Customers are increasingly choosing online shopping as their preferred method of shopping.Customers can buy goods or services from vendors via the Internet by shopping online with the aid of an internet browser or a mobile app (John, E. 2019).Nowadays, practically everyone uses social media, therefore businesses that sell goods like clothing, cosmetics, and shoes have learnt to attract potential customers by utilizing cutting-edge technologies like Instagram.Due to the many advantages of online shopping, such as less complicated transactions and cheaper prices when compared to other methods of shopping, e-commerce has grown significantly over the past few years.The possibilities of Instagram's online market place will be swiftly expanded in response to shifting consumer needs.