The Study of Instagram Graphic Marketing Strategy — The Effect of Linguistic and Visual Metadiscourse on Follow and Purchase Intention

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Abstract:

In this era of rapid development of digital technology, people are spending more and more time using the Internet. According to statistics, Instagram, a photo-based social media platform, has become the most frequently used social media site in Taiwan, and this platform has quietly become a part of people's social life. There are many active users on Instagram who are willing to share their daily life, whether it is the steps of beauty and skin care, healthy recipes for weight loss, or the daily dressing style, gradually gaining the recognition of many users, who then click on the follow button and become online celebrities. In recent years, after the impact of COVID-19 epidemic, Instagram users have increased dramatically and companies have begun to develop online marketing strategies to attract consumers by collaborating with celebrities to shoot ads and write posts. In this paper, we study the effectiveness and frequency of using linguistic and visual metadiscourse to attract customers through the posts of the most popular Instagrammers, such as "Fashion & Beauty" and "Sports & Fitness", and analyze the hierarchy of demand of online celebrities through Maslow's demand theory, ERG theory, and Three-Tier Marketing to explore the effect of using linguistic and visual metadiscourse on the brand image, tracking intention, and purchase intention of online celebrities.

Keyword:

Influencer Marketing, Linguistic Metadiscourse, Visual Metadiscourse, Influencer Brand Image, Purchase Intention.