

INSTAGRAM'S IMPACT ON INDONESIAN BUSINESSES

Methodology

In a study commissioned by Instagram, Ipsos interviewed online a representative quota sample (with quotas set by age and gender) of 3,012 Instagram users aged 13+ across Indonesia (Instagrammers) as well as 502 Instagram business users from small and medium businesses (under 250 employees).

Within the SMB sample, we interviewed 102 owners / founders. The SMB sample were all solely or jointly responsible for their company's advertising, marketing, PR or communication activities and use Instagram on behalf of their company. Interviews were conducted online between August 21 and September 6, 2018.

The Rise of Instagram-First Businesses

With Instagram's global influence of bringing consumers closer to the things they love, which includes, Small and Medium Businesses (SMBs), the platform has grown to be one of the most widely-used in Indonesia.

Instagram enables the success of SMBs by allowing them to reach a broader range of customers within their own cities, throughout Indonesia and abroad. Additionally, Instagram facilitates deeper relationships between businesses and consumers, making it easier for SMBs to attract, interact and sell services and goods, more than ever before.

Instagram is Where Indonesian SMBs Thrive

52%



of Indonesian SMBs strongly agree they would prefer to send customers to their **Instagram business profile**, instead of a website

49%

strongly agree that **Instagram is more essential than a website**

43%

ranked Instagram as the **most important platform for continued business success**

66%

strongly agree that Instagram **helps find customers in other cities or countries**

62%

of owners/founders **found inspiration from other businesses on Instagram**

Indonesian Instagram Users Love Interacting with SMBs

81%



of Instagram users in Indonesia **look at the Instagram pages of businesses they are interested in to learn more**





90%

have used Instagram to **communicate with a business**



78%

have **purchased from a brand** after discovering them on Instagram



66%

of those surveyed agreed that **they would consider purchasing a product or service seen on Instagram**



45%

strongly agree that seeing people who have started businesses on Instagram **makes them think about trying to start a business**

Instagram is where Business gets Done

87%



of Indonesian SMBs believe **they have increased sales because of Instagram**

82%



receive a **Direct Message from a customer, daily**



66%

strongly agree that **Instagram helps them find new customers more than any other platform**



65%

strongly agree that **Instagram Stories allows them to showcase their products/services**



63%

believe they have been able to **build deeper and more meaningful relationships with customers**



65%

agree Instagram **helps new product development via customer feedback**

Instagram Helps Young Entrepreneurs (35 and Younger) Find Success:

82%



of **Young Entrepreneurs** strongly agree **Instagram helps young entrepreneurs achieve their business goals**

73%



of **young entrepreneurs** strongly agree **Instagram helps new businesses launch and succeed**

74%

of **young entrepreneurs** strongly agree that **their business grew out of their Instagram account**



71%

of **young entrepreneurs** agree **Instagram gives me the power to build my business on my terms**

