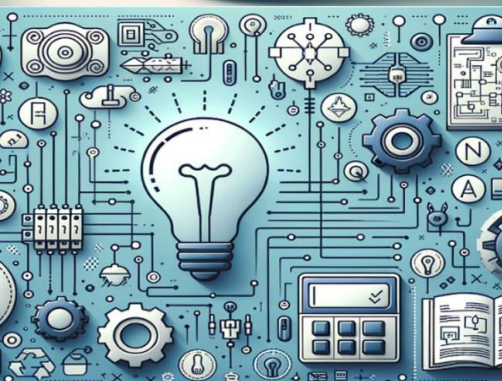


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# Impressive Instagram Marketing Utilizing Holographic with RAC Model

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**ABSTRACT:** In the era of rapidly evolving digital marketing strategies, brands are continuously seeking innovative methods to capture consumer attention and foster deeper engagement. This study explores the integration of holographic technology into Instagram marketing, structured through the RAC model (Reach, Act, Convert). Utilizing both quantitative and qualitative research methods, the project evaluates the effectiveness of holographic and augmented reality (AR) content in driving user engagement, brand awareness, and conversions on Instagram. Through experimental A/B testing and statistical analysis, the research reveals that holographic experiences significantly enhance brand interaction and consumer decision-making. The findings suggest that incorporating immersive and interactive holograms at each stage of the RAC model not only differentiates brand content in a saturated social media space but also delivers measurable business outcomes.

**KEYWORDS:** Holographic Marketing, Instagram, Augmented Reality (AR), RAC Model, Digital Marketing, Brand Engagement, Consumer Behavior, Interactive Media, Social Media Strategy, Immersive Technology.

## I. INTRODUCTION

In the ever-evolving world of digital marketing, standing out from the crowd is paramount. As we move further into 2025, innovative technologies like holography are revolutionizing how brands connect with their audiences. Imagine captivating your Instagram followers with 3D holographic projections of your products, brand ambassadors, or even interactive experiences. This is no longer science fiction—it's the cutting edge of Instagram marketing.

This exploration delves into the exciting realm of holographic Instagram marketing, focusing on the powerful RAC model (Reach, Act, Convert) to guide your strategy. We'll uncover how to leverage holograms to not only grab attention but also drive meaningful engagement and tangible results for your brand. Holographic marketing on Instagram, powered by the RAC model (Reach, Act, Convert), offers a revolutionary approach to brand engagement.

## II. SCOPE OF THE STUDY

### Holographic Content & Instagram:

Holographic technology, once confined to science fiction, is becoming increasingly accessible. For Instagram, this translates to:

**Holographic Displays (Projected):** Short, looping videos showcasing products or brand elements as 3D projections. These can be integrated into in-store displays, event booths, or even user-generated content (UGC) with portable projectors.

**Augmented Reality (AR) Filters with Holographic Elements:** Instagram's AR filter capabilities can incorporate holographic overlays, allowing users to interact with 3D elements, try on virtual products, or experience immersive brand narratives.

**3D Modeling and Animations:** Creating realistic 3D models of products or characters that appear to float or interact with the environment, even without dedicated holographic projectors, through well-crafted video content.

### STATEMENT OF PROBLEM

The digital marketing landscape is in constant flux, with platforms like Instagram becoming increasingly saturated, making it challenging for brands to capture audience attention and achieve marketing objectives. Traditional marketing





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methods often fall short in this environment, highlighting the need for innovative approaches that leverage emerging technologies. Holography presents a compelling opportunity to create immersive and captivating brand experiences, but its strategic application within established marketing frameworks requires further investigation.

### OBJECTIVES OF THE STUDY

Analyse the impact of holographic content on Instagram brand awareness and engagement.

Evaluate the effectiveness of the RAC model in structuring holographic Instagram campaigns.

### III. RESEARCH METHODOLOGY 1. RESEARCH DESIGN

This research will adopt a sequential explanatory mixed-methods design. This design involves first collecting and analyzing quantitative data to identify trends and patterns, followed by qualitative data collection to explain and elaborate on the quantitative findings. This approach allows for a deeper understanding of the complex dynamics involved in holographic Instagram marketing.

#### 2. Quantitative Data Collection:

**Experimental Design:** A controlled A/B testing experiment will be conducted on Instagram. Two groups will be established: one group exposed to holographic content integrated with the RAC model, and the other group exposed to traditional Instagram marketing content.

**Metrics:** Key performance indicators (KPIs) will be tracked, including:

- Reach: Impressions, reach, and follower growth.
- Engagement: Likes, comments, shares, saves, and click-through rates.
- Conversion: Website visits, product purchases, sign-ups, and lead generation.
- ROI: Cost per acquisition (CPA), return on ad spend (ROAS).

**Data Collection Tools:** Instagram Insights, third-party social media analytics tools (e.g., Hootsuite, Sprout Social), and website analytics platforms (e.g., Google Analytics) will be used to collect quantitative data.

**Sample:** A representative sample of Instagram users, segmented by demographics and interests, will be selected for the experiment.

**Data Analysis:** Statistical analysis, including t-tests and ANOVA, will be used to compare the performance of the two groups and determine the statistical significance of the findings.

#### 3. Qualitative Data Collection:

**Focus Groups:** Focus group discussions will be conducted with participants from the experimental groups to gather insights into their perceptions, attitudes, and experiences with holographic Instagram content.

**In-Depth Interviews:** Semi-structured interviews will be conducted with marketing professionals and social media influencers who have experience with holographic marketing or innovative Instagram campaigns.

**Content Analysis:** A qualitative content analysis of user comments and feedback on holographic Instagram posts will be performed to identify recurring themes and sentiments.

**Sample:** Participants for focus groups and interviews will be selected based on their experience with Instagram and their involvement in the experimental study.

#### 4. Data Analysis:

**Thematic Analysis:** Qualitative data from focus groups, interviews, and content analysis will be analysed using thematic analysis to identify key themes and patterns.

**Coding:** Data will be coded and categorized to facilitate the identification of relevant themes.

**Interpretation:** The qualitative findings will be interpreted in relation to the quantitative results to provide a comprehensive understanding of the research questions.

#### 5. Integration of Quantitative and Qualitative Data:

**Triangulation:** The quantitative and qualitative findings will be triangulated to validate and strengthen the research findings.



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**Explanation:** Qualitative data will be used to explain and elaborate on the quantitative findings, providing a deeper understanding of the underlying mechanisms.

**Interpretation:** The integrated findings will be used to draw conclusions and provide recommendations for implementing effective holographic Instagram marketing strategies.

### Tools used for analysis

- Chi Square Test
- Descriptive Statistics

## IV. LIMITATION OF THE STUDY

### Data Availability and Accessibility:

Holographic marketing is relatively new, limiting the availability of established data and case studies. Many brands may not publicly disclose detailed performance metrics of their holographic campaigns.

### Subjectivity and Bias:

User perceptions and responses to holographic content are subjective and influenced by individual preferences, cultural backgrounds, and prior experiences.

### Control Group Challenges:

Creating a true control group for A/B testing can be difficult, as Instagram users are exposed to a wide range of content outside of the study's parameters

## V. REVIEW OF LITERATURE

### 1.Du, J., Liu, B., & Wang, Y. (2022)

A systematic literature review explored augmented reality (AR) marketing, revealing its transformative potential in elevating consumer experiences. The study identified key trends and challenges within AR marketing, subsequently proposing future research directions to enhance its effectiveness. Notably, the review emphasized AR's role in immersive advertising, highlighting its ability to cultivate unique customer-brand interactions. This research contributes to a deeper understanding of how AR is reshaping marketing strategies by fostering engaging and memorable experiences.

### 2.Sinha,M.,& Srivastava, M.(2021)

This research delved into the impact of augmented reality (AR)-enabled Instagram game filters on customer brand engagement. The findings underscored the effectiveness of gamification within marketing strategies, demonstrating how interactive AR experiences successfully encourage user participation and cultivate brand loyalty. Furthermore, the study explored the psychological effects of these filters on consumer perception, revealing how they shape brand-related thoughts and feelings. Consequently, gamified AR emerges as a powerful tool for enhancing engagement, providing valuable insights for future marketing strategies that leverage this technology.

### 3.Rauschnabel, P. A., Babin, B. J., tom Dieck, M. C., Krey, N., & Jung,T. (2022)

This study began by establishing a clear definition of augmented reality (AR) marketing, subsequently analysing its intricate role within the landscape of contemporary digital advertising. Researchers then proceeded to identify key AR marketing strategies, evaluating their profound impact on consumer behavior. Moreover, the study offered valuable theoretical frameworks, designed to enhance comprehension of AR adoption processes. Finally, building upon these insights, the researchers proposed novel directions for future research endeavors within the dynamic field of AR marketing.



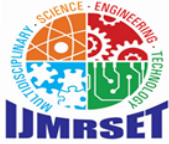
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### VI. ANALYSIS AND INTERPRETATION

**Table 1:**  
**DESCRIPTIVE STATISTICS:**

PARTICULARS	N	MINIMUM	MAXIMUM	MEAN	STD DEVIATION
Influence of AR/Holographic Instagram Ads on Buying Decisions	125	2	5	3.8	0.9
Role of AR Technology in Shaping Purchase Decisions	125	1	5	4.0	1.0
Barriers to Engagement with AR/Holographic Instagram Ads	125	1	4	2.7	0.8
Future of AR and Holographic Marketing in Social Media Advertising	125	3	5	4.3	0.7
Recommendations for Brands to Use AR and 4D on Instagram	125	2	5	4.1	0.8
Frequency of Engagement with AR Features on Instagram	125	1	5	3.5	1.1
Industries That Benefit Most from AR/Holographic Instagram Marketing	125	2	5	3.9	0.9



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Impact of AR/Holographic Content on Brand Followership on Instagram	125	1	5	3.6	1.0
Preferred Types of AR/Holographic Content in Instagram Marketing	125	2	5	4.2	0.7
Consumer Trust in AR/Holographic Product Representation on Instagram	125	1	5	3.3	1.2
Sharing Behaviour of AR/Holographic Instagram Ads and Experiences	125	1	4	2.9	0.9
Valid N (listwise)	125				

### INTERPRETATION:

The results indicate that AR and holographic marketing on Instagram is generally well-received, with most respondents believing it will become a standard in social media advertising (Mean = 4.3). Many users recommend brands adopt AR strategies (Mean = 4.1) and show a moderate level of engagement with AR features (Mean = 3.5). However, trust in AR-based product representation is mixed (Mean = 3.3, SD = 1.2), suggesting skepticism about its accuracy. Additionally, engagement barriers (Mean = 2.7) and low sharing behavior (Mean = 2.9) indicate that while AR is promising, brands must address concerns and improve user experiences to boost interaction.

### INFERENCES:

While AR and holographic marketing have strong potential in Instagram advertising, brands must enhance trust, engagement, and personalization to maximize effectiveness.



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**Table:2**  
**CHI SQUARE TEST:**

S.NO	FACTOR	CALCULATED VALUE	TABLE VALUE	DF	REMARKS
1	AR on Instagram & Brand Connection"	.003	16.919	9	Significant at 5% level
2	AR in Instagram Ads: Boosting Brand Connection	.007	16.919	9	Significant at 5% level
3	Impact of AR on Brand Engagement in Instagram Ads	.001	16.919	9	Significant at 5% level
4	Effect of AR/Holographic Marketing on Consumer Decision-Making	.003	16.919	9	Significant at 5% level

### INTERPRETATION:

The statistical analysis shows that Augmented Reality (AR) and Holographic Marketing on Instagram significantly impact brand connection, engagement, and consumer decision-making. The calculated values (0.001–0.007) are much lower than the table value (16.919) at 9 degrees of freedom, confirming significance at the 5% level. This indicates that AR features on Instagram play a crucial role in influencing user interaction, brand perception, and purchase decisions.

### INFERENCE:

AR and holographic marketing on Instagram have a statistically significant impact on brand engagement and consumer behaviour, proving their effectiveness in digital marketing.

## VII. FINDINGS

### 1. DESCRIPTIVE STATISTICS:

➤ While AR and holographic marketing have strong potential in Instagram advertising, brands must enhance trust, engagement, and personalization to maximize effectiveness.

### 2. CHI SQUARE TEST:

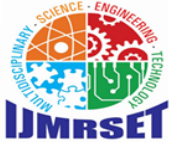
➤ AR and holographic marketing on Instagram have a statistically significant impact on brand engagement and consumer behavior, proving their effectiveness in digital marketing.

## VIII. SUGGESTIONS

- Utilizing 3D and AR holograms enhances visual appeal and engagement on Instagram.
- The Attract, Retain, Convert (ARC) model structures an effective marketing strategy.
- Using AR effects, 3D animations, and holographic filters in Instagram Stories, Reels, and Ads captures attention.

## IX. CONCLUSION

Integrating holographic technology into Instagram marketing using the ARC (Attract, Retain, Convert) Model is a game-changer in digital branding. Holography allows brands to create visually striking and immersive content that stands out in a highly competitive social media environment. By utilizing 3D visuals, AR filters, and interactive elements, brands can effectively attract audiences, increasing engagement and visibility on Instagram. Once users are drawn in, holographic experiences help retain their interest by offering unique, interactive content that deepens brand-consumer relationships. Whether through virtual try-ons, 3D storytelling, or immersive live streams, these elements



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encourage prolonged interaction, fostering brand loyalty and emotional connection with the audience.

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