Abstract

The continuous growth of digital communication technologies, such as the Internet or various social media platforms, like Instagram, has shifted traditional marketing strategies, as businesses are increasingly focusing on using these digital channels to their advantage. These shifts are making it significantly interesting for researchers to determine which strategies are most beneficial, profit-making, and efficient for these businesses.

This research paper, therefore, aims to investigate the factors that increase customer engagement over Instagram with a focus on Austrian-based food and beverage startups. An online questionnaire tested how different Instagram content posted by Austrian-based food and beverage startups affects the customer engagement of Instagram users. This was tested by representing respondents with visual examples of different types of content posted by Austrian-based food and beverage startups and then asking them how likely they are to interact with the business when viewing these posts on Instagram through the use of a five-point Likert scale. In addition, the respondents were asked about their purchasing intention after viewing these various types of content. An analysis of the results illustrated users engage differently with the diverse types of content posted by these businesses. Therefore, the conclusions can be drawn that factors, such as the content posted on Instagram by Austrian-based food and beverage startups, affect customer engagement.