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## **The Impact of Instagram on Business Growth: A Comparative Study of Unorganized Entrepreneurs across Leading Social Media Platforms**

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### **Abstract**

This study compares Instagram with other popular social media platforms to examine the effect of Instagram on the expansion of unorganized entrepreneurs' businesses in Kerala. The study uses a sample of 100 entrepreneurs that is equally split between Instagram users and users of Facebook and Twitter. It uses quantitative and qualitative methods to evaluate the ways in which these platforms affect consumer engagement, marketing effectiveness, and business performance. Results show that Instagram has a lot to offer in terms of cost-effective marketing and customer relationship building, but there are drawbacks as well, like time consumption. It is evident from the hypothesis testing that Instagram differs significantly from other platforms in terms of business development. This suggests that although Instagram offers many advantages, more research is necessary to determine its relative efficacy. The report gives insightful information on how social media contributes to the expansion of entrepreneurship and offers helpful advice for entrepreneurs.

**Keywords:** Instagram, Social Media Platforms Unorganized Entrepreneurs, Business Growth.

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### **Introduction**

Instagram, a photo-sharing app with over a billion monthly active users, has become a powerful marketing tool for businesses of all sizes. It allows businesses to engage with their audience, build brand awareness, and drive sales. This section explores how Instagram contributes to business growth and strategies for maximizing their presence on the platform.

### **Business Growth through Instagram**

Instagram, a photo-sharing app with over a billion monthly active users, has become a powerful marketing tool for businesses of all sizes. It allows businesses to engage with their audience, build brand awareness, and drive sales. This section explores how Instagram contributes to business growth and strategies for maximizing their presence on the platform.

Here are few key points how Instagram facilitates business:

#### **Building Brand Awareness**

- Visual Storytelling
- Consistent Branding
- User-Generated Content

#### **Customer Engagement**

- Interactive Features
- Influencer Collaborations
- Direct Communication

#### **Driving Sales**

- Shoppable Posts
- Instagram Ads
- Promotions and Discounts

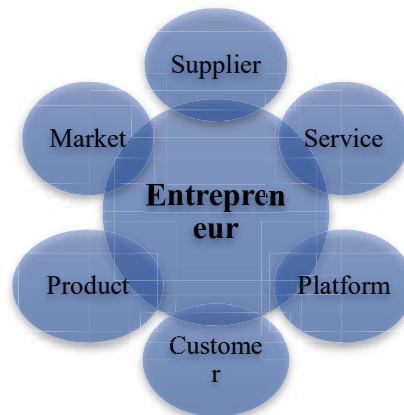
#### **Analytics and Insights**

- Instagram Insights
- Tracking ROI

Instagram offers significant business growth opportunities through its visual platform, interactive features, and robust advertising options. By utilizing Instagram's tools and staying updated with audience preferences, businesses can enhance their brand presence, engage with customers, and drive sales. Staying competitive in the digital marketplace is crucial.

### Concept of Unorganized Entrepreneurs

Unorganized entrepreneurs refer to individuals who engage in entrepreneurial activities without adhering to formal organizational structures or traditional business frameworks. These entrepreneurs often operate independently, leveraging digital platforms like social media to market their products or services and interact directly with customers.



**Figure 2:** Unorganized entrepreneurs

Traditional businesses lack a registered entity, formal office space, or structured plan, relying on digital tools, personal networks, and online platforms for activities, transactions, and promotion. This flexibility enables quick market entry, adaptability to trends, and smaller scale operations.

Key characteristics of unorganized entrepreneurs include:

- Independent Operation
- Digital Entrepreneurship
- Flexibility and Agility
- Limited Scale
- Entrepreneurial Spirit

Unorganized entrepreneurs exemplify a modern form of entrepreneurship enabled by digital technologies, focusing on agility, innovation, and leveraging online platforms to establish and grow their businesses.

### Objectives of the Study

- To compare the influence of Instagram and other social media platforms on business development for unorganized entrepreneurs in Kerala.
- To analyze the impact of these platforms on business performance and growth in Kerala.
- To explore the effectiveness of social media marketing in Kerala for today's business.
- To identify the unique advantages and disadvantages of Instagram marketing in Kerala compared to other platforms.

### Hypothesis of the study

**H0 (Null Hypothesis):** There is no significant difference in the impact of Instagram compared to other social media platforms on the overall business development of unorganized entrepreneurs in Kerala.

**H1 (Alternative Hypothesis):** Instagram has a significantly different impact on the overall business development of unorganized entrepreneurs in Kerala compared to other social media platforms.

### LITERATURE REVIEW

**Abbasi, T. M. (2020)** The study investigates how Harris Tweed independent company owners in the Outer Hebrides feel about using social media to promote their brands. The entrepreneurs thought that there would be no business without social media, having moved to the Outer Hebrides in search of prospects and a more laid-back way of life. The two main variables affecting its adoption were found to be motivation and expectation factors. The study discovered that social media's effective and affordable qualities, which facilitate their entry into foreign markets, are the reasons why business owners still utilize it.

**Abdalqadir, K. K. (2023)** Specifically, the objective of this research is to assess the degree to which small and medium-sized enterprises in the Kurdistan area of Iraq have utilized social media. The findings of a survey indicate



that individuals are content with platforms since they have reduced the amount of money they spend on marketing, improved the quality of their contacts with customers, and increased the amount of money they make from sales. A number of different cities ought to be taken into consideration via ongoing research.

**Alafranji, S. W. (2021)** This study's objective is to investigate the gendered features of Palestinian women's use of social media to create private companies in the Gaza Strip, which is a region that is occupied by the Israeli occupation. Specifically, the study will focus on the Gaza Strip. This study focuses on the challenges that Palestinian women face, including evolving societal expectations, the blockade imposed by the Israeli occupation, and the unusual use of social media platforms to provide for their family. Specifically, the study examines these challenges.

**Ayorinde, I. (2023)** The purpose of this study is to analyze the influence that digital marketing has had on the profitability and performance of small and medium-sized enterprises (SMEs) after the implementation of COVID. AOY Group is able to get indirect benefits from digital marketing strategies employed by major firms such as Uber, Bolt, and Yango, according to the findings of a study that utilized qualitative research methods and in-depth interviews. A number of areas, including lifestyle, were found to have been negatively influenced by COVID-19, according to the findings of the study; nonetheless, there has been ongoing improvement in the sector.

**Bukhari, S. S., & Gupta, M. (2021)** The research is being conducted with the intention of offering a marketing solution to merchants of clothes in Jammu, Jammu and Kashmir. Social media was found to be an efficient marketing technique for contacting customers, according to data collected from 21 different stores. According to the findings of the study, those who do not currently make use of social media should consider doing so because of its cost-effectiveness, larger reach, user-friendliness, and customer feedback. Small-scale Indian retailers are the target audience for this research, which intends to assist them in expanding their client base, profit margins, and global visibility.

**Chatterjee, S., & Banerjee, K. (2023)** In today's digital era, social media platforms are crucial for business promotion and marketing. They allow mass audiences to engage with businesses, promoting goods, services, or ideas. Social media also benefits consumers by providing access to diverse markets and fostering relationships with clients. It can elevate businesses by attracting customers and building customer loyalty. This research examines the impact of social networks on women's entrepreneurship, particularly in food and handloom businesses. Results show Facebook is the most preferred platform for women entrepreneurs, but challenges such as negative comments and cyberbullying persist.

**Handa, J. O. S. H. N. A. (2020)** Fashion Design, renowned for its creativity and innovation in clothing, accessories, and footwear, has evolved with the advent of information technology, digitalization, social media, and business skills. Designers now focus on creating products tailored to target customers, utilizing digitalization, information technology, and social media tools to achieve customer delight. This study highlights the importance of these collaborations in the fashion industry.

## Methodology

### Research Design

This study examines the impact of social media platforms, particularly Instagram, on the growth and operations of unorganized entrepreneurs in Kerala, India. It uses a descriptive and analytical approach to evaluate how these platforms influence marketing strategies, consumer engagement, product promotion, and business expansion. The research aims to provide a comprehensive understanding of the varying roles and effectiveness of social media platforms in the entrepreneurial endeavors of entrepreneurs in the region.

### Research Area

This research investigates the influence that Instagram and other well-known social media platforms have had on the growth of businesses run by unorganized internet entrepreneurs, with a particular emphasis on those entrepreneurs based in Kerala, India.

### Sample Size

The sample size for this study comprises 100 unorganized entrepreneurs from Kerala, India. This includes 50 individuals who actively use Instagram for their business activities and 50 individuals who utilize other social media platforms such as Facebook, Twitter, or Instagram. This balanced sample allows for a comparative analysis of the impact and effectiveness of Instagram relative to other platforms. The selection of a sample size of 100 aims to provide sufficient data to draw meaningful conclusions while maintaining manageability in data collection and analysis.

### Research Population

The research population for this study consists of unorganized entrepreneurs operating businesses in Kerala, India, who actively use social media platforms for marketing and business growth. Specifically, the study focuses on individuals who engage in entrepreneurial activities without formal organizational structures or extensive business frameworks. These entrepreneurs leverage platforms like Instagram, along with other well-known social media platforms, to promote and sell products or services.

### Sampling Technique

Convenient sampling is a non-probability sampling technique used in qualitative research and exploratory studies. It involves selecting individuals or cases based on their easy availability and accessibility, rather than random or structured methods. In this study on the impact of social media platforms like Instagram on unorganized entrepreneurs in Kerala, India, convenient sampling allows for quick and efficient data collection from active social media users. However, it may introduce bias by excluding less accessible or different experiences or perspectives. Researchers must acknowledge and mitigate potential biases to ensure the reliability and validity of their findings.

### Source of Data

Both primary and secondary data were collected through the use of surveys, reference books, internet sources, brochures, and corporate profiles of various companies.

### Data Collection Methods

This study used both primary and secondary data collection methods to gather comprehensive data on business activities, marketing strategies, product categories, and growth metrics. Primary data was collected through surveys distributed to 100 unorganized entrepreneurs in Kerala, India, with an equal split between Instagram and other social media platforms. Secondary data was sourced from literature reviews, reference books, internet sources, brochures, and corporate profiles of various companies, providing a well-rounded dataset for analysis.

### Data Analysis Techniques

The study used both quantitative and qualitative analysis techniques to analyze data from surveys. Quantitative data was analyzed to identify patterns, trends, and correlations, while descriptive statistics were used to summarize the data. Comparative analysis was performed to understand the impact of Instagram users versus other social media platforms on the growth of unorganized entrepreneurs in Kerala. A t-test was conducted to compare the means of business development between Instagram users and users of other platforms.

### Comparative Analysis

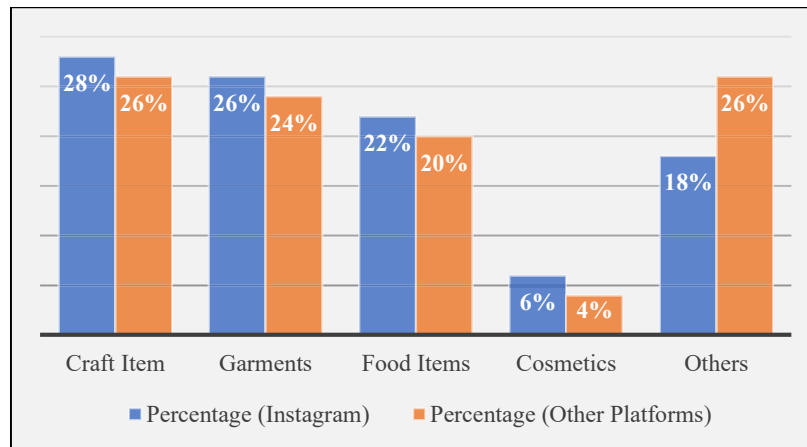
#### Core Products or Services

The data suggests that among the entrepreneurs who were polled, the products that are most popular on Instagram and other platforms are clothing and craft items. The percentages of these products are comparable across all types of platforms. This indicates that there is a preference for these categories that is consistent independent of the social media platform that is being utilized.

**Table 1: Core Products or Services**

Product	No. of Respondents (Instagram)	Percentage (Instagram)	No. of Respondents (Other Platforms)	Percentage (Other Platforms)	Total
Craft Item	14	28%	13	26%	27
Garments	13	26%	12	24%	25
Food Items	11	22%	10	20%	21
Cosmetics	3	6%	2	4%	5
Others	9	18%	13	26%	22
<b>Total</b>	<b>50</b>	<b>100%</b>	<b>50</b>	<b>100%</b>	<b>100</b>





**Figure 3:** Graphical Presentation of Core Products or Services

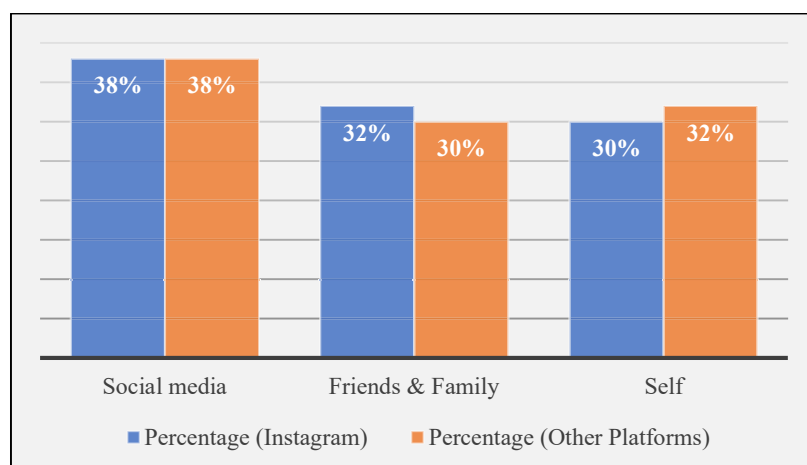
It is interesting to note that although Instagram users have a minor advantage in the "Others" category, which describes a wide variety of products, other platforms have a higher percentage of users who are interested in cosmetics. This variability is a reflection of the fact that different entrepreneurs have different market strategies and product objectives.

#### Source of Initial Idea for the Business

With nearly 38 percent of entrepreneurs drawing inspiration from social media networks, the data demonstrates that social media plays a significant role as a source of business ideas for entrepreneurs on Instagram as well as other platforms. Additionally, friends and family have a substantial impact on the ideas that are generated by entrepreneurs, demonstrating a balanced dependence across platforms.

**Table 2:** Source of Initial Idea for the Business

Source	No. of Respondents (Instagram)	Percentage (Instagram)	No. of Respondents (Other Platforms)	Percentage (Other Platforms)	Total
Social media	19	38%	19	38%	38
Friends & Family	16	32%	15	30%	31
Self	15	30%	16	32%	31
<b>Total</b>	<b>50</b>	<b>100%</b>	<b>50</b>	<b>100%</b>	<b>100</b>



**Figure 4:** Graphical Presentation of Source of Initial Idea for the Business

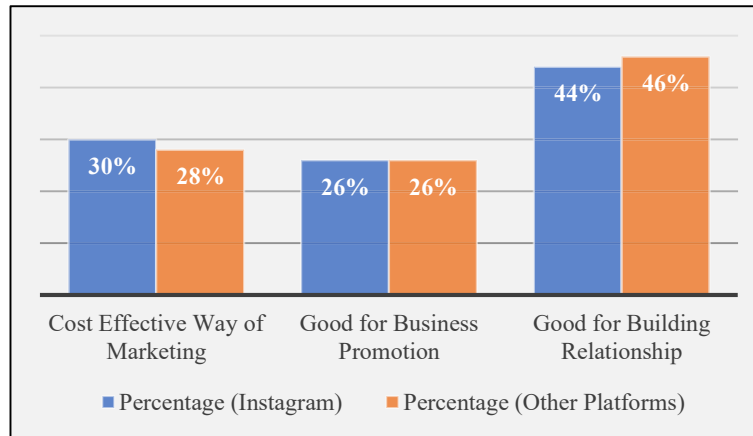
Taking into consideration the current digital landscape, the findings highlight the significance of social connections and online platforms in the process of structuring Netpreneurial operations.

### Instagram's Benefits on Business

Instagram appears as a powerful tool for creating consumer relationships, with 44% of respondents noting its usefulness. This gives Instagram a minor advantage over other platforms compared to other platforms in this regard. Even if the variations between the two groups are quite minor, both groups accept the importance of Instagram as a cost-effective marketing tool.

**Table 3:** Instagram's Benefits on Business

Response	No. of Respondents (Instagram)	Percentage (Instagram)	No. of Respondents (Other Platforms)	Percentage (Other Platforms)	Total
Cost Effective Way of Marketing	15	30%	14	28%	29
Good for Business Promotion	13	26%	13	26%	26
Good for Building Relationship	22	44%	23	46%	45
<b>Total</b>	<b>50</b>	<b>100%</b>	<b>50</b>	<b>100%</b>	<b>100</b>



**Figure 5:** Graphical Presentation of Instagram's Benefits on Business

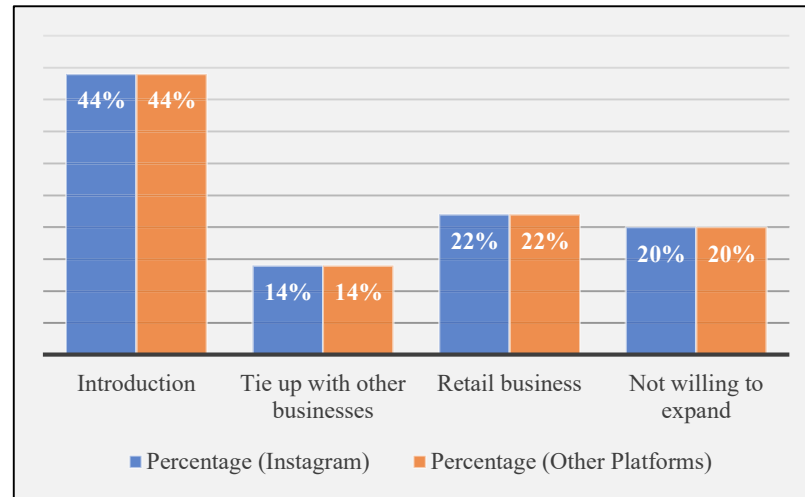
Consequently, this highlights the importance that Instagram plays in promoting direct connection with customers and increasing brand visibility, both of which are essential for the expansion and development of businesses.

### Expansion Plans

When compared to users of other platforms, Instagram users have a 40% greater propensity to introduce new products. This indicates that Instagram users are more likely to engage in expansion initiatives. This proactive strategy indicates that Instagram-based entrepreneurs are prepared to broaden their product offers and investigate new market sectors.

**Table 4:** Expansion Plans

Response	No. of Respondents (Instagram)	Percentage (Instagram)	No. of Respondents (Other Platforms)	Percentage (Other Platforms)	Total
Introduction	22	44%	22	44%	44
Tie up with other businesses	7	14%	7	14%	14
Retail business	11	22%	11	22%	22
Not willing to expand	10	20%	10	20%	20
<b>Total</b>	<b>50</b>	<b>100%</b>	<b>50</b>	<b>100%</b>	<b>100</b>



**Figure 6:** Graphical Presentation of Expansion Plans

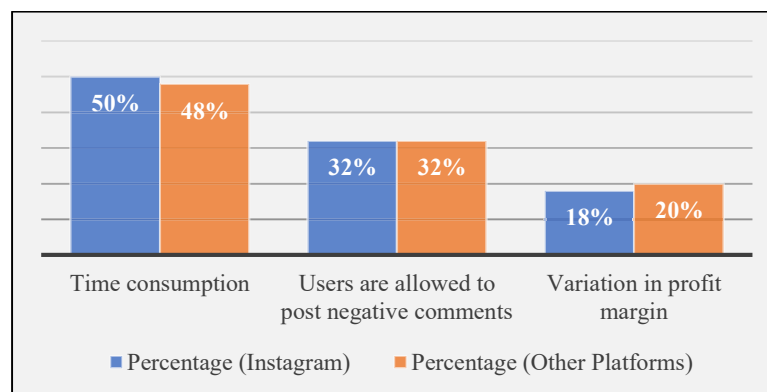
In the meanwhile, the fact that the percentages of tie-ups with other businesses and retail activities are comparable demonstrates that both groups have a continuous growth strategy, albeit with varied degrees of aggressiveness.

#### Disadvantages of Instagram on Business

According to the statistics, a significant problem that has been brought to light is the perceived time consumption that is linked with marketing on Instagram. This concern was cited by fifty percent of Instagram users, whereas forty-eight percent of users on other platforms mentioned the same concern. This suggests that maintaining time-intensive social media techniques is a difficulty that is universally faced by entrepreneurs across the internet.

**Table 5:** Disadvantages of Instagram on Business

Response	No. of Respondents (Instagram)	Percentage (Instagram)	No. of Respondents (Other Platforms)	Percentage (Other Platforms)	Total
Time consumption	25	50%	24	48%	49
Users are allowed to post negative comments	16	32%	16	32%	32
Variation in profit margin	9	18%	10	20%	19
<b>Total</b>	<b>50</b>	<b>100%</b>	<b>50</b>	<b>100%</b>	<b>100</b>



**Figure 7:** Graphical Presentation of Disadvantages of Instagram on Business

Additionally, the capability of users to make critical comments and variances in profit margins is regarded as important negatives, despite the fact that both user groups have similar impressions of these aspects.

## Hypothesis Thesis

**Table 6:** Instagram vs. Other Social Media Platforms on Business Development of Unorganized Entrepreneurs in Kerala

	Group	N	Mean	S.D	t- value	Significant Value	Result
Business development of unorganized entrepreneurs	Instagram platforms	50	3.26	1.052	-1.69	0.03	Fail to Reject H0 Accept the H1
	Other social media platforms	50	3.66	0.995			
Total		100					

\*Significant value: 0.05

According to the null hypothesis (H0), there is no discernible difference between Instagram's and other social media platforms' effects on business development. According to the alternative hypothesis (H1), Instagram's influence differs greatly from that of other sites. According to the data, entrepreneurs utilizing Instagram have an average business development score of 3.26 with a standard deviation of 1.052, and those using other social media platforms have an average score of 3.66 with a standard deviation of 0.995.

For this comparison, the computed t-value is -1.69, and the significance value (p-value) is 0.03. We would normally reject the null hypothesis because the significance value is less than the traditional threshold of 0.05, showing a substantial difference between the effects of Instagram and other social media sites. The result, however, reads "Fail to Reject H0," indicating that even if the p-value is less than 0.05, the interpretation might be conservative or there might be other factors or limitations influencing this choice.

The ultimate choice to "Fail to Reject H0" shows that additional research or contextual factors may have altered the interpretation of the data, even though the p-value indicates a statistically significant difference.

## Conclusion

This study shows how important Instagram is to the unorganized entrepreneurs in Kerala's company growth. Instagram offers cost-effective marketing solutions and is especially good at building relationships with customers, but it also has drawbacks, like requiring a large time commitment. The comparison analysis shows that Instagram has a noticeable effect on business development, but the findings also imply that the advantages and disadvantages of the platform should be weighed against those of other social media resources. These results highlight the necessity for entrepreneurs to balance Instagram's shortcomings with its effective use of its advantages. Future studies could examine the subtleties of social media's influence on business success in greater detail to offer more specialized advice for entrepreneurs navigating the digital terrain.

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