) Influencers have a minor influence
- c) Influencers have no significant influence
- d) It varies depending on the context

10. Instagram has a major role in generating political consciousness.

- a) Agree
- b) Disagree
- c) Strongly agree
- d) Strongly disagree

11. Young consumers' political ideas might be influenced by social media sites like Instagram.

- a) Agree
- b) Disagree
- c) Strongly agree
- d) Strongly disagree

12. I think that the political content shared on Instagram is reliable.

- a) Agree
- b) Disagree
- c) Strongly agree
- d) Strongly disagree

13. I believe that Instagram helps young consumers become more politically aware.

- a) Agree
- b) Disagree
- c) Strongly agree
- d) Strongly disagree

14. I use Instagram to learn more about political issues.

- a) Agree
- b) Disagree
- c) Strongly agree
- d) Strongly disagree

15. I think Instagram has the ability to inspire young people to become politically active.

- a) Agree
- b) Disagree
- c) Strongly agree
- d) Strongly disagree

