

**IMPACT OF SERVICESCAPE VIA INSTAGRAM ON BEHAVIORAL INTENTION
OF YOUNG CONSUMERS: A CASE STUDY OF CATERING INDUSTRY**

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ABSTRACT

The study looked at the influence of Servicescape on consumer behaviour via Instagram. The primary goal of this study was to determine the effectiveness of Instagram as a marketing tool. An online questionnaire was used to obtain data from 200 participants who were young restaurant customers in North India and active Instagram users. According to the findings, Servicescape via Instagram has a substantial effect on consumers' behavioural intentions. Restaurant owners and managers may use Instagram to post images and videos that distinguish their business from others in the market.

KEYWORDS: *Instagram Marketing, Servicescape, Brand Image, Electronic Word Of Mouth, Behavioral Intention.*

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