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## Article

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## INTERNATIONAL OVERVIEW OF BUSINESS PROFILES FROM THE PERSPECTIVE OF INSTAGRAM USERS

**Abstract.** Since creating a business Instagram profile is accessible, an increasing number of businesses discovered a new marketing potential. In addition to large enterprises, many self-entrepreneurs and small enterprises register on the websites. They use Instagram as a marketing tool. The authors noted that many valuable publications have already been published addressing the issue. The main objective of this study is to examine the business profiles in terms of Instagram users. The theoretical background to study was prepared using the available scientific literature in social media and Instagram marketing. The central question of the empirical research is whether it is necessary to perceive business profiles in different terms if the company is operating in multiple countries. The research operated with data from three European countries: Slovakia, Hungary, and Romania. The main goal was to find out how Instagram users in the surveyed countries relate to business profiles. The research questions were as follows: Do Instagram users follow business profiles? How developed is the user's brand recognition ability? What kind of posts do they like on business profiles? Do they show a willingness to advertise products on their profile? The online questionnaire survey was conducted between February 2019 and December 2020. The obtained data were analyzed in Microsoft Excel and SPSS statistical program. The methodological tools of research were cross-tabulation analysis to analyze the research hypotheses and graphical analysis to present the research results. Answers of Instagram users were analyzed by country. The results detected differences in users' attitudes towards the business profiles by the countries involved in the research. There are only negligible differences, which do not indicate that treating Instagram users in the studied countries different would be necessary. The research results are accessible for businesses, marketing professionals, and agencies operating in one or all countries involved in the survey or outside the research area.

**Keywords:** business profiles, Instagram, Instagram marketing, online marketing, social media, social media networks.

**Introduction.** Behavioral characteristics of different generations pose an increasing number of challenges to marketers. These challenges have become even more significant due to constant technological development (Davidaviciene et al., 2019). Nowadays, numerous companies use internet technology to market their products since this is an era of innovation and online technology (Nuseir et al., 2010). Customer orientation may no longer be based on the principle of «ask and accomplish». It focuses not only on customer needs but also on data collection, regulation, knowledge of market competition, current and future trends. It also coordinates various departments and transmits information in the

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company (Piskóti and Nagy, 2009). Zsigmond et al. (2020) defined the marketing concept, customer-oriented management, strategic planning, and management decisions that fit the market opportunities and challenges as the basic pillar of modern company management. Marketing research is believed to be an input to company strategy. Kingsnorth (2019) summarizes those marketing communication opportunities that need to be considered while elaborating the marketing strategy, especially in small and medium-sized enterprises. Therefore, these are as follows:

- blog – provides the possibility for self-advertising of the business; ideal for those companies that do not have a website;
- website – the best way to offer services and products for sale; the modern versions are simple and user-friendly, provide answers for the questions of customers;
- social networking sites – it is vital to open a business profile on one of the social networking sites; considering which site is the most suitable for the company and addressing the target customers (e.g., Facebook, Twitter, Instagram, LinkedIn);
- PPC (pay per click) – these tools are used to improve search engine rankings or links to PR articles;
- podcasts – used to share news or information with customers in audio or video form; the podcasts are currently popular, but a higher budget is required to use this service;
- email – emailing is an essential part of a marketing company; the emails usually contain information, news, or discounts.

Social media as a potential tool for successful marketing activity was discovered not only by businesses but researchers as well. Hautz et al. (2014) demonstrated that images and videos are more likely to motivate customers than simple text advertisements. The emergence of social media has changed all aspects of business activities (Alkhateeb and Abdalla, 2020). This type of media provides a unique opportunity to communicate and maintain contact with the customer (Zajarovsova et al., 2020).

**Literature Review.** Social media refers to a group of online tools that support social interaction between users. A typical social networking service allows individuals to share texts, images, and videos with their friends and followers (Hansen et al., 2020; Yang et al., 2014). Social media could also be described as a group of web-based applications built on web 2.0 as an ideological and technical interface enabling users to share and exchange content (Kaplan and Haenlein, 2012). Based on a further definition, social media includes Internet-based social sites that allow their users to create public or semi-public profiles within a closed system, form their own list of users they are maintaining contact with, as well as they could see the lists created by other users (Boyd and Ellison, 2007). The emergence of social media has had a significant impact on the socialization and communication of individuals (Jang et al., 2015). Several forms of social media interactions are known. The characteristics of each category vary on a relatively wide scale. Their overall goal is to offer attractive and useful content to the public in a new and interactive form (Madlenak, 2020). The categories are the following:

- social networking sites – connecting people and enable communication in virtual space;
- content sharing sites – sharing photos, audio files, videos, etc. via registered personal profiles on a platform;
- debate forum – enables the exchange of ideas and experience;
- community bookmarks – based on the preference of platform users, content could be shared from multiple sources; the content can be organized and grouped;
- review websites – serve the purpose of critical analysis and evaluation of company products or services;
- blogs – enable the publishing of thoughts, information, and news in the online environment;
- community interest portals – enable socializing and contacting people with the same interests and hobbies;

- trading platforms – collecting different companies and their products;
- electronic platforms of sharing economy – targeting the idea of sharing products and services;
- anonymous chat forums – their purpose is gossiping, chatting, and relax (Madlenak, 2020).

The current study is focusing on social networks and content-sharing websites. The boundaries between the categories are not strict, like Facebook or Instagram function as content-sharing websites and social networking sites. Internet users spend most of their time on social networking sites, sharing content, supporting companies, organizations, activities, or contacting peers. Besides, sharing opinions with other users is important in producing user-generated content (UGC) (Saura and Punzon, 2020). The main motive for browsing social networks is entertainment. The reason for browsing different profiles could be reading and commenting on posts or simply having fun reading the published content (Lukowicz and Strzelecki, 2020). Why people are active and create profiles on social networking sites has become a discussed issue also among researchers. Buresova (2018) and Vanko et al. (2020) determined seven the most common reasons, as follows:

- maintaining contact and socializing with friends – helps online interactions; has a positive impact on social and interpersonal relationships in the offline environment;
- prestige – users could be demonstrated as a symbol of development using sophisticated tools of the 21st century;
- compatibility – connecting the existing channels with other popular media;
- multifunctionality – concentrating all the functions in one place;
- entertainment – games, listening to music, watching videos, or reading funny comments of other users;
- up-to-date information – thanks to different social networking platforms, information could not only be disseminated but also created;
- corporate profiles – users could connect with their favorite brands, company, and other organizations.

The significant increase in the popularity of social media has an impact on the enterprises' transformation. These changes initiate the businesses to engage in a wide variety of activities in social media (Vilkaite-Vaitone and Lukaite, 2019). Unlike the classic user, companies should use social media for advertising and marketing purposes. Social media enables integrated marketing activity characterized by lower costs and effort to conduct (Kim and Ko, 2012). According to Bejtkovsky (2020), organizations use social media to communicate with the customers, PR activities, promote their company, recruitment, or HR purposes. The variety of social media interfaces suggests that each consumer has unique expectations. Due to the changing nature of social media networks and the way the information is transmitted through them, it is not advised for companies to be present only on one social networking site. It should also be emphasized that there is a need to find an effective communication channel with different users (Davidaviciene et al., 2019). Understanding different types of users on social networking sites could help the marketing experts develop appropriate content strategies (Saura and Punzon, 2020). These platforms are attractive for teenagers and young adults, who use them to maintain their relationships and build a reputation (Jang et al., 2015).

Jang et al. (2015) involved nearly 27 000 individuals to compare the social media habits of teenagers and young adults. According to obtained data, teenagers post fewer photos than adults, but more tags could be detected to their photos and receive more likes and comments. Teenagers post more selfies and feel brave in expressing themselves. The research showed that teenagers are more likely to post personal content and focus on self-expression. Davidaviciene et al. (2019) stated the attention and interest of different generations on social networking sites have to be inspired to motivate them to buy the products and make them happy with this act. It is the way they could become loyal customers. The scientific literature provides similar definitions, e.g., in terms of an effective advertising campaign, interpersonal

connection to advertisers and identification with the brand are crucially important (Jin and Ryu, 2019a). According to Sadiq et al. (2020), the content on social networking sites should generate trust and satisfaction in the customer. These are stable pillars of quality online relationship building. Davidaviciene et al. (2019) identified five categories closely related to social media that influence the purchasing decision:

- company characteristics: quality, reputation, delivery, services, interactivity, offering value, the message of the brand, safety, prices, discounts;
- consumer characteristics: lifestyle, motivation, knowledge, innovation, hobby, demography, style, experience, expectations, behavior, self-expression;
- product features: product information, type of the product, packaging, price, functionality, identification with the product, simplicity;
- characteristics of the online environment: design of the website, navigation, user-friendly, reliability, safety, easy purchasing process;
- impact of the online environment: culture, media impact, attention, picture, the opportunity for digitalization, comments, advice.

Instagram. Taking photos with mobile devices is the most popular and widespread activity among smartphone users. As the fastest growing social networking site, Instagram enables the user to upload photos, use filters, share the photos, make them accessible for other users, and comment and like the photos of others. Five primary social and psychological motives could characterize Instagram users: social interaction, archiving, self-expression, escape, and peeping (Lee et al., 2015). Instagram is the most popular social networking site in marketing activities (Purba et al., 2020). According to Joyner (2015), Instagram is a social networking site that allows users to share photos and video content on their smartphones. The scientist also emphasized that different filters could be used to modify the photos, the place could be tagged where the picture was taken, and a short description could be provided. The application also has a PC interface, but it does not enable sharing photos and videos. Instagram is made unique by its photo-based platform. The official Instagram application may be accessed on operation systems of Apple iOS and Google Android. As the users could access their smartphones everywhere and at any time, this feature of Instagram is characteristics only for smartphones. Its virtual orientation could generate different user behavior and motivation than other social networking platforms (Lee et al., 2015).

As it was mentioned above, there is an increasing number of enterprises present on social media platforms. It is similar to the case of Instagram. Based on the scientific treatises, some good advice could be provided on effective corporate marketing activity on this platform. Testa et al. (2021) made the following suggestions regarding the content published on Instagram:

- The company should remain unpredictable. The content on the site should focus on the brand. Businesses have to attract the consumer with exciting and new content.
- Mirror the desires and feelings of customers and speak their language. The content published on Instagram should be attractive or/and entertaining. Credibility is also a key factor. The brand's message should be credible.
- The companies have to identify the type of communication (immediate or extended communication) and choose online tools (likes and comments) which involve the potential consumers in the best possible way. If they want maximum reach, they have to post one photo or video at a time. For increasing the interest in the company message and consumer loyalty, videos could be a good tool to reach potential customers.
- It is necessary to make a difference in how customers reach the post. Likes usually reach the existing customers, while comments are addressing the new customers as well. While likes provide positive and short feedback, comments could generate longer communication, either positive or negative.

For predicting the popularity of the Instagram post, it is important to determine what impact the user would have on the marketing goals. The research results show that the quality and type of photos and the

post's day influence how many customers reach it (Purba et al., 2020). It is necessary to mention the brand recognition ability. The easier it is to recognize the brand, the sooner the marketing message reaches the customer. Jin and Ryu (2019b) point out that when a user (influencer) publishes a promotional photo, brand recognition is higher in the case of product-centric images compared to consumer-centric images. If the company is uploading a photo, it does not matter whether the content is product-centric or customer-centric. There is no difference in brand recognition.

Santa et al. (2020) identified four categories of business profiles that appear on Instagram and may affect the company's marketing activity on the mentioned platform. These are the following:

- general factors – regular posts, sharing 24-hour stories;
- creative factors – eye-catching description of the company, properly chosen profile photo, creative message under the photos;
- corporate factors – link to the company website, ordering option in the message, indicating the price of the products;
- relationship factors – high number of followers, introducing giveaways, sharing the photos of customers, cooperation with influencers.

Cooperation with influencers seems to show popularity growth. It is becoming more and more popular among the companies. Influencers might have an impact on building brand awareness. They could help certain marketing processes and attract new customers (Bezakova and Tomova, 2020). Companies are advised to select influencers based on their target audience's likes and desires when planning cooperation. Considerations have simple and useful consequences: the resources are utilized for creating the most profitable content (Lukowicz and Strzelecki, 2020). That is why it is necessary to emphasize that most companies overestimate the number of following influencers when they are asked for partnership cooperation. Choosing an influencer based on the number of followers could be counterproductive because the number of followers and the amount of content (photo, video) published negatively relates to followers' commitment. Before the cooperation, companies need to diversify their control criteria, consider the number of followers and those followed by the influencer, the amount of content posted, and the influencer's interests (Tafesse and Wood, 2021). Since the interface is diverse and offers numerous advertising opportunities, Instagram marketing is not easy. It requires consideration and expertise. According to Lee et al. (2015), marketing experts must understand consumers' specific motives and needs when using social networking sites. They have to be aware of how they can satisfy and strengthen the consumer-brand relationship.

**Methodology and research methods.** The main motivation of this research rests on personal experience that Instagram presence of companies and their intense marketing activity gained increasing popularity, and the researchers address increasing attention to the topic. The authors decided to conduct international research that examines the user perception of the company's Instagram profile. The main goal of the research was to detect whether the companies must tailor their Instagram profile to different markets. Which company would not like to attract the customer with a company profile that attracts the customer, who is happy to visit the profile and could initiate more and more purchases due to this?

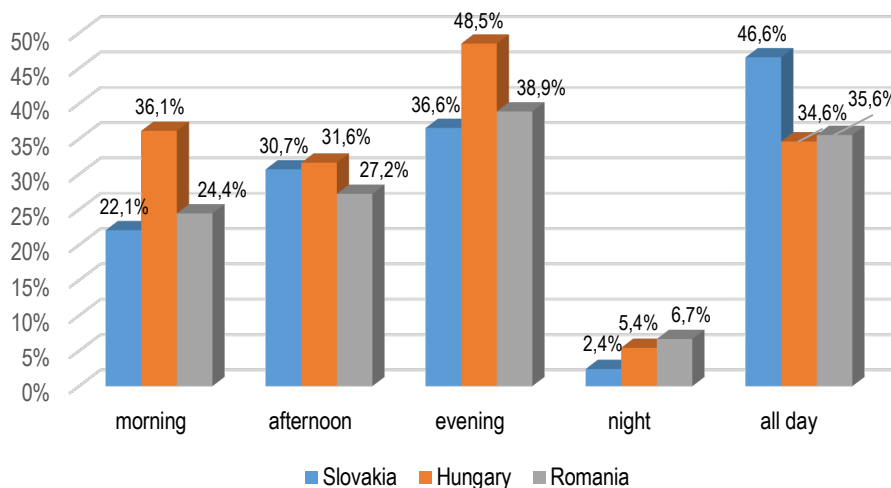
The research was conducted online since it has an international character. An online questionnaire was created through Google Forms. Sharing the link and snowballing were applied to distribute the questionnaire on the social media sites (Facebook, Instagram). The method enabled to reach the domestic users. However, the collection of international responses was limited. For avoiding this obstacle, the appropriate contact person of the partner institutions of J. Selye University was contacted. Finally, it successfully encouraged the respondents to fill in the questionnaire with active profiles on social networking sites. The online questionnaire survey took place between February 2019 and December 2020. 890 completed questionnaires were submitted, 802 could be evaluated. Most completed questionnaires that had to be excluded from data analysis were because of the country of origin. Since this research

aimed to compare the obtained data from countries, the data obtained from those countries with at least 150 valid responses were evaluated. These countries are Slovakia, Hungary, and Romania. The questionnaire included three demographic questions (gender, age, country). The rest of the questions fall into four categories to help answer the main research question. These categories are as follows: regularity of Instagram use, ability to identify brands, preferred types of photos, willingness to advertise.

The obtained data were analyzed in Microsoft Excel. The results were presented with diagrams. Two research hypotheses were set and analyzed in the SPSS statistical program. These hypotheses were defined as the following:

- H1: Based on the country of residence of the Instagram users, a significant relationship could be detected regarding the popularity of image types published on Instagram profiles of companies.
- H2: Based on the country of Instagram user residence, a significant relationship could be detected regarding the willingness to advertise the company product on his/her Instagram profile. According to the demographic characteristics of the respondents, the majority of them were female (67,2%), and 76,5% were under age 25. Based on the previous experience, this is because women have more willingness to fill in questionnaires. The high ratio of female respondents under 25 could be explained by most Instagram users being young. Still, one of the sampling methods (involving the university's partner institutions) was an influential factor. In terms of countries, most of the respondents were from Hungary (41,4%), followed by the respondents from Slovakia (36,2%) and Romania (22,4%).

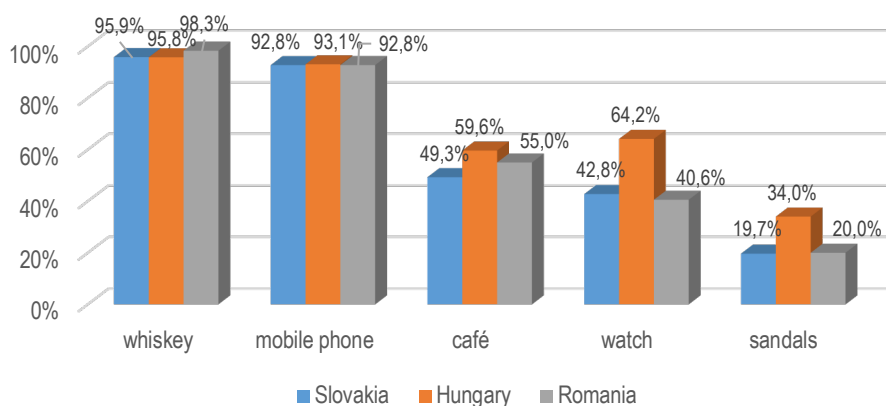
**Results.** Demographic questions were followed by the questions regarding the regularity of using Instagram by the respondents. The obtained results showed that in each of the 3 countries, most respondents use Instagram daily. In Slovakia, Hungary, and Romania, the ratio of those using Instagram more than 12 hours/day is over 12%. It stands to emphasize that in the case of Slovakia and Hungary, the ratio of those using Instagram less frequently than monthly is below 6%. This ratio was 14,4% in the case of Romanian respondents. The research also examined which time of the day the respondents frequently use the social networking site. Since the option in the case of the previous question was 12-24 hour use of the social networking site, the option of 24-hour use was also indicated.



**Figure 1. Instagram usage by time of day**

Sources: developed by the authors.

Almost half of the Instagram users in Slovakia and more than a third of the users in Hungary and Romania chose the option of 24 hours use of social networking sites. Users of the researched countries frequently visit the site in the evening hours (Figure 1.). Since the central issue of the research is the perception of company profiles on social networking sites, authors were interested in whether the respondents who completed the questionnaire follow business profiles or have no interest in them. The vast majority of the respondents follow some companies or brands on Instagram (Hungary 81,9%, Slovakia 80,3%, Romania 78,9%). Since there are also active Instagram users among the authors, the users might browse without paying attention and scroll down without checking the posts. In general, the message posted on a business profile (an advertisement) must reach the customer, preferably at first glance. That is why four questions regarding the brand recognition ability of the respondents were asked. To study this question, product photos of five internationally recognized brands were chosen. The photos were intentionally selected to make it increasingly difficult to identify the advertised product. There was a café, a watch, a smartphone, sandals, and a whiskey brand, which were taken from the Instagram profiles of existing companies. In addition to correct answers, three false answers were also provided. These were the products also featuring in photos, but they were not advertised. The authors motivated the respondents to answer more difficult questions, as the ratio of Instagram users providing the correct answer decreased in Slovakia and Romania. In the case of Hungary, the decreasing tendency was caused by the image of the watch.



**Figure 2. Brand recognition ability of the respondents**

Sources: developed by the authors.

According to obtained results (Figure 2.), there is no significant difference in the brand recognition ability of Instagram users in the researched countries. In the case of images that are more difficult to identify (café, watch, sandals), the Instagram users of Hungary performed better than the Instagram users of Slovakia and Romania. The difference between countries for the next two categories could not be clearly identified by using diagrams. Thus, a hypothesis analysis was applied.

– H1: Based on the country of residence of the Instagram user, a significant relationship could be detected regarding the popularity of image types published on Instagram profiles of companies.

In H1, the independent variable is nominal (country), the dependent variable is ordinal (image type). A cross-table analysis was applied. The images presented had four types, where the focus shifted from the advertised product (product-focused image) to consumer or end-user (consumer-focused image). The images in the questionnaire were taken from existing business profiles. The respondents chose a photo



of five products (boots, camera, socks, sandwich, and eyeshadow palette). The question was formulated as follows: Which of the four types of images listed for a given product would be the one that motivates the user to buy the product for their own use or as a gift? The responses were assessed based on the photos, and a cross-tab analysis was conducted (Table 1).

**Table 1. Cross-tab analysis – Picture types**

| Country  |                | Picture type |           |           |           | Total  |
|----------|----------------|--------------|-----------|-----------|-----------|--------|
|          |                | Picture 1    | Picture 2 | Picture 3 | Picture 4 |        |
| Slovakia | Count          | 238          | 455       | 459       | 298       | 1450   |
|          | Expected Count | 200,3        | 463,6     | 433,9     | 352,2     | 1450,0 |
| Hungary  | Count          | 214          | 527       | 491       | 428       | 1660   |
|          | Expected Count | 229,3        | 530,7     | 496,8     | 403,2     | 1660,0 |
| Romania  | Count          | 102          | 300       | 250       | 248       | 900    |
|          | Expected Count | 124,3        | 287,7     | 269,3     | 218,6     | 900,0  |
| Total    | Count          | 554          | 1282      | 1200      | 974       | 4010   |
|          | Expected Count | 554,0        | 1282,0    | 1200,0    | 974,0     | 4010,0 |

Sources: developed by the authors using SPSS statistical program.

The obtained value (Table 2) of Chi-Square is 29,554, and the degree of freedom is 6. The value of the bilateral significance level is  $p=0,000$ , which is lower than the generally accepted significance level of  $\alpha=0,05$ . Therefore, H1 is approved.

**Table 2. Chi-Square Test – Picture types**

|                              | Value   | df | Asymptotic Significance (2-sided) |
|------------------------------|---------|----|-----------------------------------|
| Pearson Chi-Square           | 29,554a | 6  | 0,000                             |
| Likelihood Ratio             | 29,704  | 6  | 0,000                             |
| Linear-by-Linear Association | 14,826  | 1  | 0,000                             |
| N of Valid Cases             | 4010    |    |                                   |

a. 0 cells (0,0%) have an expected count less than 5. The minimum expected count is 124,34.

Sources: developed by the authors using SPSS statistical program.

If the hypothesis is accepted, it is also important to examine the value of Cramer's V. The Cramer's V indicator (Table 3) is an association coefficient, which detects the strength of the relationship between two nominal or one nominal and one ordinal variable.

**Table 3. Cramer's V indicator - Picture types**

|                    | Value                          | Approximate Significance |
|--------------------|--------------------------------|--------------------------|
| Nominal by Nominal | Cramer's V<br>N of Valid Cases | ,061<br>4010             |

Sources: developed by the authors using SPSS statistical program.

In this case, the value of the coefficient is 0,061. It shows a weak relationship between the variables. Thus, hypothesis H1 is approved.

– H2: Based on the Instagram user's residence country, a significant relationship could be detected regarding his/her willingness to advertise the company product on Instagram profile.

The last category of questions addressed influencer marketing. The important aspects are as follows: If the user had an opportunity, would he advertise the product on his social media profile? Cross-tabulation analysis was also applied to test H2, as both the independent variable (country) and the dependent variable (advertising willingness) are nominal (Table 4).

**Table 4. Cross-tab analysis - willingness to advertise**

| Country  |                  | Yes, I would advertise any kind of product | Yes, I would advertise a product that I like or use | I do not know | No, I would not advertise | Total  |
|----------|------------------|--|---|---------------|---------------------------|--------|
| Slovakia | Count            | 31   | 200   | 36            | 21                        | 288    |
|          | Expected Count   | 26,0                                       | 194,6   | 38,9          | 28,5                      | 288,0  |
|          | % within Country | 10,8%                                      | 69,4%   | 12,5%         | 7,3%                      | 100,0% |
| Hungary  | Count            | 25   | 238   | 35            | 33                        | 331    |
|          | Expected Count   | 29,8                                       | 223,7   | 44,7          | 32,7                      | 331,0  |
|          | % within Country | 7,6%                                       | 71,9%   | 10,6%         | 10,0%                     | 100,0% |
| Romania  | Count            | 16   | 102   | 37            | 25                        | 180    |
|          | Expected Count   | 16,2                                       | 121,7   | 24,3          | 17,8                      | 180,0  |
|          | % within Country | 8,9%                                       | 56,7%   | 20,6%         | 13,9%                     | 100,0% |
| Total    | Count            | 72   | 540   | 108           | 79                        | 799    |
|          | Expected Count   | 72,0                                       | 540,0   | 108,0         | 79,0                      | 799,0  |
|          | % within Country | 9,0%                                       | 67,6%   | 13,5%         | 9,9%                      | 100,0% |

Sources: developed by the authors using SPSS statistical program.

The analysis of obtained results shows that the value of Chi-Square is 19,820 (Table 5). The degree of freedom is 6, while the bilateral significance level is  $p=0,003$ . That is lower than the generally accepted level of significance  $\alpha=0,05$ . H2 was approved. However, it is necessary to examine the strength of the relationship between the variables.

**Table 5. Chi-Square Test – Willingness to advertise**

|                              | Value               | df | Asymptotic Significance (2-sided) |
|------------------------------|---------------------|----|-----------------------------------|
| Pearson Chi-Square           | 19,820 <sup>a</sup> | 6  | 0,003                             |
| Likelihood Ratio             | 19,106              | 6  | 0,004                             |
| Linear-by-Linear Association | 9,890               | 1  | 0,002                             |
| N of Valid Cases             | 799                 |    |                                   |

*a. 0 cells (0,0%) have an expected count less than 5. The minimum expected count is 16,22.*

Sources: developed by the authors using SPSS statistical program.

The value of Cramer's V (Table 6) is 0,111, which indicates only a weak relationship between the two variables examined.

**Table 6. Cramer's V - Willingness to advertise**

|                    | Value            | Approximate Significance |
|--------------------|------------------|--------------------------|
| Nominal by Nominal | Cramer's V       | 0,111                    |
|                    | N of Valid Cases | 799                      |

Sources: developed by the authors using SPSS Statistics program.

As for influencer marketing, the survey also asked about the conditions the users express willingness to advertise the product on their own Instagram profile (Figure 3). The respondents were offered several options to answer this question and could indicate more options. The most frequently indicated answers in Slovakia, Hungary, and Romania were cash benefits and free products. In contrast, cash benefit reached the highest ratio with the Slovak and Romanian respondents. Hungarians prefer free products as the most attractive offer.



**Figure 3. Conditions for advertising a product**

Sources: developed by the authors.

**Conclusions.** The research addressed to examine how Instagram users perceive the business profiles on Instagram in Slovakia, Hungary, and Romania. The authors found no study addressing the issue of Instagram marketing on an international scale. Thus, the present study has a unique character. The obtained research results might be processed and used by companies, marketing experts, and agencies. In addition to demographic questions, the online questionnaire included four question categories, which examined whether the companies in different countries should apply different marketing strategies to create their business profile on Instagram. It is considered a positive result that in the case of examined countries, the majority of the respondents use social media daily. It means they can be easily accessed by advertisements and shared content of businesses. The users receive up-to-date information with the latest news, products, and sales. As 14,4% of the Romanian respondents use the application less than once a month, it is recommended for companies presented on the Romanian market to warn the attention of potential customers about their active Instagram profile by using other social media platforms. According to research results, the vast majority of the respondents follow business profiles on Instagram. Examining the brand recognition ability showed that the less product-centric a published photo is, the more difficult it is to identify it in each examined country. In terms of product recognition, Hungarians performed the best. The hypothesis testing approved both H1 and H2. H1 examined whether there is a significant relationship between the user's country of residence and the most preferred type of photo. At progressing towards the fourth type of uploaded image, there was decreasing focus on the advertised product. In contrast, the focus shifted to the customer or the user. The Slovak respondents mostly chose the third type of image, while the respondents from Romania and Hungary opted for the second type of image. Based on the cross-table analysis, there is a significant relationship between the examined variables. However, Cramer's V shows the weak relationship. The analysis of H2 showed similar results. There is a significant but weak relationship between the Instagram user's country of residence and their willingness to advertise the product on their personal Instagram profile. Instagram users in the examined countries are most likely to advertise a product they use or like on their Instagram profiles. Respondents in Slovakia and Romania would mainly expect cash for advertising products on their Instagram profiles, while the Hungarian respondents would choose a free product. The central question of the research was whether it is necessary to create different profiles in different countries based on the opinion and attitude of the users.

Although differences were identified in user perception of business profiles when examining each question category, these differences were negligible. Since hypotheses analyses show a weak relationship (all 3 countries involved in the research), authors do not recommend creating more Instagram profiles. The company can save effort and money, as well as their followers will concentrate on one profile. The proposal rests on personal perception.

Further consideration might be the language barrier or the cultural differences. As countries geographically in close position were examined, authors could not see any problem with the proposals mentioned above. If countries in different geographical position (big distances) had been examined, the differences would have been more significant. It might be a possible direction and idea for a next research.

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**Бізнес-акаунт у соціальній мережі Instagram: міжнародний контекст**

Запуск бізнес-кабінету соціальною мережою Instagram сформував нові можливості для промоції діяльності компаній. Цифрофізація та розвиток інтернет-маркетингу сприяла масовому переходу бізнесу у онлайн-середовище, створенню власних web-сторінок, у тому числі у соціальних мережах (Facebook, Instagram тощо). У статті авторами систематизовано науковий доробок щодо просування у соціальних мережах. Основною метою статті є аналіз ефективності функціонування бізнес-кабінету соціальної мережі Instagram. Теоретичний базис сформовано на основі результатів систематизації наукового доробку щодо просування у соціальних мережах. Авторами відмічено, що підходи та індикатори оцінювання ефективності бізнес-профілів компаній в Instagram залежать від країни їх функціонування. Авторами оцінено ставлення користувачів Instagram досліджуваних країн до бізнес-профілів. З огляду на це, у статті висунуто такі наукові питання: 1) Чи стежать користувачі Instagram за бізнес-профілями? 2) На скільки користувачі впізнають бренд компаній у соціальній мережі Instagram? 3) Який контент в бізнес-профілях більш сприймається Instagram користувачем? 4) Чи готові Instagram користувачі рекламувати товари в особистому профілі? Вихідну базу для емпіричного дослідження сформовано на основі панельних даних онлайн-опитування респондентів з країн Європейського Союзу, а саме Словаччини, Угорщини та Румунії, що проводилося з лютого 2019 року по грудень 2020 року. Для емпіричного обґрунтування висунутих гіпотез дослідження у статті застосовано інструментарій перехресного аналізу, тоді як результати дослідження представлено за допомогою графічного аналізу. Практичні розрахунки здійснено з використання програмного забезпечення Microsoft Excel та SPSS. Відповідно до отриманих результатів авторами зроблено висновок про наявність відмінностей у ставленні користувачів до бізнес-профілів у соціальній мережі Instagram залежно від країни. Результати дослідження можуть бути застосовані у бізнесі, маркетинговими фахівцями та агентствами, які працюють в досліджуваних та інших країнах.

**Ключові слова:** бізнес-профілі, Instagram, маркетинг в Instagram, онлайн-маркетинг, соціальні медіа, соціальні мережі.