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**A STUDY ON THE FACTOR THAT INFLUENCES
CUSTOMER PURCHASE INTENTIONS TOWARDS
SMALL BUSINESS PRODUCT THROUGH INSTAGRAM**

Project Report

Submitted by

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Under the guidance of

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In partial fulfilment of the requirements for award of the degree of
Bachelor of Management Studies (International Business)



ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE
Nationally Re-Accredited at 'A++' Level (NAAC Fourth Cycle)

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CERTIFICATE

This is to certify that the project entitled "A Study on The Factor That Influences Customer Purchase Intentions Towards Small Business Product Through Instagram", has been successfully completed by Ms. Alina Elizabeth Antony, Reg. No. SB20BMS005, in partial fulfilment of the requirements for the award of degree of Bachelor of Management Studies in International Business, under my guidance during the academic year 2020-2023.

INTERNAL FACULTY GUIDE

Dr. SHOBITHA P. S

Date: 19/04/2023



DECLARATION

I, Alina Elizabeth Antony, Reg. No. SB20BMS005, hereby declare that this project work entitled “A Study on The Factor That Influences Customer Purchase Intentions Towards Small Business Product Through Instagram” is my original work.

I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.

DATE: 19/04/2023



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EXECUTIVE SUMMARY

Social media has transformed itself into a platform to promote products and inevitably altered consumers' purchasing behaviour. Customer satisfaction plays a major role in understanding the consumer buying behaviour.

The notion of shopping isn't restricted to shopping out in malls but also impulsive shopping on online stores. Marketers may connect and engage with prospective consumers on social media, including LinkedIn, Twitter, YouTube, Facebook, Instagram, or Pinterest. The study reveals that with millions of unique users each month, marketing on Instagram is worthwhile. Not only does this provide your company with another medium to connect with your audience, but many have also found success with direct purchases.

Planning an Instagram marketing plan can be extremely beneficial for brands to earn a full-time income with proper consistency. The study also reveals the importance of reputation and influencer marketing, and how they can help small businesses whip up more leads and sales thorough the platform. This study also aims to determine the underlying factors and the effect of Instagram on consumers' online shopping in small businesses.

The primary objective of this study is to understand the factors that majorly affect while purchasing from a small business found on Instagram. The study is conducted through various test and analysis and concluded

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CHAPTER ONE
INTRODUCTION

1. INTRODUCTION TO THE STUDY

Consumer purchase intention refers to the mindset, expectations, and decisions that consumers make while purchasing a good or service. The detection and prediction of consumer buying intent are made easier with knowledge about consumer purchasing intent. Businesses can learn what consumers are purchasing and why by doing an in-depth analysis of customer purchase intent. When determining a customer's desire to purchase a good or service, purchase intention is a crucial component to take into account. According to Brown (2003), consumers who have a purchase intention have higher real purchasing rates, whereas consumers who have no purchase intention have lower actual buying rates. On the other hand, purchase does not always result in a purchase.

The Indian customers have undergone a remarkable transformation in shopping behaviour and pattern in the recent times. With increased consumerism, even the rural lifestyle and habits have started mirroring urban aspirations and lifestyle. Our retail industry has seen a significant growth; it has witnessed a number of recent developments.

The use of the Internet today is growing over time. In fact, innovations are developed continuously to facilitate many aspects of life, one of which is communication. The social media is a communication media that continues to grow more exponentially and fast compared to other Internet activities. In recent years, social media has become an important advertising platform for brands that want to reach consumers online. Among them one of the most used social media platforms for businesses would be Instagram. Instagram has over the years grown to become a marketplace where brands and small businesses promote their products and make sales via the platform.

Instagram marketing is the method used by companies on Instagram to reach their target audience to raise brand visibility and brand awareness. Instagram marketing can involve several different strategies and tactics, used to accomplish all kinds of goals a business might have. Five million images are shared on Instagram daily and 50% of the top brands currently use Instagram as a marketing medium. Even though the application was created especially for mobile phones, photographs on Instagram last longer than those on any other social networking platform and is considerably easier to use in terms of followers' expectations, as Instagram users are OK with just sharing a few

photographs every day with minimum commentary, compared to other platform. Marketing on Instagram is worthwhile. Not only does this provide your company with another medium to connect with your audience, but many have also found success with direct purchases. Planning an Instagram marketing plan can be extremely beneficial for brands to earn a full-time income with proper consistency.

If your small business doesn't have a social media presence, you may be missing out on significant benefits for your brand. Through social media, you can gain new customers and engage more insightfully with recurring ones. Social media can be a highly cost-effective and personalized way of reaching your customers while providing valuable insights into your brand. Millions of unique users use these platforms each month. The findings show that Instagram has an important, impact on purchase intention, brand attachment, consumer trust, and electronic word of mouth.

1.1 STATEMENT OF THE PROBLEM

One of the main important aspect aim of this study is to identify the various factors that influence a consumer's purchase intent on Instagram. These factors played a significant role in deciding the rate of purchase of Instagram users. The study also reveals the importance of reputation and influencer marketing, and how they can help small businesses whip up more leads and sales thorough the platform

1.2 LITERATURE REVIEW

Instagram Usage

Instagram is widely used. Maybe not all, but a sizable portion of the population does. One billion people use Instagram per month, according to estimates, with 71% of those under the age of 35. We can deduct from this that Instagram is used by a large number of people, the majority of whom are young.

In a short period of time, Instagram has established itself as a critical marketing tool for brands and retailers. In 2020, Instagram users spent an average of 30 minutes a day on the website, with 81 percent of those users using Instagram to conduct product and

service research (Christina Newberry, 2021). Consumers like to be sold to in short, high-visual-value messages.

Instagram allows you to do just that. Instagram is a fantastic tool for brands to communicate short, snappy messages to their target market's followers in the form of photos (Sprung, 2013). To fully comprehend how someone uses and perceives a social networking site such as Instagram, one must first comprehend how they use and perceive it.

Purchase Intention

The first phase in defining a marketing communication plan is to establish, examine and understand the target audience and its purchase intentions (Smith & Taylor, 2004). There are three main questions that must be answered before any marketing campaign can be carried out, these includes, who is the buyer?(Target market), why do they buy a specific product? How, when, and where do they make purchase?(Smith, 2004). The commitment to make purchase is a type of resolution which studies consumer psychology and their quest to buy a specific brand of commodity. Factors like planning to purchase a product and expecting to buy the product facilitates the range of the intentions to purchase (Porter, 1974).

The ability of an influencer to convey brand message meaningfully to their consumer goes a long way in influencing consumer buying behaviour and purchase intention. Even though consumer purchase decisions are influenced by social media influencer, their creativity, and the ability to convey brand messages is also another important determinant (Peetz et al, 2004). Goyal (2014) argues that consumer buying behaviour is usually influenced by purchase intention. Similarly, Vineyard (2014) asserts that purchase intentions are usually viewed as a powerful predictor of future purchase. which is the tendency that a consumer is likely to buy a product in the near future.

According to Kotler and Armstrong (2012). a consumer usually makes purchasing decisions daily and it the goal of every marketer to confirm what usually influences their buying decisions. Furthermore. Rani (2014) asserted that purchase decisions of a consumer are usually influenced by some personal characteristics such as age, peer

group, lifestyle and the fourth factor is the psychological influences such as motivation, perception, learning and beliefs of the consumer (Kotler and Armstrong. 2012).

Previous research studies revealed that influencers such as celebrities, brand community members and bloggers have a significant and positive relationship with consumers' brand attitudes and purchase intentions because they reach a large number of consumers within a short period and the cost of advertising through influencers is considerably lower compared to other marketing strategies (Djafarova and Rushwonh, 2017; Phua et al., 2017; Lee and Watkins. 2016; Jin and Phua, 2014; Kim, Sung and Kang. 2014). According to Reza (2016) and Rimayanti (2009), product variation has a positive effect on purchasing decisions.

However, it was different for Clark and Horstman (2003), they explained that a product endorsed by a celebrity would make more sales by consumers at higher prices. In regard to that. Misra and Beatty, (1990), they argued that a spokesperson is more preferable for the brands to use than a celebrity because they possess better qualities, Rodriguez (2008: 97) like: experience, knowledge, reliability, and qualification because he believes will be more persuasive. Also, it will succeed in impacting the purchase intention towards advertising and purpose of purchase intention.

Influencer Marketing

Influencer marketing is one of the new approaches to marketing and is being broadly used by many marketers across the globe. The word "Influence" can be broadly defined as the power to affect a person, thing, or course of events (Brown & Hayes, 2008). Influencer is defined as. "A third party who notably shapes the customer's purchase decision but may ever be accountable for it." (Brown & Hayes, 2008, p. 50). Influencers are individuals who have the potential to affect purchase decisions of other people because of their authority, knowledge, or relationship" (businessdictionary.com-Influencers).

Social media influencers are everyday people who influence consumers to make a purchase decision. Anyone can be a social influencer, if they have the power to influence someone else's brand affinity and purchasing decision (Singh, 2012). Social

Influence Marketing is defined by Singh as "a technique that employs social media (content created by everyday people using

Influencers represent a new category of opinion leaders, with a position somewhere between celebrities and friends, that has emerged with the growth of social media opportunities. Influencers might be described as self-made "microcelebrities" (Evans et al., 2017). Celebrities have long been leveraged for marketing campaigns, which seek to transfer the image or value of the celebrity to endorsed brands (Cheah, Ting, Cham, & Memon, 2019); social media influencers represent a unique and relatively newer version of this marketing tactic. On a conceptual basis, celebrities and influencers differ in nature (Dhanesh & Duthler, 2019).

Whereas celebrities are known for their non-social media activities (e.g. sports, music), influencers are "born" on social media, where they develop the main activity for which they are known (Schouten et al., 2019, Tafesse and Wood, 2021). Therefore, influencers' reputation derives solely from the content they post and their social media activity, usually in collaboration with their followers (Hu et al., 2020, Schouten et al., 2019).

Another line of research specifies the implications of various message characteristics, such as the way influencers disclose the commercial nature of the advice (Boerman, 2020, De Veirman and Hudders, 2020, Jin and Muqaddam, 2019, Sokolova and Kefi, 2019). As we noted in the introduction, a few studies also consider fit along one specific link in the triadic influencer marketing context. In an attempt to determine what factors qualify a person as an influencer on Instagram, Casaló et al. (2020) note the effect of consumer-influencer fit on followers' behavioral intentions; a greater match leads followers to imitate or take influencers' advice.

Kim and Kim (2020) instead manipulate product-influencer fit and show that greater fit fosters more positive product attitudes among consumers and reduces their perceptions that the promotion is advertising. In other cases, tests of these links involve simulated data gathered from social networks (Hummon & Doreian, 2003) or qualitative analyses (van Dam & van Reijmersdal, 2019). To expand on these views, we consider all forms of congruence, across the influencer, the customer, and the product advertised.

Consumer Trust

Trust is an important issue in shopping decisions especially social media such as Instagram (Che, Cheung, & Thadani, 2017). Che, Cheung, and Thadani, (2017) argued that trust is the key factor in online purchasing because it reduces the uncertainties of a consumer and minimizes the risks related to the purchase from online retailers Previous studies have shown when trust is established between the online retailer and consumer than the consumer's willingness to share information, purchase items, and interact with others increases (Punyatoya, 2019).

Hajli, et al., (2017) argued that social commerce platforms enable the exchange of value between consumers and online retailers as consumers to engage with social media content such as videos, pictures, recommendations, likes, and comments related to online retailers, however, trust stimulates consumer confidence in the reliability of the content and online retailer activities.

The role of trust in OSNs can be investigated from a governance perspective that allows us to integrate concepts of social network theory and social capital.

Here, governance relates to the different modes of co-ordinating individual actions, and networks are viewed as providing an organizing structure for relations between actors.

Trust can be seen as a powerful alternative to formal governance mechanisms that allow exchange relationships to be formed and that attempt to control opportunism (Puranam and Vanneste, 2009). The focus is on patterns and structures and not on processes through which trust actually emerges. Conceptual debates in the social capital literature and ambiguous empirical results suggest, in most cases, that trust has an important part to play in networks, but the precise role is not completely clear (Gubbins and MacCurtain, 2008).

Whereas the role of trust among online shopping can be investigated from a governance perspective that allows us to integrate concepts of social network theory and social capital .Here, governance relates to the different modes of co-ordinating individual actions, and networks are viewed as providing an organizing structure for relations between actors. Trust can be seen as a powerful alternative to formal governance

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Propensity to trust as suggested by (Jasmine, W., Cheung, C.M.,and Thadani, D.R, 2017)is the tendency of an individual to trust a person or a thing regardless of the information they have eventhough limited.

In another study by (Pookulangara, S., Parr, J., Tanoff, L., Nix, K., and Lau, K, 2017) suggests that normative belief which is an individual's perception of social normative pressures is important, especially when it comes to suggestions in buying through Instagram. In this study, propensity to trust is the tendency of an individual to trust others on Instagram prior to deciding on whether to buy or not from an Instagram store

Influencers

According to Dizon (2015), there are four categories of social media influencers. and they are celebrity influencer, micro-celebrity, industry expert, bloggers, and content creators. Social Media Influencers are also known as (SMIs), they are self-governing third-party endorsers, who through posts on Instagram, or other social media platforms, convey their message, knowledge, and ideas (Freberg et al., 2011) to influence the communal attitude regarding brands, products and relevant related cases or topics (Muntinga et al., 2011).

The study of Kotler and Keller (2009) argues that an influencer is an active individual that has a reasonable influence on their network and surroundings because of their intellectual capacity. Subsequently, Wong (2014) describes social media influencers as influential people who have been perceived to be an expert in a chosen field, and as such, they attract many, followers.

Brand attachment

Brand attachment has been one of the core constructs in the consumer–brand relationship literature over the last two decades (Thomson et al. 2005; Kessous et al. 2015; Li et al. 2020). Academics and industry experts often consider brand attachment to be more important than brand attitude and loyalty in building long-lasting consumer relationships (Park et al. 2010; Sciarrino 2021).

Theoretically, brand attachment refers to consumers’ strong emotional connection with a brand whereby consumers regard the brand as a part of their self-concept (Escalas 2004; Malär et al. 2011), develop brand commitment (Charton-Vachet and Lombart 2018; Dennis et al. 2016), spread positive word-of-mouth (Kwon and Mattila 2015; Magnoni et al. 2021), and are willing to pay a premium price for the brand (Orth et al. 2012; Li et al. 2019).

Taken together, brand attachment is expected to create a positive impact on a firm’s profitability and brand equity (Heinberg et al. 2020; Chang et al. 2020); as such, brand managers have emphasised the construction of a strong emotional connection with consumers (Schmitz 2021; Elliott 2018).

Early academic research examined consumers’ material possessions and related attachments in the 1990s (Ball and Tasaki 1992; Kleine et al. 1995). Following subsequent studies on measurement development and the conceptualisation of brand attachment (Escalas 2004; Thomson et al. 2005; Park et al. 2010), the body of research investigating brand attachment developed over the next decade.

While studies have examined brand attachment across numerous contexts and attempted to add new knowledge into the domain, there have been criticisms about extant studies’ conceptual and methodological approaches. For example, in a recent review on the psychological underpinning of brands, Bagozzi et al. (2021, 594) note that “some studies in consumer research explicitly draw upon attachment theory, while others reference attachment theory but adopt a different, and more ordinary, conceptualization of attachment, thereby potentially misleading readers new to the area about the content and meaning of attachment”.

Consumers’ motivations to fulfil their needs also create an attachment to a particular brand. Referring to social identification theory, studies have revealed that consumers’

motivations (Hung and Lu 2018; Tran et al. 2021), need satisfaction (i.e. autonomy, competence, and relatedness), and need to belong are associated with their brand attachment (Ahn 2019; Hung 2014).

Furthermore, the competence-enhancing capability of a brand and franchisor has also been outlined as an antecedent of brand attachment (Nyadzayo et al. 2018). Several studies examined the role of consumers' personal and historic nostalgia on brand attachment (Gillespie and Noble 2017; Chen et al. 2021a). Finally, researchers have discovered that brand attachment is stronger for brands perceived as nostalgic than their non-nostalgic counterparts (Youn and Dodoo 2021).

Purchase Involvement

Purchase involvement refers to the level of interest that individuals attach to a product and how likely they are to purchase a product of a specific brand. Purchase involvement is a scale that measures purchase involvement as a constant individual difference variable (Slama & Tashchian, 1985). According to Dong and Cao (2006), purchase involvement can be studied by analyzing the interaction between media exposure and self-esteem. Engel, Blackwell, and Miniard (1993) further found a positive relationship between consumer activities and consumer involvement, indicating that consumer behavior is a strong factor in increasing consumer involvement.

This scale includes five essential elements, namely importance of the decision, relevance of the decision, level of interest in the decision, appeal of the decision, and usefulness of the decision. Dong and Cao (2006) investigated the impact of American media exposure and self-esteem on Chinese urban adolescents' purchase involvement. They found no Pan, Alharethi, and Bhandari

The Journal of Social Media in Society, Vol. 8, No. 2 relationship between the two. Another study by Karaatli (2015) suggested that people with higher purchase involvement spend more time using the Internet than those with lower purchases involvement

Word of Mouth

Word of mouth or what is known as word of mouth communication is a communication process that is often carried out by humans as social creatures. Communication through word of mouth can be the most valuable medium for promoting the products and services of a company. Kotler and Keller (2012: 274) explain that word of mouth is verbal communication involving customers so that customers choose to talk to others about products, services, and brands. Meanwhile, according to Schiffman and Kanuk (2008: 437) oral communication is a process where someone (opinion leader) informally influences the actions or attitudes of others.

Another opinion regarding word of mouth (WOM) according to Tjiptono (2011: 236) " WOM is the oral, non-commercial communication between a receiver and a communicator about a brand, a product or a service offered for sale WOM is direct non commercial communication between the receiver and the communicator.

The growing use of social networking sites provides customers with another social venue to look for impartial product information while also allowing customers to provide their own intake-related advice through digital word of mouth. Customers may share their interactions with goods and styles with members of their social networks, whether they be close friends or distant strangers, on social networking websites.

Consumers give or seek informal product-related recommendations through the specific applications of social networking sites, resulting in electronic word of mouth on social networking sites.

According to the article: In the Banking Sector of an Emerging Economy, the Relationship Between CSR Communication on Social Media, Purchase Intention, and E-WOM Customers' perception that a company is socially conscious and open explicitly affected their attitude toward the brand and indirectly influenced their purchasing intention and E-WOM, according to J. Theor. Appl. Electron. Commer. Res. 2021.

Source Credibility

Source Credibility The level to which the target audience views the source to gain expertise and knowledge in their comprehension of the product or service is defined by source credibility theory (Till and Busler, 2000). The study also claims that one of the most important factors in enhancing the source's credibility is the quality of the argument and the persuasive power of the influencer. Because of their experience, consumers typically assume that information and knowledge handed on by influencers are reliable, which has an impact on their consumer buying behaviour and potential purchases.

1.3 SIGNIFICANCE OF STUDY

The benefits of the study

- I. This will help in the understanding of the various would influence purchase intention of customers and will provide the area of interest where they can improve to attain higher levels of customer sales in this small business found in Instagram
- II. It will help get a better idea about the customer involvement on the various small business found on Instagram.
- III. It will also help the company know with what basis the customers perceive the goods and how it affect their purchase decision.

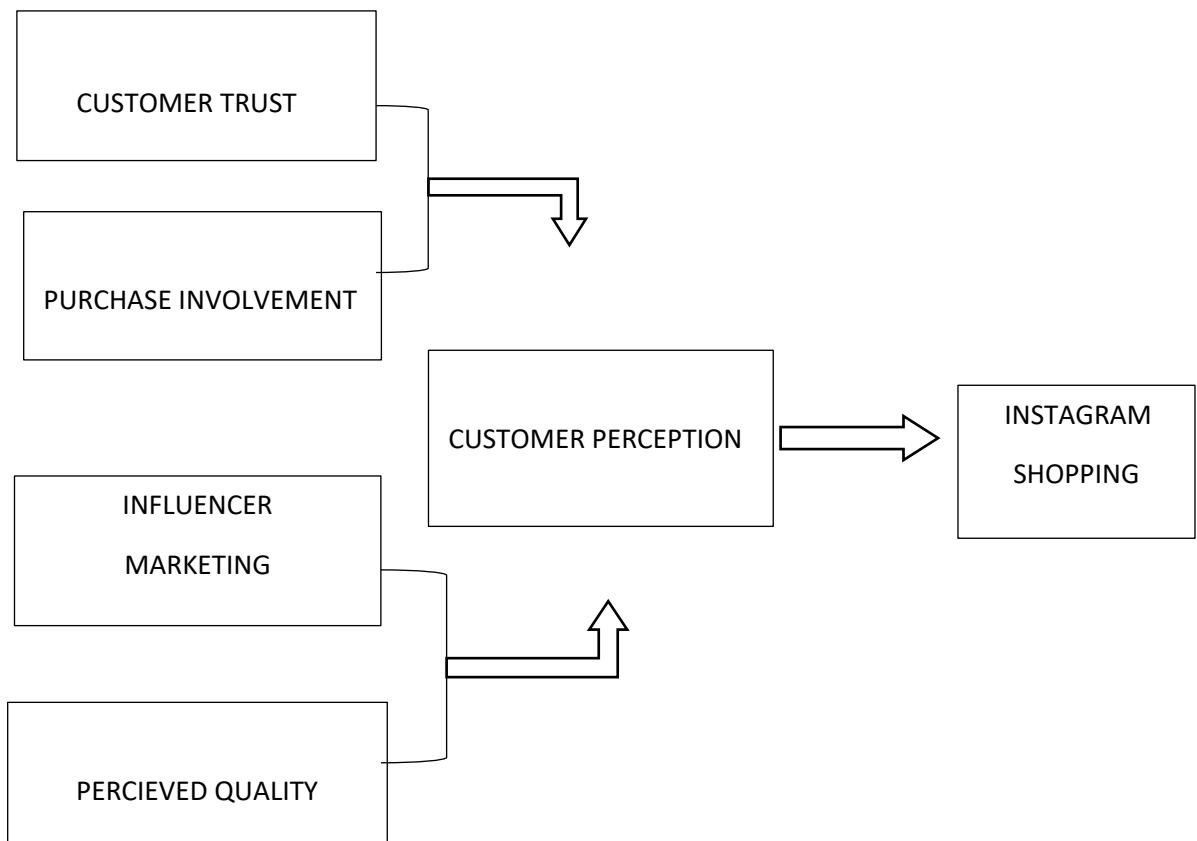
1.4 SCOPE OF THE STUDY

This study involves analysis of various factors like Customer Trust, Purchase Intention, Influencers Marketing, Customer purchase involvement. These factors will help in analysing the reasons behind the factor that influences customer purchase intentions towards small business product through Instagram

1.5 OBJECTIVES OF THE STUDY

- To understand how Customer's attitude towards brands lead to purchase intention
- To examine the better understanding about the purchase involvement on various small business in Instagram
- To evaluate how satisfaction with the after sales experience leads to customer loyalty
- To evaluate how Influencers Marketing affect the customer purchasing Intention

1.6 CONCEPTUAL MODEL



1.7 RESEARCH HYPOTHESIS

H1 : There is a positive relationship between customer trust and customer perception towards small business products

H2 : There is a positive relationship between Purchase Involvement and customer perception towards small business products

H3 : There is a positive association between Influencers Marketing and customer perception towards small business products

H4: There is a positive significance between Percieved Quality and customer perception towards small business products

H5 : There is a positive association between customer perception and Instagram shopping towards small business products

1.8 RESEARCH METHODOLOGY

1.8.1 Data Collection

There are two approaches that researchers typically employ when it comes to collecting data. These techniques include primary and secondary data collecting. The basic data for this survey were gathered using a quantitative approach. Self-administered questionnaires with questions on nominal, interval, ratio, and ordinal scales are used to collect the data.

1.8.2 Sampling Method

Keeping in view the limitation of the time and resources, the sample size taken is 103 respondents. Questionnaires were distributed to the respondents through various social media platforms like Whatsapp, Instagram, Facebook and LinkedIn .

1.8.3 Sample and Sampling Technique

The sample of this study is 103 respondents. The study was conducted for a period of 30 days from 13th January, 2023 to 15th February, 2023. The study uses convenience

sampling techniques which is a type of non-probability sampling technique. It involves selecting the sample population from a pool of conveniently available respondents.

1.8.4 Data Analysis Technique

The entire data has been analyzed using SPSS software package. The tools used in the analysis in SPSS are as follows:

- Independent Sample T-test
- Correlation

1.9 LIMITATIONS OF THE STUDY

- I. One of the major limitations was time constraints.
- II. Many respondents were reluctant to take the survey.
- III. Also, another limitation faced by the respondent was conducting the survey without the purchase done before
- IV. One of the major constraint - Findings of the survey are based on the assumptions.
- V. respondent have given correct responses

CHAPTER TWO

INDUSTRY PROFILE AND COMPANY

PROFILE

2. INDUSTRY PROFILE

Internet advancements have had a significant impact on corporate success over the last 20 years. Web 2.0 applications give people the chance to bring internet functionality into a social setting where they can engage in online social interaction. Social media is an efficient online resource for finding accurate and current information.

Online learning and information sharing are made easier by the widespread usage of social media. Social media enables individuals to communicate and create content without having to be physically present. Additionally, social media has been viewed as a powerful billboard for a company's business objectives, and companies with better business performance are leveraging social media to boost their brand awareness and image.

As of 2019, there were 574 million active Internet users in India. After China, India has the second-largest online market. In India, there will be approximately 639 million people using the internet by the end of 2020. Social media users have been steadily increasing in India thanks to the widespread use of internet connectivity. Its expansion has also been significantly aided by the government-sponsored Digital India initiative in India. The Covid-19 pandemic gripped the year 2020, and many people turned to social media to get information or express themselves. Several new topics and conversations started trending on social media in India during this time.

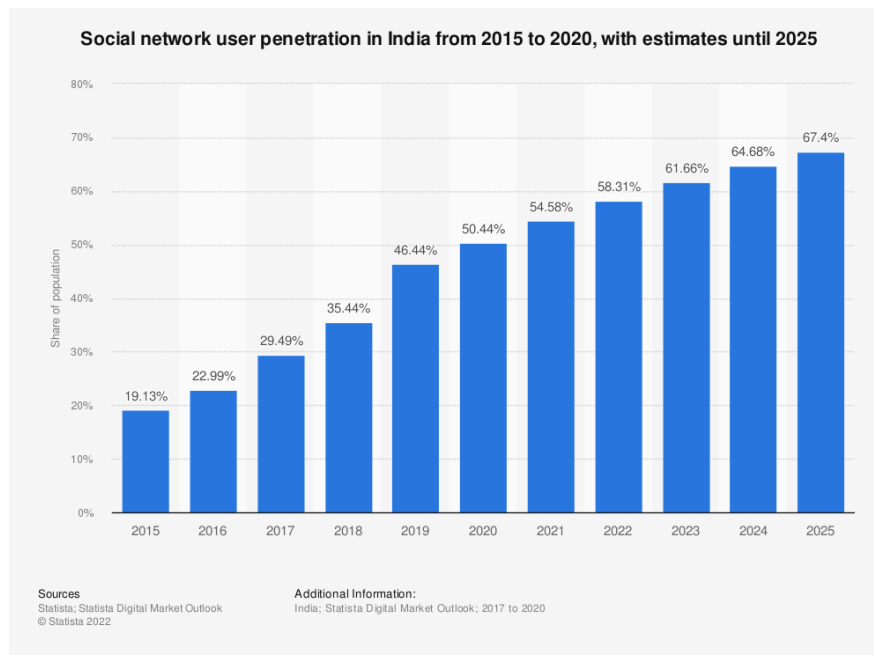
2.1 History of social media in India

India is one of the nations with one of the fastest rates of growth in terms of internet usage. India is the second-largest Internet market after China, with more than 460 million users. In India, there will likely be 635.8 million internet users by the year 2021.

Videsh Sanchar Nigam Ltd introduced the internet to the general public for the first time in India on August 15, 1995. (VSNL). Since the introduction of the internet in India 20 years ago, it has evolved from large desktop computers to portable gadgets that fit in our hands. It was first introduced in 1986 as the Educational Research Network, a service only for the academic and research sectors (ERNET).

The VSNL internet service was released first in Chennai, Delhi, Kolkata, and Mumbai. 10,000 new users were added by VSNL in the first six months. Several news firms launch their own websites in 1996. In 1997, the Telecom Regulatory Authority of India (TRAI) was established to promote transparency in the telecommunications industry.

2.2 Growth of social media in India



The growth of the social media was increased during the period of 2020 – 2022 which has increased nearly around 4 percent of the total usage

2.1 COMPANY PROFILE

2.1.1 Instagram

One of the most flexible social media platforms, Instagram enables users to upload photos and videos much like they would on a personal blog and has proven to be a highly useful tool for businesses. It makes it possible for businesses of any size to interact with the millions of app users. In order to utilise their offerings and connect with the millions of people, several businesses have come here. From well-known

brands to tiny boutiques, you can find anything among the thousands of user professionals who use Instagram for business (Holmes, 2015).

Because of the "Instagram made me buy it" vicious cycle depressing feelings, many users have formed the impulsive habit of purchasing goods while they are on sale. They discuss

people use it as a coping mechanism. People routinely spend money and get short-lived pleasure. One could contend that the rationality of online purchasing results from consumers' willingness to research products and make comparisons before making purchases (Aragoncillo & Orus, 2018). Many factors, both internal (related to personal traits) and external (related to situational - store and product - characteristics) factors might affect impulsive buying (Badgaiyan & Verma, 2014).

2.1.2 Small Business in Instagram

Small businesses frequently begin reaching out to influencers who are a member of their niche or target market in order to expand their reach, enhance brand visibility, and strengthen their brand name. By doing this, all of the influencers who have a sizable following will post about their items as they are being unboxed, used, and the results afterward.

Because they attempt to keep up with the aesthetic that has been popular recently and because people romanticise a Pinterest-life, influencers are so named because they have a significant impact on others by the things they do, wear, consume, and use in their everyday lives.

These tiny firms are now sending press releases to journalists, who utilise them and post them in their stories, in an effort to increase sales. Influencers have media kits that big brands can buy but that are expensive for small enterprises.

As these tiny enterprises typically do not have significant finances, working with them might be challenging, therefore they send out those PR packages. The term for this is influencer marketing.

Because social influencers have a large following and have earned a lot of trust from them, recommendations from them are a type of social proof for potential clients of

your brand (Chen, 2020). Some of the small business who grew in no time through Instagram

Bombay Shaving Company

- Bombay Shaving Company began with the idea that shaving should be more than a mundane chore most men see it as. They crafted a shaving system designed around an immersive pre, during and post shave regimen

Food Darzee

Food Darzee is a health and nutrition company. They offer fresh, healthy food customized for you by their nutrition team and delivered daily to your doorstep.

90% of consumers say that their buying decisions are influenced by online reviews. And 94% of consumers said a negative review convinced them to avoid a business (Bassig, 2022). By being transparent about your brand people who don't know you personally can also ace orders freely.

With the introduction of reels on Instagram, small businesses have started making reels about their packaging of an order, what they are going through, how customers treat them, and more. This way, people know the face behind the businesses, which also brings a sense of trust and credibility to your business. Brands and small companies can pay Instagram for sponsored ads to display their content to users who might find it interesting or make a purchase in the future. The business owners carefully select their specialty by incorporating highly specific keywords.

CHAPTER 3**DATA ANALYSIS AND INTERPRETATION**

3. DEMOGRAPHIC CHARACTERISTICS

Demographic Characteristics		Number of Respondents	Percentile
Age	18 – 20	59	57.3
	21 – 25	31	30.1
	More than 30	13	12.6
	Total	103	100.0
Gender	Male	23	22.3
	Female	80	77.7
	Total	103	100.0

Table 3.1 Demographic details of respondents

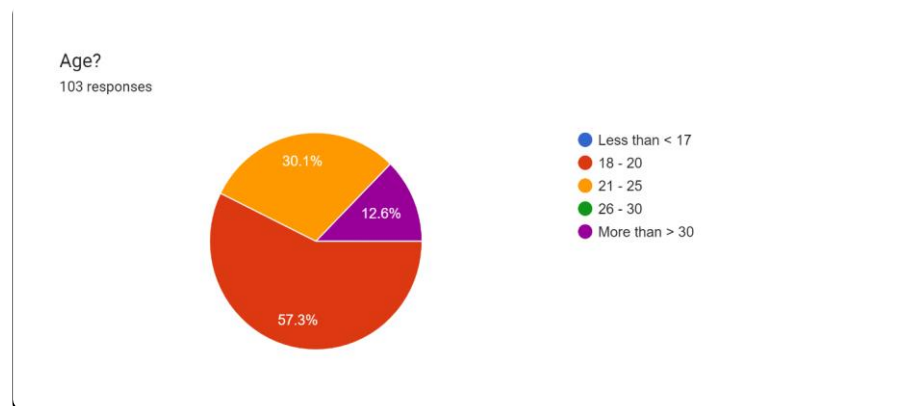


Figure 3.1.1 Age category of respondents

Interpretation: About 57.3% of people fell under the 18-20 age group. The 21-25 age group had 30.1% falling under it. The people more than 30 group had 12.6% of respondents.

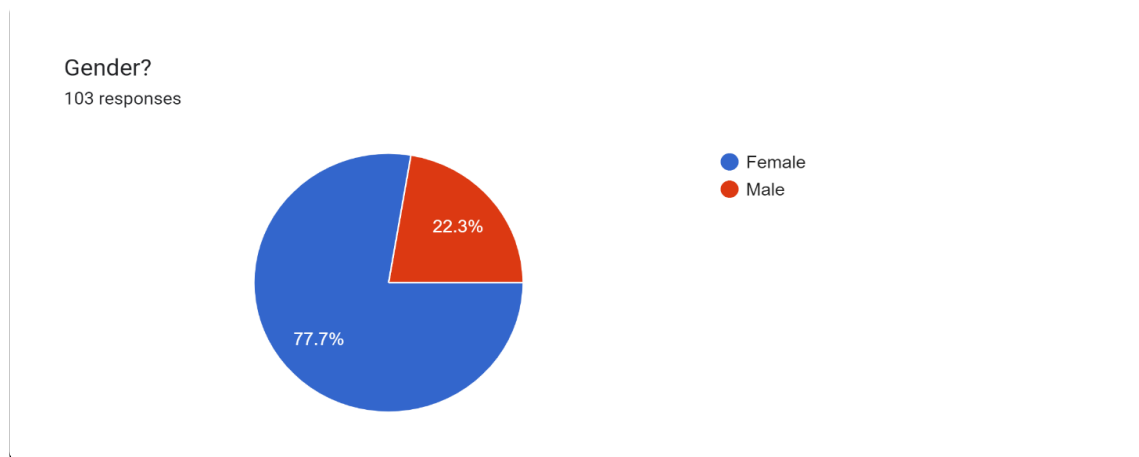


Figure 3.1.2 Gender percentage of respondents

Interpretation: About 77.7% belong to the female category and around 22.3% are male respondents

RELATIONSHIP BETWEEN CUSTOMER TRUST AND CUSTOMER PERCEPTION ON SMALL BUSINESSES IN INSTAGRAM

The one samples t-test compares means of one dependent and two independent variables in order to determine whether there's statistical evidence that the associated population means are significantly different. The variables considered for the test are, dependent: Perception of customers for small business on Instagram. Independent: Customer trust

H0: There is no significant relationship between customer trust and customer perception towards small business products

H1 : There is a significant relationship between customer trust and customer perception towards small business products

Table 3.1. a shows the relationship between customer trust and customer perception One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
What is your biggest concern about Instagram online shopping? [I feel there are potential inaccuracies regarding the item being purchased through Instagram]	31.422	102	.000	3.291	3.08	3.50
What is your biggest concern about Instagram online shopping? [I feel Instagram shopping is disadvantageous since I am not unable to touch, feel, or see actual goods to assess quality]	28.409	102	.000	3.068	2.85	3.28
What is your biggest concern about Instagram online shopping? [If I were to find out that my favorite influencer had been paid their endorsement it would not negatively impact my perception of their credibility]	28.200	102	.000	2.961	2.75	3.17
How would you rate your overall small business shopping experience through Instagram?	46.753	102	.000	3.641	3.49	3.80

**RELATIONSHIP BETWEEN PURCHASE INVOLVEMENT AND
SMALL BUSINESS ON INSTAGRAM**

The one samples t-test compares means of one dependent and two independent variables in order to determine whether there's statistical evidence that the associated population means are significantly different. The variables considered for the test are, Dependent : Perception of customers for small business on Instagram. Independent: Purchase Involvement.

H0: There is no significant relationship between purchase Involvement and customer perception towards small business products

H2 : There is a significant relationship between Purchase Involvement and customer perception towards small business products

Table 3.1.b shows the relationship between purchase involvement and small business One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Did you decide to buy the product after reading the complete caption of the product photo or video on the Instagram business account that you will buy?	21.424	102	.000	1.971	1.79	2.15
How would you rate your overall small business shopping experience through Instagram?	46.753	102	.000	3.641	3.49	3.80

**RELATIONSHIP BETWEEN INFLUENCER MARKETING AND
SMALL BUSINESS ON INSTAGRAM**

Table 3 .1. c shows the relationship between Influencer Marketing and small business **One-Sample**

	Test					
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
Lower					Upper	
How often promotional activities done by Influencers affect your purchasing decision?	27.659	102	.000	2.806	2.60	3.01
How would you rate your overall small business shopping experience through Instagram?	46.753	102	.000	3.641	3.49	3.80

The one samples t-test compares means of one dependent and two independent variables in order to determine whether there's statistical evidence that the associated population means are significantly different. The variables considered for the test are, Dependent: Perception of customers for small business on Instagram. Independent: Influencer Marketing.

H0: There is no significant relationship between Influencers Marketing and customer perception towards small business products

H3 : There is a significant association between Influencers Marketing and customer perception towards small business products

**RELATIONSHIP BETWEEN PERCIEVED QUALITY AND SMALL
BUSINESS ON INSTAGRAM**

Table 3.1.d shows the relationship between perceived quality and small business Correlations

		How satisfied are you with quality of the purchased product?	How would you rate your overall small business shopping experience through Instagram?
How satisfied are you with quality of the purchased product?	Pearson Correlation Sig. (2-tailed) N	1 103	.390** .000 103
How would you rate your overall small business shopping experience through Instagram?	Pearson Correlation Sig. (2-tailed) N	.390** .000 103	1 103

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation analysis shows that there is an association between Perceived quality and customer perception on small business products because $p \text{ value} < 0.05$ ($p = 0.000$). Hence, we have enough evidence to accept the alternative hypothesis since the correlation is significant at 5% level.

H0: There is no significant relationship between perceived quality and customer perception towards small business products

H4: There is a positive significance between Perceived Quality and customer perception towards small business products

RELATIONSHIP BETWEEN CUSTOMER PERCEPTION AND **INSTAGRAM SHOPPING ON SMALL BUSINESS**

The correlation analysis shows that there is an association between customer perception and Instagram shopping on small business products because $p \text{ value} < 0.05$ ($p = 0.000$). Hence, we have enough evidence to accept the alternative hypothesis since the correlation is significant at 5% level. Whereas price and delivery does not have association

H0: There is no significant relationship between perceived quality and customer perception towards small business products

H5 : There is a positive association between customer perception and Instagram shopping towards small business product.

Table 3.1.e shows the relationship Customer Perception And Instagram Shopping On Small Business **Correlations**

		Rate the following parameters on the basis of the small business's from where you have purchased? [Quality]	Rate the following parameters on the basis of the small business's from where you have purchased? [Prices]	Rate the following parameters on the basis of the small business's from where you have purchased? [Delivery]	Rate the following parameters on the basis of the small business's from where you have purchased? [Latest Design]	Rate the following parameters on the basis of the small business's from where you have purchased? [Others]	How would you rate your overall small businesses shopping experience through Instagram?
Rate the following parameters on the basis of the small business's from where you have purchased? [Quality]	Pearson Correlation Sig. (2-tailed) N	1	.331** .001	.242* .014	.536** .000	.350** .000	.288** .003
Rate the following parameters on the basis of the small business's from where you have purchased? [Prices]	Pearson Correlation Sig. (2-tailed) N	.331** .001	1	.162 .103	.428** .000	.400** .000	.277** .005
		102	102	102	102	102	102

Rate the following parameters on the basis of the small business's from where you have purchased? [Delivery]	Pearson Correlation	.242*	.162	1	.272**	.223*	.331**
	Sig. (2-tailed)	.014	.103		.006	.024	.001
	N	102	102	102	102	102	102
Rate the following parameters on the basis of the small business's from where you have purchased? [Latest Design]	Pearson Correlation	.536**	.428**	.272**	1	.341**	.156
	Sig. (2-tailed)	.000	.000	.006		.000	.118
	N	102	102	102	102	102	102
Rate the following parameters on the basis of the small business's from where you have purchased? [Others]	Pearson Correlation	.350**	.400**	.223*	.341**	1	.377**
	Sig. (2-tailed)	.000	.000	.024	.000		.000
	N	102	102	102	102	102	102
How would you rate your overall small business shopping experience through Instagram?	Pearson Correlation	.288**	.277**	.331**	.156	.377**	1
	Sig. (2-tailed)	.003	.005	.001	.118	.000	
	N	102	102	102	102	102	103

CHAPTER FOUR

FINDINGS, SUGGESTIONS AND

CONCLUSIONS

4.FINDINGS

- Figure 3.1.1 From the above analysis we have found that a population 103 of respondents was surveyed which constitutes population around the age of 57.3% of people who fall under the age group of 18 – 25. The 21-25 age group had 30.1% of people falling under it. The people more than 30 group had 12.6% of respondents.
- Figure 3.1.2 About 77.7% belong to the female category and around 22.3% are male respondents.
- Around 49.5% people have purchased from the Instagram and whereas around 50.5% has not purchased from Instagram. 47.6% has frequently purchased from Instagram small business and 15.5% respondents sometimes purchases from these small business and the rest of 33% Always purchases from these small business
- Table 3.1.a shows a significant relationship between customer trust and customer perception towards small business products as the level significance is below 0.05 as the significance level is 0.00 which shows the perfect significance.
- Table 3.1.b shows that there is a significant relationship between Purchase Involvement and customer perception towards small business products since the significance level is below 0.05
- Table 3. 1. C shows the relationship between Influencer Marketing and small business
- From the correlation test it was found that Table 3.1.d shows the positive relationship between perceived quality and small business. Since the quality affect the experience of the small business on Instagram.

- Table 3.1.e shows the relationship Customer Perception And Instagram Shopping On Small Business based on quality, price, delivery, latest design. Where price has no significance relationship with delivery.

4.2 SUGGESTIONS

1. Based on the data analysis small business should increase their trafficking in the purchase of goods with an increase in advertisement and other forms of marketing on Instagram. Instagram offers businesses a distinctive platform to use posts for consumer engagement, marketing, and turning viewers into customers. It also has the highest conversion rate of browsers to buyers. The Use of Instagram Ads helps small businesses to reach a wider audience and target specific demographics, interests, or behaviours that are likely to be interested in your products.
2. Instagram and influencer marketing have an inherent connection since influencers need the exposure that this platform provides to become well-known, and the social media pages derive at least some of their attractiveness from the material that influencers publish there. Influencer marketing has a huge impact on the purchase involvement of customers. Small businesses collaborating with social media influencers would be a great way to increase the media coverage for a product. Choosing the right influencer is significant in order to create an attachment or relation with a particular group of people to influence their purchase behaviour.
3. Create a visually appealing Instagram profile: Use high-quality images, clear descriptions, and consistent branding to make your products stand out and look professional. Use hashtags that are closely associated with the products that the business sells and promote. The use of relevant hashtags makes it easier for potential customers to find your products through Instagram search. Encourage

your customers to share photos of your products on their Instagram profiles, and feature their posts on your own profile to show off how others are using your products.

4. Instagram has the youngest user base and therefore attracts customer segments who are particularly students or individuals below 40 years of age. Based on the results of data analysis students who make unnatural and excessive online purchases will have effects in the future such as unused items. This happens because students do not think about the effects that will arise later when buying goods. Such irresponsible buying behaviour would lead to increased number of cancelled orders. Small businesses have to take up measures to reduce these and focus on creating a loyal customer base.
5. Among the different social media platforms, e.g., Facebook, Twitter and YouTube, Instagram was found to be the most effective tool for reaching customers and marketing a business. In shopping online, it is uncertain how long they will shop online. Because according to them, when they were opening Instagram and seeing interesting items to buy, they immediately wanted to buy it and even they found it difficult to stop this excessive and impulsive online shopping habit. The lack of charges and ease of use are the main reasons why small businesses prefer Instagram over other platforms. It can be implicit that Instagram is a great tool not only to market products but also to sell them.
6. Based on the study understanding customer expectations plays a very huge role because we cannot hope to serve and satisfy the customers if we fail to understand and deliver on their expectations. Higher wait times significantly take customer satisfaction scores down. It is important to reduce wait times or delivery times. Therefore, we need to foresee such situations and plan measures accordingly. Share positive reviews or testimonials from happy customers on your Instagram profile to build trust with potential customers and encourage them to make a purchase.

7. The Instagram Stories Highlights feature is perfect for introducing your potential followers, especially for small businesses on Instagram. Think of each highlight as a movie trailer for your business, products, or services. The use of Instagram Stories to showcase products should be highly encouraged. Stories are a great way to show off your products in action, share behind-the-scenes content, and offer exclusive promotions.

8. Offer exclusive promotions: Provide exclusive discounts, giveaways, or early access to new products to your Instagram followers to encourage them to make a purchase. Running an Instagram contest or giveaway is a fun and easy way to promote your business and gain exposure on Instagram.

9. Engage with your audience and offer a seamless checkout process: Respond to comments and direct messages promptly, and ask for feedback on your products to show that you value your customers' opinions. Make it easy for customers to purchase your products directly through Instagram by integrating with third-party checkout platforms.

4.3 CONCLUSION

To sum up, Instagram has had a journey with many changes aimed at improving the of their users. Through this study, we have understood why it can be extremely beneficial for brands to go online and how people can pursue their passion for a full-time income with proper consistency.

The researcher has highlighted some of the motivators for small businesses to utilize Instagram as a marketing tool as well as their selling platform. The primary grounds for establishing a small business on Instagram were its simplicity and lack of fees. Businesses that run online stores using Instagram do so in order to connect with and attract more clients. It is clear that Instagram is a powerful platform for both marketing and selling things.

The study also reveals the importance of reputation marketing and influencer marketing and how they can help small businesses whip up more leads and sales. Additionally, social media gives marketers a simpler technique to communicate with their customers. In the case of Instagram, leaving and receiving comments on photo posts can increase client feedback on the brand and its products. Being aware of the comments would help to improve the relationship with consumers as followers are frequently curious to observe how the organisation and users engage. But the Instagram algorithm is designed in such a way that people need to keep experimenting and continue using all the features that the platform provides and it will automatically get pushed in the right direction towards your niche and your main target market.

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ANNEXURE

1 Name? *

Age? *

Mark only one oval.

Less than 17

18 - 20

21 - 25

26 - 30

More than 30

1. Gender? *

Mark only one oval.

Female

Male

Other: _____

3. **Gender? ***

Mark only one oval.

Female

Male

Other: _____

4. **How many hours do you spend on Instagram in a week? ***

Mark only one oval.

1 - 4 hours

5 - 7 hours

More than 7 hours

5. **Have you ever purchased from Instagram? ***

Mark only one oval.

Yes

No

6. **How frequently do you shop from Instagram in a month? ***

Mark only one oval.

1 - 2 times

3 - 4 times

More than 5 times

N/A

7. How likely are you to purchase from the following platforms? *

Mark only one oval per row.

	Very likely	Likely	Neutral	Unlikely	Very Unlikely
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. How often do you see ads on Instagram about small business or shopping? *

Mark only one oval.

- Always
- Very Often
- Sometimes
- Rarely
- Never

9. Rate the following statements on the basis of consumer preference towards purchase decision? *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I actively seek out reviews before making purchase decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I make purchases based on online recommendations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If my favorite online personality recommends a brand, I am more likely to try it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. How often promotional activities done by Influencers affect your purchasing decision? *

Mark only one oval.

- Frequently
- Often
- Sometimes
- Rarely
- Never

11. Do you follow specific brands or products which are promoted by the Influencers? *

Mark only one oval.

Yes

No

12. On the scale 1 of to 5 how likely would you purchase the product recommended by the Influencers on Instagram? *

Mark only one oval.

Very Likely

1

2

3

4

5

Very Unlikely

13. Did you decide to buy the product after reading the complete caption of the product photo or video on the Instagram business account that you will buy? *

Mark only one oval.

Yes

No

Maybe

14. How satisfied are you with quality of the purchased product? *

Mark only one oval.

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

15. Rate the following parameters on the basis of the small business's from where you have purchased? *

Mark only one oval per row.

	Very Good	Good	Neutral	Poor	Very Poor
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delivery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Latest Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. **How likely are you to recommend Instagram shopping to other online shopping?** *

Mark only one oval.

Very Likely

1

2

3

4

5

Very Unlikely

17. What is your biggest concern about Instagram online shopping? *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I feel there are potential inaccuracies regarding the item being purchased through Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel Instagram shopping is disadvantageous since I am not able to touch, feel, or see actual goods to assess quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I were to find out that my favorite influencer had been paid their endorsement it would not negatively impact my perception of their credibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Which payment method do you prefer for Instagram Shopping? *

Mark only one oval per row.

	Highly Preferable	Preferable	Neutral	Not Preferable	Least Preferable
Payment Gateways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bank Transfers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cash On Delivery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. How would you rate your overall small business shopping experience through Instagram? *

Mark only one oval.

- Excellent
- Good
- Average
- Poor
- Very poor

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