

Methodology

The study was quantitative in nature. Researchers typically use the quantitative method when they seek to explain phenomena by collecting data that are statistically analyzed (Muijs, 2010). Notably, quantitative inquiry is suitable for studies in which variables of a given phenomenon are described, explained or predicted, so that the ultimate result can establish a relationship among these variables (Polit & Beck, 2013). The said method is also appropriate if the researcher wants to test a theory or hypothesis (Muijs, 2010). Overall, the principal goal of the quantitative researcher is to establish statistical relationships between variables and to generalize results (Rubin & Babbie, 2010). In other words, a quantitative study can establish causality or lack of one between variables.

For this study, the researcher used the quantitative method to determine whether a Qatari users' trust of electronic vendor Instagram impacted their purchase intentions. Here, the independent variable was trust of a vendor's Instagram as electronic vendor while the dependent variable was purchase intention. Instagram is a social media tool that users mainly use for posting pictures. Over time, the use of Instagram has also evolved from one where pictures are shared to one where online sellers can use to display their products. The independent variable largely depended on the Instagram user's reputation as well as the overall trust given by users to the tool itself.

Design

The study was descriptive in nature because the researcher sought to determine whether Qatari Instagram users' trust impacted purchase decisions. Oftentimes, descriptive studies use the survey method in order to understand, evaluate and/or analyze the current status of a given phenomenon. Through the descriptive design, the researcher gains broad outlook regarding the Instagram use and its possible associations with purchase intention.

According to Salkind (2011), there are various forms of descriptive studies. One of these is the correlational study that examines associations between variables. In light of these, the study used the correlational statistical analysis in order to determine whether Qatari's Instagram use affected purchase intentions. The study described the relationship between these two variables using the Technology Acceptance Model (TAM) as analytical framework (Salkind 2011).

Sampling

In quantitative inquiry, the sample population should be representative of the broader population from which it is drawn so that the results of the study can be applied to the population. This general population was comprised of Qatari Instagram users who are enrolled in Carnegie Mellon Qatar (CMQ). To ascertain that a non-biased sampling of participants is achieved, systematic sampling will be used. To note, systematic sampling entails that the survey questionnaire be administered to more than the number of participants needed. Considering that the CMQ has roughly 450 students, the target sample population of the study was 100. Through systematic sampling, every n^{th} participant was picked from a pool of survey participants who had completed the survey. This means to say that at least 300 participants responded to the survey, which was administered online through the school intranet. The researcher coordinated with the school in order to ensure that the study would reach the desired number of participants. Every third participant response was included in data analysis. It was assumed that CMQ students were English-speaking, and only those (male and female) at least 18 years old was invited to participate in the survey to avoid any issues related to minority.

Instrument

The survey was administered online. To ensure validity of the study, survey questionnaire items were developed with the help of a scale published in literature and which has been validated by researchers. As the study proposal was developed, the searcher decided

to use the Purchase Intention Scale used in the studies of Liao, Chen and Yen (2007) and Memarzadeh, Blum and Adams (2015). Based on the requirements of the study, the questionnaire contained 15 items that participants would answer according to a five-point Likert Scale.

Procedure

The survey questionnaire was through email to CMQ students. The list was acquired through coordination with the school and this was also disclosed to possible participants so that they would not feel alarmed about how the researcher acquired their email information. The link to the survey was also provided in the email through the help of CMQ's list serve. The questionnaire itself was deployed in a Google document format, and deployed using Google drive. Participants were asked to click on the link provided in the email so that they could access the questionnaire and provide their answers. Meanwhile, an informed consent was the first item that the participants had to accomplish to ensure that the study was conducted according to high ethical standards. Accomplished questionnaires of only those who have indicated that they are at least 18 years old was included in data analysis. After a period of one month, or as soon as the desired number of survey questionnaires have been accomplished, the survey was closed. Survey responses were then collected and stored in a secure database at the CMQ domain.

Data Analysis

Data collected through the online survey were analyzed statistically in order to understand possible correlations or the lack of one. The TAM served as analytical framework for data analysis, and were used in interpreting study results. Correlational statistical analysis were performed to analyze participant responses to the online survey. To ensure that statistical analysis was accurate, the researcher used the IBM SPSS statistical tool. It is important to note

that correlations are widely-used for survey-oriented studies especially for empirical investigations harnessing rating scales as the proposed study will (Groves, Fowler, Couper, Lepkowski, Singer & Tourangeau, 2011). The SPSS software helped the researcher precisely determine the correlation coefficient between user trust of Instagram and purchase intention. It also helped the research obtain the correct statistical results. According to the correlational statistical analysis, coefficient correlation ranges (r) from -1.0 to +1.0 (Groves, et al., 2011). The closer r is to +1 or -1, the stronger the relationship between the two variables.

Ethics

Because the study was based on human participant responses, it was conducted according to the highest ethical standards. It is important that study participants will not come to any type of risk to their life, health, and privacy. In this regard, they should be fully aware of the study and how information will be used. In this regard, informed consent forms were obtained from the participants, and they were informed that they would not be exposed to no form of risk as a result of their participation in the study. There could be participant identifiers in the proposed study, but these were all be deleted after responses have been collected. Instead, during data analysis, each participant was assigned a numerical identification. Participants were also informed of both the purpose of the study, the importance of their participation, data use and storage, and protection of their privacy. Access to questionnaire responses was limited to the researcher only. After the study, the researcher deleted all information that would link the participants' identities to their answers.

References

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