

# Evaluation Of Impact Of Instagram On Customer Preferences: The Significance Of Online Marketing

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**ABSTRACT:** The modern marketing world has shifted from the Seller-centered market to the Customer-centered market in recent times. There is no more production-based economy and seller having a demanding position. Instead, the customer is now the king and is the more dominant force in the market. Numerous ways are implemented to attract customers. With the advancement of the internet, and an increase in the utilization of smartphones, the time to change the traditional ways of marketing has come. The primary objective of this paper was to assess various factors and preferred choices regarding consumers when it comes to products offered on Instagram. Also, attitude towards the existing operating elements in the Instagram app, such as ads, filter services, is duly noted. The current report is mainly divided into three phases: the Introduction of Internet-marketing and its different aspects. The discussion of how the internet has changed the parameters to be considered in marketing and particularly in the field of advertising is done. The story of the start of Instagram and gradually made its journey to the top charts. The second phase will include the discussion of research methodology and questionnaire undertaken to gather the data. This phase also comprises of literature review implemented for this research, often sourced anecdotes from various scholar articles. In the last phase, we have represented the data collection and findings in forms of visually enchanting charts and creative use of graphs. Critical findings and constructive suggestions then conclude the report of this project. It is realised that there is an increased Internet data usage among average Indians with a lot of the focus on Social Media apps like Instagram, Facebook, Twitter, and Snapchat is noteworthy. The impact these apps have on day-to-day life is far more significant.

**KEYWORDS:** Digital Marketing, Instagram Marketing, Facebook Marketing, Search Engine Marketing, Social Media Marketing, Online Marketing

## 1. INTRODUCTION

Business has evolved much since the inception of the only adopted barter system, way back in ancient times. People were fairly in the dark about the value of the goods they possessed and hence, only bothered about the daily necessities like food, clothing, and shelter. As time advanced and the concept of living together modified into the formation of villages and kingdoms, the emphasis was laid on the skills one possessed along with other things. Expansion of owned territories and venturing into unknown lands opened many markets to explore. In medieval times, a lot of European philosophers were responsible for the inception of renaissance or the phase-changing process in the whole world. Rousseau and Voltaire are some of the prominent names among the lot. The public was then following the old culture without questioning, but renaissance changed everything. Hence it can be said that Renaissance was the bridge between traditionally behaving the medieval world and the ever-changing modern world. The independence of the North-American continent from the British Imperial Rule sparked a sense of self-creation philosophy, which is practiced in a lot of countries and businesses today. The industrial revolution in the 19th century and the invention of Railway Engines sped up the process of transformation of the whole world.

the seller. In the late 1980s, computers took hold of the world. The invention of widely accepted Windows and Mac OS eased the way of using personal computers for everyone. The primary use of those machines was to help in computations and jotting down the points like that in a notebook. With research in the field of transistors and valves, the size of personal computers or devices got smaller and smaller. Computers then were used for other purposes like office work and different file-storage was started to increase in popularity. Research towards the connecting networks started in the 1960s. The Internet was still holding ground in various forms (such as ARPANET in Europe) and used as a significant form of resource sharing between eminent researchers and scientists across the world. As the optical networking technology advanced along with steady progress in semi-conductor research, economically viable opportunities were created for the involvement of partners who could leverage this golden hen and convert into a successful business with great potential. Following the invention of the World Wide Web (short: WWW) in the year 1989 by Tim Berners-Lee in CERN Laboratory, in Switzerland, using HTML language crossed the milestone, which was considered impossible by many researchers across the world. Communication was now easily possible between two computers connected with the Internet, and as found later, it became instrumental in making tremendous changes in almost all fields over the globe alongside the Internet. The commercialization of Internet in the US in 1995 and the initial phase of offering financial services by Stanford Federal Credit Union marked the starting of a revolution of what is called the greatest advancement humankind made in the last 5,000 years. The Internet has then influenced [1] in a very considerable amount on commerce and culture. With the rise of new and newer forms of communication such as Instant Messaging, Email, gazillions of Websites operated providing services, and whatnot, the world has come closer than ever. Also, the development in the field of semi-conductor, Nanotechnology, and satellite communications, it became a prominent part in the lives of

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...roads were made in the and some per the convenience of

people today. Rise of websites-indexing site (Search Engines) such as Google helped ordinary people the browsing experience better. The main communication form, which was carried out by sending and receiving Emails, was replaced by messenger Apps and Websites like Orkut, MySpace. In the year 2004, Mark Zuckerberg started Facebook, which is the current most popular platform even today. Initially used for communication only, soon businesses realized its actual value and started marketing through the Internet. Widely used apps such as Facebook & Google were ahead in this category due to a vast number of members and site visits they had. Instagram was founded in 2010 by Kevin Systrom and Mike Krieger. Initially, it was developed as an alternative app that bridges the gap between Hipstamatic and Facebook. However, within a matter of a few hours, it gained immense popularity and rose to charts in a few months. The word 'Instagram is a portmanteau of the words, 'Instant Camera' and 'Telegram.' The Android version of Instagram crossed 1 million downloads in less than a day. Facebook Inc. later bought Instagram for 1 billion USD in 2012. Social Media drastically reduces the time required to cover a large number of audience and that too, without any special equipment or preparation required. This erased the hurdle every marketer goes through any traditional method. Hence, it has begun to gain an immeasurable advantage regarding promotions within a short amount of time.

## 2 LITERATURE REVIEW

Marketing. The word is defined over a substantial period by several scholars, researchers, and eminent professors in big league universities as per their perspectives. The most widely referred author is Philip Kotler. According to him, Marketing is "creative usage of truth." Particular emphasis is normally given on the concept of 'satisfying the needs and wants. However, this may not hold at all and work in every case. The over-generalized marketing mix lacks the human factor and internal orientation [2]. Internet today has become one with the place factor [3]. Also, traditional marketing ignores the outside-in approach, which focuses on the customer first and then helps the organization [4]. The same concept holds in today's market conditions, as the customer has gained a variety of options and power to shift the markets into their favor

### 2.1 Digital Marketing

Digital Marketing is the sub-division of marketing which carries out a profound use of technology (particularly Internet-linked or Internet-based) to promote and increase awareness among the customers. When compared with traditional media, Digital Marketing offers realistic cost (important for Small and Medium scaled firms), accurate targeting, and best results. However, as digital marketing has its very own roots in technology, it can be outdated rather quickly than other types. Firms tend to put into effect whatever upgrade related to technology that comes across, solely to gain an edge over competitors [5]. The use of electronic devices giving uninterrupted experience further pushes the consumer's demand to give them a good feel of 'virtual store' [6]. Often Digital Marketing will be combined with some research intent to gather as much data possible regarding the preferences of users, their browsing patterns, their shopping habits, and their optimal time during the surfing activity. In addition to this, much factor goes into making the perfect content for the user. Various factors are responsible for the spread of Digital Marketing throughout different countries. Such as Usage of Smartphones, regular data plans for

Telecom Carriers, Nature of Jobs undertaken, relationships between members of family or friends, etc. The Indian economy has changed and recovered from the crisis [7, 8]. The retailing form has also evolved from last decade [9]. This has boosted the influence of the online retail in India.

### 2.2 Rise of Smartphones

Introduction of the world's first Apple smartphone by Steve Jobs back in 2007 brought the functionality of smart-touch screen to conventional mobile devices. Although work on the touch screen was started way back in the 60s by Eric. A. Johnson [10]. It was still a milestone for portable communication devices, which were until then keypad-operated. It was dominated by companies like Nokia and Blackberry, which had Symbian OS and Blackberry OS installed on their flagship devices, respectively. According to the report by Gartner in Feb 2010, the mobile device OS leader Symbian lost its market share from 52.4% to 46.9%, registering a decrease of 5.5% [11]. The Android OS, developed by Google and iOS by Apple, started to gain immense acceptance by the Asian markets and US markets, respectively, thereby further declining the sale of Blackberry & Symbian OS operated devices. Apple alone registered a growth of 64% in US sales, and Android overtook Blackberry to grab a market share of 15.2% [12]. As of today (2019), Android stands as the market leader in the mobile device OS market with almost 1.3 billion devices sold alone in the year 2017 and amounts to 76.24% market share in the mobile OS market, followed by iOS, far behind at 22.48%. Together they form about 98.72% of the mobile OS market [13]. The global expenditure on Digital Advertisement has risen to 45.9% of total media ad expenditure, which roughly amounts to 283.35 billion USD in the year 2018. Countries like the UK, Norway, China, Canada, the US, and the Netherlands already have Digital Marketing as a dominant medium – almost above 50% (of their national ad expenditure amount) in Digital ads. It is likely to reach 333.25 billion USD by 2019 and 517.51 billion USD by 2023 [14]. Digital marketing often comprises of several sub-areas such as Social Media Marketing, Search Engine Optimization (SEO), Influencer Marketing, Search Engine Marketing (SEM), Email Direct Marketing, SMS and Cold Calls Marketing etc.

### 2.3 Search Engine Optimization

Search Engine Optimization often involves the prudent arrangement of content on the website of the seller/service provider so that naturally, users can get the hold of the site by just using a search engine like Google, Bing, DuckDuckGo or Ask.com. Here, the focus is on ad-words, and efforts are made to increase the reach. Promotion of the site may also include an increasing number of hyperlinks, directory submission, and specific keywords

### 2.4 Search Engine Marketing

Search Engine Marketing (SEM) consists of the Direct Use of Search Engines as a marketing and advertising platform. This type is often useful when the name of the organization is unique, or there can be good competition for selling the products or services. Different Search Engines offer these types of services Google, Bing, etc with a small amount of fee.

### 2.5 Social Media Marketing

Simply said, Social Media Marketing can be defined as the

use of copious social media available in the market today to do the marketing of your firm, brand or product. This is done primarily on three levels. Build the brand through marketing, Increase the sale by advertising and various tools, and Increase your website traffic. There are two main strategic approaches [15]. The passive approach may involve heavy use of data gathering and data analytics tools that is a relatively inexpensive source of market intelligence and user behavior. Whereas, the active approach may focus on gaining the potential customer by advertisements and public relations. Researchers point the root finger at digital devices and platforms [16]. Also, [17], explains that the critical link to place promotional content is by influencing the friends. Friends are the primary influence of a user decision and hence, increase the dependability of information exchange amongst each other [18].

## 2.6 Facebook Marketing

Facebook is the world's most popular social network for businesses and individuals alike. There are 2.41 billion users of Facebook until June'19 [19]. That is almost 31% of the world's total population. This means one in three people, on average, uses Facebook. The average time spent by a user on Facebook turns out to be a staggering 60 min a day. Also, it has been researched that one week of Facebook usage is worth 67 USD [20].

## 2.7 Instagram Marketing

Instagram is rated as the best social media for fashion companies. With its digital photo filters technology and unique, innovative design, it is no surprise that it is the number one photo-sharing app on both Android and Apple devices. These feats in this attractive app make it rather unique for showing and sharing moments in the daily lives of its users [21]. It has been downloaded for 1.843 billion times. Instagram has a very high user engagement rate than its contemporary social network rivals Facebook and Twitter. According to the report, a staggering 93% of distinguished brands have a solid presence on Instagram and include it extensively in their marketing strategies [22]. The core functionality of Instagram – photo and video sharing helps their goal of connecting companies to their respective audiences. It also contains a feature for communicating with customers, redirection to respective sites of companies using one-click and multiple ad positions. These tools not only constitute the application itself but the lifestyle of the user, as said by. The term 'Instgramism' was getting more and more vogue and was first coined by [23]. Instagram is app-only service and does not have separate website experience (They have a website, but its only login accepting and switches to app layout more or less) [24]. Popularly speaking, the best feature that Instagram introduced for helping everyone and small businesses at the top of that was Instagram Direct or Instagram Messaging [25]. It also has the feature of providing upload video length to 1 minute and one time, single, 10-photo post [26]. This is a truly an assistive initiative for businesses.



**Figure 01(Left)** – Explore Page of Instagram Page  
**Figure 02 (Right)** – Home/Timeline Instagram Page

The number of active users has crossed the 1 billion mark [27]. The user with the highest number of followers on Instagram is the Portuguese football player Cristiano Ronaldo with 185 million followers. Whereas, famous Actress Priyanka Chopra holds the title of highest followed Indian with 44 million followers [28].

## 3 RESEARCH DESIGN AND RESEARCH METHODOLOGY

The questions puzzle the human mind in more than one way & the never-ending thirst for answering those questions is Research. Research generally done for two parts. One to analyze the occurring phenomenon, and the Second is to observe the phenomenon. Some researchers classify it as qualitative research and quantitative research. As per the demand of the project topic, the conducted research is in relation to target customers and the potential (would-be) customers. As the focus is more on studying the 'User behavior with the help of Instagram' aspect of the report, the list of customers is reduced to those who have had some prior information and first-hand experience of using the Instagram app. A good research design always has an impressive effect on the data and increases the trust of the collected and analyzed research information. Least error producing design is often considered as the best research design. The four main principles of a good research design are neutrality towards opinions or inputs or outputs, reliable data, usage of valid tools, and property of generalization. The research conducted for the project was exploratory. Hence, it only involved questions that gained insight into the mind of the customer/potential customer, their data usage pattern, their fashion choices, their personal preferences regarding buying day-to-day items, and other items. The method of data collection was in-person surveys where the respondents were given a questionnaire comprising of various questions requiring single (multiple for some questions) responses, which would be the most accurate and reflect their real preferences to the maximum.

## 4 ANALYSIS OF DATA & DISCUSSION

### 4.1 Gender Comparison:

Out of total number of respondents, almost 56% were female whereas, the remaining 44% were male respondents. As Instagram is more of a photo-video sharing application, the

number of female respondents is found to be higher.

#### 4.2 Age group Analysis:

Out of total of 136 respondents, almost 42% were from the age group 20-30 years, which also formed the majority of the sample. Respondents from the group 30-40 years and 12-20 years are 29% and 19%, respectively. Then we have the age group 40-50 years at 6% and above 50 at 4%.

#### 4.3 Education analysis:

45% of the respondents are found to be having Graduation as their highest qualification. As for the rest, the shares of 'Post Graduation,' 'HSC,' 'SSC,' and 'Above Post Graduation' are found to be 21%, 17%, 12%, and 6%, respectively. This may be due to the popularity factor of the app with younger audiences than older ones.

#### Internet Usage Pattern

Sr.no	Time Spent	Female	Male	Grand Total
2	1-2 hrs	11	5	16
3	2-3 hrs	8	13	21
4	3-4 hrs	29	26	55
5	above 4 hrs	28	16	44
	Grand Total	76	60	136

**Table 01: Internet Time Usage**

The number of respondents spending around 3-4 hours on Internet-based activities is a striking 55%, followed by respondents who spend more than 4 hours at 44%. People spending from 1-2 hours plus 2-3 hours are almost 37% combined together. Taking gender into account, 75% of the females (57) spend at least 3 hours on their smartphone on Internet/related activities. The same usage is done by 70% of males (42). Rest of 19 females and 18 males were found to be spending at least 1 hour on the Internet. It is then keenly noted that a lot of female respondent populations tend to spend more time on the Internet.

#### Application presence and details

Facebook	WhatsApp	Snapchat	Twitter	LinkedIn	Instagram	Quora	Tumblr
75	133	34	18	37	115	37	3

**Table 02: Application Presence**

Out of 136 respondents, 133 have WhatsApp, i.e., almost 97.7% and 115 (85%) of them have Instagram installed on their smartphone. Facebook is the third most used app, being used by 75 respondents. The rest of the social media apps like Snapchat, Twitter, LinkedIn, Quora & Tumblr are used by 34, 18, 37, 37, and 3, respectively.

#### 4.4 Individual App Comparison:

Astonishing 68% of respondents spend most of their Internet usage time on Instagram, followed by WhatsApp at 28%. The presence of various categories enables users to explore different content, hence the reason for most people spending much time on Instagram. The popularity of the Facebook app

is lower. As far as the User Interface (UI) is considered, the first two places are switched. 68 out of total respondents believe that WhatsApp has the simplest UI, and 47 respondents favor Instagram as the app with simplest UI. Facebook is preferred by 21 respondents.

#### 4.5 How do the respondents spend their time on Instagram?

46% of respondents like to share content with their Family or Close Friends, may it be anything. 28% post regarding the place or city they are currently living, including events happening, regular and new. As the age group goes, the statistics remain constant. Respondents in the age group 20-30 and 30-40 tend to do a variety of things on Instagram. Sharing things related to Music/Video is common among them. Young teens prefer to post about their vicinity and location.

#### 4.6 Topics that are followed the most on Instagram:

The most followed topic by the respondents is Fashion/Glamour (89), followed by Memes/Jokes/Funny Videos (81). This may be primarily due to a huge number of female respondents, and the majority are from the age group 20-30 years. Artists (32) and Science (27) are the least followed. Respondents following Movies, Sports, Food, Computers, Novels, Motivation are 68, 62, 59, 37, 41, 48, respectively.

#### 4.7 Should there be any age restriction on the usage of Instagram?

About 29 respondents thought that Instagram should only be accessible for people with age 18 and above. Also, about 43 respondents said that the minimum age bar for using Instagram should be 12 years. Relatively, 63 respondents suggested that there should not be any age restriction while using Instagram. It is also observed that most of the people who said no to age restriction are from the age group 12-20 years and 20-30 years (amounting to 53 out of 63). Contrary to that opinion, age restriction or age bar of 18 years is recommended by respondents from the groups 30-40 years, 40-50 years, and above 50 years.

#### 4.8 What are your shopping frequency and the primary reason behind it?

Count	Primary Reason for online Shopping			
	Better Deals	Convenience	Good variety	Grand Total
Half-yearly	9	11	6	26
Monthly	4	18	13	35
Quarterly	35	16	1	52
Yearly	13	8	1	22
Grand Total	61	53	21	135

**Table 03: Frequency & Reason for Online Shopping**

The primary reason for shopping online for most of the respondents (almost 45%) is the option of Better Deals. This is followed by Convenience (39%) and Good Variety (16%). The number of respondents making Quarterly (52) and Monthly (35) online purchases is higher than Half-Yearly (26) and Yearly (22) online purchases. The majority of the respondents making purchases yearly are likely to come across big offers.

#### 4.9 What group of consumers were given what kind of offers?

Different products having a different range of prices need multiple promotional strategies to attract the customer. Coupons and Discount form the majority with 46 and 47 times. Other offers such as 'Buy 1 Get 1' and Cash-back are behind (13 and 29, respectively). Respondents with an average purchase of about 0-500 INR will tend to get more coupon codes (21) and Cash-back (16). Products with Higher Prices generally have more Discounts offered from time to time.

#### 4.10 Do you think local sellers can benefit from listing products on Instagram?

The local seller may benefit significantly from marketing or listing products on Instagram. Firstly, due to the proximity towards the potential customers will help them get to know their needs and wants. In any eventual growth strategy, if to be implemented, it can be easily set into motion with good reach of subscribers.

#### 4.11 Average Rating for Instagram

The average rating is found out to be 7.41, which can be considered as Fairly Good.

#### 4.12 Hypothesis Testing & Interpretation

##### 4.12.1 Categories of Goods v/s How do you feel about Advertisement

Null Hypothesis (H<sub>0</sub>): Categories of Goods and how do customers feel about advertisement are independent.

Alternate Hypothesis (H<sub>1</sub>): Categories of Goods and how do customers feel about advertisements are not independent.

Test	df	Value	Alpha Value
Chi square test	4	p = 0.01686	α = 0.01

As per the above table, the p-value (0.0168) >= α (0.01). Thus, we do not have sufficient evidence to reject the Null Hypothesis. Hence, we conclude that categories of goods and how do customers feel about advertisements are independent. It can be inferred that the individual response towards advertisement displayed on Instagram is independent of categories of goods to which the advertisement refers to.

##### 4.12.2 Gender v/s Types of Advertisement displayed

Null Hypothesis (H<sub>0</sub>): Gender and Types of advertisement displayed are independent.

Alternate Hypothesis (H<sub>1</sub>): Gender and Types of advertisement displayed are not independent.

Test	df	Value	Alpha Value
Chi square test	2	p = 0.0011	α = 0.01

As per the above table, the p-value (0.0011) <= α (0.01). Hence, we can reject the Null Hypothesis and accept the Alternate Hypothesis. Thus, it can be concluded that Gender and Types of advertisements displayed are not independent. Female respondents tend to come across more Stories advertisement, whereas Male respondents come across Photo advertisement more. The business organization can then focus on their target customers effectively.

##### 4.12.3 The main reason for shopping online v/s How can Instagram improve the shopping experience

Null Hypothesis (H<sub>0</sub>): The main reason for shopping online and How can Instagram improve shopping experience are independent.

Alternate Hypothesis (H<sub>1</sub>): The main reason for shopping online and How can Instagram improve shopping experience is not independent.

Test	df	Value	Alpha Value
Chi square test	4	p = 0.0032	α = 0.01

As per the above table, the p-value (0.0032) <= α (0.01). Thus, we do not sufficient statistical evidence to accept the Null Hypothesis. Hence, it can be concluded that the main reason for shopping online and How can Instagram improve shopping experience are not independent. Customers who tend to prefer Better Deals look for More Variety. Also, individuals who shop online for Convenience may look for More Payment Options.

##### 4.12.4 Offers you would like to receive v/s Frequency of Shopping Online

Null Hypothesis (H<sub>0</sub>): Offers you would like to receive and Frequency of Shopping online are independent.

Alternate Hypothesis (H<sub>1</sub>): Offers you would like to receive and Frequency of Shopping online are not independent.

Test	df	Value	Alpha Value
Chi square test	9	p = 0.0001	α = 0.01

From the above table, we find that p-value (0.0001) <= α (0.01) and thereby reject the Null Hypothesis and accept the Alternate Hypothesis. Hence, it can be said that Offers that customers would like to receive and the Frequency of Shopping online are not independent of each other. Offers are generally declared according to festivals and thus influence the shopping frequency of the customer.

## 5 FINDINGS

56 % of respondents are female. Women generally tend to be more attracted to colors and appearances [29, 30]. Hence, they are likely to be informed about photo-sharing apps such as Instagram and Snapchat. With recent advancement in technology, the smartphone has become a daily necessity for all. Particularly students and young people going to work can find the information they require at their fingertips. Thus around 60% of people were below the age of 30. As far as education is considered, around 71% of respondents were at least the Graduate level, thereby the spread of new technology and information is higher in them. Search for newer alternatives for entertainment and content sources can often be seen [31]. Ever since the inception of Jio, the data usage of an average Indian has gone up significantly. It has almost doubled from the year 2017 to 2018 [31]. 75% of females generally tend to spend more than 3 hours on the Internet and Internet-based apps as done by 70% males. People spending less time on the Internet have a very structured way of spending their data. As the most popular cross-platform communication app, WhatsApp enjoys the monopoly of being present on almost every single device we encountered (97.5%). Instagram, although concentrating on photo-related services, comes second with 84.5%. This shows that Instagram has a lot to cover. Comparing Instagram to its contemporaries, Facebook and WhatsApp, we found that customers spend most of their time on Instagram (68%) but feel that the User Interface can be made simpler than it is in the market. This is because WhatsApp is a core communication app, and Facebook features a lite version of the app following minimalistic design. 46% of people like to share something with their families and friends whereas 28%

like to show-off their travel plans. Newer generation with an explore approach tends to put everything they experience online. There is huge number of topics to be followed or accessed on Instagram ranging from Fashion to Science, Technology to Art, and Business to Movies. This point makes a clear statements that Social Media is a perfect marketing tool having vast reach with minimum time and a wide variety of content to use. A heavy increase in data and Instagram usage also questions whether there should be any age restriction or not. This generally echoes with the responsibilities of parents of kids who are 18 years of age or below. The primary reason for shopping online was found to be the need for 'Better Deals' and 'Convenience' with (45%) and (39%). Most of the shopping is done Quarterly, as most of the Fashion/Apparel options are used in their best capacity for 70-90 days. Electronics vary from product to product, but they have better durability than others (subject to use). The rise of new types of offers to pull customers has been increased tremendously. The usage of Coupons and Discounts is valued by customers (69%) above others. Cash-back is also a lucrative option as there is a feature that said amount when credited back can be used for ordering something else. Local sellers can leverage the usage of Geographical Location and Hashtag to gain valuable learnings of their potential customers. Events and Festivals also sprout new and newer opportunities for marketing products. The only hindrance that can be observed is that local sellers may not get recognitions like popular or stalwart brands at the start. This may be circumvented by the use of Influencer marketing or a Personalized marketing approach. Certain factors tend to influence user behavior in one or the other way. While ads displayed to customers are independent of categories of goods browsed, the same cannot be said about others. The types of ads individuals come across on Instagram depends heavily on Gender, offers are normally given during festive seasons. The reminders are also sent according to the shopping frequency of the customer.

## 6 CONCLUSION

From the above Analysis and findings, we can conclude that many factors such as gender, income, shopping frequency, promotional offers, types of products, etc., can affect the choices of customers regarding the decision making of online shopping. Sellers should concentrate on these factors and reap the rewards by targeting their ideal audience. Another major conclusion is that the way it is used and spreading among the masses, Instagram will be developed into a powerful and efficient marketing tool for a wide range of businesses. It is visual enhancing filters and sharing with followers-fans mechanism can be used creatively to promote individual brands and increase the loyal-fan base. Firms related to Photography or Fashion sector can have Instagram as a boon in the coming years. Massive unstructured data is already available. With some processing and analysis, it can be adequately converted to boost productivity and sales for any organization in any sector.

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