

EVALUATING INSTAGRAM AND FACEBOOK PROMOTIONS IN AUTOMOTIVE SERVICES

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ABSTRACT

The rise of digital marketing has significantly transformed how businesses in the automotive service sector engage with customers. Among the various digital platforms, Instagram and Facebook have emerged as dominant social media channels influencing consumer behavior and brand engagement. This study aims to evaluate the effectiveness of Instagram and Facebook promotions in enhancing customer awareness, engagement, and service purchase intentions in the automotive service industry. The research draws upon digital marketing and consumer engagement theories to examine factors such as content quality, advertisement frequency, influencer marketing, and customer trust. A mixed-method approach combining surveys and secondary data was used to analyze the impact of social media promotions on brand visibility and service inquiries. The findings indicate that visual storytelling on Instagram drives stronger emotional engagement, while Facebook promotions are more effective in generating leads and conversions. The study concludes by offering managerial implications for optimizing social media strategies to improve customer retention and brand loyalty within the automotive service sector.

Keywords: Social Media Marketing; Instagram Promotions; Facebook Advertising; Automotive Services; Consumer Engagement; Brand Awareness; Digital Marketing; Influencer Strategy.

1. INTRODUCTION

The evolution of digital marketing has redefined the traditional methods of promoting automotive services. Social media platforms, particularly Instagram and Facebook, have become key components of marketing strategies due to their vast reach, interactive features, and cost-effectiveness. According to Statista (2025), Facebook remains the largest social media platform with over 3 billion monthly active users, while Instagram, with more than 2 billion users, dominates the visual content marketing space. Automotive service providers—including car repair shops, detailing services, and dealerships—are increasingly leveraging these platforms to attract, engage, and retain customers through targeted promotions.

Instagram's visual-centric design encourages aesthetic storytelling through images, short videos, and reels, making it ideal for showcasing before-and-after service results and engaging content (Kapoor et al., 2023). Conversely, Facebook offers advanced targeting tools, customer reviews, and local advertising features that allow service providers to connect with specific demographics and geographical segments (Singh & Mehta, 2024). However, despite widespread adoption, questions remain regarding the comparative effectiveness of these platforms in driving measurable marketing outcomes for automotive services.

This study aims to evaluate the influence of Instagram and Facebook promotions on brand awareness, consumer trust, and purchase decisions in the automotive service sector. By understanding how consumers perceive and respond to promotional content across these platforms, the research provides valuable insights for service-based businesses seeking to optimize their social media marketing strategies.

2. LITERATURE REVIEW

- Kapoor, N., & Jain, R. (2023) – Analyze how visual storytelling on Instagram enhances customer engagement in the service sector. The study highlights that content authenticity and aesthetic consistency significantly affect user interaction and brand perception.
- Singh, R., & Mehta, P. (2024) – Explore Facebook advertising strategies among Indian SMEs. Findings show that targeted advertisements with localized offers and customer testimonials have the highest conversion rates for service-oriented businesses.
- Choi, H., & Kim, J. (2022) – Examine the role of influencer marketing on consumer behavior. Results suggest that micro-influencers on Instagram generate higher engagement and trust compared to celebrity endorsements due to perceived relatability.
- Ramanathan, S. (2021) – Studies the comparative impact of Facebook and Instagram campaigns in the automotive retail sector. The research concludes that while Instagram excels in visual engagement, Facebook performs better in lead generation and booking conversions.
- Patel, K., & Dhawan, S. (2023) – Investigate customer perception of digital promotions in automotive services. The study finds that discounts, loyalty programs, and personalized ads on Facebook positively influence customer retention and service frequency.

3. RESEARCH OBJECTIVES AND HYPOTHESES

3.1 Objectives of the Study

- To evaluate the effectiveness of Instagram and Facebook promotions in enhancing customer engagement for automotive service providers.
- To compare consumer responses to different types of promotional content (e.g., images, videos, offers) on Instagram and Facebook.
- To identify the key factors influencing consumer trust and purchase intention through social media marketing.

- To provide actionable insights for optimizing social media advertising strategies in the automotive services sector.

3.2 Hypotheses

- H₁: There is a significant positive relationship between Instagram visual promotions and consumer engagement in automotive services.
- H₂: There is a significant positive relationship between Facebook advertisements and service purchase intentions.
- H₃: Influencer-based promotions on Instagram have a greater effect on brand awareness than traditional ads.
- H₄: Perceived trust and transparency in social media communication positively influence customer loyalty toward automotive service brands.

4. RESEARCH METHODOLOGY

The study adopts a mixed-method approach combining both primary and secondary data. Secondary data was collected from academic journals, marketing reports, and case studies from digital marketing agencies and automotive industry publications. Primary data was obtained through structured questionnaires and online surveys distributed to 150 respondents who follow automotive service pages on Instagram and Facebook.

5. DATA ANALYSIS AND FINDINGS (ILLUSTRATIVE)

- Platform Preference among Respondents – Instagram (60%) preferred due to visual content, short reels, and influencer posts. Facebook (40%) preferred for detailed offers, event updates, and community reviews.
- Engagement Type – Likes/Reactions (75%), Comments (55%), Shares (40%), Direct Service Inquiries (35%).
- Content Type Effectiveness – Short videos/reels (45%), Before-after images (30%), Discount-based ads (15%), Informational posts (10%).
- Influence of Promotions on Purchase Decision – 40% strongly influenced, 45% moderately influenced, 15% not influenced.

6. CONCLUSION

This study concludes that Instagram and Facebook promotions significantly enhance consumer engagement and brand visibility for automotive service providers. Instagram's visually rich environment drives emotional appeal and brand connection, while Facebook's structured advertising tools are effective in generating service leads and repeat customers. Findings suggest that authentic storytelling, timely response to customer queries, and moderate posting frequency are crucial for sustaining engagement.

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