A study on social network and its fraudulent activities with reference to Instagram.

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Abstract
Social media could be a nice platform for sharing data, looking out topics and product and for connecting with individuals. Instagram (also called IG) may be a photograph and video-sharing social networking service in hand by Facebook, Inc.The app permits users to transfer photos and videos to the service, which may be altered with numerous filters, and arranged with tags and placement data.However this Instagram also had created business tools and pages to promote the business using Instagram.Scammers by using this business account trying to earn money by fraudulent activity. So in this research the aim is to study about the social network and its fraudulent activities with reference to Instagram.However the methodology of the research is empirical that is non-doctrinal study. Convenience sampling method is used (Non probability sampling). The sample size is 1500. The data is refined finally reported as 1460. Data is collected through the primary and secondary sources. Questionnaire is used as the primary data collection and the articles, journals, reports, newsletters are considered as the secondary sources. The analysis is done by using SPSS 21 version. The analysis is carried out for demographic statistics (Gender, Age, Status and Occupation) and hypothesis testing correlation and cross tabulation is used. While finding and analysing the value obtained from the chi square test it is found to be that the value obtained is below 0.05 which states Alternative Hypothesis is proved which express that there is significant relationships between experience and reporting and the age and awareness of fraudulent activities.
Keywords: Instagram, Scammers, Money, social network, Business.

I.   Introduction

Fraud is an unethical activity that has functions to hurt alternative parties.Instagram could be a social media that developed in 2010. Instagram enable to share images , create a comment, and post a like sign to alternative image collections.

Online social networks (OSN) became wonderful vehicles for selling, to realize visibility and resulting influence. They need additionally become a robust tool for online manipulation, with inaccurate and dishonorable data being cosmopolitan on them. Among alternative fallacious practices, shopping for pretend visibility through a huge and unidentifiable marketplace for social media fraud (SMF) could be a common observe undertaken by several, as reported in print media investigations and studies.

In June 2014, Instagram Announced , via their online business platform, plans to completely support the notion that "transparency matters" through "enhancing creator and business partnerships." The tricks and techniques utilized by the Instagram scammers is being explained during this study and also their mode of dealing and the network to do scamming in Instagram is being mentioned.

Thus my aim of this research is to study about the social network and its fraudulent activities with reference to Instagram.

Objective of the study
1.   To find the association between Age and awareness of fraudulent activity done in instagram.
2.   To analyse the relation between experience of fraudulent activity and reporting for preventive measure.

II.   REVIEW OF LITERATURE
Social media scams
        (McMahon 2013),Social media could be a nice platform for sharing data, looking out topics and product and for connecting with individuals.(Cross 2013) However, it conjointly provides criminals , scammers with a chance to mix in with the group and stimulate unsuspecting people to move with them with the final word goal of stealing their personal information , money or security data.(Schotter and Beamish, n.d.)However there are some scams which is being identified commonly in social media and it is below as follows:

●   **Miracle product** –People giving free trial for a product which you most like and gain your personal information through bill payment page(Jing 2018).
●   **Investment Scams** – Scammers using some investment fraud idea make the people to invest in their accounts by saying that the investor would get huge product and by this after sending the money for investment such scammers would steal it and scam the fellow investors (Weisman 2010).
●   **Fake Friend Requests and comments**–By sending fake comments request scammers steal their personal information and scam the people. (Siegel 2013)
●   **Romance Scams** – Romance scams usually occur through online dating websites, however scammers may use social media or email to form contact. These scams are called 'catfishing' or "sweetheart scams".(Mehan 2014) They will use a fictional name or incorrectly war the identities of real, trustworthy folks like military personnel, aid employees or professionals operating abroad.(Beek 2018)

These above all the common social media scams by which people are being cheated and foolished by these above method.(Cross 2013; Gupta and Garg 2015). However there are many kinds of scams and fraudulent activities are being created every day and people are getting easily cheated by this idea but apart from this common thing, the most common scams and fraudulent activity which is performing on daily basis in Instagram is discussed in this study and the group of scammers promoting this fraudulent activity started from them is also to be mentioned in this research.

Instagram and its scamming
        (Funk 2011),Instagram (also called IG) may be a photograph and video-sharing social networking service in hand by Facebook, Inc.(Afandi 2018),Users will browse alternative users' content by tags and locations, and think about trending content. (Mattern 2016)Instagram launched Instagram Stories, a feature that enables users to require photos, add effects and layers, and add them to their Instagram story. Pictures uploaded to a user's story expire once twenty four hours. However this Instagram also had created business tools and pages to promote the business using Instagram and want to gain a market place individually in the world in the medium of e-commerce website. (Crist and Shoemaker 2014) Scammers by using this business account trying to earn money by fraudulent activity.(Linaschke 2011) The point is to note that the business account in Instagram is free and can just open this kind of account very easily by using email login. By this the scammers create fake page that is business account and using some techniques like server hacking and server buying , increasing the followers in their account which is to be noted that the followers Gained using the server are fake and not real followers.(Singh, n.d.) By using this pretending their page as a original page and putting post and promoting their pages with help of some original pages who post the pages for money and it is called promotion and sometimes this takes place by many kind like SFS , shoutout, promotion etc.,
        The people who are following the original page see the post of scammers who had advertised in these pages and making the people to believe that it is real account and content in such scammers pages are real(Sarddar and Nandi 2015). Due to unawareness among the people , many are being cheated by these scammers. The common mode of cheating done in Instagram is below as follows:

1.   Money earning trick - it is a trick sold by scammers in which it consist of pdf and video which contains the step to earn money in Instagram and the the technique used. To explain this truly …..it is nothing but pretending their page to be genuine and selling the pdf which is just saying that " just create a business account, add some followers and create some post just like these scammers and making the people to become scammers like them" this technique is actually used in Instagram and many account are being existed like this and for

getting these pdf it cost around □300 which is actually varies from people and the scammers.This trick is named many and commonly categorised into money earning trick.(Sommermeyer 2018)

2.	Adsense trick - it is a trick same as above , creating an account and adding some fake followers using server and making advertisement like the above through various pages which is often like meme page mostly… and pornographers account ,Because many people use to go around these pages and making people to pay for the trick and blocking them after payment is received. This is a very common method used in social network and once money received they block the accounts and can't trace such accounts because they are using fake identity and fake bank accounts.(Hassan and Privitera, n.d.)

3.	Server selling and other product selling - it is a trick as same above and all the same procedure for creating the account and bring people into their page is followed and selling the servers to these people. Servers are a online tool which is used to gain likes, followers,views,subscribers etc by using such server. The server process is also a good business among the Instagram scammers by which making others to think that they have more friends and people around them in social media. As well as selling the other products like amazon and Flipkart by the method of e-commerce they deliver the product truly as majority but unlike amazon and flipkart the scammers won't deliver the product and once the people order the product and pay the money through online mode of transactions, once scammers get money they place the order and as soon as they block the people account and cancel the order.(Singer, n.d.)

The above method are the common methods used in the Instagram by scammers and the mode of transaction used for this dealing is generally paytm and google pay and sometime phonepe , however this accounts are online accounts and UPI oriented. Once try to complain or track their payment account the end result will give the common people a great disappointment because the account used for their money transaction is being stored in the e-wallets and these e-wallets need KYC and a valid phone number which is registered to a valid proof but however there is a network used to help scammers to buy activated e-wallet accounts by just paying some money to this network and if trace out these account it will be someone's and the people doesn't have the proper evidence to prove these are the scammers and if do so it is a waste of time for such money(Sam Daniel and Sam 2011). However I don't discourage and making the people to simply sit after they are being cheated. But still I made a remedy in my suggestions which will help the social media to reduce the amount of scammers in Instagram.

### III.	Research Methodology

The current study based on the empirical research. It is consisting of the scientific frame of research. It began with the finding of research problem based on the review of literatures. the major contribution of the study is to collect the legal facts of particular area and to test hypothesis of a cause –effect relationship between variables. The research design is exploratory and experimental. It explored the problem tested with hypothesis and provide the solution from the analysis. Convenience sampling method is used (Non probability sampling). The sample size is 1500. The data is refined finally reported as 1460. Data is collected through the primary and secondary sources. Questionnaire is used as the primary data collection and the articles, journals, reports, newsletters are considered as the secondary sources. The analysis is done by using SPSS 21 version. The analysis is carried out for demographic statistics (Gender, Age, Status and Occupation) and hypothesis testing correlation and cross tabulation is used.

Descriptive Statistics

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	982	67.3	67.3	67.3
	Female	478	32.7	32.7	100.0
	Total	1460	100.0	100.0	

The study found that the male respondents are 982 and female respondents are 478.

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	610	41.8	41.8	41.8
	26-30	600	41.1	41.1	82.9
	31-36	185	12.7	12.7	95.5
	36 and above	65	4.5	4.5	100.0
	Total	1460	100.0	100.0	

The above table consists of 610 respondents under the age group of 18-25, 26-30 is 600,31-36 is 185 and 36 and above is 65.

Occupation		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	public	784	53.7	53.7	53.7
	private	676	46.3	46.3	100.0
	Total	1460	100.0	100.0	

The study found that the occupation of the respondents consists of 784 are working in any public concern and the 676 respondents are working in private concern.

Status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	married	609	41.7	41.7	41.7
	unmarried	851	58.3	58.3	100.0
	Total	1460	100.0	100.0	

The above table comprised that the status of the respondents in which, 609 are married, 851 are unmarried.

1. Chi-Square
Hypothesis
H1: There is significant association between the age and awareness of fraudulent activities
H0: There is no significant association between the age and awareness of fraudulent activities

31.do you aware of Instagram tricks and fraudulent activities? * 57.Age Crosstabulation						
Count						
		57.Age				Total
		18-25	26-30	31-36	36 and above	
3yes.do you 1 of Instagram tricks and fraudulent activities?	yes	340	341	75	39	713
	no	270	249	110	26	747
Total		610	600	185	65	1460

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	27.684[a]	3	.000
Likelihood Ratio	27.780	3	.000
Linear-by-Linear Association	7.407	1	.006
N of Valid Cases	1460		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 31.74.			

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The value of the test statistic is 27.684. Because the test statistic is based on a
3x2 cross tabulation table, the degrees of freedom (df) for the test statistic is
df= (2-1) * (4-1) =1*3=3. The corresponding p-value of the test statistic is p
<0.05
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Since the p-value is smaller than our chosen significance level ($\alpha < 0.05$), reject the null hypothesis. Rather, we conclude that there is enough evidence to suggest the association between the age and awareness of fraudulent activities

Based on the results, we can state the following:

There is association was found between age and awareness of fraudulent activities

($X2$ (2)$>$ = 27.684, p < 0.05). Particularly, the age group of 18-25 and 26 -30 agreed that they are having more awareness than the others because those age group of respondents are currently active with Instagram. so alternate hypothesis accepted.

2.Correlations
H1: There is significant relation between experience and reporting
H0: There is no significant relation between experience and reporting

Correlations		32. have you ever experienced any fraud and cheating by Instagram scammers from the following	33. do you 1 of reporting the scammers and their account is a preventive measure?
32. have you ever experienced any fraud and cheating by Instagram scammers from the following	Pearson Correlation	1	.167[**]
	Sig. (2-tailed)		.000
	N	1460	1460
33. do you 1 of reporting the	Pearson Correlation	.167[**]	1

scammers and their account is a preventive measure?	Sig. (2-tailed)	.000	
	N	1460	1460
**. Correlation is significant at the 0.01 level (2-tailed).			

Correlation of experience and reporting (r=0.167), based on n=1460 observations with pairwise non missing values. The correlations in the main diagonal (cells A (Experiences) and D (Reporting) are all equal to 1. This is because a variable is always perfectly correlated with itself. (If you have opted to flag significant correlations, SPSS will mark a 0.05 significance level with one asterisk (*) and a 0.01 significance level with two asterisks (0.01). The Pearson correlation coefficient for, which is significant (p < .001 for a two-tailed test), based on 1460 complete observations (i.e., cases with non-missing values for both experience and reporting).

Based on the results, we can state the following:

• Experience and Reporting have a statistically significant linear relationship (p < .001).

• The direction of the relationship is positive (i.e., Experience and Reporting are positively correlated), meaning that these variables tend to increase together (i.e. The respondents who are experienced any fraud and cheating by Instagram scammers they are able to report about the issue. the magnitude, or strength, of the association is approximately low (.1 < | r | < .2).

Therefore, Alternate hypothesis is accepted. There is significant relation between experience and reporting.

Discussion

The survey were conducted among people in which out of 1500 samples 1460 samples were collected in which particular age group of 18-25 and 26 -30 agreed that they are having more awareness than the others because those age group of respondents are currently active with Instagram and the questions are asked among individual in which question asked among people is "Do you aware of Instagram tricks and fraudulent activities" in which majority of the people said that they unaware of the fraudulent activity done in Instagram in which '713' said 'yes' and '747' said 'no' , the second question asked 'have you ever experienced any fraud and cheating by Instagram scammers from the following' in which majority of them said no due to unawareness and the third question asked in which 'do you aware of reporting in Instagram is a preventive measure' in which majority of the people said that they unaware and finally majority of the people answered that they were unaware about research and according to Pearson chi square test the   value obtained is below 0.05 hence alternative hypothesis is proved which means there is significant relationships between experience and reporting and the age and awareness of fraudulent activities.

IV.   Suggestion

1.   Do not reply to messages which are considered to be spam and inappropriate messages.

2.   Don't buy any products from unknown person and unknown sites which are being pop-up or mentioned in social media.

3.   Don't get attract to the messages or hashtags which are mentioned in low price and free products by this they collect our personal information and can threat us.

4.   Hacking and fraudulent activity is considered to be an offence and crime so do not get addicted to that kind of activity which create problem in future.

5.   Just report the account if you find that such account is offensive or doing any kind of fraudulent activity. The Instagram community analyse such accounts and will taken down such if it believes that it violates community guidelines.

V.   CONCLUSION

        Instagram (also called IG) may be a photograph and video-sharing social networking service in hand by Facebook, Inc.Instagram also had created business tools and pages to promote the business using Instagram and want to gain a market place individually in the world in the medium of e-commerce website.Scammers by using this business account trying to earn money by fraudulent activity.Due to unawareness among the people , many are being cheated by these scammers. However The current study based on the empirical research. It is consisting of the scientific frame of research. It began with the finding of research problem based on the review of literatures. the major contribution of the study is to collect the legal facts of particular area and to test hypothesis of a cause –effect relationship between variables. The research design is exploratory and experimental. It explored the problem tested with hypothesis and provide the solution from the analysis. Convenience sampling method is used (Non probability sampling). The sample size is 1500. The data is refined finally reported as 1460. Data is collected through the primary and secondary sources. Questionnaire is used as the primary data collection and the articles, journals, reports, newsletters are considered as the secondary sources. The analysis is done by using SPSS 21 version. The analysis is carried out for demographic statistics (Gender, Age, Status and Occupation) and hypothesis testing correlation and cross tabulation is used. While discussing this research three questionnaire is asked in which question asked among people is "Do you aware of Instagram tricks and fraudulent activities" in which majority of the people said that they unaware of the

fraudulent activity done in Instagram in which '713' said 'yes' and '747' said 'no', the second question asked 'have you ever experienced any fraud and cheating by Instagram scammers from the following' in which majority of them said no due to unawareness and the third question asked in which 'do you aware of reporting in Instagram is a preventive measure' in which majority of the people said that they unaware and finally majority of the people answered that they were unaware about research and according to Pearson chi square test the value obtained is below 0.05 hence alternative hypothesis is proved which means there is significant relationships between experience and reporting and the age and awareness of fraudulent activities.

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Abstract Social media could be a nice platform for sharing data, looking out topics and product and for connecting with individuals. Instagram (also called IG) may be a photograph and video-sharing social networking service in hand by Facebook, Inc.The app permits users to transfer photos and videos to the service, which may be altered with numerous filters, and arranged with tags and placement data.However this Instagram also had created business tools and pages to promote the business using Instagram.Scammers by using this business account trying to earn money by fraudulent activity. So in this research the researcher is going find out to find out that whether people were aware of Instagram tricks and its fraudulent activity, to find out whether they have experienced any kind of fraud or cheating by Instagram scammers and to find out whether there is any preventive measure used to reduce Instagram scammers. However the methodology of the research is empirical that is non-doctrinal study.It is consisting of the scientific frame of research. It began with the finding of research problem based on the review of literatures. the major contribution of the study is to collect the legal facts of particular area and to test hypothesis of a cause –effect relationship between variables. The research design is exploratory and experimental. It explored the problem tested with hypothesis and provide the solution from the analysis. Convenience sampling method is used (Non probability sampling). The sample size is 1500. The data is refined finally reported as 1460. Data is collected through the primary and secondary sources. Questionnaire is used as the primary data collection and the articles, journals, reports, newsletters are considered as the secondary sources. The analysis is done by using SPSS 21 version. The analysis is carried out for demographic statistics (Gender, Age, Status and Occupation) and hypothesis testing correlation and cross tabulation is used. While finding and analysing the value obtained from the chi square test it is found to be that the value obtained is below 0.05 which states Alternative Hypothesis is proved which express that there is significant relationships between experience and reporting and the age and awareness of fraudulent activities. Keywords : Instagram, Scammers, Money, social network, Business. Introduction Fraud is an unethical activity that has functions to hurt alternative parties.Instagram could be a social media that developed in 2010. Instagram enable United States of America to share images , create a comment, and post a like sign to alternative image collections. Online social networks (OSN) became wonderful vehicles for selling, to realize visibility and resulting influence. They need additionally become a robust tool for online manipulation, with inaccurate and dishonorable data being cosmopolitan on them. Among alternative fallacious practices, shopping for pretend visibility through a huge and unidentifiable marketplace for social media fraud (SMF) could be a common observe undertaken by several, as reported in print media investigations and studies. In June 2014, Instagram Announced , via their online business platform, plans to completely support the notion that "transparency matters" through "enhancing creator and business partnerships." This clearly meant the social media platform was signalling to the remainder of the globe their new feature which might enable influencers to signpost paid-for-content however anyhow the scam and cheating activities is being accumulated by this selection referred to as business account. But the tricks and techniques utilized by the Instagram scammers is being explained during this study and also their mode of dealing and the network to do scamming in Instagram is being mentioned. Thus my aim of this research is to find out that whether people were aware of Instagram tricks and its fraudulent activity, to find out whether they have experienced any kind of fraud or cheating by Instagram scammers and to find out whether there is any preventive measure used to reduce Instagram scammers.

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Objective of the study To know basic information about social media and specifically Instagram. To find people that they aware about social media scams in regard with specific to Instagram. To identify the scamming technique used in Instagram and other social media network. REVIEW OF LITERATURE Social media scams Social media could be a nice platform for sharing data, looking out topics and product and for connecting with individuals(McMahon 2013). However, it conjointly provides criminals , scammers with a chance to mix in with the group and stimulate unsuspecting people to move with them with the final word goal of stealing their personal information , money or security data(Funk 2011).However there are some scams which is being identified commonly in social media and it is below as follows: Miracle product – look out miracle beauty or health product that supply a free trial however involve giving your credit or positive identification details up front. If the merchandise is real (which often it's not), you're usually tied unwittingly into a set amount contract. scan the terms and conditions rigorously(Cross 2013). Job/Work from Home Scams – a number of these opportunities involve payment up front for coaching, product etc. therefore perpetually severally cross-check the credentials of any company providing you employment or work from home chance. ne'er offer your account or card details till you're assured this can be a legitimate provide(Cross 2013; Gupta and Garg 2015). Investment Scams – use caution of any chance that gives a fast thanks to create cash. If it's too smart to be true, it in all probability is. ask for freelance skilled recommendation before sign language up to any online investment chance.(Weisman 2010) Fake Comments on common Posts – Fraudsters post fake comments on common posts that embrace attention-grabbing trying links that if truth be told direct you to phishing websites.(Jing 2018) Fake Friend Requests – friend requests from folks you recognize or have reason to need to attach with. Criminals usually use fake friend requests to assemble you and your friends' information.(Siegel 2013) Help, I'm in hassle Messages – posts or emails from real friends language like they're in hassle and want you to send cash. it's terribly probably that their social media or email accounts are hacked.(Schotter and Beamish, n.d.) Romance Scams – Romance scams usually occur through online dating websites, however scammers may use social media or email to form contact. These scams are called 'catfishing' or "sweetheart scams". False online profiles and persona are designed to lure you in and, once "foolishing you", they'll notice some compelling reason to enkindle cash, gifts or your card details. They will use a fictional name or incorrectly war the identities of real, trustworthy folks like military personnel, aid employees or professionals operating abroad.(Beek 2018) Twishing – A mix of the words Twitter and phishing, twishing could be a variety of phishing within which a message is shipped to you on Twitter in an effort to get your personal or security info by guiding you to a bastard web site.Remember everything you post is obtainable for all to visualize, it's not what you out on one variety of social media however across all platforms permitting a fraudster to make up your profile and doubtless steal your identity.(Mehan 2014) These above all the common social media scams by which people are being cheated and foolished by these above method. However there are many kinds of scams and fraudulent activities are being created every day and people are getting easily cheated by this idea but apart from this common thing, the most common scams and fraudulent activity which is performing on daily basis in Instagram is discussed in this study and the group of scammers promoting this fraudulent activity started from them is also to be mentioned in this research.

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Users will "like" photos, and follow alternative users to feature their content to a feed.Instagram launched Instagram Stories, a feature that enables users to require photos, add effects and layers, and add them to their Instagram story. pictures uploaded to a user's story expire once twenty four hours.(Mattern 2016) However this Instagram also had created business tools and pages to promote the business using Instagram and want to gain a market place individually in the world in the medium of e-commerce website(Crist and Shoemaker 2014) . Scammers by using this business account trying to earn money by fraudulent activity.(Linaschke 2011) The point is to note that the business account in Instagram is free and can just open this kind of account very easily by using email login. By this the scammers create fake page that is business account and using some techniques like server hacking and server buying , increasing the followers in their account which is to be noted that the followers Gained using the server are fake and not real followers.(Singh, n.d.) By using this pretending their page as a original page and putting post and promoting their pages with help of some original pages who post the pages for money and it is called promotion and sometimes this takes place by many kind like SFS , shoutout, promotion etc., The people who are following the original page see the post of scammers who had advertised in these pages and making the people to believe that it is real account and content in such scammers pages are real(Sarddar and Nandi 2015). Due to unawareness among the people , many are being cheated by these scammers. The common mode of cheating done in Instagram is below as follows: Money earning trick - it is a trick sold by scammers in which it consist of pdf and video which contains the step to earn money in Instagram and the the technique used. To explain this truly .....it is nothing but pretending their page to be genuine and selling the pdf which is just saying that " just create a business account, add some followers and create some post just like these scammers and making the people to become scammers like them" this technique is actually used in Instagram and many account are being existed like this and for getting these pdf it cost around ⎕300 which is actually varies from people and the scammers.This trick is named many and commonly categorised into money earning trick.(Sommermeyer 2018) Adsense trick - it is a trick same as above , creating an account and adding some fake followers using server and making advertisement like the above through various pages which is often like meme page mostly... and pornographers account ,Because many people use to go around these pages and making people to pay for the trick and blocking them after payment is received. This is a very common method used in social network and once money received they block the accounts and can't trace such accounts because they are using fake identity and fake bank accounts.(Hassan and Privitera, n.d.) Server selling and other product selling - it is a trick as same above and all the same procedure for creating the account and bring people into their page is followed and selling the servers to these people. Servers are a online tool which is used to gain likes, followers,views,subscribers etc by using such server. The server process is also a good business among the Instagram scammers by which making others to think that they have more friends and people around them in social media. As well as selling the other products like amazon and Flipkart by the method of e-commerce they deliver the product truly as majority but unlike amazon and flipkart the scammers won't deliver the product and once the people order the product and pay the money through online mode of transactions, once scammers get money they place the order and as soon as they block the people account and cancel the order.(Singer, n.d.) The above method are the common methods used in the Instagram by scammers and the mode of transaction used for this dealing is generally paytm and google pay and sometime phonepe , however this accounts are online accounts and UPI oriented. Once try to complain or track their payment account the end result will give the common people a great disappointment because the account used for their money transaction is being stored in the e-wallets and these e-wallets need KYC and a valid phone number which is registered to a valid proof but however there is a network used to help scammers to buy activated e-wallet accounts by just paying some money to this network and if trace out these account it will be someone's and the people doesn't have the proper evidence to prove these are the scammers and if do so it is a waste of time for such money(Sam Daniel and Sam 2011). However I don't discourage and making the people to simply sit after they are being cheated. But still I made a remedy in my suggestions which will help the social media to reduce the amount of scammers in Instagram.

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Research Methodology The current study based on the empirical research. It is consisting of the scientific frame of research. It began with the finding of research problem based on the review of literatures. the major contribution of the study is to collect the legal facts of particular area and to test hypothesis of a cause –effect relationship between variables. The research design is exploratory and experimental. It explored the problem tested with hypothesis and provide the solution from the analysis. Convenience sampling method is used (Non probability sampling). The sample size is 1500. The data is refined finally reported as 1460. Data is collected through the primary and secondary sources. Questionnaire is used as the primary data collection and the articles, journals, reports, newsletters are considered as the secondary sources. The analysis is done by using SPSS 21 version. The analysis is carried out for demographic statistics (Gender, Age, Status and Occupation) and hypothesis testing correlation and cross tabulation is used. CONCLUSION Instagram (also called IG) may be a photograph and video-sharing social networking service in hand by Facebook, Inc.Instagram also had created business tools and pages to promote the business using Instagram and want to gain a market place individually in the world in the medium of e-commerce website.Scammers by using this business account trying to earn money by fraudulent activity.Due to unawareness among the people , many are being cheated by these scammers. However The current study based on the empirical research. It is consisting of the scientific frame of research. It began with the finding of research problem based on the review of literatures. the major contribution of the study is to collect the legal facts of particular area and to test hypothesis of a cause –effect relationship between variables. The research design is exploratory and experimental. It explored the problem tested with hypothesis and provide the solution from the analysis. Convenience sampling method is used (Non probability sampling). The sample size is 1500. The data is refined finally reported as 1460. Data is collected through the primary and secondary sources. Questionnaire is used as the primary data collection and the articles, journals, reports, newsletters are considered as the secondary sources. The analysis is done by using SPSS 21 version. The analysis is carried out for demographic statistics (Gender, Age, Status and Occupation) and hypothesis testing correlation and cross tabulation is used. While discussing this research three questionnaire is asked in which question asked among people is "Do you aware of Instagram tricks and fraudulent activities" in which majority of the people said that they unaware of the fraudulent activity done in Instagram in which '713' said 'yes' and '747' said 'no' , the second question asked 'have you ever experienced any fraud and cheating by Instagram scammers from the following' in which majority of them said no due to unawareness and the third question asked in which 'do you aware of reporting in Instagram is a preventive measure' in which majority of the people said that they unaware and finally majority of the people answered that they were unaware about research and according to Pearson chi square test the value obtained is below 0.05 hence alternative hypothesis is proved which means there is significant relationships between experience and reporting and the age and awareness of fraudulent activities.

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