

## Results and Findings

In this section we will discuss the results obtained from statistical analysis. The significance level in all the statistical tests performed was taken at  $\alpha=0.01$

Most respondents indicated to disagree with the idea that they would use their credit card to buy from an online vendor (Mdn=2, IQR=2). Moreover, in regard to if a respondent would a vendor with information to better serve their needs, the opinion seemed to be divided with many respondents (n= 33, 44%) expressing strong disagreement or disagreement but an almost equal number (n= 30, 41%) expressing strong agreement or agreement (Mdn=3, IQR=2) as below.

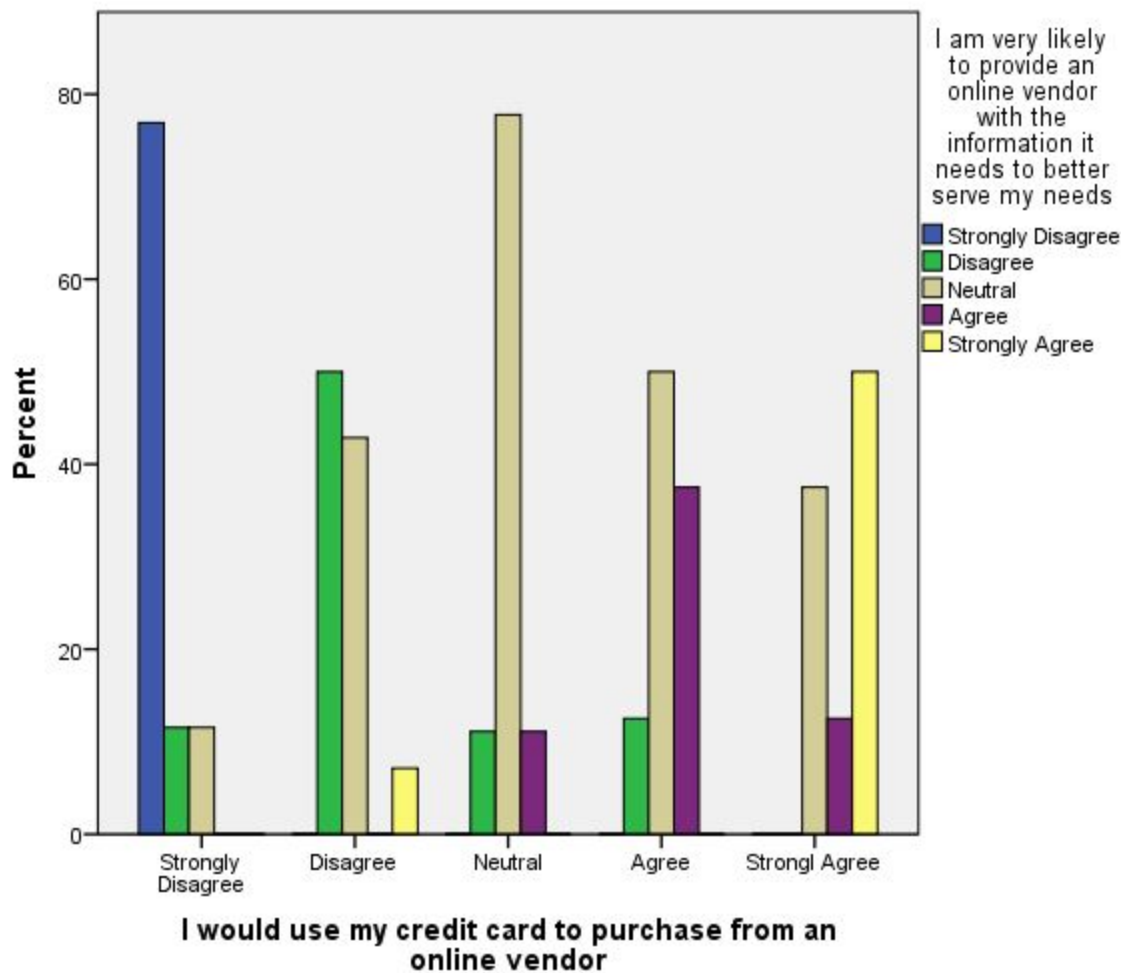


Figure 1: Credit card use and Provision of Information

Further, the majority of the respondents (n=55, 74%) directed at disagreeing with the impression that it was easy to become skillful at using Instagram (Mdn=2, IQR=2). Moreover, most respondents strongly disagreed with the idea that learning to operate Instagram was easy and also strongly disagreed (n=54, 73%) with the impression that Instagram was flexible to interact with (Mdn=2, IQR=2). Additionally, the respondent strongly disagreed (n=59, 80%) with the idea that their interaction with Instagram was clear and understandable.

Moreover, the honesty of vendors also drew varying opinions with 36% of respondents disagreeing with the idea and only 19% strongly agreeing or agreeing with the idea. The trend was similar to whether the vendors on Instagram were principled with only 26% of the respondents in disagreement while (n=14, 19%) of the respondents in agreement with the idea. Consequently, 53% of the respondents expressed strong disagreement or disagreement that vendors on Instagram are predictable and only 15% of the respondents expressed strong agreement or agreement (Mdn=3, IQR=1). A similar trend was noted for the idea that vendors on Instagram knew their market.

Additionally, the perception that dishonest online vendors on Instagram had nothing to gain showed highly significant positive association with the perception that vendors on Instagram had nothing to gain by not caring about the respondents. Moreover, familiarity with online vendors through using Instagram and searching products exhibited a highly significant association with familiarity with online vendors through purchasing products through Instagram ( $p=.820$ ,  $\text{sig}=.00$ )

Regarding Instagram improving the respondent's ability to search for and buy the product they want, their opinions seemed to be divided with many of the respondents (n=28, 38%) showing

disagreement while (n=18, 24%) expressing strong agreement or agreement (Mdn=3, IQR=1).

Moreover, a majority of the respondents (35, 47%) strongly agreed or agreed that searching for and buying products o Instagram was faster than any other ways of finding and buying goods and services while only 23% of the respondents strongly disagreed or disagreed (Mdn=3, IQR=1) as shown in figure 2 below.

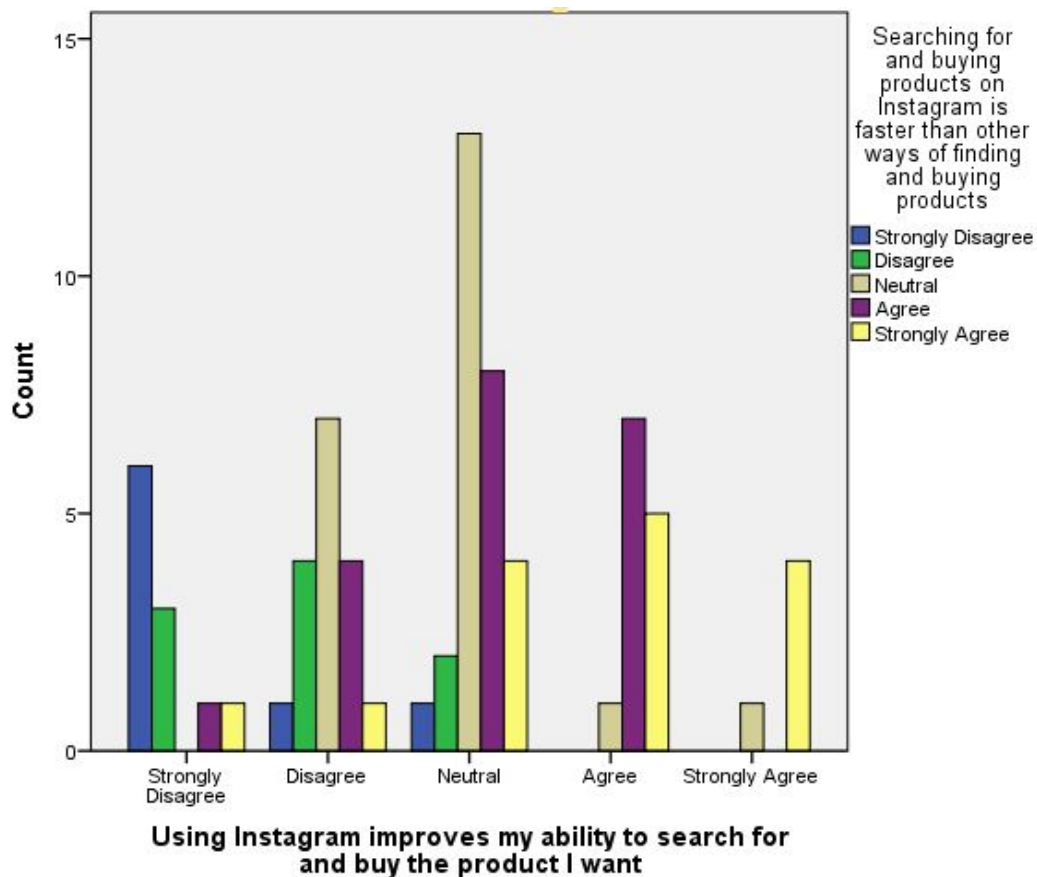


Figure 2: The ability of Instagram to enhance Search

However, the opinion on I'm more effective at searching and buying products through Instagram than through other places seemed to draw divided opinions with the majority (n=39, 53%) in

strong agreement or agreement while (n= 18, 24%) in strong disagreement or disagreement (Mdn=4, IQR=2).

Additionally, the idea that online vendors on Instagram had nothing to gain by being dishonest in their interactions with the respondents attracted mixed reactions with most of the respondents strongly agreeing or agreeing (n=31,42%) while (n=25, 34%) disagreeing or strongly disagreeing (Mdn=3, IQR=2). A similar expressions were observed that online vendors had nothing to gain by not caring for their customers and by not having the correct information to their customers.

Most of the respondents agreed that they feel safe doing business with vendors on Instagram because of its statement of guarantee (n=31, 42%), (Mdn=3, IQR=1). Moreover, a majority of the respondents (n=36, 49%) strongly disagreed that they feel safe doing business through online vendors if they accessed its page through well-known other Instagram pages, with only 23% of the respondents in agreement with the idea as shown below

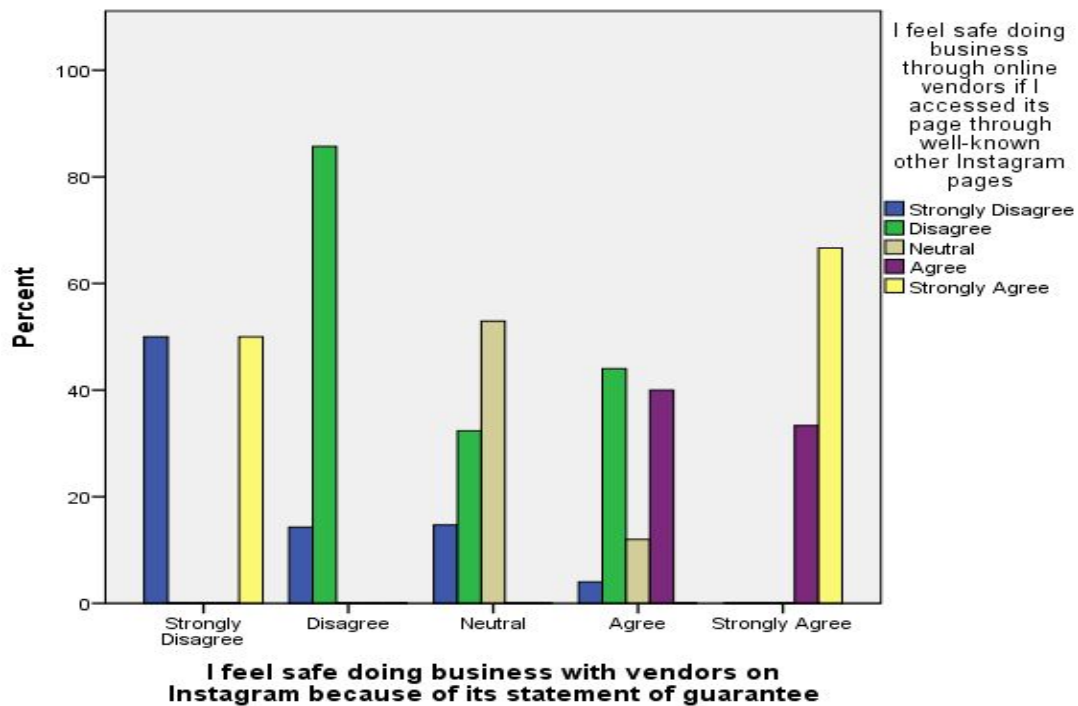


Figure 3: Safety of doing online business

The similarity of the steps required to search for and order a product through Instagram and other online vendors drew divided opinions with 49% of the respondents strongly agreeing and agreeing with the idea while only 19% of the respondents disagreed or strongly disagreed with the idea (Mdn=3, IQR=1). Further, 36% of the respondents disagreed with the idea that the information requested of them from the vendor on Instagram is the type of information a similar commercial site would ask for and only 26% of the respondent strongly agreed and agreed with the idea (Mdn=3, IQR=2). Additionally, the idea of the nature of interaction with vendors on Instagram is typical of other similar applications attracted divided reactions from the respondents. Majority of the respondent (n=33, 45%) strongly agreed or agreed to the idea while only 26% of the respondents disagreed with the question at hand as shown in the figure below.

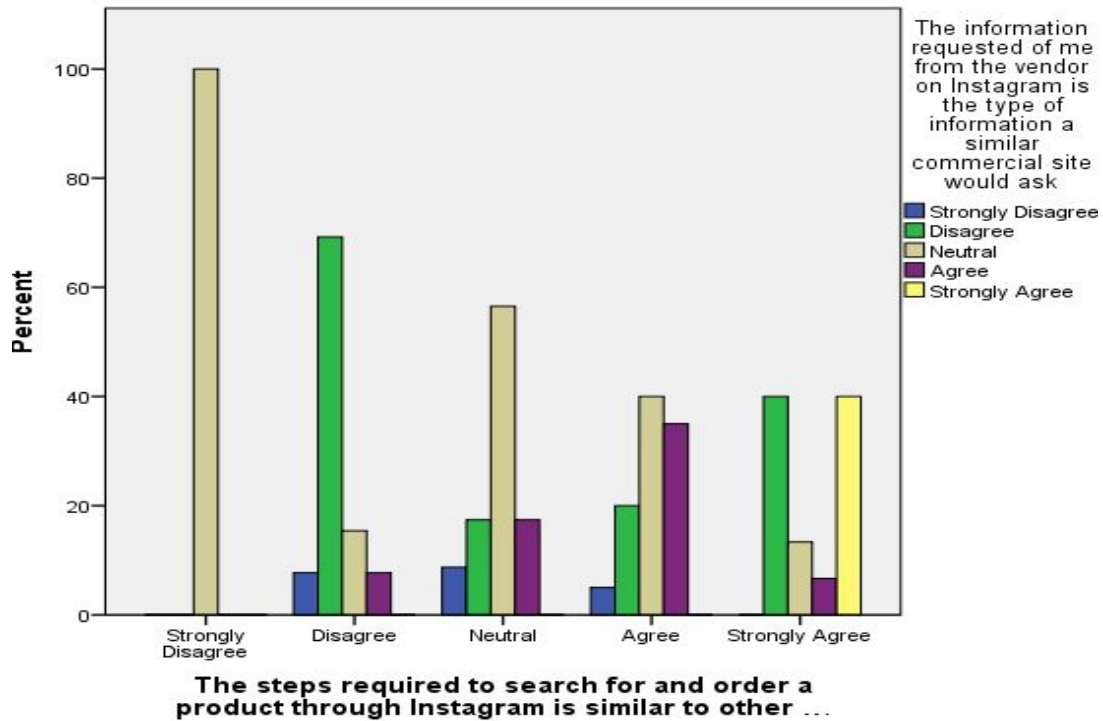


Figure 4: Information requested on Instagram

Many of the respondents strongly disagreed with the expression that they were familiar with online vendors through using Instagram and searching for goods and services (Mdn=2, IQR=2).

However there were divided opinions regarding purchasing products from Instagram and familiarity with online vendors with many respondents (n=29, 39%) in strong disagreement or disagreement while almost the same number of respondents (n=25, 34%) expressing strong agreement of agreement to the idea (Mdn=3, IQR=2).

Moreover, there was a significant positive association between Instagram being a faster way of finding and ordering products hand any other methods with the effectiveness at searching and buying products through Instagram than through any other places ( $\rho=.709$ , sig=.000).

Similarly, there was an observed significant positive association between the respondent's perception of the honesty of vendors on Instagram and the respondent's perception of principles of vendors on Instagram ( $\rho=.732$ ,  $\text{sig}=.000$ )

Further, there was a significant positive association between whether the respondent would use of credit card to purchase from an online vendor and the likelihood of the respondent to provide an online vendor with information it needs to better serve the needs of the respondent ( $\rho=.796$ ,  $\text{sig}=.00$ )

A highly significant positive correlation was also observed between the ease of becoming skillful at using Instagram and the ease of learning how to operate Instagram ( $\rho=.872$ ,  $\text{sig}=.000$ ).

## Discussion

From the results of the study, we can conclude that:

- Majority of the respondents preferred not using their credit cards to buy from online vendors on Instagram and other online shopping platforms. Moreover, the majority of the population of Qataris would consider not giving information that is crucial for the betterment of the customer experience.
- Majority of the respondent outlined concerned that it was not easy to become skillful at using Instagram. Furthermore, the study established that for the majority of the Qataris, learning how to use Instagram was not easy as well. Moreover, from the study it evident that most of the respondents considered Instagram as not flexible to interact with.

- There was divided opinion on whether there was an improvement by Instagram in the ability to search for and buy goods and services. However, a majority of the respondents revealed that searching for and buying or ordering goods and services on Instagram was faster and convenience than any other ways of finding and buying goods and services. Moreover, a majority of the respondents expressed that they were more effective at searching and buying goods and service through Instagram than through other places.
- The honesty of the vendors on Instagram was perceived as not genuine. Moreover, many respondents considered vendors on Instagram not principled and unpredictable. Additionally, online vendors on Instagram were perceived as with no knowledge of their market.
- Online vendors on Instagram were perceived not to gain anything by being dishonest in their interactions with the respondents. Similarly, vendors on Instagram were also considered no to gain anything by not caring for their customers and by not caring and by not having the correct information to their customers.
- There was limited familiarity with online vendors through using Instagram and searching for goods and services. However, there was an observed familiarity with online vendors through purchasing products from Instagram.
- There was a feel of safety in doing business with vendors on Instagram because of its statement of guarantee. However, respondents expressed not feeling safe doing business through online vendors if they accessed its pages through well-known other Instagram pages.
- There was an observed similarity in the steps involved in searching and ordering a product through Instagram and other online vendors. However, the study further revealed that



information requested of them from the vendor on Instagram was partially similar to that requested for by other commercial sites. Moreover, the study established that the nature of interaction with vendors on Instagram was typical of other similar applications.

- The effectiveness of Instagram at searching and buying products made it a faster way of customers to order goods and services as compared to other online commercial platforms. Moreover, dishonesty and non-caring vendors on Instagram had nothing to gain from their customers. Further, honest online vendors were considered to be principled.
- Customers became familiar with online vendors through using Instagram to search products and through Instagram to purchase products. Further, many customers not using their credit cards to make purchases from an online vendor and also prefer providing information that can improve the services they receive from online vendors.
- Customers who find it easy to learn using Instagram eventually develop skills of online buying faster.

## Conclusion

In conclusion, Instagram has proved to be a powerful tool for conducting online businesses where customers can view the products of interest via their phones. Customers considered online vending on Instagram as safe for searching and buying products. However, more needs to be done to enhance the ease of doing business. A significant number of customers considered stressful learning and developing buying skills on Instagram. Moreover, online vendors should consider building trust with potential and existing customers by providing the rightful

information about their products. Finally, more studies should be done on other online vending platforms to enable the customers to identify ones that suit their needs.