

Abstract

Instagram is an internet-based application that allows people to share their pictures or videos which can be done either publically or privately. The application has brought a great impact on various fields depending on how it has been used. One of the biggest areas that have been positively affected is the business. Every successful business has a platform on where it shares its views and uses it to reach to their customers. This helps to maintain the customer and also the market as they are always updated on the new products that are coming up. Countries such as Qatar also have invested in social media as they use the platforms for the bigger part of the business in the country. The organization uses the platform to advertise its products as they can post the products that they have started selling either as a picture or a video. The most successful businesses ensure that they have the platforms that they use to communicate to their customers and also to their investors.

The use of social media has also helped in social interaction among the people in Qatar. The countries that are facing difficulty in uniting their people are now using the media platforms as they somehow are the most effective means that people can use as in the case of Qatar. The platforms give someone the chance to interact with the people that he has never met before thus creating harmony among the people. The business owners also take such opportunity to promote their products through the platforms as they send a sign of unity. Most of the people in Qatar speak Arabic while few speak English.

Conclusion

The survey data gives a clear view of how the study in Qatar concerning the use of Instagram affects the business and also influences the market for goods. People speaking in English are commonly few thus viewed as the minority among the Arab speaking people. This has greatly improved the business field in the nation putting the business transaction on a social media platform. This prevents the identification of either you speak English or other languages.

The platforms help to create a more awareness of the products that are sold in the country. The seller has to build the trust in the customer avoiding considering that the customer does not speak a certain language. The platforms help to display various goods that are sold in the country and also people get a chance to choose the commodity that they are interested in the goods in the market are quite many. As the country takes note on the growing side of social media, different organizations have changed the way they do their business turning to the e-commerce way of improving the businesses. Qatar has been able to increase the revenue collection through the social media platforms such Instagram.

We can also conclude that turning to the e-commerce way to do the business has helped the organizations in Qatar to greatly increase. The vendors have nothing to be dishonest or discriminative as they have to lose. This is because the organizations ensure that the customers are always updated on matters concerning the market. This helps to build the trust with the customers as they see that the business is not only focused to make the profits but also to deliver the best services. The platforms also have some negativity that is associated with the use social media way to do business. Some of the people have taken the advantage of corned people as they pretend to be belonging to a certain organization while they are not. This kind of negativity has

greatly declined the trust that people have on social media. Other people also use the chance to discriminate other organizations showing the negative side of the business. This lowers the effective way people used to view the organization as they fail to understand which side to trust. For one to be successful in the business, he has to take the risk of getting to deal with people that he does not know as one cannot just work locally and expect to succeed.

The research involved the sampling of the population in Qatar for both English speaking people and the Arabic. This general population was comprised of Qatar Instagram users who were enrolled in the Carnegie Mellon Qatar (CMQ). The research checked the population in Qatar and the number of registered people on the Instagram platform. Most of the research conducted online was usually sent to the CMQ students through their email addresses in form of questionnaire. Students aged 18 years and above who could speak English were also included in the survey to ensure that there was an accurate data. The data collected can be concluded that it was safe as it was stored in a secure database of CMQ domain. As the survey was touching on an internet platform, the survey was ensured that it was conducted in an online way to ensure that all fields are balanced. A questioner method was applied in the data collection to ensure every person belonging to a different ethnic group or does any kind of business has been involved. Because the study involved a questioner method, high rate of ethical standards was maintained to ensure that there was an effective communication.

The further research can be done on what problems do the English speaking people face in the Arabic countries. This will help to understand how the business works and the areas that deserve the improvement. This is because of the data that was found shows that a bigger number did not believe that the use Instagram can be a means to improve business. Some felt that it was

uncomfortable to do the business online as they viewed Instagram as the hard app to use. Many people were neutral when it came purchasing the goods. They seemed to be undecided on whether Instagram increases the ability to search for goods and get the quality products than one requires.

Some felt that they were not safe doing business with vendors online as most of the vendor's cheats and cannot be of good help as they are liars. The bigger percentage disagreed while the other percentage that followed believed that it was comfortable to do business with vendors. A bigger percentage disagreed that using Instagram to search for information was similar to other platforms while the smaller percentage was the one that agreed that all platforms are similar.

The next research should focus on how the business can be improved through social media platforms. Use social media platforms have proven to be an efficient way to do business especially that of Instagram. The survey should also focus on how other social media platforms affect Instagram from becoming the best platform for business. The challenges that people face when using the Instagram platform also should be addressed in the next survey. Continuing with the research will help to identify strength and weakness in the platforms and also come up with new methods in which the social media can use to improve their services. As the research is of great importance to both the social media users and business people, it should be studied in more different aspects to enable it to highlight all the imprecise issues involving the social media platforms.

Work cited

El-Sherif, Tarek. "The Role Of Social Media on consumer Behavior in Qatar." (2016).

